

B\&B Sales to Quit Operation of
Niuenster Store


School Tax Office
To Be Open During To Be Open During Trustee Election

| payers of the Muenster Schoo District the school tax office Saturday, April 2, the date of the school trustee election |
| :---: |
|  |  |
|  |  |

April 5 Set for
Formal Opening
Of 'Center' Firms

| The formal opening of "The April 5. On that date the four separate units located in the new building on East Highway 82 will get together for an tire building. |
| :---: |

Play in Saint Jo



 cona at 6:30 Thursday in their
next game.
Muenster Teachers beat O'
Neals of Nocona and Muenster
Pee Wees, mostly MHS boys Pee Wees, mostly MHS boys
beat Nooon Leathergoos.
Both Sared Hear Alun
teams were bumped into the


## Two Projects Get OK at PTA Meeting

uenster Students Are Participating
In Annual Meet

|  |  |
| :---: | :---: |
| bers |  |
|  | In elementary tennis M |
| ster Public School okayed |  |
| Tuesday night in a s |  |
|  | Wilson and Larry Gobble the |
| t of the evening wat |  |
| s. Rudy Hellman on their | the girls |
|  |  |
| rst on the calendar for | In high school tennis Muen- |
| the group is the |  |
| dilet with the date ten- |  |
| Iy set for Wednesday, | s, |
|  |  |
| Se ot |  |
| te Hornet stadium with seats for the bleachers |  |
| $\ldots$ to be ready for next fall's |  |
| Paul Fisher, presided |  |
|  | d March 31 at Callis- |
| Mr. and Mrs. Hellman took |  |
|  |  |
|  |  |
| man ave the com- |  |
| Afterwards the group had |  |
| ce | April: Junior and senior de- |
| by Mre willerd | $r$ debate, typing and |
|  |  |



Local Stretch of
Highway 82 Will
Get Surface Job


##  <br> $\left.\begin{aligned} & \text { Garden Club Sets } \\ & \text { Plant } \text { Sale } \\ & \text { Date }\end{aligned} \right\rvert\,$ SH Alumni Will 

Blessed Events

few hours. She's a sister fo
Donnie, Linda and Donn
Marie and a granddaught

$$
\begin{aligned}
& \text { or Mr. and Mrs. Leo Rol } \\
& \text { and Mrs, Joe Felderhoff. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Happy over arrival of } \\
& \text { daughter are Mr. and } \mathrm{MH} \\
& \text { Charlie Otto of Perryton. } \mathrm{S}
\end{aligned}
$$

$$
\begin{aligned}
& \text { he little girl were her grand- } \\
& \text { ather, Ben Otto and her uncle } \\
& \text { im OOto of Gainesville, and } \\
& \text { ousins Loretta and Tommmy }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Schmitt from here. Mr. Otto } \\
& \text { and Miss Schmitt. were spon- } \\
& \text { sors by proxy for Mr. and } \\
& \text { Mrs. Melvin Otto of Gaines- }
\end{aligned}
$$

Schedule of Coming Events

FRITAYAY, March 25 , MHS in Benefit Bake, Sale sponsored
by St. Anne's Society in Muen-
ter's three grocery stores
Heart vs. St. John's. here.
TUESDAY, March 29, SH
Home-School Society meeting,



Since 1913

## ALWAYS A MAXIMUM DISCOUNT FOR CASH

Tanner Furniture Company $23 F$ cuitana cume



Radishes, 6 oz cello bag Green Onions, bunch
Roman Beauty Apples _ 4 lbs . 39 c

19
Casata 12 on
Frozen Lemonade
19c
Zest Soap, reg. size $\quad-2$ for 19c
Chunk Tuna
29
Susuer Catsup 2 for 25 c

GOOD HOME KILLED BEEF
CHOICE CUTS
For Steaks and Roasts
WHOLE OR HALF CARCASS
For your Freezer or Locker
Philco's Duomatic
Combination Washer-Dryer Costs only $\$ 29.95$

Fisher's Market \& Grocery
Muenster

|  |
| :---: |
| Before you Buy <br> Check Our <br> Prices on <br> GULF <br> TIRES <br> and <br> BATTERIES |
| Ferd's Gulf Station Muenster |

## Style Show

## Camp Fire Girls Golden Jubilee Trip

## Gainesville HS Auditorium

 March 25, 1960, 8 p.m.Sponsored by
Reddy's and Mademoiselle
Adults $\$ 1.00$, Students 50 c


The More Efficient Way To Pump Your Water

Jenson counterbalanced pumps are similar in design to oil field pumps . . . can be operated on $\alpha 1 / 2$ H. P. motor instead of the usual 1 H. P. motor. Can be used with a windmill . . . have water-lubricated stuffing box . . . will force water into pressure tank or storage tank.
C. D. Shamburger Lumber Co. Diat Tratata, Mar, Mamenear


5c
c

I
H.O. Kinne, O.D 210 E. Calif 210 E. Calif., Gaines
State License No. 26


Whos to Pay the Fiddler? If you want to make the future dance to a happy tune, fiddling around won't do it but steady saving will!
When you plan for home ownership, a new car, college for your children, it takes cash to pay the "fiddler." Open a savings account here . . . add to it regularly . . . have the cash

MUENSTER STATE BANK


## Oh so pleasing...

Pearl's finer flavor comes naturally from the choicest of ingredients perfectly brewed with pure artesian water in one of the world's most modernly equipped breweries. No wonder it's so pleasing to your taste. Between frames, after the game - or for the finest in refreshment anytime - enjoy sparkling clear Pearl Beer and double your pleasure.
BREWED WITH PURE ARTESIAN WATER

INSURANCE IS MY BUSINESS Buy your protection
without obligation My Only Tille Is
Your Insurance

Leo Henscheid Insurance Agency

## Carpet Special

Through a lucky purchase of carpeting we are able to install carpet at a savings of $\$ 100$ to $\$ 150$ to the average home.

NEWLAND FURNITURE CO.
201 N. Dixon, Gainesville

 Flowers? ${ }^{2}$ for Every Occasion<br>Since 1884 It's<br>KADEN, The Florist Flowerphone HO5.5221, Gaxinesille Represented in Muenster by Mrs. Nick Miller




To Date We Have Filled 655,193 Prescriptions Just as the Doctor Ordered

Watts Bras. Pharmacy Phone HO5-4335 Gainesville

## TAPPANS

 Fine Watchand

Two Share Honors

116 N. Commerce, G'ville At Birthday Party A double birthday celebra

tion at the home of Mr. an
to Mrs. J. C. Kirk Saturday even-
ing had as honorees their so Tracy who was 4 March 19
and his granddaddy and his granddaddy, M. J.
Kirk of Forestburg, who was 66 March 20 . supper. The guests also en joyed seeing the Kirk's home Muenster to route 4, Grine
ville.
Other guests were Mrs. M.
J. Kirk, the David Kirks and Becky, the Homer Fords and
Charlotte, Rita and Debra, all of Forestburg, Mrs. W.P. Bur ton and Linda, Glenda, Larry
Brenda and Gay Nell of Elec tra and Tracy's sister, Toni.
Mrs. Burton and children spent the weekend in Forest-
burg with her
choice of 2 -door and 4-door models


## now тне FORD Falcon brings vou AMERICA'S LOWEST-PRICED 6-PASSENGER WAGONS!

 burg withJ. Kirks.
CARD OF THANKS
Thanks and appreciation is
hereby expressed for many hereby expressed for many
kind and thoughtful deeds during my illness and stay in
the hospital. The many expressions or thoughtumes my family. Albert B. Knabe

Hartman's Shoe Store

A man's alimentary can
is from 25 to 30 feet long.


Featured in Glamour
Maturalizer
sulos for wix mane pulx

## Sew for Easter

Loveliness galore awaits your selection in our
big assortmént of new arrivals of colorful, cheerful big assortment of new arrivals of colorful, cheerful Spring materials. They feature the season's favorites
in florals, dots, geometrics, jacquards and pastel in floral
solids.

And they're budget priced.
Powder Puff Muslin, drip dry 0 yd. Imported Chiffon Voiles, 39 in. Bates Disciplined Fabrics, drip d $\qquad$ $\$ 1.98 \mathrm{yd}$.
$\$ 1.29 \mathrm{yd}$. Bates Disciplined Fabrics,
Rayon and Silk Prints $\$ 1.29 \mathrm{yd}$.

See ALL the FORD falcons at your FORD DEALER'S!
Endres Motor Company
MUENSTER, TEXAS

|  | son spent Tuesday visiting in Muenster, Hindsay and esville. Her visit here was Grincipally to see her father visit because she can't be here Saturday when Mr. Knabe will will be 84. At Lindsay Mrs Herron visited her daughter |
| :---: | :---: |
| Lillian and Corina Vogel of | and family, the Bernard Giebs and at Gainesville she visited |
| Fort Worth spent the weekend with their parents, the | Mrs. Joe Sicking. |
| Joe Vogels, and when they re- turned Sunday afternoon Mrs. | Mosman, accompanied |
| turned Sunday afternoon Mrs. | is brother, Rev. Fred Mos- |
|  | man of Dallas, visited their |
| had Monday off from Harris | father, Fred Mosman in San |
| Hospital and the two drove | Antonio Sunday in the home |
| to Dallas to visit the Don Mul- | of their sister and brother-in- |
|  | law, Mr. and Mrs. Bill Laux. |
| ee his parents, the Matt | Mr. Mosman Sr. has been on |
| Mullers, before going back to |  |
|  | Sunday night. |

Good Selection of GOOD USED TIRES

6:70x15, 7:60x15, 8:00x14

Drive with cure omd buy Sinclar
H \& W Sinclair Station


New Holland's Hayliner 67 is big news for farmers who want quality hay bailing at an econ omical price.
This is the baler with New Holland FlowAction feeding, field-proven knotters and 56 follow windrows. The low price of the Hayliner 67 was accomplished by subtracting some of the baler "extras" some operators de

## Johnie Wilson

Gainesville

STATEMENT OF THE CONDITION OF The Gainesville National Bank

At the close of Business, March 15, 1960 RESOURCES


MEMBER of Federal Reserve System and the Federal Deposit Insurance Corporation which now insures each depositor to $\$ 10,000.0$


Do Without Ads?
We Could, But - -
We are grateum to E . D. thage Piggly Wiggly for furn-
thar
ishing us with a newsletter from us with a newsletter
from main office in Florida. The letter brought out
some wonderful points on advertising and we are printing
the letter as follows: We could do without adver-
tising . We could, if we were willing to remain satis-
fied with the Model "T" car fied wiph ter and palm leaf fans
flypaper
instead and if we were willing to pay
and at least five times as much for
poorer newspor poorer newspapers and mag-
azines. We would trouble taking inventory. No
advertising
ad advertising would eliminate
several thousid our shelves of those we had left. This
would would autamatically reduce
our overhead costs
markets woon markets would be needed. Just credit and delivery, and an
inventory of three ard hundred item three or . Wour
sacking our own be and fishing own apples, too
brine barrel-crackers out of a the old time cracker barrel. Exaggerated? Well, for ex-
ample: Elias Howe decades to get the first sewing worked just as long to introduce the telegraph. Murdock
worked for many, many year to sell the public, on using yas gas-
light light.
lamp.
Cont
Contrast this with the little known cosmetics company that spent $\$ 1,800,000$ on advertising
in 1950 to secure $\$ 1000,000$ in sales . . . in in 1957, the company spent $\$ 18,000,000$ to se-
cure $\$ 96$ cure $\$ 96,000,000$ in sales ond
became the leader in its field Beyond the sheer necessities of life people do not demand
or buy products merely be-
cause they cause they are available. They
must first know about them and want them. Purchase does
not in any large measure not in any large measure fol-
low a need for the product. If
people bought people bought ONLY what
they NEEDED merchant would go broke
People People spend
they DESIRE.
Advertising, if you want to express it this way, tells peo-
ple what to desire that a manufacturer puts into hnat a manufacturer puts int
his product, the distribution
system that gets it on th system that gets it on the
shelves, the sales people that shelves, the sales people that
stand behind the counters, and stand behind the counters, and
the door-to-door hucksters
none of none of them - nor all of
them put together, can sell mem put together, can sel the goods that are sold by
ADVERTISING. ADVERTISING.
Wiggley feels about advertising. We believe advertising is
directly responsible for giving directy responsible for giving
us the highest standard of living the world has ever known
and is a prime motivating
for force that puts the drive in And the most forceful argu ment of all: Advertising keeps


We have sincerely enjoyed our association with the people of this community since we opened our Muenster store one year ago this month; so it is with regret that we have decided to close this store Saturday, March 26.

We feel that having all our merchandise together under one roof will be an advantage to our customers as well as to us. We will turn all our efforts into making our new store in Gainesville much bigger and better than ever before.

We invite our friends here and in the surrounding area to continue to shop with us for bargains to which you have become accustomed.

We are happy to announce that our store manager, Mrs. John Huchton, will continue with us in our new store.

## WATCH FOR OUR OPENING DATE

Jahnny and Gearge Bugg Ir.

## Closeout Special

Thurs., Iri. and Sat. 10\% DISCOUNT

On OUR Regular Shelf Prices

for anything in the store . . . furniture included.

## B\&B SALES

Mrs. John Huchton, Manager



## Grand-Stand 7-11 Stores

No. 2, East Highway 82 WE RESERVE THE RIGHT TO LIMIT

Open 7 days a week 6 a.m. to 10 p.m.

Hens . . lb. 19c<br>Роि尺ĭ снорs<br>lb. 55c<br>BOLOGNA<br>lb. 39c

## Grapefruit 5 lb . bag 25c

 RED POTATOES - 10 lbs .49 c GREEN ONIONS . . bunch 5c RADISHES LETTUCE . . . . . . head 10cCelery . . . stalk 10c

## Hunt's No. $21 / 2 \mathrm{cam}$, Sliced or Halve

Peaches 4 for $\$ 1.00$

Tuna . . 2 for 25c POST TOASTIE, gant - . . 29 c
Baby Food 3 for 25c DOG FOOD, Kim . . . . 3for 20c Flour 10 bb .79 c CRACKERS, 1 lb box

19c
COLORED TISSUE . . . 3 for 25 c

Salad Dressing . . 29c
Tomato Soup . . . 10c
Apple Jelly 4 lb . jar 59 c

Annuals are plats which
Though more than a thous-


J. B. Wilde, Chevrolet Dealer

304 N. Main St.
Muenster, Texas
Phone 61


