

Frank Seyler, Pioneer Of Community, Dies December 14 After Extended Illness

Funeral Services Held Here Saturday Morning

Deceased is Remembered as Prominent Business Man And Active Citizen Until His Health Failed

Frank Seyler, 64, died at his home here last Thursday evening shortly after 5:30, following an illness that confined him to bed for the past two weeks. While it was generally known that Mr. Seyler was in ill health for more than a year, his death, nevertheless, came as a shock to his relatives and many friends.

Funeral services were held from Sacred Heart church Saturday morning at 10 o'clock with Rev. Frovin Koerd, pastor officiating at the requiem high mass and at burial in Sacred Heart cemetery. Nick Miller was in charge of funeral arrangements. Pallbearers were J. W. Meurer, John Fette, Joe Hoenig, William and Felix Becker and Joe Fisher, Sr.

Mr. Seyler was a resident of Muenster for nearly 43 years. He was born in Peoria, Ill., April 16, 1875. As a lad he moved with his parents to Falls County, Texas, where they resided for 7 years. When he was 16 years old the family moved to Muenster and he resided here since that time. On August 29, 1899, he was married to Miss Catherine Nelces at Lindsay.

Mr. Seyler, coming to Muenster when he did, while the city was in its early pioneer stage, equipped himself with well drilling machinery and dug the first water wells in this community. He engaged in that business for many years, farmed on a small scale, operated a garage, was public cotton weigher for 5 years and a deputy sheriff of the county for almost 18 years. He took an active part in all civic and religious enterprises and was esteemed by all who knew him. He was a member of the Knights of Columbus and of the St. Joseph's Society of the parish. He retired from active work 15 years ago.

About that time his health began to fail, making it impossible for him to busy himself with the kind of work he loved to do. However, he was never idle. He enjoyed gardening and working in his yard and around his home. A little more than a year ago he became quite ill and it was learned that he had developed an internal cancer. Nevertheless, he was rarely confined to bed, although this ailment restricted his activity further, limiting his going-about to visiting his neighbors, going to town and attending church. Only two weeks before his death did he resign himself to his bed.

He is survived by his wife and one son, Mayor Ben Seyler of Muenster, and 6 daughters, Mrs. H. P. Hennigan and Mrs. John Mosman, Muenster; Mrs. T. L. Anderson and Mrs. Alex Lutkenhaus, Gainesville; Mrs. Elwyn Hope, Fort Worth, and Miss Catherine Seyler, Dallas, and 15 grandchildren.

Also surviving are 4 sisters, Mesdames Joe Otto, Muenster; Jake Gleb, Fort Worth; Charles Bernauer, Forrest City, Ark., and Frank Bone, Amarillo, and 3 brothers, Bill Seyler, Justin; John Seyler, Sidney, Nebraska, and Joe Seyler, Sacramento, California.

MARION SUPPLY CO. TRANSFERS STOCK TO WICHITA FALLS STORE

After serving oil fields of this section for about four years, the Marion Supply Company discontinued its local store last week-end and transferred its stock to the Wichita Falls store.

Harold Beasley, manager since the store opened, remains with the company as an assistant in the Wichita Falls store. He and Mrs. Beasley moved their furnishings to their new home Tuesday.

TRINITY IMPROVEMENT PLAN INCLUDES SOIL CONSERVATION HERE

Encouraging prospects for an extensive soil conservation project including almost all of Cooke county were noted last Thursday night, December 14, at the annual banquet and rally of the Trinity Improvement Association in Dallas.

The organization, while principally industrial in character and especially concerned with plans to make the Trinity river navigable, is deeply interested in preventing a continuation of soil erosion. Senator Tom Connolly in discussing the subject stated that any plan to clean out the river is futile unless it is accompanied by a soil conservation plan. "At one time small boats called the Trinity," he said, "and the only reason they do not sail today is that careless farming practices have permitted millions of tons of precious top soil to silt the Trinity and Galveston Bay."

Connolly quoted figures from the department of agriculture claiming that the 11 million acres of Trinity watershed have lost more than 20 per cent of their productivity through erosion. He also mentioned that White Rock lake near Dallas had silted more than 25 per cent in a few years from erosion on the limited area draining into it.

Connolly linked his soil conservation program with the canalization program but did not subordinate it. In his opinion the greatest resource of the state is being washed away through lack of erosion control. Keeping soil where it belongs is important to the success of Trinity navigation but it is far more important to the welfare of those who must cultivate the land in future years.

Reports from Senator Morris Sheppard, John Carpenter, Amon Carter, government engineers and other speakers on the program indicated optimism that Trinity improvement will continue uninterrupted.

ORVAL MALONE HAS NARROW ESCAPE AS GARAGE SIGN FALLS

Orval Malone escaped with minor injuries Monday afternoon from a near fatal accident. While he was passing the H-5 service station about 1 o'clock a large sign, swaying in the wind, fell with its heavy supporting pipe.

Hearing the object break loose overhead, Malone made a dash for safety but moved in the wrong direction. The sign caught him with a glancing blow on the back and sliced through the back of his shoe to get a small portion of his heel.

Malone, knocked unconscious by the blow, was promptly taken to the hospital where an examination revealed only severe bruises and the heel injury. He was sore and stiff Tuesday morning but was back on the job at Ben Seyler's.

BEZNER TREATS CITY TO SURFACING JOB ON GRAVEL STREETS

Through the co-operation of Joe Bezner, commissioner of precinct 4, Muenster's side streets were favored with a renovating job on Saturday, Monday, and Tuesday. Arnold Swirczynski, operating one of the county maintainers, bladed the surface of all the busier streets and opened drainage ditches.

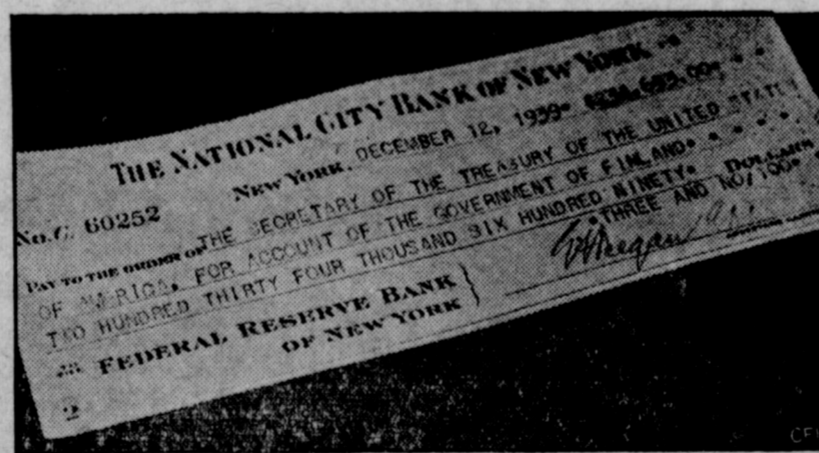
Swirczynski also helped with some minor jobs of civic improvement. Between the Joe Fisher and Lena Kleiss homes he remedied a bad drainage problem by removing an old, seldom used sidewalk across the street, widening the street, and cutting a deeper drainage ditch. Another street widening job was that past the homes of Adolph Herr and Fred Hennigan. In front of the Enterprise building he bladed the gravel recently hauled in for a parking space and also improved the drainage.



TO EVERYONE

As we look back over the year just past we fully realize the factors that have combined to make possible such an enjoyable year. We can think of any number of instances where your friendship and your influence have been of tremendous benefit to this institution and it is with this thought in our hearts that we stop for a moment at this happy Yuletide to wish you all the joys of the season. We hope that your every Christmas wish will be granted, that this will be a most happy occasion for you and yours.

FINLAND PAYS DEBT DESPITE THE WAR



NEW YORK, N. Y.—This photograph shows Finland's check for \$234,693 drawn on the National City Bank of New York, fiscal agent for that Government, which was delivered by Hjalmar J. Procope, Finnish Minister to the United States, to Henry Morgenthau, Jr., Secretary of the Treasury, in Washington last week. The check is in payment of Finland's current debt installment and interest.

AGED MOTHER OF MRS. G. O. RENFRO BURIED THURSDAY

Mrs. Francis R. Norton, 76, died at the home of her daughter, Mrs. G. O. Renfro, Wednesday of last week. She had been ill for several weeks.

Burial services were held Thursday at Mt. Zion cemetery with Rev. W. E. Moore of Gainesville officiating.

Mrs. Norton was born in Lee county, Virginia, but had spent most of her life in Texas. Since the death of her husband a number of years ago she had made her home with her daughter. She moved with the Renfro family to Muenster 8 years ago.

CHRISTMAS SCHEDULE OF CHURCH SERVICES FOR LOCAL PARISH

The schedule of church services at Muenster on Christmas day is announced by the pastors as follows: 5 a. m.—Angels' Mass, a high mass, with sermon and communion, followed immediately by two low masses. 8 a. m.—Shepherds' Mass, a low mass, with sermon and communion followed by one low mass. 10 a. m.—High mass and sermon. 3 p. m.—Vespers and benediction. After the 5 o'clock mass the pastor will bring the Blessed Eucharist to sick persons of the parish. Schedule of confessions: Friday and Saturday: 6:30 a. m., 2:00 p. m., and 7:00 p. m. There will be no confessions heard on Christmas Day.

Proposed Mutual Plan Of Hospital Service Finds Increasing Interest

PRESENT DIRECTORS OF ELECTRIC CO-OP NOMINATED FOR '40

Present indications are that the personnel of directors at the Cooke County Electric Cooperative Association will remain unchanged after the general membership meeting to be held Wednesday, January 10 at 2 p. m. in the Muenster parish hall. A report from Superintendent J. W. Hess this week disclosed that a specially appointed nominating committee favors retaining all the current directors and adding one new director, Jack B. Martin. Those re-nominated are Barney Voth, Henry Fette, J. C. O'Brien, Joe Otto, R. M. Folty, Casey Jones, and Joe Bengfort.

A letter to all members in the near future will advise of the nominating committee's proposals, and will also specify the procedure for securing other directors in case members are not pleased with the choice of the nominating committee. Unless other nominations are submitted the present directors will be automatically re-elected at the general meeting.

Any additional nominations must be made on paper and signed by at least fifteen members. This course is followed to avoid the confusion of a large number of nominees.

Members of this year's nominating committee are John B. Klement, G. H. Hellman, E. A. Felker, Roe Sledge, John A. Popp, D. C. Beck, J. N. Whaley, Jack B. Martin and W. L. Young.

HOLY NAME TO HAVE CLUB-ROOM IN PARISH HALL BASEMENT

Members of the Holy Name Society at their regular monthly session Monday night gave their principal attention to the problem of converting a section of the parish hall basement into a club room. The first step toward that end it was agreed, would be the installation of table tennis sets.

In the meantime a committee will secure estimates on the purchase and installation of a bowling alley. That feature, the society agreed is the most desirable for a club room, but its cost might be prohibitive. Reports on the committee's investigation will be given at the society's next meeting.

If possible the tennis sets, constituting the first units of club equipment, will be set up before the society's annual program on January 2.

No new members will be admitted to the society at the program this year, Father Francis, sponsor disclosed. Hereafter candidates will be expected to have a fair knowledge of religion, and all of them will have to attend a course of instruction before being admitted. Because of several conflicting events this year there was no opportunity to conduct the course.

WEATHER PERMITS STEADY PROGRESS ON LINE EXTENSIONS

Favored by consistently mild weather the J. E. Morgan and Sons construction company is progressing rapidly in the construction of extension lines for the electric co-operative. This week most of the poles were set on the seven mile line north of Era and much of the work has been done on the 35 miles northeast of Gainesville. In that locality construction is still in the brush clearing and digging stages.

Work on the north Montague extension will probably begin about January 1, the contractor estimated. After that a month of working days will be needed. If favorable weather continues the west extension can be energized early in February.

Committee Named To Secure Pertinent Data

Plan Permits Construction Of Local Hospital Along With Reduced Rate For Hospital Service

Interest in a local co-operative plan for hospitalization ran high Wednesday night when a small group of persons assembled at the K of C hall for an informal round-table discussion.

The meeting ended with a decision to secure pertinent data on insurance and incorporation regulations along with general information on rates charged by other non-profit hospitalization companies and the services they offer.

A committee consisting of Father Francis Zimmerman, Dr. T. S. Myrick, Herbert Meurer, R. N. Fette and J. M. Weinzappel was named to compile the desired information. When they have finished that task they will call a general community meeting and submit a plan.

Introducing the subject of hospitalization, Father Francis stated that the community is showing increasing interest in larger, state-wide organizations that, though worthy and dependable, are undesirable for Muenster in that they do not give local people the advantage of accumulated surplus. "What Muenster should do," he said, "is set up its own hospitalization unit and keep its surplus fund at home. The benefit of that surplus can then be realized either by reduced rates or by the construction of a local community owned hospital."

Dr. Myrick gave a brief explanation of the "why and how" of the entire plan. He quoted national hospital statistics showing that, on an average, one person out of every thousand is in a hospital. At a cost of \$5.00 per day the normal hospital bill per 1,000 would be \$150. But the income from a thousand members in a hospitalization group, at the usual rate of 50 cents a month, would be \$500. That leaves \$350 a month for administrative expense, promotion, reserve for emergencies, and other costs. "That \$350 per month is what should be kept at Muenster," Myrick said.

He then continued with alternative suggestions for using the accumulated surplus. One was to reduce rates to the point of meeting actual expense. The other was to let the surplus accumulate for a few years and then construct an adequate hospital.

Considering the possible membership of a local hospitalization unit, Myrick estimated that a hospital could be paid for within five years. After that the rate could be reduced to a very low figure.

Numerous points were mentioned in favor of a local hospital. It eliminates the risk often involved in long drives and lost time. It eliminates also the expense of long drives by both visitors and patients. It adds tremendously to the prestige and the business opportunities of a city.

Once completed, a hospital would be a financial asset as well as a physical asset, the doctor added. An order of sisters, assured through the hospital insurance that collections would be good, would rush at the opportunity of taking it over on a cash rent basis. "And when conducted by sisters it would be a good hospital with good patronage."

8,692 BALES

Cooke county cotton production for 1939 still lags more than 200 bales behind that of 1938. A report recently issued by the census bureau of the Department of Commerce shows that 8,692 bales of 1939 cotton were ginned prior to December 1, as compared with 8,926 bales for the 1938 crop.



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 1939
May We Serve You Through 1940.



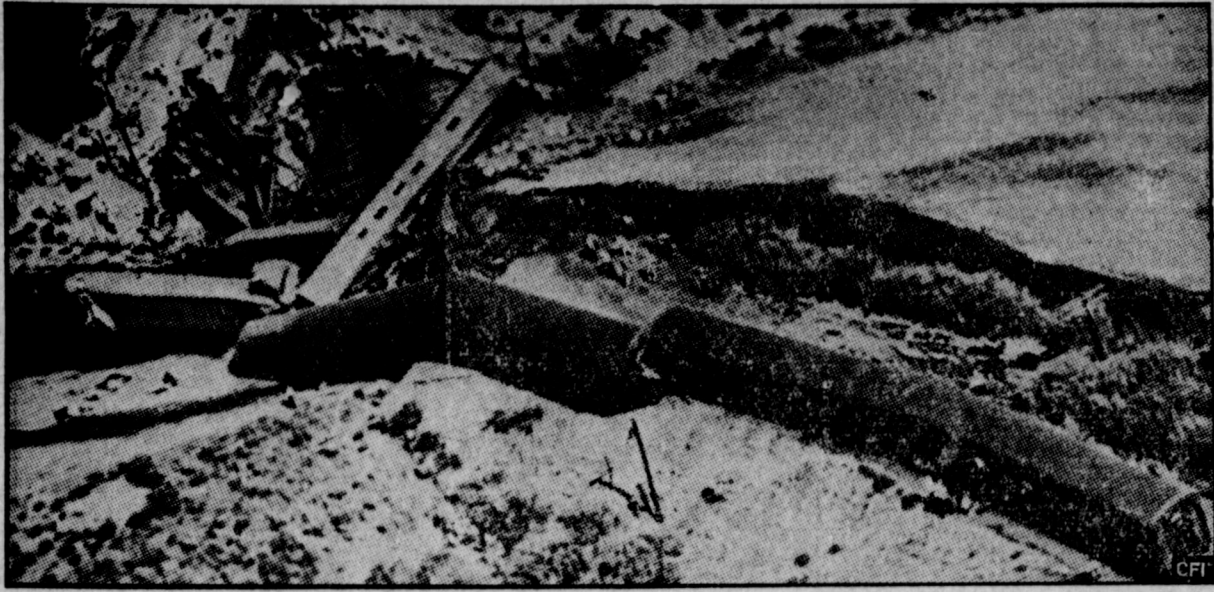
Farmers Marketing Association

FMA Cheese Plant
Rudy J. Hellman

The FMA Store
Andy Hofbauer

Review of the News for 1939 in Pictures

"CITY OF SAN FRANCISCO" WRECK



HARNEY, NEVADA—SOUNDPHOTO—August saw the most serious train accident of the year. Picture shows air view of the wrecked "City of San Francisco" in which 19 persons lost their lives and 60 were injured.

262ND POPE



VATICAN CITY—In March Eugenio Cardinal Pacelli, former Papal Secretary of State, became Pope Pius XII following the death of Pope Pius XI.

END OF POLAND



The heavy black line in the above map roughly shows how Russia and Germany partitioned Poland after the valiant Polish army was crushed by mechanized German forces.

astride his horse. Wheeler is typical of the cow-punchers who inhabit this community.

Take an ordinary clean man, pour in a heaping measure of energy, stir in enough self-respect until he can stand alone. Then add enough tact to give it rising power. Place the mixture over a slow fire of hard

luck to determine its staying qualities. A pinch of aggression may now be added; also be sure to dust the entire mixture over with a layer of honesty which will be apparent to everyone, after which you can be sure (if no foreign matter has blown in) that the finished product will be a credit to you.—Ex.

Enterprise Ads Bring Results!



May Christmas bring Joy, and Peace and Contentment, and may the New Year be one filled with Health and Prosperity...

Your associations have made the past year happy for each of us and we trust these friendships may continue for many years to come.

Hennigan Motor Co.
Dependable Service

THE SEASON OF
GOOD CHEER



... finds us mindful of the good things that have come our way during the past year. The fine friendships... the excellent patronage... both have been instrumental in enabling us to have a most successful year... so please accept our thanks for everything.

M. J. Endres

Muenster, Texas

If You Want to Sell It, Advertise It. Please Patronize Our Advertisers

ANNUAL FLOOD OF HOLIDAY MAIL POURS INTO CHRISTMAS, FLA.

CHRISTMAS, Florida. — A seasonal boom in good cheer is reported from this famous hamlet of 200 population as holiday packages, letters and cards pour into the tiny postoffice from remotest sections of the world.

African missionaries, children from the Bronx and even persons from the war zones of Europe sent their holiday mail here for what has become an official stamp of Yuletide approval—"Greetings from Christmas, Fla." Some persons desired complete authenticity for their Christmas cards and asked that they be remailed from here to Santa Claus, Ind., for further postmarking.

This is the only postoffice named Christmas in the United States. The town is 102 years old, having survived attacks from hostile Indians and several battles during the civil war. The town was held for a time by the Union army during the civil war.

Protests Save Office. Then the Postoffice Department attempted to eliminate the postal status of the town, but combined protests of Christmas' residents, stamp collectors and the Florida congressional delegation staved off the threatened oblivion.

Although the crop of mail is a bumper, Postmistress Juanita Tucker is having an easier time of it than she has in the past. For one thing, she has a postoffice building.



With full appreciation of the true meaning of the words, we say to all...

MERRY CHRISTMAS
and
HAPPY NEW YEAR

Hirsey Bakery

Muenster

MERRY CHRISTMAS

The things you have wished for... the ambitions and plans that have been yours... we hope they will all be realized during the coming year. And may the Holiday Season be a happy one and the New Year one of usefulness, happiness and success.

HAPPY NEW YEAR



C. D. Shamburger Lumber Co.

HENRY J. LUKE, Mgr.
Muenster, Texas

Fifer LIVE STOCK COMMISSION CO.

FORT WORTH, TEXAS

Wishes You

A Merry Christmas

and

A Prosperous New Year

Thanks for the good business our Muenster friends entrusted to our care during the past year.

TRAPPING OF WILD ANTELOPE PROVES THRILLING EVENT

STERLING CITY, Texas. — With all the color of the old-time cattle round-up, antelope are being trapped on the Brennand Ranch near here by a crew of cowboys and biologists for the Texas Game Fish and Oyster Commission and game conservation history is being made.

Due to the fact that antelope, the fastest animal on the North American continent, will not jump a fence higher than four feet, they overgraze areas upon which they live and in order to increase the supply of pronghorns in Texas to the point where it may be possible to open the season on them within a few years the Game Department found it necessary to devise a successful plan

of trapping antelope, no easy task. Two other states had attempted antelope round-ups and their mortality rate was so high, more than fifty per cent of the animals being killed, that the projects were abandoned. However, Dr. Lee Fisher, a regional game manager for the Texas Game Department, experimented and developed methods which proved so successful that only 2 antelope were lost in first ninety-three trapped near here. A total of 93 antelope were trapped in ten days before the drive was suspended temporarily at the start of the hunting season. It is now being resumed and it is believed more than 400 of the pronghorns will be trapped before the drive closes. They will be distributed to areas suitable for them. Areas must be open prairie as antelope cannot live on land too heavily wooded.

The colorful round-up of antelope has caught the fancy of newspaper and magazine editors and photographers for Life magazine, Texas newspapers and magazines of this section have flocked to the Brennand

Ranch to get "shots" of the proceedings. Equipment for the round-up which is a federal aid project, is extensive. Eight or nine hard-riding cowboys are used in the round-ups, and they do not spare their horses over the rocky terrain of this section.

Each drive is carefully planned. Riders sweep out in wide circles and drive the antelope toward the pens arranged to trap them. If the drive is successful the pronghorns are driven into a funnel-shaped enclosure which has wings 150 yards apart. Then the riders force the antelope through an opening, the gate of which is buried in the ground. Rushing up, the riders close the gate and the antelope are trapped in a wire pen approximately 200 feet long and 100 feet wide. However, the worst is yet to come. The antelope must be driven into a small enclosure approximately 50 feet square which has walls of heavy netting. The netting is necessary due to the fact antelope, easily stampeded, will kill themselves by running into heavy wire fences. When the gate swings shut on them they are left a while to quiet down and are then forced into the last pen they probably will ever occupy. It is 10 x 10 in size and it is in this third of a series of enclosures built in a row that the cowboys pick up the pronghorns and place them in wooden crates just large enough to allow the animals to stand up in.

However, before the antelope are put into the shipping crates they are weighed and tagged for the game department biologists are collecting and compiling data on the weight, age and sex of the antelope moved to new range. Information will be gathered on limiting factors such as predators, diseases, parasites, weather and other factors on which adequate information is not now available. These studies will prove exceedingly valuable in determining what should constitute effective range management practices. The result may be that within a few years you and your shooting partner may be making plans for antelope hunts, just as you now do your deer trips.

GET TOGETHER CLUB MEETS WITH MRS. J. B. WILDE

Mrs. J. B. Wilde was hostess to Get-Together club members on the 13th when she entertained in the home of her mother, Mrs. John Eberhart. The party rooms were prettily decorated with vases of chrysanthemums and four tables were arranged for progressive 42 series.

At the conclusion of the games Mrs. John Wieler was presented with a crystal bowl as high score award and Mrs. C. M. Walterscheid received a bottle of bath salts as the consolation favor. Mrs. Joe Luke won the door prize and Mrs. T. P. Frost received a birthday gift from her sunshine pal.

During a brief business session preceding the games, Mrs. Jake Pangel, president, was in charge. New names were drawn for giving sunshine gifts and the donors of last year's gifts were revealed.

At the close of the afternoon the hostess served a delicious plate lunch to 20 members and guests. Mrs. T. P. Frost of Ada, Okla., Mrs. W. P. Bratcher, Mrs. Joe Parker, Mrs. Tessie Stinson, and Mrs. Joe Swinger were the guests.

Members present were Mesdames Jake Pangel, Joe Luke, Joe Kathman, Henry and C. M. Walterscheid, John Wieler, Clarence Wilson, Paul Nieball, John Klement, Bill Becker, W. H. Endres, Roy Endres, Tony Gremminger, Henry Flettman and Ben Hellman.

The meeting next month will be given in the home of Mrs. Al Walterscheid with Mrs. Clarence Wilson as hostess.

LARGE AMOUNT OF WORK DONE BY MISSION CIRCLE

Saint Anne's Mission Sewing circle met in regular monthly session last Thursday and although only a small membership was in attendance the usual good amount of mission work was done.

A large box of clothes and quilts was packed for shipment to the Central Bureau in Saint Louis for distribution before Christmas, two wool

comforts were completed and infants' and children's dresses made from new remnants of materials that had been donated. Altar linen work progressed nicely, lace edging was made and hospital bandages rolled.

All materials for bandages that the circle had was utilized and a request was made for old sheets and other linens for this purpose.

At the close of the afternoon 12 members enjoyed refreshments.

LEAGUE LADIES HAVE CHRISTMAS PROGRAM AT FRIDAY MEETING

A delightful Christmas program was presented for the enjoyment of the Civic League and Garden Club members during a regular monthly meeting last Friday afternoon in the public school.

Misses Dorothy Fette, Mary Barker and Elfreda Luke, school teachers, were in charge of the program. Miss Fette spoke on evergreen trees and shrubs, giving helpful hints for their planting and maintenance and concluded her talk with an interesting story about holly, the Christmas evergreen, with directions for making attractive and novel holiday decorations from this hed berry shrub.

Miss Barker spoke on the poinsettia, the Christmas flower, telling of its origin, and care necessary for growing it in this section of the country.

Miss Luke presented four of her small pupils, Teddy Dean, Betty Cole and Peggy and Nancy Dean, in a short program of Christmas speeches and a humorous dialogue, after which she gave a fascinating account of Christmas customs in other lands.

The room was decorated with evergreen shrubs, and an unusually pretty Christmas arrangement of bear grass and red berries in a container surrounded with mistletoe was placed on the desk. The creation was designed by little Jeanette Meurer and was her gift to the club.

Mrs. M. J. Endres, vice-president, was in charge of the business session of the league preceding the program. During the period devoted to committee reports Mrs. Nick Miller stated that the annual drive for cemetery funds will begin next month. Mrs. Endres announced that eight homes had been entered in the Christmas lighting contest, and Mrs. Myrick advised that lilacs and native cedars will be planted around the city markers within the next several days.

Miss Olivia Stock gave a brief discussion of a talk she heard at a Rotary Club luncheon in Gainesville last week, when D. A. Stufflebeam of Itasca, a member of the National Cotton Council, addressed the gathering on the cotton situation in the south. His talk, as told by Miss Stock, dealt with the alarming decline of the cotton industry and of efforts now being made to restore cotton to its rightful place, keeping it abreast of any competitive product and urging that this be a cotton Christmas.

At the close of business the members sang a Christmas carol with Mrs. Tony Gremminger playing the piano accompaniment, and then visited Miss Luke's classroom to admire her Christmas tree and decorations, most of which were made by her tiny pupils. The religious aspect of Christmas was noted, too, in a scene of the nativity. The stable and its surroundings was made by the primary pupils under the supervision of their teacher.

CHRISTMAS TREE BUSINESS BECOMES IMPORTANT INDUSTRY

COLLEGE STATION. — Christmas trees have become a 10-million dollar industry in the United States, according to C. W. Simmons, farm forester for the Texas A. and M. College Extension Service, who points out that the Texas Christmas tree market may be a source of additional income to owners of farm timber. Cutting of Christmas trees on a commercial basis should be done primarily to improve the condition of the remaining trees, he says. Pines, eastern red cedar, youpons, and live-oak are among the Texas trees suitable for Christmas use.

Christmas Would Be Incomplete

If we did not avail ourselves of the opportunity to express our appreciation to our loyal friends and customers for your patronage... To you we wish the most of Christmas Joy and a Happy, Prosperous New Year.

Zimmerer & Kubis

417 N. Commerce

Gainesville



In the true friendly spirit that dominates the entire world at this time, we extend our wishes for a delightful Yuletide Season and a successful New Year. We sincerely hope that the pleasure we have had in serving you in the past has been mutual, and we wish to take this occasion to thank you for all past favors.

Muenster State Bank

"A Good Bank To Be With"

Muenster



Happy New Year

This is the season of the year when we welcome the opportunity to renew friendships and to express our appreciation for your cooperation which has made possible a very satisfactory year for us.

May the Yuletide bring abundant joy to you and yours and may the New Year bring true health and happiness to each and every one of you.

Schad & Pulte

East Side Courthouse

Gainesville



YOUR consideration has made this a Merry Christmas for us... May we extend the wish that yours will be gladdened just a little by our appreciation and good wishes?

Hensley & Bone
FURNITURE
Gainesville

A N OLD FASHIONED
MERRY CHRISTMAS

IN STREAMLINED DRESS

May the Yuletide Season, with all its spirit of good fellowship, bring great joy to you and abundant prosperity in the coming year.

Butane Gas Sales Co.

110 N. Dixon — OTIS COX — Gainesville

If You Want to Sell It, Advertise It. Enterprise Ads Bring Results!



To the Friends of This Firm

Because of your thoughtfulness this firm has enjoyed one of its best years, and it is in grateful appreciation of your patronage that we pause to say, "SEASON'S GREETINGS." It is our sincere wish that these pleasant associations may continue.

Geo. Carroll & Son

Gainesville

GREETINGS

from US to YOU



Once more it is our pleasure to extend the compliments of the season and express our hope that the New Year will bring to you and yours the abundance of good things and good health you

richly deserve. And on this important occasion we wish to thank you most sincerely for your generous patronage the past year and we pledge a continuance of our established quality and service.



Clayton Dry Goods Company

Gainesville

Linn News
MRS. A. WALTERSCHEID
Correspondent

Miss Dorothy McKinney spent the week-end with homefolks at Era.

Abner Dunn was the guest of relatives in Saint Jo during the week-end.

Sam Biffle was the Sunday dinner guest of his son and daughter-in-law Mr. and Mrs. Jack Biffle.

Mrs. Darrell McCool spent Sunday

at Era with her mother, Mrs. J. F. Howton.

Mr. and Mrs. Wayne Thompson of Freemound spent Saturday with Mr. and Mrs. Bob Steadham.

Mr. and Mrs. Lee Griggs were guests of Mrs. T. N. Fielder Monday evening.

Miss Willie Sowder had as her guests during the week, Mr. and Mrs. Ducksworth of Gainesville.

Miss Pansy Steadham of Dallas arrived Sunday to visit with her mother at Forestburg. She was met at the Muenster depot by Mr. and Mrs. Jack Biffle and Mr. and Mrs.

Wayne Thompson who accompanied her to her mother's home.

Mrs. Luther Gentry of Freemound and her daughter, Catherine, of Borger, spent Tuesday in the Fielder home.

Mrs. Adolph Walterscheid attended a shower party given for Mrs. T. Walterscheid at Myra Friday afternoon.

Mesdames T. N. Fielder, Selby Fielder and Darrell McCool attended a Christmas party given in Gainesville for county home demonstration club members Saturday afternoon.

Mr. and Mrs. Clarence Hudspeth and family of Spring Creek community spent Sunday here and were accompanied home by her parents, Mr. and Mrs. Price McCool, who will spend a week there.

Mrs. Gus Sicking and daughters, Margaret and Marie, accompanied by Mrs. Andrew Hacker, were in the Rosston community Wednesday to attend a shower given for Mrs. Pete Rosson.

Miss Willie Sowder had the misfortune of stepping on a nail Wednesday. While the injury is causing her considerable discomfort it is not serious and she is getting along nicely.

Eleven friends complimented Mrs. B. C. Rosson Thursday afternoon with a surprise birthday party at her home. Punch, sandwiches and cookies were served.

Mr. and Mrs. Grady Richey and baby of Gainesville, were guests of her mother, Mrs. Will Martin, and grandmother, Mrs. C. J. Tuggle, Sunday.

Mr. and Mrs. Ike Fulton celebrated their twenty-third wedding anniversary Sunday. Their dinner guests were Messrs. and Mesdames A. E. Barnes and Lee Livingston.

Mr. and Mrs. John Blanton and Miss Dorothy Fay Blanton, Miss Betty Jo Porter and Leroy Porter were in Sherman shopping Saturday.

Messrs. and Mesdames Fred McTaggart, George Reed and Mesdames C. J. Tuggle and Dora Fears attended the funeral of Grandma Norton of Muenster, at Mt. Zion Cemetery, 25 miles southeast of Gainesville Thursday.

The women of the Baptist Missionary Society met for their regular monthly business meeting Monday afternoon at the church. They arranged to send hens to Buckner Orphans Home at Dallas. A chicken dinner will be served to the orphans on Christmas Day.

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resents a part of the crib. The next meeting will be on January 8, no meetings being held during the holiday season.

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

Gainesville

113-115 S. Commerce

Phone 383

Greetings

We desire to extend to you Greetings of the Christmas Season and to express our sincere wishes for your prosperity in the coming year. May the cordial relations existing between us continue.

Main Cafe

Mr. and Mrs. Alf Schumacher



Season's Greetings

May this be your happiest Christmas of them all...and the New Year be the most prosperous, our Yuletide wish for each of our friends.

Nick Miller

Cleaning and Pressing
Shoe Repairing
Muenster

GREETINGS

At this glad season, when peace, good will and good fellowship are so much in evidence, we extend Season's Greetings. May you enjoy the associations of those

dear to you, and may their companionship continue through the years to come. Happy Christmas to all and a Prosperous New Year

First State Bank

Gainesville

Miss Willie Sowder had the misfortune of stepping on a nail Wednesday. While the injury is causing her considerable discomfort it is not serious and she is getting along nicely.

LINN CLUB HAS MEETING PLANS CHRISTMAS PARTY

Linn.—The Linn Home Demonstration club met at the home of Miss Willie Sowder last Thursday for a regular meeting. The roll call was answered by members giving a Christmas verse, after which Mrs. Darrell McCool, president, assisted members make plans and arrangements for a Christmas party to be given this week at the school for members and their families. This was followed by drawing names for the gift exchange.

Mrs. Ben Sicking gave a brief report on the last council meeting held in Gainesville, and also told of the program of the REA show which she attended near Denton last week.

At the close of the afternoon a delicious plate lunch, carrying out the Christmas colors of red and green, was served to Mesdames Selby Fielder, Adolph Walterscheid, Jack Biffle, Ben Sicking, Ray Klement, Bob Steadham, T. N. Fielder, Sam and Darrell McCool, Andrew Hacker, Gus Sicking, Bernard Sicking and Diamond King, who was welcomed as a new member, and Miss Rose Sicking.

MYRA SUNSHINE CIRCLE HAS CHRISTMAS PARTY

Mrs. F. S. Piott was hostess to the Sunshine Circle for the annual Christmas party, at her home Friday afternoon. Mesdames Leroy Porter, Parker Fears, Ray Hudson and John Blanton had charge of the entertainment and serving.

The Christmas motif was carried out in games, decorations and refreshments. Twenty-eight members and three guests attended, each receiving a gift from the Christmas tree.

HYACINTH STUDY CLUB HAS REVIEW DISCUSSION

Members of the Hyacinth Study club enjoyed an interesting meeting Monday evening in the home of Misses Mary and Anna Becker when Miss Olivia Stock, leader, conducted a review of the first eight chapters of the textbook.

Supplementary readings from the club's scrap book, from the Catholic encyclopedia and the Bible were given by members of the group.

As a Christmas gift to the Christ Child, members made a spiritual crib. The contributions contain acts of kindness, numerous prayers, visits to the Blessed Sacrament, abstinence from candy, perfect silence for one hour, etc. Each of these were written on a piece of paper and drawn by the members. Each rep-

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Burl McGee of Denton spent Sunday night with his mother, Mrs. Fred McTaggart.

Miss Dorothy Fay Blanton of Leo spent the week-end with her parents Mr. and Mrs. John Blanton.

Mr. and Mrs. Fred McTaggart visited their daughter, Mrs. Henry Wheat and family in Dallas Sunday.

Mr. and Mrs. Thad Harrison and children of Bellevue visited her mother, Mrs. J. T. Rosson, and other relatives here Saturday.

Mrs. Sam Biffle, who has been ill at her home here for the past three months, is much improved and able to be out some.

Mrs. Wilbur Webb of Nashville, Tenn., is here for a three weeks' visit with her parents, Mr. and Mrs. B. C. Rosson.

Donald Lee Green of Denton is spending this week with his grandparents, Mr. and Mrs. Fred McTaggart.

Mr. and Mrs. N. Melton spent Sunday in Dallas as the guests of their daughter, Mrs. Lena Mae Gray and family.

Mesdames Dave Gillette, Tom Pryor and Lon Blanton were in Wichita Falls Tuesday, Christmas shopping.

Rev. Preston Springfield of Fort Worth preached at the morning ser-

vice and evening service Sunday at the Baptist Church.

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All of us at—

Dustin's

wish you a

Most Pleasant

Christmas Season

Frank Dustin
Mrs. Frank Dustin
Mrs. Lois Lucas
Mrs. Irb Bateman
Raymond Howard
Tommy Hutton
Ross Green

One Moment, Please!

Stop unwrapping your gifts just long enough for us to say "Merry Christmas" and "Thank You."... We hope you get everything you have longed for and a lot more, too.

Home Furniture Co.

Gainesville

Merry Christmas

Today and every day, we greet you with all the sincerity that is in our hearts, and with a deep feeling of appreciation for your thoughtfulness during the year now closing.

Dickerman's Drug Store

Walgreen Agency

Gainesville — Texas

Greetings

To One and All

Inspired by the thoughts of pleasant associations during the past we are only too glad to send you a little Christmas sentiment that carries with it genuine thankfulness for all the blessings that have come our way.

We send to you, not only as a customer, but as a friend—our best wishes for Health, Happiness and Prosperity.

Happy New Year!

Jimmy's Service Station

Muenster

A CHRISTMAS MESSAGE

It is with true appreciation of the fine patronage that you have extended us in the past year that we pause at this glad time of the year to express our sincere good wishes for a most enjoyable Christmas and a successful New Year.

The Manhattan Clothiers

Leo M. Kuehn Gainesville

MUESTER ENTERPRISE

Published Every Friday at Muenster, Cooke County, Texas

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

Entered as second-class matter December 11, 1936, at the post office at Muenster, Texas, under the Act of March 3, 1879.

FRIDAY, DECEMBER 22, 1939

Subscription (in Cooke County).....\$1.00
Outside Cooke County.....\$1.50

ADVERTISING RATES

Display, per column inch30c
Foreign, per column inch.....35c
Readers, Among Locals, per line.....5c

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.



TO MEN OF GOOD WILL

"Glory to God in the highest, and on earth, peace to men of good will."

A celestial choir chanting that promise of contentment announced the first Christmas more than nineteen hundred years ago. Through the ages the spirit and teaching of Him who inspired the message has come down from generation to generation, always standing out as the principal factor in the happiness of individuals and the advance of civilization.

Christmas is an event of profound significance. It is far more than an international holiday observed by an exchange of gifts or glad tidings. It is the birthday of God, the beginning of a doctrine that has brought peace and freedom to the world. The salvation merited for mankind by Christ was temporal as well as eternal. Christ restored man in the favor of his Creator and he also restored the dignity of man.

The inalienable rights to life, liberty and the pursuit of happiness, so deeply cherished by every true son of this nation, are the logical outgrowth of Christ's doctrine. In fact, it can be said that almost every worth while feature of current civilization finds its origin in Christ's teaching and every evil is a direct departure from Christ.

At the birth of the Savior the angels were singing "peace to men of good will." The significance of the announcement is in keeping with the greatness of the event. There can be no mistake about it. Men of good will, those who make an honest effort to be fair with God and fellow-man, will be rewarded with the greatest temporal gift known, peace, or a feeling of inward contentment.

It is worthy of note, however, that Christ expects men to earn the blessing of peace by a proper attitude. He did not, as some modern, garbled versions of the angelic chorus would have us believe, extend "peace, good will toward men" as a gratuitous favor that men would not have to merit. Events through the centuries and of the present day indicate that peace is lost as soon as good will is lost.

Were it only possible for the message of the new-born Savior to touch every heart of the world! What an awakening this Christmas would be! All armed conflict would end on the morrow to be followed by fair settlements that would insure a new era of happiness and prosperity. All class

differences would end. In fact almost every evil known to civilization would end.

It has been said by some would-be benefactors of mankind that current unpleasant conditions are caused by the failure of Christianity. The fact is that many so-called Christians have failed to live up to the standard of Christianity. When those standards again come into more general use the blessings promised at the birth of Christ will again prevail.

In spite of the turmoil so prevalent all over the world this Christmas is nevertheless a day of promise. Men of good will may still enjoy peace. Perhaps they are not fortunate enough to escape troubles caused by the ill will of others, but they can be at peace with themselves and their Creator and with quite a number of fellow-men.

All we want is education without study, wealth without earning it, and fame without years of hard work.—Kerrville Mountain Sun.

What Others Say

THE SPIRIT OF CHRISTMAS

Tomorrow we celebrate a day that is fraught with many tender memories for the older generation and holding in store breathless anticipation for the children of today. The story of Christmas is the story of the Christ Child; the spirit of Christmas is the spirit of Christ Himself. This spirit is eternal, and will continue in the hearts of men for all time to come.

When we make our gifts tomorrow, let's give them as Christ would. Let's make it an act of genuine love. Christ was of lowly birth, as material things go. As He Himself said He had no place to lay His head. The foxes had holes, and the birds had nests, but He had no home. While His Gospel was for all men of every creed, color, and condition, Christ emphasized his ministry to the poor. Let's not make the mistake of making gifts only to those from whom we can expect something. Let's do it as Christ would if He were alive. Let's give something to the needy and poor about us.

The greatest joy that can come to the human heart is from doing something for other people. No one can live to himself and get much out of life or be happy. We must live and share with other people as we go along.

At Christmas time this spirit of giving and sharing is at its best. Goodwill toward men permeates the thought and action of everyone. Selfishness and pettiness are momentarily forgotten in the experience of the thrill of brotherly love.

In making our New Year's resolutions let's resolve to carry this Christmas spirit—this Christian spirit—with us throughout the year of "Peace on Earth, Good Will to Men."—Exchange.

A SAFE CHRISTMAS TO YOU

Here's wishing you a Merry Christmas—and a safe Christmas.

This year, if past precedents prevail, many a Christmas that starts out merrily will end in tragedy—because of fire. A dead child, a seriously burned parent, a destroyed home—these are the fruits of carelessness and ignorance in regard to fire hazards.

The danger of fire always exists, and with the Holiday season a number of especially grave hazards appear. One of the worst of these is the use of real candles on Christmas trees. As the tree dries, it will very easily catch fire from even the slightest flame. And even though a tree is green enough to resist candle flame, the danger of clothing and decorations igniting is extremely great. Use electric tree candles—and buy outfits of good quality to reduce the hazard of short-circuits.

Christmas costumes, of paper and flimsy cloth, are another important danger, especially to children too young to be properly careful. Such costumes should never be worn in the presence of open flame of any kind, such as a fireplace.

During Christmas, more than ordinary care should be taken with matches and smoking materials. With a litter of package wrapping about, and the house in general disorder, carelessness with a match or cigarette may be the prelude to a conflagration.

Above all then—keep fire dangers in mind this Christmas, and be safe. It isn't hard. And it may save a life.—Mission Times.

YOU DON'T BUY GLASSES—You buy vision.
YOU DON'T BUY AN AWNING—You buy shade.
YOU DON'T BUY THEATER TICKETS—You buy entertainment.
YOU DON'T BUY LIFE INSURANCE—You buy family protection.
You Don't Buy a Paper—You buy news!

Confetti

By CON FETTE

Either the Southwest is tremendously interested in improving the Trinity River basin or a certain group of men spent a tremendous sum on complimentary tickets for the big Trinity project banquet and rally at Dallas last Thursday night. Fourteen hundred persons, including big shots of Texas, the Southwest, and the nation were there. Confetti was there too—with one of those comp tickets.

About the only thing wrong with the whole affair was the use of French on the menu. That happens to be something that us ordinary guys can't savvy. This column and most of the nation are still waiting for a satisfactory explanation for the persistence of some joints in using the "parley voo" lingo when so few of us can "parley voo." There are, of course, a few intellectual four-flushers who enjoy their ability to figure out a dish or two and then make a prediction with the air of a linguist. Perhaps a few more have had a smattering of French and like to brush up the vocabulary during those "study periods" between courses.

But just the same, listing food in a foreign language irritates no less than ninety per cent of us Americans. We look at a menu to see what we are going to eat, and if it's in parley voo, well, we just haven't seen anything.

Something else gets our goat. Using French names for certain dishes is equivalent to insinuating that the Frenchies have a better way of preparing them. Which is probably the bunk, and is at least a very questionable bit. Besides, a lot of that French menu food is prepared by Greek chefs. And in the end, steak and spuds in French tastes like steak and spuds in any old language, so why don't they use the vernacular and be done with it? Otherwise the meal was tops.

The real purpose of the program was unfolded in the speeches that

followed the banquet. The Trinity Improvement association wants all the Southwest and especially Texas and more especially the people on the eleven million acres of the Trinity basin to start talking up the Trinity project.

And what a project that is! The association gave promise of sticking with the job until barge loads of freight are unloaded at a harbor in Fort Worth. Which means that millions will be spent dredging, cutting canals, and building locks, but in the end the entire Southwest will receive the benefit of lower freight rates. With the abundance of cheap power and natural resources and more favorable climate, Texas will then be ready for a new era of industrial development. The canal is proposed as a boon to present business and an outstanding incentive to future business.

There are people in Texas who get a good hearty chuckle out of the canal idea. A pipe dream, they call it. But listening to those fellows last Thursday night a person just had to admit that they had an idea. They had speakers from the army engineering corps and Senator Morris Sheppard giving the actual dope on intensive federal surveys. Besides, they had high hopes that a federal project would be the final push in putting the thing over. Why isn't it possible? they wanted to know. If ships came up the Trinity in the old days when Texas was just a big pasture, why can't ships come up again. By ships this time they mean a tug boat with a string of barges. One of those freight outfits is now in operation on the lower forty miles of the river.

Getting back to the subject of why boats do not navigate the Trinity any more, Tom Connolly gave the answer in a speech that serves Muenster to a "T". In the day of the Indian, he said, Texas was covered with plenty of grass and trees and brush to hold soil and water. But when our fore-fathers started farming they used careless methods that permitted rain water to run off and take much of the top soil along with it. The Trinity river, and Galveston bay too, now have billions of tons of silt that really ought to be back on Trinity basin farms. That's why the Trinity is not navigable, it's clogged up with mud (some of it

from Cooke county farms.) After that explanation Connolly took up the next logical step—that the canalization of the Trinity is a futile job unless it is accompanied by an extensive soil conservation project over the entire 11 million acres. Now he's coming down our alley. We Muenster people are just as anxious to keep our dirt at home as the Trinity improvement fellows are to keep it out of their ditch. Seems as though Cooke county farms are going to get a break one of these days. The odds are in our favor for a change. This time the big shots want something pretty bad and they can help themselves best by helping us.

Incidentally, Muenster got another break at the program. Through the courtesy of the Dallas News, the previous Sunday's rotogravure section with maps and pictures about the Trinity project was generously distributed. As some of us will recall, a few of those pictures appeared on the same page with four pictures of Muenster's Golden Jubilee. Not had publicity for the old home town.

CAMERA FANS



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WE BUY SPOT NEWSPICTURES!

There is nothing quite so fascinating as having your pictures accepted for publication in newspapers all over the nation. No doubt many of your pictures have news value. Write us today for Free literature describing what pictures to take. Write Today!

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360 North Michigan Ave. CHICAGO, ILL.

Famous Semi-Annual 3 for 1

Sealy Sale

Your choice of a GENUINE \$39.50 SEALY inner-spring mattress or a SEALY tuftless airwoven long staple cotton mattress of equal value, with High Quality Double-deck spring and quilted mattress protector—all for \$39.50.

\$39.50

FOR A COMPLETE 3 PIECE SEALY SLEEPING UNIT
GENUINE \$39.50 SEALY MATTRESS
GENUINE DOUBLE-DECK SPRINGS
QUILTED MATTRESS PROTECTOR

For more than a half century the name SEALY has meant the finest quality bedding money can buy. There is no substitute for a GENUINE SEALY MATTRESS! The SEALY Mattress carries a three-point guarantee—(1) Your Dealer; (2) Good House-keeping Institute; (3) The SEALY MATTRESS COMPANY. Get your SEALY now... save \$18.00!



Buy All 3 for the Regular Price of the Mattress Alone

Good sleep means good health. SEALY provides the necessary relaxation for proper rest after the day's activities. You'll sleep better... you'll live longer... if you sleep on a GENUINE SEALY!

Choice of Woven ACA or Imported Damask Tick in Floral Designs and Latest Pastel Shades.

You Actually Save \$18.00

Don't forget that this is a GENUINE SEALY INNER-SPRING MATTRESS made with the exclusive SEALY Duro-Life balanced inner-spring construction, deep layers of high quality cotton felt, quilted sag-less edges. You actually save \$18.00 on this amazing offer... don't deny yourself the cradling comfort of a genuine SEALY any longer... come in today and get your SEALY sleeping unit!

Here's How...
GENUINE SEALY MATTRESS, REGULAR PRICE \$39.50
GENUINE DOUBLE-DECK SPRINGS, REGULAR PRICE \$15.00
MATTRESS PROTECTOR, REGULAR PRICE \$3.00
REGULAR TOTAL VALUE - \$57.50
YOU GET ALL 3 for \$39.50

The spring is a genuine Double-deck coil spring designed to give marshless sleeping comfort with the SEALY mattress. A quilted full-size mattress protector completes the group. Buy all three during this sensational SALE for only \$39.50, the regular price of the mattress alone. But act quick to get this bargain... it's for a LIMITED TIME ONLY!

\$100 Down--Balance to Suit Your Convenience

Tanner Furniture Co.

Gainesville



HO! FOR A MERRY CHRISTMAS

ALL GOOD WISHES To Our Friends at this glorious Christmastide and a HAPPY NEW YEAR

Ray's Barber Shop
Ray Hellman



We wish you a Merry Christmas and extend to you our best wishes for a Happy and Prosperous new year.

Fisher's Market & Grocery
Muenster, Texas

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. 23—Wildcat gusher at Voth's shoots 80 feet, regarded best in local field, expected to cause revival in Muenster drilling activity.

Dec. 30—Bright prospect seen for snappiest oil activity in Muenster's recent history.

Jan. 6—Progress noted on Felker's WPA road project south of Muenster. New provision permits city homes to be insured by local mutual insurance company.

Jan. 13—Rain helps crops but delays progress on road-and-REA projects.

Jan. 20—Father John Nigg, O. S. B. Lindsay pastor, dies in Switzerland. Work begins on old highway repair project.

Jan. 27—Leonard Zimmerer of Lindsay dies after fourteen months fight to overcome hip ailment. Ladies league plants trees from church to cemetery.

Feb. 3—Knights of Columbus launch program on Social Justice. First snow of season brings long delayed winter weather.

Feb. 10—Hutton makes arrangements to get crude from Voth well for refinery. Joe Caldwell dies at Myra.

Feb. 17—Passing of Pope Pius XI observed here by ancient ceremony. Charles Priddy, past county clerk, dies at Gainesville. FMA makes plant improvements.

Feb. 24—G. A. Mattson of Gainesville joins Hutton in partnership at Muenster Refinery, pipe line to Voth field gets under construction. Herbert Meurer is appointed K. C. district deputy. League ladies begin plans for annual flower show.

March 3—Farm homes being wired for electric current. REA issues meter bases to 174 customers. League ladies start planting shrubs to beautify highway. Lindsay prepares for Catholic State League district convention.

March 10—County's best mile of road, south of Muenster, now com-

plete. Muenster Hatchery enjoys best season of its career.

March 17—Barney Hundt, Lindsay pioneer, dies at his home. Another reduction in Muenster insurance rate is noted.

March 24—Large crowd attends first retreat conducted here for youth of parish. Muenster's co-operative spirit gets national wide recognition in REA News.

March 31—Public school wins Class B trophy in Cooke county one act play contest. Whey condenser put to work at cheese plant as receipts grow. Welcome showers help crops and gardens.

April 7—Ben Seyler is elected Muenster Mayor. Council approves traffic light for highway crossing. Civic League picks Dorothy Fette for duchess at Gainesville round-up. Quiet school trustee election returns Albert Henscheid to school board.

April 14—Construction work ends on REA line.

April 21—Plans get under way for new building to be shared by Enterprise and REA. Funeral services held for Mrs. P. J. Klimpt. More good production noted in Voth field.

April 28—Muenster has rural electrification. Mrs. Magdalene Streng, pioneer lady, claimed by death. Drilling and leasing activities pep up south of Muenster. Muenster is alarmed over epidemic of throat infection. Lindsay is host to Catholic League in district meeting.

May 5—Muenster Refinery launches expansion program — to triple capacity. Golden Jubilee flower show opens. Newly elected city officials take over as ex-mayor Endres closes term with review. Muenster traffic light is installed.

May 12—More than 400 attend Golden Jubilee flower show. Muenster is host to K-C's for initiation ceremonies and banquet.

May 19—Henry Schmitker, pioneer resident, dies of heart ailment. County makes move for soil conservation. Father Francis is named delegate to National K. C. convention.

May 26—Grain cutting hits top speed. Both schools close terms with graduation exercises and programs.

June 2—Three get diplomas in first commencement exercises at Sacred Heart high school. One hundred land owners endorse petition for local soil conservation district. Death claims Andrew Zimmerer, aged Lindsay pioneer.

June 9—Knights unanimously re-elect Father Francis as leader. Drilling activity in South Muenster field booms. Gainesville offers assistance in soil conservation program.

June 16—Refinery becomes outstanding industry of Muenster, new tube still goes into operation. City decides it's false economy to be without marshal, puts Frank Hoedebeck back into office. Line improvement plans get approval of telephone directors.

June 23—Fire at FMA Store causes damage estimated at \$5,000. City law forbids crashing red light.

June 30—Farmers and business men propose soil conservation for entire county. Threshing season is delayed by showers. City streets are improved by grading.

July 7—City considers drilling own water well. Council votes for street illumination. Profitable harvest season draws to close.

July 14—Beard brings in best well in Voth pool, estimated at from 1,500 to 4,000 barrels, opens way for more drilling. Mercury soars to 110 in week-end heat wave. Henry Luke is elected new fire enter.

July 21—Muenster goes dry—water system fails first time since installation in 1932. City promptly decides to drill own well, site is first

street half block from Main. Phone company installs new lines and poles.

July 28—Three good wells assure field in Linn area.

Aug. 4—Gainesville Good Will party visits here. Refinery prepares for installation of cracking unit, buys Crenshaw lease. City slickers and hicks play softball for cemetery fund. C. W. Walterscheid, former resident, buried here.

Aug. 11—City well good for 60 gallons a minute—city tries for 100. FMA will get new store building.

Aug. 18—Buildings for home economics and manual training courses being built at public school. Burglars get \$350 loot from Jimmy's service station. County all set for opening of Fair. Old FMA building goes down for new store building. Muenster gets first cotton of season.

Aug. 25—County rejects legal beer by wide margin. Muenster leads wet vote with more than 99 per cent for legalization. Construction work on Enterprise building, FMA store and school class buildings progresses rapidly.

Sept. 1—Cooke county fair sets all time high attendance record.

Sept. 8—Staking begins on extension projects for electric co-op. Bank directors announce they will build new building.

Sept. 15—Members of Fred Herr family and Elmer Fette escape death in head-on collision that demolishes both machines. Herrs in hospital, seriously hurt. Mrs. Rosa Kupper dies at Lindsay. Phone switchboard moved into new Horn home.

Sept. 22—Both schools open. Heavies defeat Lights in ladies' ball game for cemetery fund. Civic League becomes affiliated with state garden clubs. City water well is completed, can do 105 barrels per minute.

Sept. 29—Garden Club begins active career with lively meeting. J. G. Snuggs, Myra resident, dies of heart attack.

Oct. 6—Enterprise is published from new building. Moves 3 years after opening business. County Health Unit begins work, located in Gainesville. Muenster begins plans for golden jubilee program. Rev. Francis Zimmerer is general chairman.

Oct. 13—Boom activity noted in vast building program, most progressive in community's history. Long illness of Mrs. Mary Bernauer ended by death. Fourteen girls are entered

in race for Miss Muenster, queen of the jubilee. Miss Lena Kleiss received injuries when hit by auto. Extended drought broken by rain. Higher rates for telephone service becomes effective.

Oct. 20—Peter Bindel dies after extended illness. Local K of C council starts organizing blood donors group. FMA moves into new store.

Oct. 27—Theodore Walterscheid dies after short illness with infection of lung. General plan for jubilee is completed. Study club groups are organized.

Nov. 3—Annual turkey packing program begins at Muenster. Building boom continues, several homes under construction. Miss Gertrude Voth wins by large margin as queen of the golden jubilee. Gainesville offers helping hand for jubilee.

Nov. 10—Stanolind system south of Muenster bought by refinery.

Nov. 17—Enterprise issues golden jubilee edition. Muenster ships 6 cars Thanksgiving turkeys. City decorates for jubilee. Work begins on new bank building.

Nov. 24—Felker's new road, as proposed, will connect Muenster with trade territory in south part of the county. Mrs. E. B. Luna of Myra dies.

Dec. 1—Gala festival observes 50th anniversary of Muenster. More than 5,000 attend.

Dec. 8—Muenster band, choir and citizens take part in annual Santa parade at Gainesville. Christmas turkey program gets underway.

Dec. 15—Lindsay community pays tribute to two pioneers, Frank Loerwald and Mrs. Joseph Phillips. Jubilee year is solemnly closed with retreat and religious services. Brick work begins on new bank building. Christmas lighting contest is sponsored by Garden Club. Local mutual hospitalization group is planned. Local farmers join nation in approving 1940 marketing quota.

A Joyous Yuletide



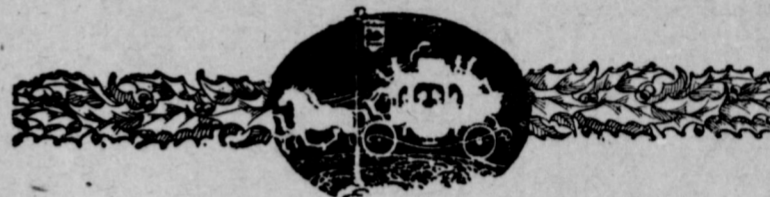
May every one of your fondest wishes descend from the stage of dreams and become actual realities and may the New Year bring you an increased measure of...

HEALTH, HAPPINESS AND PROSPERITY

LOUIE'S CAFE

L. A. Bernauer

Compliments



of the Season

The management and staff of this firm extend Christmas Greetings and wish for you every prosperity in the New Year.

It has been a pleasure to serve you.

Herbert Meurer

LOU WOLF

wishes you a

Merry Christmas

and a

Happy New Year

COLDS!



1

The common cold causes more than two hundred million illnesses each year.



2

Statistics show that fifty per cent of all disabling diseases start with a common cold.



3

Government statistics show that diseases of the breathing apparatus are responsible for about one death in every five.



4

Many colds can be eliminated with adequate heat and proper ventilation throughout the entire house.

DON'T GIVE A COLD AN EVEN BREAK!

Again America's Public Health Enemy, the common cold, is on the march. More than ever, during the treacherous weeks ahead, "colds" will strike to undermine the health of the nation. "Colds" that result in a tremendous loss of time, money and good health every winter season. "Colds" that pave the way for such serious illnesses as pneumonia, bronchitis, sinus disease, influenza and tuberculosis.

Play safe! Don't catch cold! Protect yourself and your family with adequate heat and a circulation of comfortable, warm air in every room of your home. Heat your entire house and live all over it so you will avoid the danger of sudden, chilling "cold-catching" temperatures.

Lone Star Gas System

With Hearty Good Wishes

for a

Merry Christmas

and a

Happy New Year

White's Pharmacy

Muenster

HOLIDAY GREETINGS

to One and All



... from every member of this organization. We are pleased if we have been of service to you at any time in the past and invite you to call on us at any time in the future.

Sales



Service

HERR MOTOR COMPANY

HEAT YOUR ENTIRE HOME FOR YOUR HEALTH'S SAKE

LOCAL NEWS BRIEFS

Mr. and Mrs. C. J. Kaiser visited in Fort Worth Tuesday.

J. C. Trachta spent Tuesday in Fort Worth as the guest of friends.

Mr. and Mrs. Bernie Schumacher were in Albany, Texas, Monday on a business trip.

A. J. Felderhoff was confined to

bed during the week suffering from a severe attack of tonsillitis.

F. J. Hess purchased a new Chevrolet sedan from J. B. Wilde company during the past week-end.

Among out of town relatives and friends at the funeral of Frank Seyler Saturday were John Neices, Jake Gieb and son, Edward, Mrs. Sam

Palmer, Mrs. Bert Sanford and Miss Lee Minter, all of Fort Worth, Mrs. Lula Neices and daughter, Rita, of Temple, Mr. and Mrs. Bill Seyler and four children of Justin, Mr. and Mrs. Frank Popp and family, John Popp and his mother and Mrs. Fred Mosman of Lindsay.

The Nick Stoffels home has been re-roofed and interior improvements are now being made.

The C. J. Kaisers are driving a new Chevrolet sedan bought from J. B. Wilde this week.

Found, a stray hog. Owner may recover same by identifying it to Frank Hoedebeck. (Adv. 5)

A new barn is under construction at the R. W. Trew farm. It will replace the one that burned two weeks ago.

Mr. and Mrs. Frank Kaiser and Mrs. Tessie Stimpson spent last Thursday in Dallas as guests of Mr. and Mrs. A. H. Rebenish.

A new sheet metal roof and siding was completed this week on the large Kleiss barn a half mile south of town.

Investigate our proposition about the free use of Butane gas tanks in farm homes. F. H. Turbeville, Gainesville, (Adv. 3-5)

Mr. and Mrs. Gene Carter had as guests Sunday his mother, Mrs. W. E. Carter, and Mr. and Mrs. Elton Lakey and children, all of Bowie.

Joseph Dangimayr will return home during the week-end after spending a week in Dallas for medical treatments and visiting his son, Rt. Rev. Msgr. A. Dangimayr.

Mr. and Mrs. T. P. Frost of Ada, Okla., will arrive during the week-end to spend the Christmas holidays with her parents, Mr. and Mrs. Ben Hellman.

Little Betty Lou Buckley was able to return to school Monday after being out nearly a week because of illness.

We have a complete line of electrical appliances ideal for Christmas gifts. F. H. Turbeville, Gainesville. (Adv. 3-5)

B. E. Yelton was dismissed from the local clinic Saturday and is resting well at his home. He was injured in an oil field accident three weeks ago.

Mrs. Ben Seyler left by bus Monday for Detroit, Michigan, where she will receive delivery of a new Plymouth. She expects to be home for Christmas.

Terese Herr, who was quite ill at the home of her parents, Mr. and Mrs. John Herr, last week, is recovering normally from an attack of influenza and an eye infection.

J. M. Weinzapfel and R. N. Fette and Mr. and Mrs. P. W. Hellman of Gainesville were in Dallas last Thursday night as guests of the Trinity Improvement Association at an annual banquet in the Adolphus Hotel.

Mr. and Mrs. Chester Bentley, formerly of Cement, Okla., have returned to Muenster to make their home. They are occupying the house vacated by Mr. and Mrs. Harold Beasley.

Mr. and Mrs. Alois Trubenbach, Mr. and Mrs. Ed Schmitt and their guest, Mrs. Gusta Richter, visited last week in Kingfisher, Okla., with Mr. and Mrs. Martin Strock. Mrs. Richter and Mrs. Strock are Mr. Schmitt's sisters.

Mr. and Mrs. Bill Otto are the parents of a son born at the local clinic Sunday. He was named Kenneth Floyd at baptism administered by Father Frowin Tuesday afternoon. Mr. and Mrs. Buddy Reiter were the sponsors.

MUENSTER KNIGHTS ATTEND INITIATION AT WICHITA
Twenty-four Muenster Knights of Columbus were in Wichita Falls

Sunday when the first three degrees of the order were conferred on a class of candidates in Sacred Heart parish hall. Candidates initiated were from councils from Wichita Falls, Scotland, Windthorst, Megargle, Rhineland and Electra.

Following the ceremonies a buffet supper was served.

The following made up the Muenster party: District Deputy Herbert Meurer, Rev. Father Francis, local grand knight, Norman Luke, Henry Stelzer, Roy Endres, Henry Luke, Frank Herr, J. W. and Earl Fisher, John Mosman, Ben Seyler, J. S. and Jake Horn, Ray Hellman, Al Walterscheid, Ed Rohmer, Carl Herr, Wilmer Luke, F. A. Kathman, Clarence Hellman, John Fisher, Bob and Leonard Yosten and Clarence Owen.

VISITOR FROM WASHINGTON IS HONORED WITH DINNER

Mrs. Gusta Richter, who was the guest of her brother, Ed Schmitt, and members of the family, was complimented with a 5:30 o'clock dinner in her honor last week. The party was given by Mr. and Mrs. John Fisher in their home.

Guests for the affair were Rev. Fathers Frowin and Francis, Mr. and Mrs. Ed Schmitt, Leo Schmitt, Mr. and Mrs. Joe Fisher.

Mrs. Richter returned to her home in Washington state Wednesday. During the week-end she was the guest of a sister, Mrs. Martin Strock at Kingfisher, Okla. Mr. and Mrs. Strock and two children accompanied her back to this city Sunday and visited here until Monday evening.

MRS. T. WALTERSCHEID IS SHOWER-PARTY HONOREE

Mrs. Theodore Walterscheid was pleasantly surprised Friday afternoon when relatives and friends arrived at her home prepared to give her a shower-party. Mesdames Eddie and Garry Hess were hostesses and directed suitable games and contests for the diversion of the guests.

After the games, gifts, attractively wrapped in pink and blue, were presented to the honoree who unwrapped them and passed them to the guests to admire.

A delicious plate lunch was served by the hostesses in the late afternoon to the honoree and the following: Mesdames Martin and Johnny Bayer, C. M., Al, Frank, Pete, Henry, Joe and Adolph Walterscheid, Albert and Henry Fleitman, Oscar and Alois Walter, Albert Hess, Tony and H. S. Fuhrmann, Eddie Schmitt, Herman Dangimayr, Tony Wimmer, T. S. Myrick, and Misses Clara Hess and Olivia Walterscheid.

Others, who were unable to attend, but who sent gifts were Mesdames M. J. Endres, Arthur Endres, John Wieler, William Walterscheid and Gertrude Bayer.

ALMA MARIE LUKE IS PRESENTED IN RECITAL

Miss Alma Marie Luke was presented in piano recital Wednesday afternoon at 2:30 in the auditorium of the parochial school. A large assemblage of relatives, friends and music lovers was in attendance and enjoyed the selections by the young musician. Her teacher is Sister Leonarda of the Sacred Heart School of Music.

The program opened with Hilda Medary's "Reveling Pixies" after which the pianist presented Vale of

Song, Old Folks at Home, Waltz by John A. Metcalf and the Musical Clock.

The next selection was a duet, Under the Mistletoe, given by Miss Luke and Gladys Wilde. Miss Luke then continued with Humoreske, Mountain Belle, Three Blind Mice and Dance of the Bears.

During an intermission Misses Gladys and Lora Lee Wilde gave the vocal interpretation of Cloud Shad-

ows, with the former playing the piano accompaniment.

The piano program then continued with Jolly Darkies and A Curious Story. A waltz by Miss Juanita Weinzapfel followed, after which Miss Luke presented Spanish Intermezzo and The Bohemians.

The program closed with a piano duet by Alma Marie Luke and Gladys Wilde entitled "No Surrender" by Morrison.

Merry Christmas
Happy New Year
George Gehrig

You Can't Look YOUR BEST— Unless Your Clothes Look Their Best.
Lone Star Cleaners
J. P. GOSLIN, Prop.
Phone 332 Gainesville

A Merry Christmas
We wish you all the joys of the Christmas season and sincerely hope that the coming months will bring you a large share of happiness and prosperity.
The management of this organization is joined by every employee in extending this Christmas Wish.
G. L. (Stogie) MITCHELL
Main at Rusk Gainesville

We Greet You
on this happy day and thank you for your kind patronage during 1939.
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

WELCOME SANTA!
YOU'VE COME TO THE RIGHT PLACE
You can't go wrong with these people, Santa. We've lived with them a long time, and have enjoyed their unselfish attitudes, their thoughtfulness and consideration of the other fellow. . . . They've been mighty good to us, and that's why we want you to be good to them.
Hoelker Grocery
TURKEY Lindsay, Texas ALBERT

MERRY CHRISTMAS
McKinney-Block Hardware Co.
Gainesville, Texas

In Grateful Appreciation
for many pleasant dealings we extend wishes for a **Most Pleasant Christmas**
Watts Bros.
Gainesville

A MERRY CHRISTMAS
Happy New Year
It's a very pleasant, cheering custom to renew friendly associations during the Yuletide by extending to you our sincere wishes for a **Happy Christmas**. And our optimistic predictions of a **Prosperous New Year**.
We are looking forward to serving you in the New Year and hope that increased patronage will make our services even more satisfactory.
WILFONG'S
"Gainesville's Thrift Store"

Presents for the Whole Family Useful All Year
RADIO'S - - \$8.75 up
GE, Philco, RCA
GE REFRIGERATORS
MAGIC CHEF Ranges
KEROSENE HEATERS
HOT WATER Heaters
WASHERS
Maytag—Speed Queen
BUTANE GAS Plants
PIANOS
String Instruments
Vacuum Cleaners
Small Electrical Appliances
Guns, Ammunition
Best Wishes to All of You for a **Merry Christmas** and a **Happy New Year**
F. H. Turbeville
Gainesville

LITTLE MINING TOWN TRANSFORMED INTO MODERN BETHLEHEM

On December 10th, the little mining town of Madrid, about 20 miles south of Santa Fe, New Mexico, was transformed into a modern Bethlehem. On that date Governor John E. Miles flicked the switch that brilliantly displayed realistic scenes and figures against the pine and cedar clear hills, avenues of festooned, illuminated welcoming arches, miles and miles of glittering, living Christmas trees, gigantic lighted candles, and more than 40,000 electric lights.

Above the hills, from powerful amplifying systems float the beautiful strains of "Noel," "Silent Night, Holy Night," "Oh Little Town of Bethlehem," "It Came Upon a Midnight Clear," and in this lovely set-

ting the heart swells and the voice, almost unconsciously, joins the chorus.

Dioramas and oil paintings, one of which is 33 feet high, depict the complete story of the Nativity, starting from the time Mary and Joseph left Nazareth to go to Bethlehem to pay their taxes, the Nativity Scene, the walled City of Bethlehem on the hillside, the shepherds watching their flocks and angels proclaiming the birth of Christ. Then come the Wise Men in search of the Holy Child, Mary and Joseph fleeing Bethlehem; the story of Madelon, the little shepherd girl whom an angel provided with roses she might gather as a gift for the Christ Child; Christ visiting with the doctors at the age of 12, and a huge oil painting of Christ at maturity, located on the highest peak adjacent to Madrid.

The display and pageantry continues to January 2nd, and during that time more than 60,000 visitors annually make the pilgrimage to Madrid. This year, as in the past, the

TWA re-routes its transcontinental planes some thirty miles off their regular course so passengers can see the spectacle. The celebration is not commercialized in any way, there being no admission charged and no advertising connected with it. The spectacle is sponsored by the Madrid Employees Club, an organization of 400 employees of a Madrid Coal mining company who furnish all the labor for the huge enterprise as well as financing it by a small assessment on each member. A nat million kilowatts of electricity are consumed by the display each year, but it is donated by the coal company, and the corporation joins with its employees in making this the brightest place in the Southwest. The United States Forest Service freely provides the enormous central tree as well as smaller individual trees for the entire town.

For the special delight of children, a fairy-like toyland is built in the ball park. Here they find Mother Goose characters in lifelike form and the more modern Mickey Mouse and Popeye. There is a real miniature steam train with Santa Claus as the engineer, airplanes, merry-go-round and Ferris wheel constructed to scale exactly like the real thing.

USEFUL TOYS, GAMES VASTLY OUTNUMBER WAR TOYS IN U. S.

Intensely practical gentlemen, the toy manufacturers who fill Santa's wonderful sack know that children are apt to play as adults live. Thus sociologists might have seen another evidence of American determination to stay out of the war when the toy makers announced that toy soldiers and other war toys will be far outnumbered this Christmas by dolls, sleds, construction sets and "useful" toys and games.

Most Christmas buying in the wholesale toy trade is done in April. But early this month, to publicize Christmas sales, there were two big toy shows in the country.

At the Chicago Merchandise Mart, toy wholesalers estimated that parents would spend \$211,250,000 for Christmas toys this year. In New York, Toy Manufacturers of the U. S., held a Fifth Avenue preview of Christmas toys, and announced more optimistically that toy sales would reach \$235,000,000, topping last year's sales by 10 per cent. By whichever estimate, toys represent a sizeable little business.

In contrast to 1914, when war began to cut off the more than 50 per cent of American toy stocks which were imported, the present toy market is little affected by events in other countries.

Contrary to popular impression, Germany's contribution to our toy trade is small. Imports of German toys fell from \$3,162,844 in 1929 to \$433,248 in 1938, and declined another 45 percent during the first seven months of this year. Imports of cheap Japanese toys amounted to \$1,000,369 in 1938, a decrease of 60 per cent from 1937. Another decrease was registered this year. Less than five per cent of all toys sold this year were imported.

The war's effects are evident in another Christmas business. A Christmas card publisher in New York who has a big part of the foreign-language card trade reveals that sales of German-language cards have declined 50 per cent, while sales of Polish cards have doubled, and those of Czech cards increased 10 per cent.

HE WAS TOO KIND TO DUMB ANIMALS

DUVAL, Sask.—Kindness has its own reward, but sometimes it pays too many dividends.

Such was the experience of Gunnar Varfeldt, a market gardener, who always has loved animals. About three years ago, he befriended two small deer that had made their home in the brush near Varfeldt's farm.

He often fed them tasty bits of cabbage and other delicacies and the animals became so tame they fed from his hand and lingered around his door. Varfeldt was pleased.

But the two deer brought two more into the world and they, too, were petted and fed. That little colony grew until now there are fifteen deer, all tame, who linger lovingly around the Varfeldt gardens.

It became too much for Varfeldt to cope with. His gardens were in danger of complete ruin. He said he even tried to drive off his charges by shooting them with cartridges loaded with salt. The only result, he said, was that they ran to him for protection and more petting.

So Varfeldt, in despair, has appealed to the provincial government to relieve him of his friendly charges.

MAN WHO PAID ALL EMPLOYEES' DEBTS AT CHRISTMAS, NOW DEAD

PHILADELPHIA.—Funeral services were held last week for James Harvey Gravel, 63, well known for paying his employees' debts at Christmas.

Gravel was president of the American Chemical Paint Co. In 1936, he wiped clean the debt slate of every employe. It cost him \$100,000, but he said it was worth it.

"An employe free of debt is a happier and more efficient worker," Gravel said. "Everybody would be

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

A. R. Porter
104 N. Commerce Gainesville

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

a lot happier if employers would begin to realize that it is not good business to chisel on their employes."

The following year he gave \$70,000 in Christmas bonuses, including \$300 each to the wives of his workers, because "after all, it's the wife who is the homemaker and it is she who makes the men good employes." He distributed similar bonuses last

Christmas. President Roosevelt congratulated Gravel for his "enlightened policy."

Clyde W. Yetter D.D.S.
General Practice of Dentistry
DENTAL X-RAY
SAINT JO, TEXAS.



Merry Christmas
Happy New Year

And Thanks---

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

Kaden the Florist
Gainesville



Christmas

makes the whole world kin — — —

Christmas is an international holiday. For 1939 years, it has stood for peace and love and charity . . . in the hearts of men everywhere, in every country and clime, as far as the earth extends.

We like to think of Christmas as more than a single day or season, separate from the rest of the year. We like to think of it as a glow that we can spread over our everyday lives until next December rolls around again with a fresh supply.

This Christmas in America is an especially precious one . . . and it can be memorable, whether you spend much or little or nothing at all. It can be the richest of all gala days . . . because its spirit is rich, and boundless, and free for the taking.

We like to think that we have some of that spirit here in our store. And we'd like nothing better than to have you come in and help us to spread it . . . for its power reaches to the ends of the world.

Teague Company

Dixon at Elm

Gainesville, Texas



to All Our
Friends

AND SINCERE GOOD WISHES
FOR THE NEW YEAR

Gainesville National Bank
Gainesville

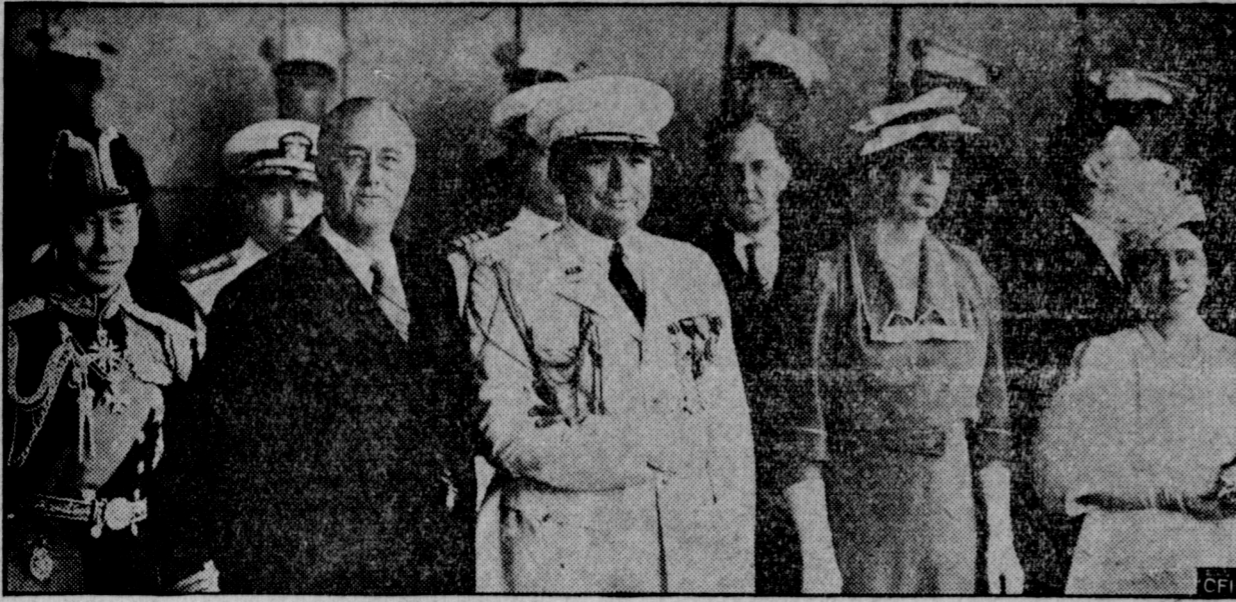
CHRISTMAS GREETINGS

Please accept our cordial wish for abundant prosperity and contentment to each of you. And may we say, "Thanks to all the good friends of this organization for enabling us to continue to be of service to you."

Whaley Mill & Elevator Co.
Gainesville, Texas

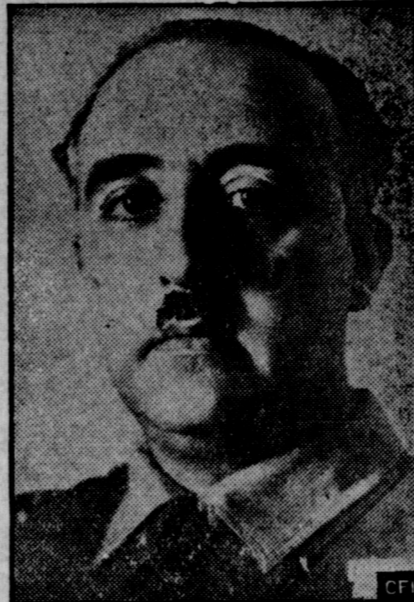
Review of the News for 1939 in Pictures

KING AND QUEEN IN HISTORIC VISIT TO UNITED STATES



WASHINGTON D. C.—Picture shows King George VI, President Franklin D. Roosevelt, General Edwin Watson, Mrs. Roosevelt and Queen Elizabeth. When the King and Queen were on a tour of the Canadian Province they came to Washington to visit President and Mrs. Roosevelt which marks the first time in history that a king of England has visited in the United States.

SPANISH WAR ENDS



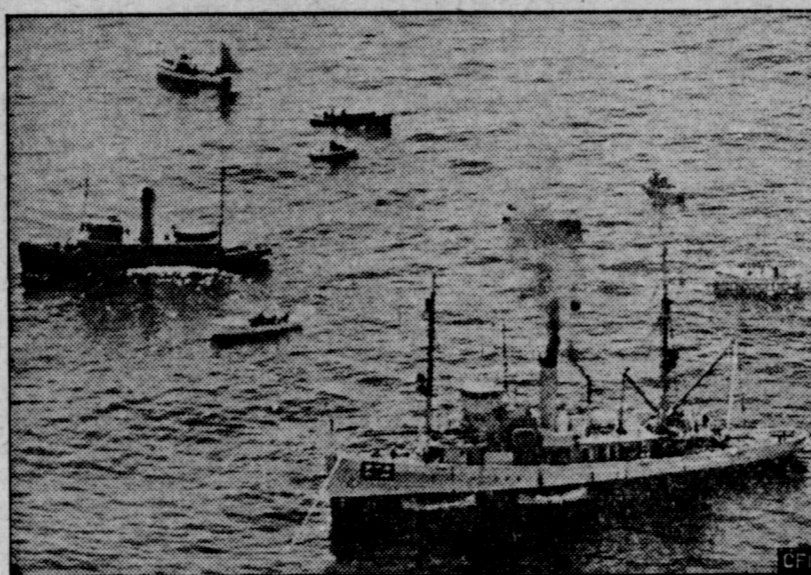
General Franco, pictured, above, became Spain's acknowledged ruler when the civil war ended in February and he was recognized by England and France.

ENGLAND DECLARES WAR ON GERMANY



LONDON, ENGLAND.—CABLEPHOTO—Picture shows British mothers and children as millions were evacuated from English cities following Hitler's invasion of Poland and prior to England's declaring war in September.

AIR VIEW OF SQUALUS RESCUE



PORTSMOUTH, N. H.—May brought the worst submarine catastrophe in years when the Squalus sank off Portsmouth. The rescue ship Falcon is shown in the foreground. The diving bell was operated from this ship to bring survivors to the surface.

CHRISTMAS DOES NOT MEAN JUST "GIMME"

COLLEGE STATION—"If Christmas means only 'I want' and 'gimme' to your children, start now to help them get the true Christmas spirit," is the suggestion offered by Dosca Hale, specialist in parent edu-

cation and child development for the A. and M. College Extension Service. Some of the methods she offers are: Take children to short, simple Christmas services; teach them Christmas carols; give all the family a chance to share in Christmas preparations; let children help make the trimmings for the Christmas tree and with the selection of gifts for their friends.

Please Patronize Our Advertisers

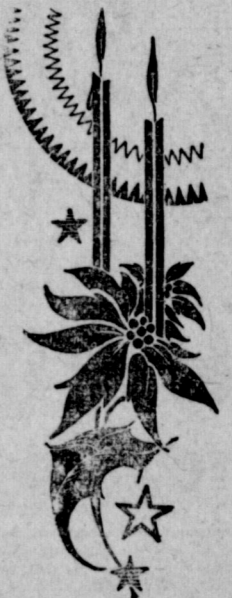


MERE words cannot begin to bring you the many good wishes which we hold for you and your family. As a tiny token of our high regard for your patronage and friendships during the past year, and as a renewed pledge of the service which we constantly strive to offer, may we take this occasion to send you our very best wishes for a happy Christmas and a New Year filled with all the good things of life.

Muenster Milling Company

Frank and Roy, Props.

Here's Wishing
You a Happy
Holiday



To each of you who have contributed to our success and to those of you who have given us your fine friendship we extend a hearty and genuine

Merry Christmas

May Peace, Happiness and Prosperity be yours for many, many years.

The Ladies Shop

West Side Courthouse

Mrs. J. P. Goslin

Miss Ruth Craven

RID THE HOME OF ACCIDENT RISKS

Why not a New Year's resolution to rid the home of those accident-producing hazards?

The suggestion is offered by the National Conservation Bureau, accident prevention division of the Association of Casualty and Surety executives, which reminds us that last year the home came within an eyelash of equaling traffic as a producer of fatal accidents.

"We are accustomed to seasonal house cleanings, and even painting and renovating campaigns," the National Conservation Bureau points out in a safety bulletin. "Then why not an equally vigorous cleaning up of those conditions which cause falls, burns, cuts and other injuries, which always result in pain and sometimes in death.

"A better New Year's resolution, and one that is easy to keep, could not be made.

"Fires can be prevented by keeping candles away from the Christmas tree, placing the tree away from the fire-place or other source of flame, and by seeing that electrical wires and bulbs used to decorate the tree or the room are of approved type and in safe condition.

"Are floors slippery, the stair treads worn or cracked? Are there piles of rubbish in the backyard or basement? Are fireplaces protected,

sharp tools safely stored away? Are poisons kept locked beyond the reach of small children? Are there any loose sockets, frayed electrical wires or leaky gas appliances? Are cleaning fluids and matches used with due caution?

"These are a few of the items a safety-conscious householder will check if she wants to enter the New Year on a safer foundation in the home. Most home hazards can be removed at little or no expense; usually the only thing needed is a reasonable degree of resolution."

MAY THE
CHRISTMAS BELLS
RING IN A MOST
HAPPY SEASON



May the Christmas bells ring with all the happiness that you so richly deserve, is our Christmas wish to the people of this community. May the true spirit of the Yuletide linger on through every day of the coming year as a reward for your thoughtfulness and kindness.

Muenster Refining Company

Muenster



A
Christmas
Thought

We cherish the thoughts of the fine associations that have been ours... and take this means of expressing our heartfelt appreciation.

SINCERE GOOD WISHES
TO EACH OF YOU

The Electric Shop

V. J. LUKE, Prop.
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

- '38 CHEVROLET Master Deluxe 4-door sedan, radio, heater, low mileage, extra good in every respect.
- '38 CHEVROLET Master Deluxe 2-door town sedan, good paint, good tires, reconditioned motor.
- '39 CHEVROLET coupe, radio, heater, and all accessories.
- '38 CHEVROLET 2-door, clean all around.
- '35 CHEVROLET 1/2 ton pickup, reconditioned.
- '38 CHEVROLET 1 1/2 ton truck, long wheel base, good tires.

J. B. Wilde Chevrolet Co.

Sales



Service

Muenster, Texas

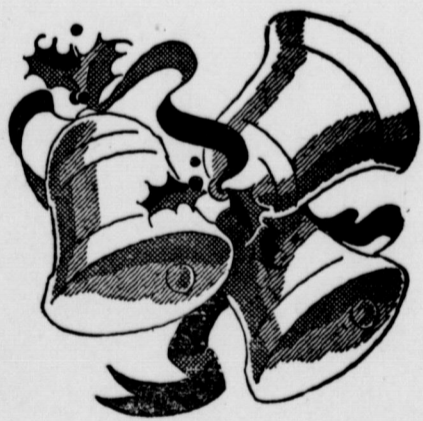
Merry
Christmas



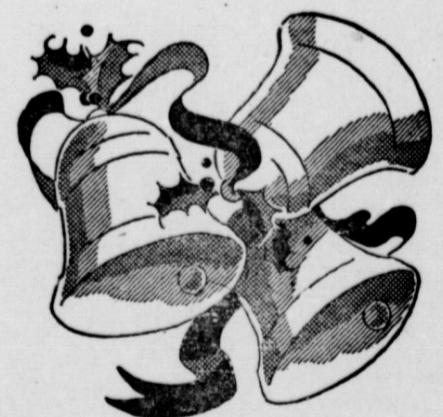
AGAIN

We Extend Sincerest Greetings

As public servants of Cooke County, we again join in wishing you a most
Joyful Christmas Season



We have enjoyed the privilege of working with you
and for you the past year. We assure you that we shall con-
tinue to the best of our ability, to work for the welfare of
you who have entrusted 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

RAY WINDER
County Judge

JOE BEZNER
Commissioner Precinct 4

RANDOLPH O'BRIEN
County Superintendent

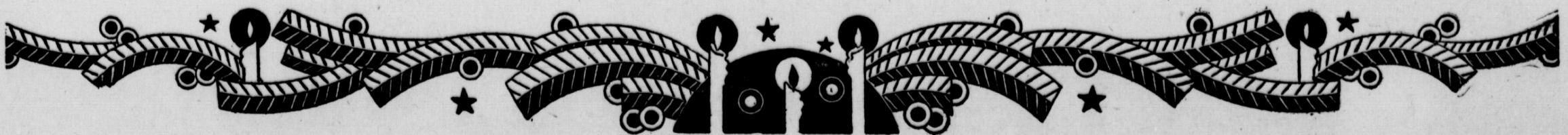
COOKE COUNTY HEALTH UNIT

TRUMAN PACE
District Clerk

JOHN ATCHISON
County Attorney

JIM REESE
County Clerk

FRANK HOEDEBECK
Constable Precinct 8



CHRISTMAS WILL BE HOMECOMING DAY FOR MANY FAMILIES

The Christmas holiday season will be the occasion of many family reunions and much visiting by boys

**Wishing You A—
Merry Christmas
and a
Happy New Year**

**Al Walterscheid's
Machine Shop**
Muenster

*A
Season
of
Happiness
... A
New Year
of
Health
and
Prosperity*

Schmitz Produce Co.
SE Corner Courthouse Square
Gainesville

and girls away at school and by relatives of local people who will come to Muenster.

Robert Hutton was the first to arrive. He came in last Saturday to spend the holidays with his parents at Gainesville and with friends here. He will not have to resume classes at Regis College, Denver, until after the first of the year.

The young ladies at Holy Angels Academy, Jonesboro, were among the early arrivals. Misses Dora Weinzapfel, Mary Elizabeth Endres and Dorothy Mae Luke are at home since Wednesday evening. They were accompanied home by Mr. and Mrs. W. P. Hellman of Gainesville who motored to Jonesboro for them Tuesday.

Albert Hoehn will arrive during the week-end and will have several days to spend with his parents, Mr. and Mrs. A. T. Hoehn, before resuming his studies at Texas University. Other Christmas guests in the Hoehn home will be Misses Aileen Hoehn, a student nurse at Gainesville, and Bertha Jane Hoehn of Gainesville.

Miss Lorena Fisher, a student at Victory College, Fort Worth, will be at home with her father for the Christmas and New Year holidays. Also arriving during the week-end will be Miss Ida Fisher of Dallas and Miss Catherine Seyler of Dallas.

Robert and Thomas Weinzapfel of San Antonio are expected to arrive Friday evening for the holidays. Mrs. Frances Binz of Denton will be the guest of her daughter, Mrs. Henry Wiesman and family, and Miss Marie Walter of Fort Worth will visit her parents.

Richard Trachta of Stamford is expected Saturday for the holidays, and looks forward to seeing his brother, David Trachta, of Illinois, who plans to be here during Christmas week. Christopher Fette of Ft. Sill, Okla., will also visit here.

Mrs. Annie Trachta will have as her guests her children, Harold, of Dallas and Vincent of Oklahoma City. Mr. and Mrs. Thomas Trachta of Memphis, Tenn., spent the past week-end here and will go to San Antonio to spend Christmas with her grandmother, following a week of visiting in Dallas and Houston.

Miss Josephine Hirschy of Dallas will spend a day during the holiday season with her parents, Mr. and Mrs. Joseph Hirschy, and Miss Pauline Schoech, also of Dallas, will visit her parents between Christmas and New Year.

Leon Hellman of Randolph Field will visit his father, William Hellman, during the holidays and Mr. and Mrs. Oscar Detten and family of Panhandle will be guests of her parents, Mr. and Mrs. Joe Lutkenhaus.

Mr. and Mrs. William Richter will have a family reunion for which all their children will be present. They are Mr. and Mrs. Amber Estes of Houston, Mr. and Mrs. Chris Jensen of Wichita Falls, Miss Clara Richter of Dallas, Miss Kathleen Richter of Gainesville and Mr. and Mrs. Walter Richter of Myra.

Misses Florence Pagel and Marcella Pagel of Gainesville will be here during the holidays, as will be Mr. and Mrs. Leroy Stelzer of Henrietta. Mr. and Mrs. Al Swirczynski and children of Dallas are expected by their parents for the holidays and

Miss Edith Mae Rhodes of Denton, where she is a student at TSCW, will be the guest of her mother, Mrs. Jim Cooke.

Lindsay News
FRED MOSMAN, JR.
Correspondent

Mr. and Mrs. Ernest Mosman and sons, Pat and Gene, and Fred Mosman, Jr., of Dallas, spent Sunday with Mr. and Mrs. Fred Mosman and family.

Mrs. Josephine Gehring of Windthorst spent this week with her mother, Mrs. Genevieve Lindemann.

Oscar Gehring of Windthorst was here Saturday to visit his grandmother, Mrs. Genevieve Lindeman, and other relatives.

Mrs. Leo Zwingski spent the week-end in Dallas with Mr. and Mrs. Alton Basset and made the acquaintance of her new grandson who arrived at the Basset home recently. Mrs. Basset is the former Miss Elfreda Zwingski of this city.

Richard Hoberer, Ray Becker,

Miss Zita Thill and Miss Gladys Hoberer, all of Bode, Iowa, have arrived to spend the Christmas holidays here with members of their families and with friends.

John Hoberer, suffering from sciatic rheumatism for two weeks, is reported slightly improved.

Mrs. Theodore Rauschuber is still in Gainesville hospital but is somewhat improved following a four weeks' illness.

John Bengfort and son, Florence, and daughter, Margaret, were in Perle, Okla., Monday for the funeral of Mr. Bengfort's father-in-law, who died last Friday.

Pete Block and Ben Hermes were in Wichita Falls Sunday to attend a Knights of Columbus initiation and banquet.

BIRTHDAY PARTY SUNDAY HONORS MRS. PAUL ARENDT
Lindsay.—Mrs. Matt Neu and Miss Marie Arendt entertained Sunday evening with a birthday party honoring the latter's mother, Mrs. Paul Arendt, in her home.

A social evening was concluded with the serving of refreshments to Mr. and Mrs. John Hoberer, Jr., and family, Mr. and Mrs. Matt Neu and family, Mr. and Mrs. Pete Neu and family, Emmet Fette of Muenster, Miss Margaret Pittner of Gainesville, Mr. and Mrs. Paul Arendt and family.

MRS. GEORGE BAYER IS HONOR GUEST AT PARTY

Mrs. George Bayer was named honor guest at a party and shower given Wednesday afternoon when relatives and friends gathered at her home. Her mother, Mrs. Frank Sandman, and her sister, Miss Rose Sandman, were hostesses. It was a surprise affair.

A social afternoon of games and conversation was concluded with the serving of refreshments. Fifteen guests, each of whom remembered the honoree with a lovely gift, enjoyed the afternoon.

Oil Field Notes

Though slightly relaxed for the holidays, oil activity is definitely forging ahead and, in the opinion of some operators, is getting set for a spurge immediately after the first of the year.

As extensions to the south Muenster field, one well is in progress and two more are due to begin within a short time. Staley and Cranfill are drilling their Number 1 Perry three miles west of Voth Production. Bourland and Gannon are due to begin on or before Dec. 23 on their Streng Estate test about a mile west of Voth's. In the Linn area, about a mile south of Stark-TCU production, a rig is going up on the Hellman place for a 1,200 foot test by Charles Lynch.

At Voth's, interest is turning to a sand formation above the level of the lime that has furnished all production of the past year. During recent months production from the lime had been declining rapidly, and the sand is welcomed as a means of keeping the field active. Two weeks ago Whitfield Pearson and Grimes brought in a hundred barrel well from the sand at about 1650 and this week brought in another from the same formation.

Russell and Shaw drilling at TCU brought in another well from the 1100 foot formation this week. On the adjoining location Dickson Oil Company completed its No. 1 Linn at 1113 and staked for another well 200 feet east.

J. G. Richards and Son are drilling northwest of town on their No. 1 Trow, a 1400 foot test.

Slightly outside the Muenster field, a block was completed recently 2 miles south of Myra. That block will get a 2,000 foot test in the near future.

CARD OF THANKS

We wish to express our thanks and gratitude to all who were so kind to us during our recent bereavement.

We are deeply grateful for the lovely floral offerings, the spiritual bouquets, the messages and telegrams of condolence. We appreciate each word of sympathy and the kindness and help given by our neighbors and friends.

Mrs. Frank Seyler and family.

*A
Merry Christmas
Happy New Year*

What better greeting to express our deepest appreciation for all you have done for us?

Commerce Street Store
Gainesville



GREETINGS

From One Friend to Another And a host of GOOD WISHES FOR THE NEW YEAR

Doc Turnage
Gainesville

State Gainesville

PREVIEW SAT. 11 P. M. SUN. — MON. — TUES.



from The **"FOUR DAUGHTERS"**
PRISCILLA LANE
ROSEMARY LANE
LOLA LANE · GALE PAGE

Four Wives

with CLAUDE RAINS
JEFFREY LYNN · EDDIE ALBERT
MAY ROBSON · FRANK McHUGH
DICK FORAN · HENRY O'NEILL



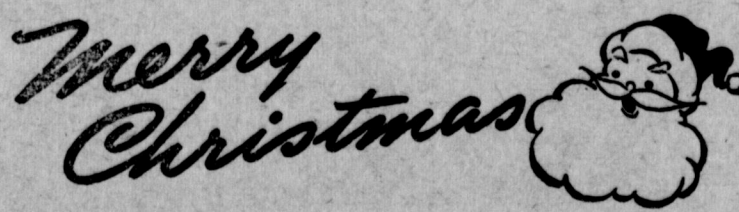
Plus Walt Disney's **"DONALD'S COUSIN GUS"**

PLAZA SUN. — MON. TUESDAY

Bob Burns

in **"Our Leading Citizen"**

Plus These 2 Shorts **"RUMBA RHYTHM"** **"SNOW FALLS"**



Come To See Us---

—for last minute Gift Selections—Christmas Cards, Wrapping Materials, etc.

Dixie Drug Store

Muenster



For a Happy Holiday Season to the friends and customers of this firm . . . and a hearty thank you for your patronage during the past.

Proffer and Woolfolk Nursery
Gainesville



JOY TO ALL

A SIMPLE WISH that is as genuine as gold itself . . .

AND A HEARTY THANK YOU for favors of the past. We are truly grateful!

Cheaney and Sons
SE Corner Courthouse Square
Gainesville

Best Christmas Wishes

And Thanks for the Pleasure of Serving You.

Malone Beauty Shop

Muenster

Gordon Shay's

New Nine Piece Orchestra Will play at the

K of C Dance

Wednesday, Dec. 27

K-C Hall — Muenster

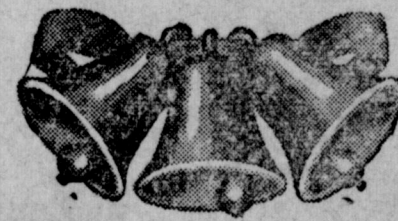
Admission 75c



All of us at---

Ben Seyler's

EXTEND HEARTIEST CHRISTMAS GREETINGS AND THANKS FOR BUSINESS AND COURTESIES OF THE PAST YEAR.



Special Annoucement:

Our place will be closed after 8 p. m. Christmas Eve and all day Christmas.

Last Minute Suggestion;

Have your car cleaned up and tuned up for the holidays.

If it isn't worth fixing trade it in for a better one, such as:—

'38 PLYMOUTH Deluxe coupe, radio, new car guarantee.

'37 PLYMOUTH Deluxe coupe, new car guarantee.

'36 CHEVROLET 2-door, 30-day guarantee.

'36 PLYMOUTH 2-door, 60-day guarantee.

BEN SEYLER MOTOR CO.

"We Never Close"

Phone 75

Muenster