

MUENSTER ENTERPRISE

VOLUME XII

MUENSTER, COOKE COUNTY, TEXAS, FRIDAY, JANUARY 23, 1948

NUMBER 9



We fervently hope that Secretary of Agriculture Anderson missed his guess when he predicted that "the people will demand rationing, at least of meat, by April or certainly by May".

Taken at face value, the statement is alarming. To our way of thinking, the situation is really serious if people, still mindful of the inconvenience, regimentation and black marketing only a few years ago, will become so desperate as to ask for another round of controls. The Secretary practically predicts a meat famine.

Is the shortage really that serious? Or are some of the boys in the upper brackets of the administration just trying to sell us another package of bureaucracy?

The trouble is, we ordinary people don't know what to think when official Washington speaks. Our government has so many who believe that their professional do-gooders can do so much better for us than we can do for ourselves. Starting with that conviction they are inclined to be over solicitous. They worry about us a lot sooner that we worry about ourselves.

Maybe it isn't stretching the imagination too much to assume that Anderson fits in this category. He knows, as we do, that meat is less plentiful than we would like to have it and he naturally assumes that we'll have to cry to Washington for help in the very near future.

So, what's the answer? Is the situation really critical or is it just bad enough to convince the professional helper-outers that we can't get along without them?

The fact that this is another general election year presents another factor worth considering. This may be a way of making political ammunition for the coming campaign. If conditions get rough enough to convince Congress that rationing is warranted the Democrats will be in a swell position to brag that the idea was all theirs. Or if Congress refuses to pass the measure there's also possibility of blaming Republicans for tough times. It's simply a matter of putting the monkey on the elephant's back. Since he has the majority he'll have to decide what to do with the little fellow. And he knows that he has to guess right or get well pasted with mud when the big contest gets under way.

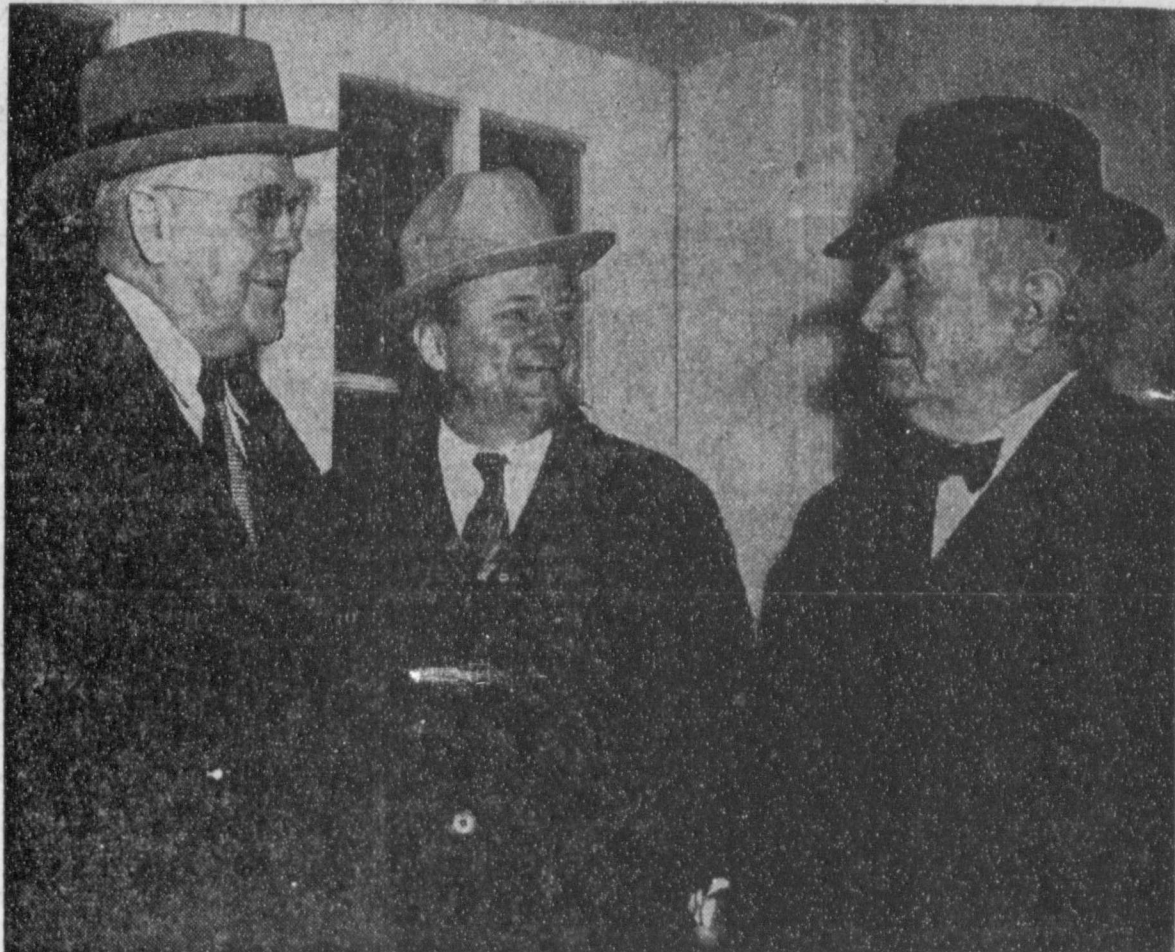
Come to think of it, the outlook for real statesmanship between now and election time is a bit dismal. Practically every issue that comes up will be measured by a political yardstick. The country's interests will come second. Both parties will be cautious. Neither will take unnecessary chances of making mistakes. . . and as a special precaution against making mistakes they'll both keep as far as possible from the ticklish problems.

Obviously the one thing that both parties would like credit for is tax reduction. President Truman proposes a straight \$40 reduction, which would exempt millions of small taxpayers altogether but give little relief to the heavy taxpayers. At the same time he wants to maintain a fat budget by clamping other taxes on business. Republicans favor a cut all along the line. Their idea is to help all taxpayers and let the government get along on less. Whatever method is adopted. . . and it will probably be a compromise. . . we at least have fair assurance that we'll get some kind of a break.

This doesn't mean however that we're going to get a great big reduction on our income tax. In spite of the fact that we the taxpayers kicked in the enormous sum of 45 billion to Uncle Sam last year, which is more than 5 times as much as we paid ten years ago, there really isn't much room on Uncle Sam's expense sheet for the kind of cutting we would like. Fixed expenses have us over a barrel.

First there's about five billion for interest on our debt. Nothing can be done about that. Defense and veterans' benefits come to about 25 billion. Economy measures could trim both of those to some extent but the figure at best will have to be big. Now add current government expense and foreign aid and we see the basis for Truman's budget estimate of 39.5 billions. Possibly the total can be cut down a few billion by careful lopping on all appropriations, but lopping of big sums is out of the question. In general there's room for considerable savings on administrative expense but the balance represents commitments or needs we'll have to meet. We won't have really

(Continued on page 8)



TEXANS TALK TIDELANDS TO TRUMAN
—Apparently pleased with their conference with the President on state ownership of submerged lands, Robert Lee Bobbitt of San Antonio, chairman of the Texas State Bar Tideland Committee, Attorney General Price

Daniel and Senator Tom Connally leave the White House. The Texans explained their state's annexation agreement with the US and the importance of submerged land revenues to the Texas Public School Fund. They asked Mr. Truman for another hearing before he takes action on pending legislation.

Knights Will Have District Initiation at Gainesville Sunday

Six of Muenster's young men along with about twenty candidates from other K of C councils of the Sixth Texas District will be admitted into Knights of Columbus at initiation ceremonies in Gainesville next Sunday. The group has been named the Rev. Peter Molloy Class in honor of the chaplain of the host council.

Muenster's candidates are Rufus Henschel, Alvin Noggier, Tommy Felderhoff, Gerald Bayer, A.J. Felderhoff and Alphonse Koesler.

In a general invitation to all councils of the district, Grand Knight Ewald Berend announced a program that will begin with group attendance at mass in the morning and end with a party in the evening.

At 9:30 members and candidates will assemble at Saint Mary's school for procession to the 10 o'clock mass at Saint Mary's church. Fourth degree members are requested to appear in full regalia for the occasion. Luncheon at 11:30 will be followed at 1 o'clock by exemplification of the first, second and third degrees in the Knights of Columbus Hall. The evening program will be a banquet and party beginning at 6:30 in the Community Center building for Knights and their ladies.

While initiation ceremonies are in progress a committee of Gainesville ladies headed by Mrs. Henry P. Schad will entertain visiting ladies in the Community Center building.

CALL FOR VOLUNTEERS ON RECTORY JOB GETS GRATIFYING RESULTS

As a result of gratifying response to a call for volunteer labor the remodeling job at the Sacred Heart rectory is off to a flying start. Foundation work was completed last week and the framework and sub-floor were under construction on Wednesday of this week.

The job consists of a two story 24 x 32 annex the lower part of which will be a garage, laundry and storeroom and the upper floor will be three bedrooms and a bath. Remodeling the kitchen and minor alterations in the present building will complete the tie-in with the addition. Also included is paint and paper re-finishing for the old unit.

To cut down building expense Father Herman Laux, pastor has asked all men of the parish to contribute a day of labor or its equivalent in cash. He reports that this response to date has been very pleasing.

Mr. and Mrs. Aubrey Jennings and children, Johnny and Helen, and her sister, Miss Emma Felderhoff, all of San Antonio, arrived Tuesday for a week's visit with their parents, Mr. and Mrs. John Felderhoff and family.

CONCRETE CREW WORKS INTO NIGHT ON SUPER FOUNDATION AT BEN'S

Actual construction of Ben Seyler's new garage building started with a bang Tuesday when C.M. Walterscheid's concrete crew worked into the night to complete a massive foundation footing extending 30 inches below the ground surface and measuring 42 inches at its base. The job was run without interruption in order to assure perfect binding of all the material.

Another special precaution based on rigid architectural specifications is the use of washed sand and crushed rock instead of regular gravel in the concrete mixture and a sand cushion underneath to allow freedom for possible shifting or settling.

Construction of forms for the foundation beam was started Wednesday.

The Seyler building, measuring 112 x 65 will be of brick with generous use of plate and structural glass at the front.

CLIFF GARDNER ASKS FOR RE-ELECTION TO STATE LEGISLATURE

C.C. "Cliff" Gardner, County representative to the state legislature at Austin, this week authorized the Enterprise to announce his candidacy for re-election in the July primary. His formal statement to voters will appear in a later issue.



Soil- and water conservation plans were completed last week with Leroy Sicking and Wilfred Sicking, operators of Henry Sicking's farms south of Muenster. Pasture development and improvement is the main objective of both boys. They are preparing seed beds for Madrid clover and grass plots for seed production. Grass seed will be furnished by the Upper Elm-Red Soil conservation district when a clean firm seed bed is prepared.

In the Bruno Fleitman group conservation plans were completed with Mrs. M.J. Endres and Roy Endres. Developing pasture and sowing sweet clover for soil improvement are the immediate aims of these cooperators. John Albers is operator on Mrs. Endres' farm.

The following cooperators secured Bermuda sprigs last Thursday for developing waterways: H. J. Wolf, Tony Walterscheid, Paul Fisher, Werner Becker, and Matt Muller. Bob Mitchell, Work Unit Conservationist, suggests that

News Of Sick And Injured

Mrs. Joe Otto was able to be out and attend church services Sunday for the first time following a two weeks' illness.

Larry Hennigan, young son of Mr. and Mrs. Fred Hennigan, sustained a broken left arm, just below the shoulder, when he fell last Wednesday. The injury was placed in a cast at the local clinic and Larry is back at classes this week. This is his second arm fracture in less than six months. Late last August he broke his right arm in a fall.

Mrs. C.J. Bernauer was confined to her home during the weekend suffering from a sinus infection.

Mrs. Ida Gardner who has been ill at the home of her niece, Mrs. Ernest Biffle at Myra, has recovered sufficiently to return to her home here north of the city.

Miss Therese Rohmer was back at classes in Sacred Heart High school Monday after being absent a week due to a severe case of tonsillitis.

E.P. Buckley returned last Thursday from Pawhuska, Okla., where he spent about a week at the bedside of his mother who is seriously ill in a hospital. Her condition remained about the same this week, according to almost daily telephoned reports.

Nick Stoffels Jr., 17, Dies, Two Companions Injured, In Car Accident Sunday

200 COUNTY FARMERS GATHER FOR ANNUAL DAIRY DAY MEETING

More than 200 Cooke county dairy farmers listened eagerly last Friday at the Community Center building in Gainesville as dairy experts explained how to improve herds, increase production and save on feed bills. The men were featured speakers at the annual county dairy day program sponsored cooperatively by dairy products manufacturers, dairy equipment dealers, the Gainesville Chamber of Commerce and County Agent B. T. Haws.

An added feature was the regular 12:15 broadcast by Murray Cox, farm director for radio station WFAA. Assisted by V. S. Payne, Gainesville vocational agriculture teacher, he interviewed dairy farmers and reviewed dairy activity in the county.

Speakers in the morning half of the program included C. B. Stringer, immediate past president of the Chamber of Commerce, who made the welcome address; G. G. Gibson of the dairy husbandry department of A. & M. college, who spoke on "Building Better Dairy Herds"; and S. E. Carpenter, associate dairy instructor of A. & M. extension service, of Dallas, who spoke on "Calf Development."

Shortly before noon a moving picture on storage and use of silage was presented by Mike Casey of the Kraft Foods company.

Speakers for the afternoon were Mr. Gibson on "Balanced Dairy Feeding"; Dr. E. A. Grist, extension veterinarian of A. & M. College on "Dairy Herd Health"; and Bryan Blalock, nationally known dairy expert of Marshall, Texas, on "Dairying in Texas."

Lobby displays presenting the latest developments in dairy farm equipment were exhibited by Charlie Fisher, Schad and Pulte and Bohls store, and materials and pamphlets on dairy barn construction were exhibited by Waples Painter Co.

Cold drinks, ice cream and cheese for the gathering were provided by Schad and Pulte, Borden, and the Muenster Cheese Factory. Women of the county home demonstration clubs were in charge of a sandwich and coffee counter.

FMA Plant to Make Stock-Poultry Feed From Surplus Whey

Kraco, a poultry and hog feed supplement made from whey, is about to make its appearance here as the latest product of the FMA cheese factory. Installation of equipment, begun this week, is expected to be finished in time to make a trial run about the middle of next week.

Ace Crump, engineer of the Kraft plant at Denison, is helping C.J. Fette and Herman Swirczynski install the unit which until recently was operated by the Denison concern. It was moved here because for some time the FMA plant has furnished all the condensed whey processed by it.

The principal part of the equipment is a large oven with racks of condensed whey arranged somewhat like the trays in an incubator. A hot air blast passing through the oven carries away the moisture and leaves the Kraco in a dry, lumpy form. After pulverizing in a hammermill the Kraco is sacked for sale as poultry or livestock feed. Rich in lactose, it is regarded as an excellent supplement for poultry, hog, calf and rabbit feed. It will be placed on the market locally and the surplus will be shipped to Denison for distribution through Kraft's channels.

With a 3,000 pound daily capacity, the drying equipment will take care of all the cheese plant's surplus of condensed whey. The plant will continue to prepare most of its condensed whey for human consumption delivering to Kraft at Denison for use in processed cheeses and caramels.

Nick Stoffels, Jr., 17, lost his life and two companions, his brother, Meinrad Stoffels, 22, and Harold Sicking, 21, received minor injuries when the automobile in which they were riding overturned several times about 2 a.m. Sunday. The accident occurred on U.S. highway 82, about one-half mile west of Lindsay. Young Stoffels was dead when removed from the wrecked car.

Harold Sicking, son of Mr. and Mrs. Henry Sicking, suffered from shock and a bruised left shoulder. Meinrad Stoffels escaped with cuts and bruises. He was thrown from the car.

Persons who were attracted to the wreck, took the injured pair to the M & S hospital. Stoffels was given first aid and dismissed. Sicking was X-rayed and hospitalized and was permitted to leave the hospital Monday evening when the X-ray pictures failed to disclose any broken bones.

Sicking was driving the car, the trio being enroute home from Gainesville. He said the automobile suddenly became unmanageable but he has no idea as to exactly what happened.

Sheriff Emory Horn and his deputies said that marks along and on the highway showed the car left the pavement on the south side of the road, probably overturned and again struck the pavement. The car appeared to have overturned three times and came to a stop on the opposite side of the highway. It landed on one side and had to be set back on its wheels before young Stoffels could be removed. A Leazer-Keel ambulance took him to the funeral home.

The top of the car was mashed in and the doors and body were damaged to an estimated extent of \$500. It is a 1939 model Chevrolet two-door sedan.

Funeral services for Nick Stoffels, Jr., were held in Sacred Heart church Tuesday morning at 9:30, and burial was in the Muenster cemetery with Rev. Herman Laux officiating. Arrangements were under the direction of Leazer-Keel Funeral home and pallbearers were Raymond Walterscheid, Ray Hess, John Louis Hess, Charles Stoffels, Leo Haverkamp, and Walter Haverkamp.

After being prepared for burial the body was at the home of Mr. and Mrs. John Kathman, uncle and aunt of the deceased and rosary was recited there Monday night.

The deceased was born in Muenster on January 6, 1931. He attended Sacred Heart school and during the past year was employed in oil field work.

Survivors are his father, Nick Stoffels, four brothers, Herman, Frank, Meinrad and Albert, and three sisters, Mmes. Andrew Trubenbach and Ray and Lawrence Vogel, all of Muenster.

Mrs. Thompson Returns As Teacher; Miss Endres Will Complete College Course

Mrs. A. E. Thompson, for several years a teacher at the Muenster public school will return to her old job February 1, to replace Miss Della Rose Endres for the balance of this scholastic year. Miss Endres will return to college and receive her degree this summer instead of waiting three years to complete her course in summer sessions.

Quitting last year to devote all her time to her home, Mrs. Thompson returns as a favor to the school board and her successor.

RAYMOND BENGFORT WRECKS TRACTOR AND TRUCK TO AVOID CRASH

A new tractor loaded on the back of a late model truck belonging to Raymond B. Bengfort, route 5, Gainesville, was damaged extensively as well as the truck, Friday at 5:20 p.m. when the truck overturned at the Summit and Throckmorton intersection.

Estimated damage was \$2,000. The truck overturned after Bengfort swerved to prevent a collision with a 1942 GMC pickup driven by Roy H. Lewis, 802 East Garnett street.

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

Texas Cafe

On Highways
 77 and 82

Plenty of Fried Chicken

OPEN
 24 HOURS
 A DAY

CURB SERVICE

Charlie Links, Prop.

Up In The Air with KGAF

We'll be seeing you every week from now on in this newspaper, because we have many fine programs which we want to tell you about in advance.

On Sunday, January 25, KGAF is presenting a program about a Muenster business, and it will be transcribed right in Muenster. You're in for a pleasant surprise when you hear "This is the Story" on Sunday at 1:00 P.M. At 3:00 P.M. KGAF presents William Holden in the delightful comedy, "The Victim of Circumstance." It's a thirty minute story of a blessed event, with a surprise ending, which only Mr. Stork could have thought up. Be sure to tune in — it's chock full of laughs from beginning to end.

On Monday, January 26, at 12:00 Noon, KGAF presents The Hildegarde Show. On Tuesday at the same time, "Zachary Scott," current Hollywood Star of stage, screen and radio will be featured in "Temperamental," the story of a misunderstood husband whose wife leaves him and subsequently returns due to the influence exerted through the effervescent happiness of the newly-wed wife of an Army sergeant. On Wednesday at noon you can hear the most popular of all stars, Bing Crosby, in "Here's to Veterans." At the same time on Thursday, KGAF presents Martin Block in "Music you Like."

Well, that's just a sample of what we'll have every week. Just keep your dial set on that friendly spot — 1580. That's the spot where you can get the latest local and Associated Press news, and the very best in daytime entertainment.

KGAF

Your Community Station
 1580 on Everybody's Dial

LOCAL NEWS BRIEFS

Mr. and Mrs. Ray Swirczynski were Fort Worth visitors Tuesday.

Mr. and Mrs. Anthony Luke spent Friday in Dallas buying new merchandise for their store.

Mr. and Mrs. Ed Hess are the parents of a daughter born at M & S hospital in Gainesville Friday night.

Mr. and Mrs. Richard Cain and children spent Sunday in Fort Worth visiting her brother, C.C. Hogan and family.

Mrs. Bill Bergman had as guests Tuesday Mr. and Mrs. Joe Schneider and her sister, Miss Ann Zeith, of Scotland.

Joe Snow of Healdton, Okla., and his sister, Miss Lorene Snow of Gainesville, spent Sunday with their parents, Mr. and Mrs. L.E. Snow, north of the city.

Mr. and Mrs. Ray Evans had as guests Saturday night and Sunday her sister, Mrs. Howard Couch and her friend, Miss Eida Manis of Oklahoma City.

Mr. and Mrs. Bob Swirczynski and children of Ardmore spent Saturday here visiting their parents, Messrs. and Mmes. F.J. Trubenbach and Joe Swirczynski.

Mmes. J.M. Weinzapfel, John Mosman, T.P. Frost, and Ben



Gainesville Radiator Shop

J.F. "Brownie" Brown
 527 N. Commerce, Gainesville

NOTICE

As in prior years, interest on consumer's deposit at the rate required by law has been accrued and set aside for payment.

Customers, who so desire, may secure payment of such interest upon presenting their deposit receipt at our office, located at Gainesville, or if this is not convenient, by mailing their receipt to the Company. Receipt will be returned with remittance for the interest.

LONE STAR GAS COMPANY

JANUARY - THE GARNET
 BIRTHSTONES DATE FROM THE 12 GEMS IN HIGH PRIEST AARON'S BREASTPLATE WHICH SYMBOLIZED, IN TURN, ISRAEL'S 12 TRIBES, THE ZODIAC'S SIGNS AND THE 12 MONTHS.

TRADITIONALLY, ONE'S BIRTHSTONE BRINGS GOOD FORTUNE. CHINESE WEAR TWO BIRTHSTONES, LEST ONE HAND MAKE THE OTHER JEALOUS.

JANUARY PEOPLE ARE THINKERS, ORATORS, TEACHERS AND SCIENTISTS.

JANUARY'S BIRTHSTONE, THE GARNET, WAS WORN BY THE ANCIENTS TO ENSURE SAFE TRAVEL, HEALTH AND CALMNESS.

THE LOVELY GARNET HAS ALWAYS SYMBOLIZED FAITH AND CONSTANCY.

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Luke and Misses Elfreda Luke, Olivia Stock, Mariann Luke and Mary Weinzapfel attended the Mia Slavenska ballet concert in Sherman Tuesday night.

Mr. and Mrs. Henry Schneider and son have moved to reside in Gainesville where he is employed and where they recently bought a home. They formerly resided in one of Joe Luke's rent houses.

Mr. and Mrs. Richard Yosten and Mr. and Mrs. James Hott had as their guest for several days the ladies' brother, Harold White of Hendrix, Okla. Mr. and Mrs. Yosten drove him home Tuesday night and visited with Mrs. Yosten's parents until Wednesday afternoon.

Richard Swirczynski spent the weekend in Fort Worth with his brother, Ed and wife, Matt Yosten who is visiting here from Nebraska, accompanied him and remained to spend a week with Ed and with Messrs. and Mmes. Stan and Paul Yosten.

Messrs. and Mmes. Joe and Charlie Meurer and Mrs. Henry Thoele, all of Windthorst, and Mrs. Lucy Jansen of Canyon, Colo., spent Wednesday as guests of Mr. and Mrs. J.M. Weinzapfel, and Mrs. Jansen remained for an extended visit with her sister and family.

Tony and Miss Therese Rohmer and Marty Becker, joined by Miss Margie Sandmann of Lindsay, spent Sunday in Fort Worth visiting Misses Ida, Margaret and Dorothy Rohmer, and Coralee Fuhrmann and Sisters Francisca and Cecilia at OLV College.

Mrs. Joe Luke was in San Antonio this week to attend an executive meeting of the Catholic State League. She is state treasurer. From there she went to Robstown and other points to visit relatives before returning home.

Mr. and Mrs. Omer Baumhardt moved this week to occupy W.H. Endres' recently completed new house in the west part of town. They formerly resided in the Al Eberhart cottage which is now occupied by Mr. and Mrs. Milton Ramsey.

Mr. and Mrs. W.B. Martin and daughter of Dallas and his sister, Mrs. Ben Weber and daughter, Jo Ann of Gainesville, stopped here last Saturday for a

sacramental benediction was given in Saint Patrick's church, and women of the host parish served refreshments.

The next meeting will be in April in Sherman, and the follow-

ing meeting will take place in Muenster.

Unightly scratches on your dark colored furniture may be obscured by painting with iodine.

Announcing the opening of
Frank's Cafe

Saturday, January 24

You're invited to visit us in our new location.

You'll find fine food, congenial atmosphere and courteous service for one, two, or a family group... for a complete dinner or a snack.



FRANK'S CAFE

Frank Hoedebeck

Muenster

*It's New - -
 It's Delicious - -*

Vita-Rich Bread

Ask your Grocer

Frank 'Wimpy' Kathman

Muenster



FMA Store

Muenster

And Now ...

Snapshot Service



Developing, Printing, Enlarging

We proudly announce our appointment as representative for the Fox Company of San Antonio

New Merchandise arriving daily

Variety Store

Anthony and Leona Luke

DANCE

K-C Hall
 Muenster

Wednesday
 January 28



Music by

MILLER BROTHERS, Wichita Falls

Per Couple \$1.00



Pique blossoms out

A blossoming beauty by Gay Gibson of Sanforized pique for up-to-the-minute freshness... Sweetheart necklined and tie backs for a smooth fit. Red, blue, maize. 9-15.

The Ladies Shop

GAINESVILLE

You Can't Look YOUR BEST—

Unless Your Clothes Look Their Best.

Dyers and Hatters

Lone Star Cleaners

J.P. GOSLIN, Prop. Phone 332 Gainesville

Political Announcements

The following persons have authorized the Enterprise to announce their candidacies for public offices, subject to the Democratic primary election, July 1948.

Commissioner Precinct 3
J.E. (Earl) TAYLOR
H.H. (Herman) AGEE

Commissioner Precinct 4
J.E. (Earl) ROBISON
(Re-election)

State Representative
CLIFF GARDNER
(Re-election)

Local NEWS Briefs

Earl Swingler of Wharton visited here last weekend with his parents, Mr. and Mrs. Joe Swingler.

Mr. and Mrs. Gregor Stelzer visited in Henrietta Sunday with Mr. and Mrs. Leroy Stelzer and Mrs. Julius Stelzer.

Mrs. J.H. Cooke has gone to Wheaton, Ill. for an indefinite visit with her daughter, Mrs. John R. Rice and family.

Carl Herr of Pilot Point visited his mother and other relatives here last Wednesday. He operates a grocery store in Pilot Point.

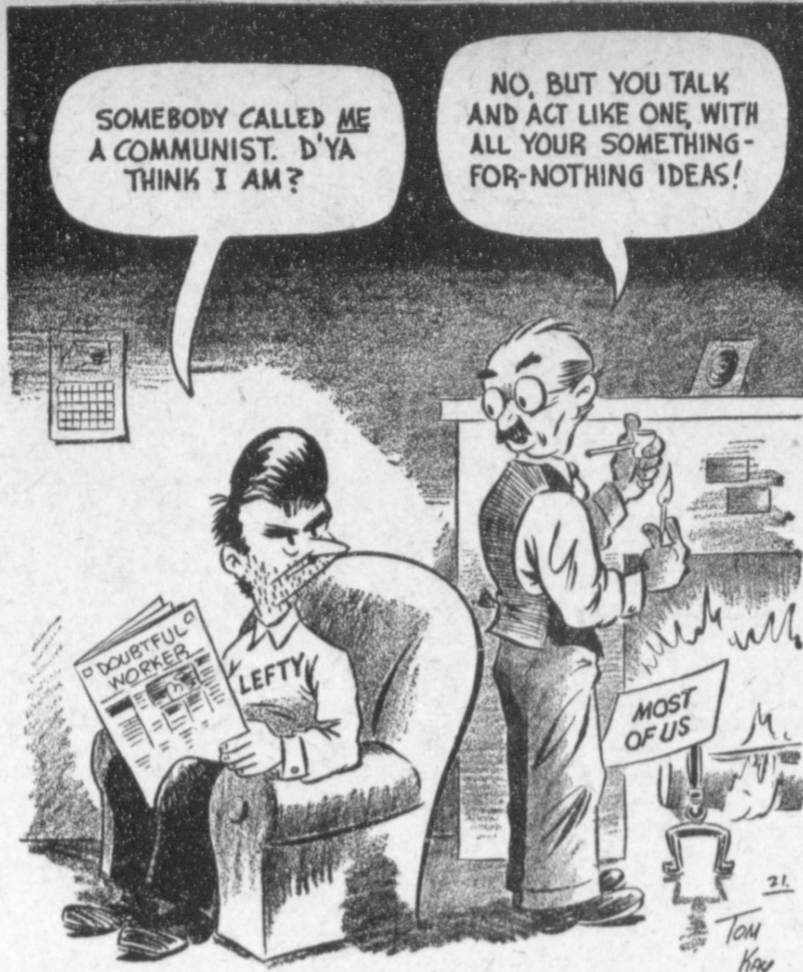
Mr. and Mrs. Curtis Holland (nee Dorothy Mae Yosten) are now at home in Santa Anna, Texas, where he is employed. They are formerly of Fort Worth.

Mrs. Arnold Rohmer, Miss Helen Hess and Miss Rose Sickling visited in Valley View with Mr. and Mrs. Henry Spaeth Saturday afternoon.



WATCHES
by
HAMILTON
ELGIN
BULOVA

Porter's Jewelry
204 E. Calif.
Gainesville



Ray and Earle Otto and Misses Billie Wimmer and Jewel Hoffman spent Sunday, Jan. 11, in Wichita Falls as guests of the boys' uncle, T.A. Martin and family.

Mr. and Mrs. William Insel (nee Georgia Ann Kathman) are now making their home in Cotulla, Texas where he was recently transferred from Laredo. He is employed with the United Geophysical Co.

Janice Louise is the name of the daughter of Mr. and Mrs. Joe Trubench, born Jan. 14 at the local clinic. The infant was baptised the same day, Father Herman officiating, assisted by Mr. and Mrs. Martin Trubench as sponsors.

Elizabeth Catherine is the name of the infant daughter of Mr. and Mrs. Bill Derichsweller. She was baptised here Sunday by Father Herman assisted by Kate Fette and Robert Knabe as sponsors. Mrs. Derichsweller and the infant were moved from Gainesville Sanitarium to their home here Saturday. The baby was born Sunday, Jan. 11.

Mrs. John Streng and baby, and Mrs. Henry Huchtons have gone to Pampa to join their husbands who are employed in oil field work there. Other Muenster men working in Pampa are Clarence Hellman, Jud Boyles, A.J. Huchtons, Earl and Quintin Lehnertz, Edmond Feitman, Charles Swofford, Herbert Cunningham, Emil and Johnny Rohmer.

Visiting in the home of Mr. and Mrs. Tony Otto Sunday were her brother, T.A. Martin, Mr. and Mrs. Leroy Ziegler and daughter, Jeanie, Sidney J. Martin and Miss Helen Weber, all of Wichita Falls; Mrs. Perry Burnett of Los Angeles, Calif.; Mr. and Mrs. Ben Weber and daughter, Jo Ann of Gainesville; Gene Hellman, Miss Bettye Hogan and Lloyd Weber, all of Denton; Miss Leola Weber of Fort Worth; Misses Billie Wimmer and Jewel Hoffman of this city.

SENIORS AND 6TH GRADERS WIN P-TA LOVING CUPS

The seniors of Sacred Heart High school won the P-TA loving cup for the second consecutive month as the result of parent attendance at the January meeting last Thursday night. In the grade department the sixth grade took the cup from the eighth grade, last month's winners.

During the meeting Mrs. Rudy Hellman, president, presided and gave a report on the lunch program. The report revealed that 6,689 meals were served during December.

Members discussed the annual banquet for the Hornets and the pep squad and set next Tuesday night as the date. The event will take place in the parish hall and



Irene Simms Reid, advertising director of the Monroe, La., News-Star-World, will be a featured speaker at the Mid-Winter convention of the Texas Press Association January 31 in Dallas. She will speak on "The Community Story on Public Relations"

the meal will be prepared and served by P-TA mothers. Sodding the football field was discussed and it was stated that since farmers are now digging Bermuda roots, when the weather permits, this work should be done as soon as possible.

SURPRISE BIRTHDAY PARTY GREETS JOE HOENIG

Joe Hoenig was honored with a surprise party in observance of his birthday Friday when his wife entertained in the family home for 20 guests.

The honoree was presented with birthday gifts and the hostess served attractive refreshments after a progressive 42 series. The refreshment table was centered with a decorated cake.

In the games high score prize was won by George Lutkenhaus and Mrs. Adolph Walterscheid received the consolation favor. The honor guest won the galloping prize.

Sweet Treasure Little Margie had been attending a birthday party, and now her big sister had come to take her home.

Crossing the street, the sister took hold of the youngster's hand. "My goodness, Margie," she exclaimed, "how sticky your hands are!"

"Well," replied Margie, "your's would be too if you had a piece of chiffon pie, a cream puff and a chocolate éclair in your muff."

An achievement medal of some kind should go to the Salt Lake grocer who, tired of seeing customers' children tip over displays and sample his wares, set up a miniature playground in front of his store. Swings, slides and such keep the small fry occupied and out of the store.

DR. A. A. DAVENPORT
CHIROPRACTOR
X-RAY FLUOROSCOPE
Suite 205
Pythian Bldg. Gainesville

Gasoline
Kerosene



Oil
Grease

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Retail at our pumps, Wholesale at our tanks or delivered to your farm

H & H Oil Company

Phone 107
Fred Hennigan T. W. Hennigan



**Dresses
Infants' to Size 4**

A nice selection . . . dainty and dressy or plain and serviceable

*Lucy's
Novelty Shop*
Gainesville

DON'T BURN UP YOUR MONEY!



Save it WITH A SET OF NEW

GENUINE FORD PISTON RINGS

installed for only \$28.00

Includes rings, oil, gaskets and labor DURING JANUARY ONLY

Endres Motor Co.

Authorized Ford Dealer

Muenster



Baby Chicks

From our blood tested and culled stock or custom hatched from your eggs.

PLACE ORDERS EARLY

It will enable us to set the proper number of eggs for each breed and give you better service.

Muenster Hatchery

F. E. Schmitz Motor Co.

116 N. Chestnut, Gainesville



DODGE Job-Rated TRUCKS



Newspaper ADVERTISING

Properly handled, is the most effective and most efficient form of MASS SELLING

It Is Like Addressing Your Message To a Stadium Full of People When You Use



Newspaper ADVERTISING

TEXAS Press ASSOCIATION
BAKER HOTEL DALLAS, TEXAS

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

The American Way
 By George Peck



McGUFFEY'S READERS

A few months ago I got to wondering as to what had happened to the McGuffey Readers that were in such popular use in public schools of America in the latter part of the 19th Century and the early part of the 20th. I had not seen nor heard of this once-favorite set of school primers in many years. After making many inquiries I finally succeeded in tracing down a set of them. Ever since I've been intrigued as I browsed through these school books written by a school master who recognized that installing moral principles is a necessary essential in any constructive educational system.

This led me to do a bit of investigating as to just who was McGuffey. In my search I came across a radio talk made by W.J. Cameron on the Ford Sunday Evening Hour on March 17, 1935. Said Mr. Cameron in part:

"William Holmes McGuffey was a schoolmaster. His schoolroom was the length and breadth of the United States; his scholars were three generations of Americans. Though the medium of six humble school readers he was able to revolutionize education

and formulate a national standard of character on which the new America molded itself for fifty years. These books head the list of American best sellers. Except the Bible and the dictionary no books have ever sold so many millions of copies.

"Year after year a million and a half McGuffey's Readers were printed, and about 1880 they reached nearly two million a year. There is no record like it. Thousands of the staunchest citizen-builders of this nation were graduated into active life out of McGuffey's old Second Reader. The American people were made articulate, their moral ideals were elevated, their thought deepened and broadened through the influence of these tens of millions of unpretending 'little school-books. Even today they are read or remembered with affectionate reverence by multitudes of our people.

McGuffey is the father of graded school studies. He evolved this by seating children of various ages on a log, reading to them, and noting what was best received by each age. He was the first American to dispel the gloom of schoolbooks by giving play in them to humor and irony. Earlier elementary education in this country reeked dolefully of the graveyard and epitaphs and future punishment.

"McGuffey took the moral life and made it a strong and free and beautiful thing. He not only disciplined the mind to think, he fortified the character of his pupils with ideals of reverence and rectitude. Truthfulness, industry, consideration for the weak, kindness, respect of conscience, a firm reliance on the right to justify itself always and everywhere — this was the tonic he distilled for the soul of young America. He made principles live in such characters as the hare and the tortoise, and Meddlesome Mattie, and in such sayings as 'Try, try again' and 'No excellency without great labor.' It was not books he taught, but life; not words, but qualities."

Would that our present public education might be made the means of character building that it was in McGuffey's day. He believed so strongly that merely teaching the 3 R's was not enough, that schools should turn out pupils thoroughly trained and prepared to face life's problems.

Should any reader care to have McGuffey's Readers, I'll be more than glad to give him or her the name and address of the publisher and the price of the books. Address me care of this newspaper. Let me add that I am not in the business of selling books; that I am not even acquainted with the publisher. I would,

My Neighbors

By BILL PAULSON



"Blamin' business fer high prices reminds me of the tramp sleepin' in a corn-crib and complainin' of one draft under the door!"

however, like to see a wide distribution of this constructive set of schoolbooks.

WORKS BOTH WAYS

How greatly a manufacturing company contributes to the economy of the community was demonstrated recently when a firm in Kansas met its entire payroll with \$2 bills, and let the community know about it.

The townspeople were astonished to discover how extensively the bills circulated and how many citizens shared in one way or another in business originated by the company. Subsequently, when the firm wanted to expand its plant and sought local capital, the results, in terms of financial aid, were gratifying indeed.

John Hancock was the first signer of the Declaration of Independence.

TEXAS INVESTMENTS IN SAVINGS BONDS TOP 200 MILLION MARK

Texans topped the 200-million dollar mark in U.S. Savings Bonds, Series E, F and G, in 1947, according to figures just released by the Texas Advisory Committee on Savings Bonds. Nathan Adams, Dallas, Chairman of the Committee, praised the citizens on their continued support of the U.S. Treasury's program to help combat inflation and to aid its management of public debt.

Total sales for Texas in 1947 amounted to \$202,896,123 with \$134,650,000 in Series E Bonds. Mr. Adams pointed out that almost 60% of the number of Series E Bonds issued were in \$25 denominations. "This is indicative that in spite of the high cost of living the small investor is setting aside part of his earnings regularly to meet the future," Mr. Adams commented. "More and more people are saving the benefits of systematic buying by investing in U.S. Savings Bonds... a practice that began with patriotic buying during the war years and has carried over on a personal benefit basis."

Obedying Orders

The tiny boy had been taken for an automobile ride by a friend of the family. On his return his mother said to him, "Did you thank Mr. Banks for taking you for a ride?"

There was no answer. The mother repeated her question, but still there was no answer.

"Jimmie," she said, "did you hear me? Did you thank Mr. Banks for taking you for a ride?" "Yes," whispered Jimmie, "but he told me not to mention it."

The young man finally redeemed his best suit of clothes, brought them home from the pawnshop in a suitcase. While he was busy in his room, his mother, in the parlor, started to unpack the suitcase. She found the pawn ticket on the coat and called: "John, what is this tag on your coat?" John lost very little time in calling back, "Oh, I was at a dance last night, mother, and checked my coat." A moment later mother came across the trousers, tagged in the same way. With a puzzled tone she asked, "John, what kind of a dance was that?"

Excellent Food Properly Served

Curtis Restaurant

East California - Gainesville

Advertisement



From where I sit... by Joe Marsh

From Sheepskin to Sheep

There aren't too many college graduates in our town. Good honest thinking, yes...but most folks went from high school into farming.

No harm in that! But I admire veterans like Dick Newcomb... who's 23, but going to college under the G.I. Bill of Rights. Intends to be a sheep farmer—but a better-informed, more scientific farmer, with more know-how!

And veterans like Dick aren't letting anything interfere. What little relaxation they allow themselves is in the form of needed exercise, or

books, or conversation and an occasional glass of beer with friends.

Seems as if, just by having their education postponed, they've put a higher value on it...and on things like temperance (that glass of beer, for instance), understanding, and good citizenship. And from where I sit, when Dick gets his sheepskin—he won't have lost much time. He'll be an even better farmer than his Dad. (Exactly what Dad wanted!)

Joe Marsh

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Your Local USED-COW Dealer

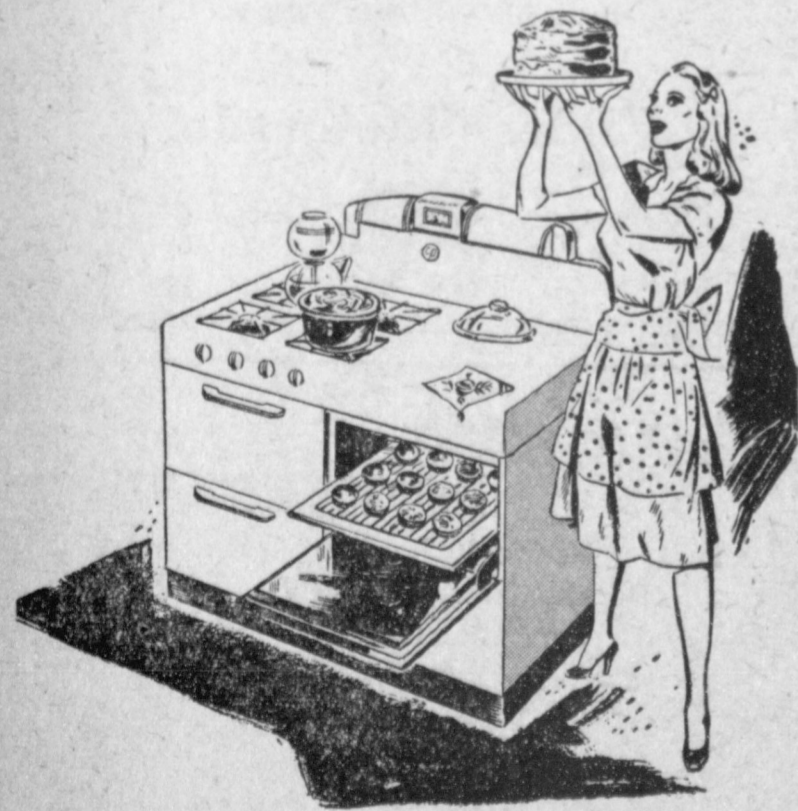
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PHONE 6 COLLECT Gainesville, Texas



CENTRAL HIDE & RENDERING COMPANY



Select your new modern gas range from our new shipments of KALAMAZOO, DETROIT JEWEL, COLUMBUS and MODERN MAID

Gettys Furniture Co.

Gainesville

Your FORD DEALER presents

FRED ALLEN

LISTEN NEXT SUNDAY

7:30 P.M. Your Nearest NBC Station

Endres Motor Company

MÜNSTER, TEXAS

PHONE 44

JOE LUTTMER AND ANGELINE PRESCHER OF SCOTLAND MARRY

Miss Angeline Prescher, daughter of Mr. and Mrs. Joseph Prescher of Scotland, and Joe Luttmer, son of Mr. and Mrs. Herman Luttmer of this city, were married in a pretty ceremony performed on Tuesday morning, Jan. 13, in Saint Boniface church at Scotland with the pastor, Rev. Herman Redder, officiating at the ring service and at the nuptial high mass.

The bride wore a lovely gown of white slipper satin fashioned with fitted princess bodice topped with a lace yoke, long petal point sleeves and a full skirt that extended into a cathedral length train. Her finger-tip length veil of net, edged with lace, fell from a beaded head-piece and she carried an arm bouquet of white carnations.

Miss Bernice Luttmer of this city, sister of the groom, was bridesmaid and Miss Marie

Prescher, sister of the bride, was maid of honor. Miss Luttmer was gowned in a frock of sky blue taffeta and Miss Prescher wore light yellow marquisette. Both wore shoulder length veils matching their gowns, and carnation corsages.

Joe Prescher Jr., brother of the bride, and Walter Luttmer, brother of the groom, were Mr. Luttmer's attendants.

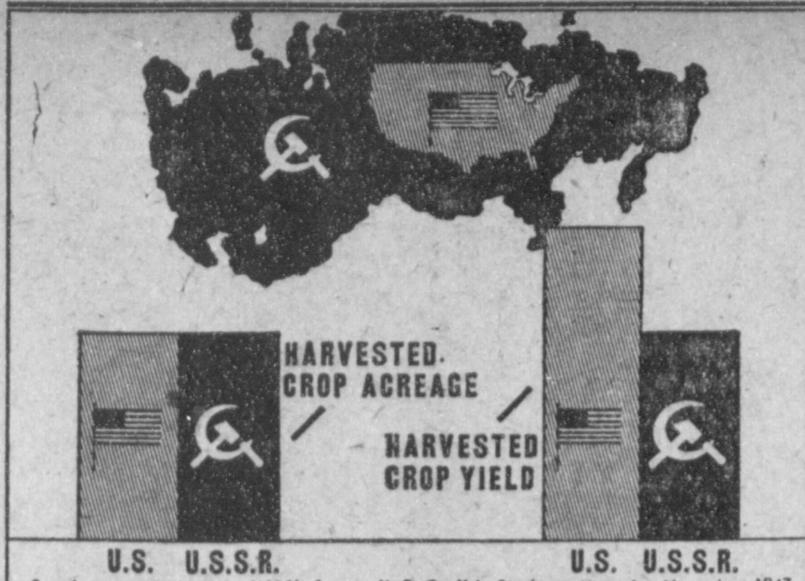
After the ceremony breakfast was served at the home of the bride's parents to members of the bridal party and at noon the bride's parents were hosts for a dinner for which about 100 guests were present. During the afternoon an informal reception honored the couple after which they departed on a short wedding trip. They are now at home in Muenster in an apartment at Maggie Schumacher's.

The bride was born and reared in Scotland and the groom is a native of Muenster and attended Sacred Heart school. He served three years in the army during the war, the greater part of the time being on duty in the South Pacific. He is employed at the Muenster Cheese Factory.

Among out of town guests attending the wedding were Mrs. Herman Luttmer, Mr. and Mrs. Ferd Luttmer, Henry, Alfred, Walter and Miss Bernice Luttmer, Mr. and Mrs. Clarence Albers, all of Muenster; Messrs. and Mrs. Tony and Martin Hacker, of Valley View; Mrs. Nick Mosman and Mr. and Mrs. Albert Mosser of Gainesville.

Bull-Headedness

Most sot-in-his-ways man I ever heard of was a letter carrier lived up Laconia way some years ago. If he was used to crossing a vacant lot, and somebody built a home there, like as not he'd ride through the back door and out the front rather than change his routine. One day a newcomer to town watched him hoist his bicycle over a pasture fence and start



Based on prewar statistics (1939). Source: N. DeGraff in Steelways Magazine, November, 1947

The American mastery of modern farming techniques gives us a big edge in strength over any potential aggressor, according to Dr. Herrell DeGraff, outstanding Cornell University agricultural economist.

This is because farm productivity is an accurate measure of a country's industrial strength as well as the health of its population, he said.

Writing in Steelways Magazine, Dr. DeGraff said, "Russia, for instance, has yet to win the war of steel plows and the efficiency which they symbolize."

Comparing the agricultural systems of the two countries, he said, "America's basic advantage makes Russia look like a 14-year-old boy pitted against a brawny blacksmith in a weight lifting contest."

"We have to go back to shortly before the Civil War," he added, "to find when the American farmer's productivity was as low as the Russians' in 1938. American agriculture in prewar years turned out six times as much as each worker on the land in Russia."

The use of prewar figures was necessary, Dr. DeGraff explained, for the reason that the Soviets do not give out statistics now. He also said that "even if we had the information, it would hardly be satisfactory to draw a comparison since Russia's agricultural production was far more disrupted by the war than ours was."

Although Russia is the largest nation in the world, containing one-sixth of the world's land area, and with a population one-third greater than that of the United States, agriculturally speaking, Dr. DeGraff pointed out, this nation's output of farm produce in the years for which we have a comparison exceeded Russia's by 50 per cent. Both countries had approximately the same harvested crop acreage, prewar.

"Except in a few operations Russia's claim to have the most mechanized agriculture in the world is a gross exaggeration," Dr. DeGraff stated. "The bulk of Russian farm work is done by hand while the American farmer, using machines

made mostly of steel, supplied by an aggressive American industry, never ceased to expand the effectiveness of his work."

Dr. DeGraff quoted figures to show that the Russian farmer worked 63 hours before the war to grow one acre of corn, while in this country American farmers worked only 16 hours and obtained double the yield.

Russians, according to the article, required 330 hours to raise and harvest an acre of cotton. American producers do the same in 91 hours. While the farmer in this country labored 9 hours to raise and harvest an acre of wheat, the Russian farmer took 47 hours and even then got less wheat. Sugar beets, potatoes, milk and poultry production all followed the same pattern.

"The great vitality and productivity of American agriculture has been the basis of the rising strength of the nation and the rising standard of living," Dr. DeGraff said. "We now use only one-sixth of the nation's productive effort to provide for this country and still ship 10 per cent of our farm produce overseas."

Production levels in the United States are ever-increasing, Dr. DeGraff explained, "because individuals have had freedom to work and enjoy the fruits of labor. Under that system we have built an economic system that has stimulated production, individually and in the mass."

"The steel industry and other allied industries, making possible such machines of increasing efficiency, constantly reduce still farther the manpower needed to produce food and thus release more men to devise and produce more ways to build higher the level of our civilization."

"Whatever else may be behind the Iron Curtain, we know it hides great weaknesses. Our strength is in plain sight. The steel coming from the mills, the machines from our factories and the production from our farms make it possible to get 'from each according to his ability' in increasing measure, the stuff of life."

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COFFEE - it's
BETTER PER CUP
You'll like Polar Bear Coffee, too!—another Griffin product
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Smoother Running ...
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is taken for granted when you
leave your clothes at Miller's
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WHERE GOOD
FRIENDS MEET
FOR GOOD
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We can do it!
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BUILDING SUPPLIES
LUMBER • HARDWARE
ROOFING • PAINT • BRICK • CEMENT
Plenty of
OAK FLOORING
C.D. Shamburger Lumber Co.
Richard Trachta, Mgr. Muenster

along the path for the other side. Half way across a bull saw him and took after him. Panting some, he got himself and his bike over safely. "Darned near got you, didn't he?" said the sympathetic bystander. "Darned near gits me every time," was the unconcerned response.

Stumbling Block

Jackie, aged eight, was returning from a visit to his grandmother. "Oh, the train was fun," he said when his mother met him. "But," he added, puzzled, "some soldiers were mean to me. You see, when I got on the train, a nice lady came and sat down and we talked till she got off. The minute she left, two soldiers across the aisle came over and bawled me out. They said, 'you little weasel, why didn't you say that babe wasn't your mother?'"

It's Expected

Clerk (to manager of store): "When I sold that lamp why did you want me to bill him extra for the shade, electric cord, and a bulb?"
Manager — "Oh, he's our local automobile dealer."

Sea Foods
A partial -- but far reaching --
solution to that HCL problem
Pound for pound it's cheaper than meat; Pound for pound
it has more food value; Dollar for dollar you get a lot
more eating by substituting fish more often.
For your convenience . . . and economy . . . we are
keeping well stocked on fresh frozen fish, canned salmon,
canned mackerel and canned sardines.
The FMA Store

It Happened 10 Years Ago

January 21, 1938

Traffic will be permitted on new highway after three weeks of working time. . . . First community auction sale, sponsored by John Bayer, has large attendance. . . . Al Kleiss heads Holy Name Society for another term. . . . Bermuda grass is next improvement in cemetery work. . . . Matt Fuhrmann is recovering from an appendicitis operation. . . . Mrs. L.A. Townsley, 76, of Myra, dies of pneumonia. . . . Oscar Walter and Agnes Walterscheid are married. . . . Receipts of milk at cheese factory reach new record.

5 YEARS AGO

January 22, 1943

Zero weather, the coldest in a ten year period, was recorded here Tuesday. . . . Large enrollment in nursing course forms two classes; Mrs. T.S. Myrick is instructor. . . . Mr. and Mrs. Matt Muller announce the arrival of Jeanette. . . . Lindsay youth groups organize branch of CYO.

BUFFALO BILL WAS A COLORFUL CHARACTER

Many colorful stories are told about Col. Wm. Frederick Cody, popularly known as Buffalo Bill. And, indeed his life does resemble that of a dashing hero in the pages of an adventure book. Buffalo Bill, who typifies the spirit of the wild and woolly West, had plenty of excitement during



"To what do you attribute your long life?" the reporter asked the centenarian. "I don't rightly know yet," replied the old-timer, puffing lazily at his pipe. "I'm still dickering with two breakfast-food companies."

DR. W.C. DICKINSON
Dentist
110 West Broadway
Phone 1537 Gainesville

Auctioneering

To avoid conflicting dates, please see me before setting date for a sale
Richard 'Dick' Cain
Graduate of Reisch School of Auctioneering
Mason City, Iowa

Good Windows let less winter into your car

Better let us replace the broken glasses and worn glass channels
Will your tractor be ready for the busy season? You can be sure by having it checked over now.

McDaniel Garage
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IMMEDIATE DELIVERY ON
Oliver-Superior Drills
16 hole plain and fertilizer models

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When you pay by check, your stub is your receipt. Protect yourself . . . always pay by check. Easy, convenient. Check into our Checking Plan.

"A Good Bank to be With"
Muenster State Bank
Muenster, Texas

his life. When he was ten years old he saw his father stabbed in the back during a political argument. At 15 he was captured by Indians and forced to walk 1,000 miles back to Fort Leavenworth. For a time Buffalo Bill was a rider on the Pony Express, a private postal service that carried the mail from Missouri to California. And during the Civil War he was a scout for the Union Army. Gen. Custer, famed for his last stand, said that Buffalo Bill's eyes were better than field glasses. The origin of his nickname is an interesting one. Hired to supply meat for workers on the Kansas Pacific railroad, he is said to have killed 4,820 buffaloes in 18 months.



27,000 MILES OF TEXAS HIGHWAY MADE SAFER BY NEW YELLOW LINE

Austin. — Officials of the Texas Highway Department Thursday told the story about the bright yellow lines now being seen by motorists every day throughout the vast 27,000 mile system of paved highways.

"The new yellow no-passing line being put down on our highways is a double indemnity device," State Highway Engineer D. C. Greer declared.

"It gives a flashy and obvious warning of danger to the motorist who wants to protect his own life and the lives of others," he explained, "and it gives the police something definite on which to jail or punish the driver who apparently cares little for his life and thereby endangers the lives of innocent motorists in the other lane."

Last year President Truman's Highway Safety Conference urged the States to concentrate on improvement of highway center stripe in a major attempt to reduce the ghastly toll of accidents due to head-on collisions and sideswiping.

In all States the color was changed to yellow, which tests have shown is more visible in all kinds of weather than any other type of marking. This yellow color is used also to impress the motorist that where yellow is seen on the road it must not be crossed.

In one wartime year, Navy food supplies for men included 800,000,000 pounds of meat; 1,400,000,000 pounds of vegetables; 500,000,000 pounds of fruit; 400,000,000 pounds of biscuits, flour and bread; and 70,000,000 dozens of eggs.

—A publisher's viewpoint of an active state press association will be presented to Texas editors at the Mid-Winter session of the Texas Press Association in Dallas on January 31 by O.H. Lachenmeyer, president of the Oklahoma Press Association and owner of the Cushing, Okla., Daily Citizen, the Texas City News and the San Benito Cameron County News.

Small Scale Buyer
The young lady's expensively modish attire bespoke wealth, and the eager clerk, with visions of a large order, patiently put in a strenuous hour showing her the various rolls of linoleum in his stock.

At last he was obliged to report apologetically, "I'm very sorry, madam, but that's all the linoleum that we have in stock here. But if you could wait, I could get some more pieces from the factory. Can you call again?" "Yes, I'll do that," the young lady agreed, gathering up her belongings and rising from her chair. "Do try to find something with very small designs — something suitable for putting in the bottom of a bird cage."

Doctor: The best thing for you to do is to give up drinking and smoking, get up early every morning and go to bed early every night.

Patient: Somehow, Doctor, I don't deserve the best. What's second best?

Gifts and Accessories
Russell Stover Candies
Phillip H. Teague
Dixon at Elm, Gainesville

Save money with ALCOA ALUMINUM ROOFING

IMMEDIATE DELIVERY!

V CRIMP OR CORRUGATED

- Lasts a Lifetime
- Without Painting
- Rustproof
- Costs You Less Because It Ends Roofing Troubles
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- Cool—Reflects Heat
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AS LOW AS \$145 For 6-ft. Sheet

Joe B. Walter Lumber Co.

On Highway 82 Gainesville, Texas



NEXT TIME YOU'RE IN TOWN!

Come in and get the accessories you need for safe, convenient operation—filter elements, grease gun, chains . . . everything to keep your farm equipment running smoothly.

Don't wait until you have to make an extra trip for these things. Play safe by getting them next time you're in town.

INTERNATIONAL FARM EQUIPMENT HARVESTER HEADQUARTERS

SCHAD & PULTE

Hardware & Farm Implements
EAST SIDE OF COURT HOUSE - PH. 224 - GAINESVILLE, TEX.

Electricity DOES SO MUCH... COSTS SO LITTLE!

One Electric Penny...
TOASTS 36 SLICES OF BREAD!

Breakfast toast for an average family for almost a week! That's what one penny's worth of TP&L electricity will provide! Yes, your dependable, economical electric toaster pops bread up golden brown, crispy and piping hot . . . as you like it!

There are many other wonderfully efficient kitchen appliances that make meal preparation quick, easy and economical. The waffle iron, egg cooker, coffee maker, mixer, juicer . . . all utilizing the magic of electricity . . . are some others that can start your day right by saving valuable time and energy. Economical, too. For today, the cost of TP&L electricity is the lowest in its history! So . . . why not employ more and more of these dependable electric servants to work for you for only a few cents a day?



TEXAS POWER & LIGHT COMPANY
SEE YOUR ELECTRIC DEALER FOR ELECTRIC APPLIANCES

Mobil TIRES

Guaranteed by the Makers of Mobilgas-Mobiloil

For Miles and Miles of Carefree Driving

Mobil Tires are made to "take it" under all kinds of road conditions. They've been endurance-tested and performance-tested in countless laboratory and road tests. Skillfully designed; skillfully built, they're top-quality throughout. The High Compression Tread gives extra protection against skidding, assures miles of extra wear. Mobil Tires are built for long life, and safe, smooth running.

Magnolia Service Station

Otto Walterscheid



See Your Friendly **MAGNOLIA Dealer**

Notice

Does your suit have that NEW LOOK?

A suit should be fashioned to conform to your needs — you shouldn't have to conform to your suit. It should be made the way you want it made.

And it should give you style, comfort and value.

Can you have these advantages, without going overboard on price? You definitely can — by getting a custom tailored suit from Churchill.

Here, you choose your own fabric, decide on your own style, tell us your own personal ideas — and then you select the model you want before your suit is individually tailored to your individual requirements. You know in advance exactly how your suit will look.

That's the advantage of Custom Tailoring. You see your fabric first. Then it is styled for you — it's made for you — it fits you.

Our Custom Tailoring Service is your best means of getting exactly the suit you want — with that new look!

Come in Soon

Lou Wolf

Muenster

CHANGE-OVER PERIOD FOR NEW CHEVROLET HELD TO MINIMUM

Detroit. — The new 1948 Chevrolet models, incorporating design changes dictated by a minimum change-over period in order to insure high production flow, were announced here today and will be on display at most Chevrolet dealers throughout the county in the next few days.

The 11 models in three series

AVOID EYE STRAIN
DR. H. O. KINNE
OPTOMETRIST

Gainesville — Texas



WIRING THAT ASSURES SAFETY AND CONVENIENCE.

Ask for our bid on any wiring job

Golightly Electric Co.
Gainesville



A YOUNG, aggressive weekly newspaper publisher who turned to the weekly field after spending 20 years in daily newspaper work, will address Texas publishers on January 31. The occasion is the Mid-Winter Meeting of the Texas Press Assn. The speaker is Alan C. McIntosh, publisher of the Laverne (Minn.) Rock County Star-Herald.

all feature a re-designed radiator grille, pleasing new color harmonies in interior upholstery, and engine changes providing a more rigid crankshaft and more durable bearings.

A minimum of time was lost in conversion for the new models, thus enabling the largest builder of motor cars in the world to produce a maximum number of automobiles for the motoring public, which is so greatly in need of new vehicles.

"Chevrolet was determined once more to bring out a new line of cars without retarding production to any great extent," said T.H. Keating, general sales manager. "The change-over to the new models has been accomplished with this in mind, and there has been only a minimum of production delay to those who have placed orders with Chevrolet dealers."

The three series of the new models are the superlatively styled Fleetline, in two body types featuring low, sweeping contours; the de luxe Fleetmaster, with five body styles including a cabriolet and a station wagon; and the Stylemaster, offering unusual refinements in the economy price range. All models feature Bodies by Fisher, exclusive in the low-price class.

CARD OF THANKS

Nick Stoffels and family are deeply grateful for the kindness and sympathy extended during their recent sorrow and for the lovely flowers and spiritual tributes. They extend a special word of thanks to Mr. and Mrs. John Kathman for their consideration.

The honeymoon is over when he takes her off a pedestal and puts her on a budget.

WANT ADS

APARTMENT for rent in Wolf Hotel. See Lou Wolf. 9-1f.

FOR SALE: Five heavy-type ten-gallon milk cans, used very little. Mrs. Callie Baumhardt, Muenster. 9-1p.

FOR SALE: Oats straw and baled oats. Bruno Fleitman, Muenster. 9-1p.

WILL DRILL well on recognized structure and will buy production and producing royalties. James T. Cumley, 314 Panhandle Bldg., Wichita Falls, Texas. 9-6p.

FOR SALE: Sixteen inch Hammermill and 75-HP engine. All in good condition. Inquire at Enterprise Office. 9-1

WANTED: White girl or woman to live in home and help with general housework and care of three children. \$85.00 month. Write Mrs. Joe Burkett, 5546 Emerson, Dallas, Texas. 9-1p

WILL THE person who borrowed our vaccine needle please return it promptly. Kaiser Drug Store. 1

FOR SALE: 8-piece modern light oak dinette suite. Heavy mission, light oak library table. Circulating butane gas heater. Wicker sewing rocker. Living room rocker. Two porch rockers. Folding lawn chair. Several iron bedsteads. Practically new innerspring 280-coil mattress. Good all cotton mattress. Singer round bobbin treadle sewing machine. 50-foot garden hose. Lawn mower. Wheel garden plow. Old style gas range. Carpenter's saw, claw hammer. One gallon glass butter churn. Small wood heater. Peach net evening gown, size 12. Man's blue tweed suit, size 38. Red Fox-tail three-quarter coat, size 12. Mrs. H.J. Flusche, 938 N. Weaver Street, Gainesville, Texas. 9-1p.

SEE J.B. WILDE'S new appliances and stoves. Norge washers, gas and electric ranges. Philco and Bendix radios. Philco freezers and refrigerators. Kerosene heaters. 8-1f.

WANTED: 50,000 rats to kill with GILL'S Rat Killer. Harmless to anything but rats and mice. Guaranteed. Farmers Store, Muenster. 7-8p.

GENUINE FORD anti-freeze now available at Endres Motor Co. 4-3.

WILL BUY old electric motors, 110-220 volt, and exchange or sell rebuilt motors. Also do motor repair work. Johnny Sicking, Rt. 6, Gainesville, Texas. 4-6p.

SCRAP IRON WANTED: 70 cents per hundred pounds. J.P. Flusche, Muenster. 3-1f.

SEE AL about any kind of metal repair work: especially precision saw filing, welding, lathe work, blacksmithing, washer repairs. Al Walterscheid 3-1f

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Calls Made Day or Night
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CLEANING PRESSING SHOE REPAIRING

Cavalier Polish

Black and brown for Suede shoes, and all the colors, including red, for leather and kid shoes.

Nick Miller

Muenster, Texas

YOUR HOME will be more modern, more comfortable, with outside Venetian blinds ... the blinds with a future. Lou Wolf. 3-1f

WATCH REPAIRING. We check all work with the electronic timing machine. Huneycutt Jewelry, Gainesville. 37-1f

MONUMENTS: Genuine Marble and Granite Monuments, Markers, Coping and Grave Slabs. Display located on Red River Street, between Main and Pecan. Office 305 E. Pecan. Phone 790-M. W.O. Edgington, P.O. Box 266, Gainesville, Texas. 51-1f

TRY POST-WAR "FASTER ACTING" **666 COLD TABLETS**
Relieve the aches and "sleep robbing" Miseries of Colds fast with 666 (tablets or liquid)
Caution: Use only as directed.

Stanley Chadwell

WATCH and CLOCK REPAIRING
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HARLEY DAVIDSON

World's Most Durable One-Stop Motorcycle SALES and SERVICE

813 Ohio
Wichita Falls, Texas

You can't lose

Before you buy furniture, take a look at ours. We may have the very item you were looking for.

Something New --

We can now furnish you with RUBBER TILE FLOOR COVERING

Home Art Shop

Eugene A. "Beans" Schmitz

Bad Brakes may spell Bad Breaks for you

Why risk bodily injury or property damage when a simple check-up at Ben's may help you avoid such trouble.

Modern tools and equipment enable us to find faults in your car ... and eliminate them quickly and economically.

New cars too need the safeguard of periodic brake inspections. Don't put it off. Come to Ben's now.

STILL A FEW HEATERS ON HAND
HOT WATER AND GASOLINE MODELS

Ben Seyler Motor Co.

Muenster

When your light fails See us

G E MAZDA LAMPS
AND FLUORESCENT TUBES
ALL SIZES

Fisher's Market & Grocery

Muenster

TEXSUN Citrus Pulp

It's a grain substitute ... not a hay substitute ... and gives best results when replacing 20% of the grain in dairy rations

Citrus Pulp is appetizing, digestible, energy building, vitamin rich, mineral rich and economical ... sells for only \$2.85 per hundred.

FEED TEXSUN CITRUS PULP TO SAVE MONEY FOR YOU AND GRAIN FOR U. S.

We have a phosphate spreader for rent

H & H Feed Store

Muenster

Here are your Wash-Day Needs

- Speed Queen washers
- Drain tubs on stand
- All copper wash boilers
- Square and round tubs
- Hampers, clothes baskets
- Drying racks
- Water pails

Waples Painter Co.

Leo N. Henscheid, Mgr.

Muenster

Always.. a GOOD market for your livestock

Week after week, month after month, the story is always the same. Your livestock brings a higher net price here at Muenster.

Muenster Livestock Auction

'Babe' Felker and 'Dick' Cain, Owners
'Dick' Cain, Auctioneer

Lindsay News

Raymond Fuhrmann underwent surgery at Gainesville Sanitarium Tuesday.

Mrs. Joe Hunt was readmitted to M & S hospital Tuesday after spending several days with her daughter, Mrs. Al Hess and family in Muenster.

Joe Bengfort was in San Antonio this week to attend an executive meeting of the Catholic State League. He is president of the North Texas district.

Hubert Bezner, son of Mrs. Joe Bezner, has recently been initiated into Tau Beta Pi, national professional engineering fraternity at Texas Tech, Lubbock.

The Ed J. Corcorans of Los Angeles, Calif., have renewed their subscription to the Enterprise and gave a chance of ad-

George J.
CARROLL
and Son

Serving Cooke County
Since 1901

Phone 26 Gainesville

dress to 8006 Zamora Ave. where they are now at home having bought their own home recently. Mrs. Corcoran is a daughter of Mrs. Joe Bezner.

Ed Bezner and his mother, Mrs. Louis Bezner, of Hereford have returned to their home after a month's visit here with relatives and friends.

Mrs. Fred Luebbert observed her birthday Sunday with a dinner at noon for which Mr. and Mrs. Bill Stelzer of Muenster were guests, and in the afternoon many friends called to present gifts and extend best wishes. The honoree's son, Henry Luebbert and family of Fort Worth, who had planned to be present were unable to come but sent gifts and greetings.

4-H GOLD STAR TITLES AWARDED ON BASIS OF OUTSTANDING RECORD

Miss Florene Arendt and Harold Nortman of Lindsay's 4-H clubs, who were recently announced as the winners of Cooke county's highest club honors, Gold Star girl and boy, for the past year, have enviable records in club work according to a report of achievements by Miss Mildred Chapman, county home demonstration agent, and B.T. Haws, county agent.

Miss Arendt, daughter of Mr. and Mrs. Paul Arendt of Lindsay, did not confine herself to one demonstration during her six years of club work. She has carried demonstrations in clothing, landscape, bedroom, food production and food preparation. Her greatest accomplishment is

in sewing and her finest work as will be open from 7 a.m. to 11:30 p.m. for dinners, short orders, and snacks. He has arranged seating for singles, pairs or parties.

The personnel includes Mrs. Joe Lehnertz, Mrs. Leo Hoedebeck, Mrs. Omer Baumhardt and Mrs. R.C. Payne of Myra.

Confetti---

substantial tax relief until we stop the lavish commitments.

The extent of our tax burden is most apparent when compared with our regular living expense. In a recent issue the United States News pointed out that our total cost of government, federal, state and municipal, is 54 billion whereas our total food bill is 47 billion. To the average individual that means \$371 a year for government and \$330 a year for groceries.

All of which suggests that the government's best approach to the high cost of living problems is to start with its own expenses. Ordinary people will get along better when permitted to apply a little of their tax money to grocery bills.



Members of the Royal Family of His Highness Amir Saud bin Abdullah bin Jelewi, Amir of Hasa Province, Saudi Arabia, on board the cruiser USS Toledo, commanded by Captain A. J. Detzer, USN, of Leland, Michigan, (center), during the call of the Amir on Admiral Richard H. Conolly, USN, Commander, Naval Forces, Eastern Atlantic and Mediterranean, at Ras at Tanura. The Toledo was flagship of Admiral Conolly during his visit to the Persian Gulf. The Toledo later departed for Japan to relieve the USS Fall River as flagship of Rear Admiral A. M. Bledsoe, USN, Commander, Cruiser Division One. (Official U. S. Navy Photograph)

RELAX Theatre

January 22 through 30
THURSDAY & FRIDAY

Crossfire

Robert YOUNG—Robert MITCHUM—Gloria GRAHAM

SATURDAY
DOUBLE FEATURE

Six Gun Serenade

Jimmy WAKELY — Lasses WHITE

AND

Wolf Call

John CARROLL — MOVITA

SUNDAY & MONDAY

Fiesta

In Technicolor

Esther WILLIAMS — Ricardo MONTALBAN

TUESDAY & WEDNESDAY

Last of the Redmen

Jon HALL — Michael O'SHEA

THURSDAY & FRIDAY

Cry Wolf

Errol FLYNN — Barbara STANWYCK

1947 WAS MEMORABLE AND ACTIVE YEAR FOR 4-H BOYS OF COUNTY

4-H Club boys of Cooke County were active in 1947, according to the annual report of B.T. Haws, county agent.

There are 11 organized clubs with an enrollment of 265 boys. There are 15 out-of-school club boys who are doing good work.

Club boys made many entries in the Cooke County fair in livestock, poultry, and field crops, and took their share of the ribbons. In the 4-H, F.F.A. Fat Stock Show, 54 calves and 24 pigs were entered by the 4-H club boys, at the district pig show Cooke County had the Grand Champion Sow and sixth place boar.

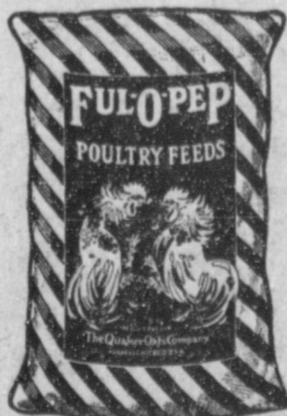
The Lindsay 4-H Club won first place in the State Scrap Metal Contest. A Cooke County boy, Jerome Dieter of Lindsay, won first out of 300 entries in a rifle shooting contest at the district 4-H encampment. Another Cooke County boy, Leonard Bengfort of Lindsay, was the State Fair Award winner from this district and received a trip to the National 4-H Club Congress in Chicago, and four boys purchased registered dairy heifers.

The outstanding projects for the year were corn, oats, wheat, cotton, peanuts, poultry, dairy cattle, beef cattle, swine and home gardens. Several combined 4-H club parties were held for boys and girls during the year.

FRANK HOEDEBECK SETS NEXT SATURDAY FOR OPENING OF CAFE

Frank's Cafe will open Saturday, January 24, according to an announcement Tuesday by Frank Hoedebeck, owner and manager. The new place of business is the former Rollman location adjoining Frank's present recreational room.

Repairs and remodeling on both sites have been underway since the latter part of December. The combined front received a new paint job, the cafe and recreational room have new oak floors, paint and decorations, and the cafe has new fixtures. The owner stated that the cafe



Muenster Mill

LOOK FOR THE STRIPED
FULOPEP SACK

RAINY DAY Rigging

Rugged
Alligator
Slickers

Not only water repellent, but 100 per cent water proof. Lightweight and pliable . . . and they stay that way for years.

The
MANHATTAN
Clothiers

Gainesville

fashion and function

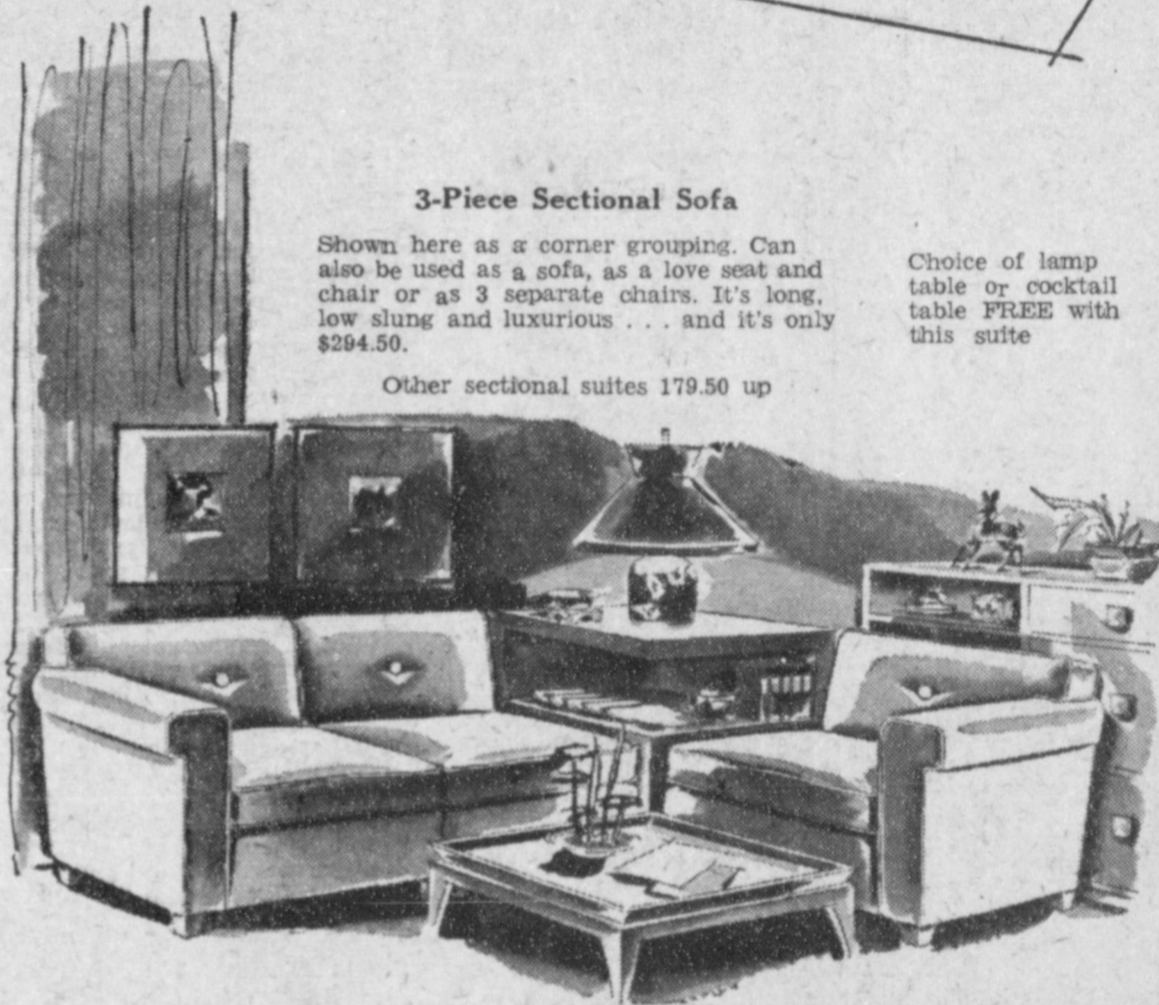
met happily
in Modern!

3-Piece Sectional Sofa

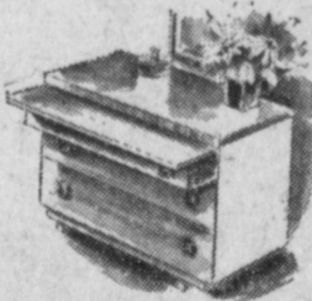
Shown here as a corner grouping. Can also be used as a sofa, as a love seat and chair or as 3 separate chairs. It's long, low slung and luxurious . . . and it's only \$294.50.

Choice of lamp table or cocktail table FREE with this suite

Other sectional suites 179.50 up



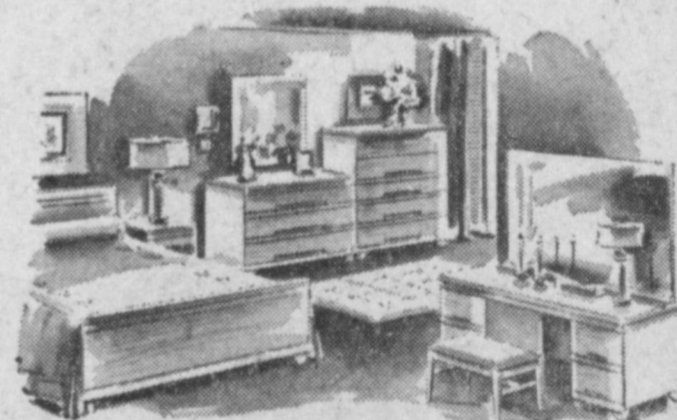
HOSTESS CHAIR
Perfect for drop leaf table or as a fireside chair. Buy them in pairs or individually \$39.95



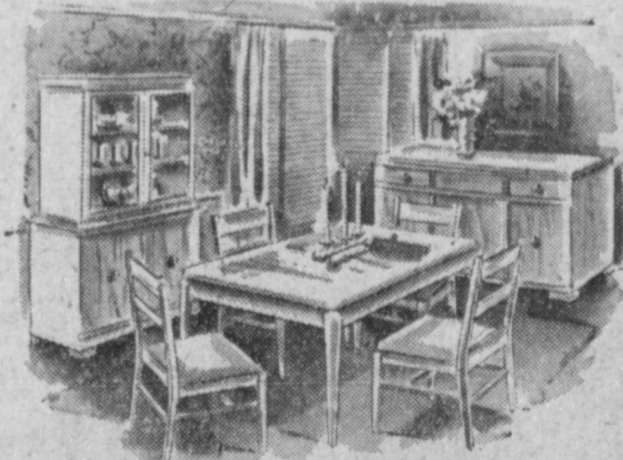
CAVALIER
WRITE-A-WAY
can be used as a desk or chest of drawers in living room, bedroom or hall 67.50



MODERN PICTURES
2.95 up



SLEEK STYLING in mahogany distinguishes this superbly crafted modern bedroom including bed, chest, dresser, vanity, vanity bench and night stand, for only \$449.50.
Other bedroom suites 154.50 up



BLEACHED MAHOGANY in a striking, modern dinette, to make mealtimes truly enjoyable. Extension table, credenza buffet, china cabinet and 6 chairs in a cheerful modern blonde finish \$289.50

BUDGET
TERMS
AVAILABLE

Can be bought with or without china cabinet.

Home Furniture

THE BEST COMES FROM HOME

Gainesville

Tune in on "Back When And Now" —Mon., Wed., Fri., 10:45 over KGAF