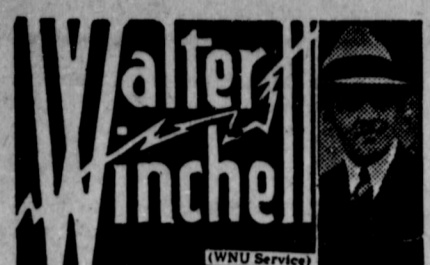


# MUENSTER ENTERPRISE

VOLUME V

MUENSTER, COOKE COUNTY, TEXAS, FRIDAY, DEC. 20, 1940

NUMBER 4



**NEW YORK HEARTBEAT**

The Big Parade: Victor Moore-the-morrier . . . Ethel Barrymore, whose acting is the only spotlight she needs . . . Martha Raye—the one-gal Hellzapoppin' . . . Chico Marx at Leon & Eddie's, in a checkered suit noisier than the floor show there . . . Frankie Hyres, the "Panama Hat" clown—a grown up Mickey Rooney . . . Mrs. Jascha Helfetz coming out of Jay Thorpe's to drop a few coins into the cup of a passing blind violinist . . . Priscilla Lane talking a cop out of giving her a ticket near the Lincoln tunnel . . . Bunny Waters of the Billy Rose festival at the Horseshoe wearing a wedding ring. A what? . . . Cafe decorator Vernon MacFarlane, studying the ruins of London in a newspaper, and exclaiming: "Good heavens! My tailor's place has been blown to bits—wotta pity!" . . . Beaverbrook's C. V. R. Thompson, who calls it "The Italian Quitzkrieg."

Sallies in Our Alley: G. Henri-Haye, Vichy's own envoy to the U. S., is going home. France knows it is important to have a good man in Washington . . . "And," observed a critic, "that ain't Hays!" . . . Eddy Duchin knows an Italian general who (in reporting to Il Duce) was asked about the Albanian sitcheesyshun . . . "It's all Greek to me!" was the reply . . . At a dinner the other night, when a speaker remarked that the perfect age for a woman was thirty, Toastmaster Bob Christenberry added: "Especially if she is forty."

Smalltown Vignette: Orson Welles had a lecture date to fill recently in a midwestern town . . . The date came on a chilly, rainy night, and a thin crowd turned out . . . Moreover, the committee had neglected to provide a speaker to introduce Welles . . . He stepped onto the platform, looked over the scattered audience, and said: "You probably don't know me. I'm a stage director, producer, actor and designer. In Hollywood I'm producer, director and actor. In radio I'm a director and actor. In fact, there's no point in continuing this thing. There are so many of me—and so few of you!"

Memos of a Midnighter: Doris Dudley and June Havoc no longer share the same apt. Reason: Life magazine did a layout on Dudley's manse in White Plains and June hogged the lens for nearly 70 per cent of the pix . . . Margo is expected to file against F. Lederer within the fortnight . . . She's been long-distancing her New York attorney from Hollywood . . . The buzz has Rouben Mamoulian stitching with Irene Lee of Warner's story dept soon . . . Remember Tommy Jackson, who became famous playing the detective in "Broadway"? Well, he's now on the District Attorney's staff in L. A., as a special investigator . . . The gab persists that Dewey will retire New Year's Day for private practice . . . Hemingway says he is buying a house in Cuba, not switching citizenship.

Manhattan Murals: The recent snow and slush putting a wet blanket on the city's streets. The best Miami Beach ad of them all . . . The bright little Christmas card shoppes that spring up every year at this time—adding a little sparkle to the dreary town . . . The sign in the window of a hosiery shop: "Do Your Christmas Shopping, Girly!" . . . The Carnegie Hall Apartments which advertise: "Piano and Bath!" . . . The excited Broadwayites arguing about the headlines, near the Times Building—Union Square in a high hat . . . Sign in a West 49th Street barber shop featuring a sun-lamp treatment: "We'll Tan Your Hide — for 50 Cents."

**PRESENT DIRECTORS OF CO-OP NOMINATED FOR RE-ELECTION**

The nominating committee of the Cooke County Electric Cooperative in a meeting Tuesday afternoon proposed the re-election of that organization's present board of directors at a general meeting in the Muenster parish hall January 8, 7:30 p. m. Those now serving on the board are Barney Voth, president; J. H. Otto, vice-president; Henry Fette, secretary-treasurer; and J. C. O'Brien; Joe Bengfort, Melvin Felty, and Casey Jones.

Members of the nominating committee are G. H. Hellman, J. B. Klement, C. B. Blufford, H. P. Purcell, Willard Koplitz, R. F. Haassenpflug, John Popp and Roe Sledge.

In the event any group of members prefers a nominee other than those named by the committee, they may submit their choice by a petition bearing at least fifteen signatures. The final opportunity to enter a nomination is on the floor of the general meeting.

W. H. Endres and Frank Hess of Muenster and F. J. Gruber and Ben Hermes of Lindsay, spent several days of last week in New Braunfels attending an insurance meeting.

## MERRY CHRISTMAS



**Local Vote Favors Soil Program 59-9 Result Not Known**

Severe weather is believed to be the reason for a very poor vote in last Saturday's referendum to determine whether the proposed Upper Elm-Red soil conservation district will become a reality.

B. H. Hellman, Muenster election judge, disclosed that only 68 votes were cast here, 59 favoring the project and 9 opposing. In a similar election last Spring Muenster polled 101 votes. At that time most men were accompanied to the polls by their wives, but very few women voted Saturday.

County Agent Albert Brient said that reports reaching him indicated an exceptionally small vote all over the county. Results of the referendum will not be announced for several days. Each voting box had been instructed to forward its results directly to the Soil Conservation board at Temple for official tabulation.

**JANUARY 6 SET AS OPENING DATE FOR MUENSTER HATCHERY**

The Muenster Hatchery will begin its 1941 season on Monday, January 6, according to a report this week from Felix Becker, manager.

As regards the more important preliminary work, the hatchery could be opened now, Becker said. Arrangements have been made with the owners of the community's outstanding flocks for all necessary hatching eggs. Accompanied by Jess Newman, poultry specialist in the employ of Universal Mills, he culled and blood tested all chickens that will provide his supply of eggs.

The hatchery is assured of healthy thoroughbred stock in all popular breeds, Becker said.

**Auto And Tractor Supply Store Will Open About Jan. 1**

Muenster's newest business venture, a supply store handling automobile parts and accessories and the more general tractor parts, will be opened here on or about January 1. It will be known as the S & H Supply Store, No. 2, and will be a subsidiary of the Gainesville store of the same name. Its location is that formerly used by The Electric Shop, adjoining George Gehrig's.

For the past two weeks E. H. Beck, local manager, has been transferring and arranging stock. He expects to finish that task between Christmas and New Year's.

**"TALKING CAR" DOES ITS OWN BRAGGING AND DEMONSTRATING**

Just the thing for a lazy car salesman is the "talking" DeSoto that brags about itself while the salesman loafs around trying to act nonchalant. Through an ingenious system of synchronization the car demonstrates a number of its outstanding features while each is being described by recording through an amplifier.

An operator clicks a switch and steps from the car. A moment later the horn blows itself and the car asks for an audience. Then, while the voice carries on, the hood pops open, the motor starts, lights flash on, doors open, windshield wiper, radio and heater go into action, trunk lid opens, and so on, each operation being timed with the descriptive voice.

The automobile, a standard 1941 DeSoto fitted with the automatic gadgets, was displayed on Main street here Tuesday afternoon by P. W. Hellman and F. E. Schmitz, Gainesville dealers.

**Your Health**

BY GEO. W. COX, M. D. Texas State Health Officer

AUSTIN. — "The Christmas season of all seasons is traditionally a time when happiness and good will should prevail on the earth. America more than any other nation has cause to celebrate Christmas in its proper spirit, and illness has no place in this celebration," states Dr. Geo. W. Cox, State Health Officer.

Unfortunately, during the holiday season many of us relax our principles of good health which normally we observe. The stimuli of Christmas shopping, holiday parties, family reunions, and a too rich dietary cause us to transgress against the rules of simple living. The result is unnecessary illness at a time when we can least afford it.

The chances for contracting influenza are greater during the holiday season this year if we do not watch our health. Influenza epidemics are widespread in California and are sweeping through the West, and if not guarded against, may strike a large section of the Texas population.

Dr. Cox states that there is no essential difference between the health principles to be observed during the holidays and those we maintain throughout the winter. A few simple rules, if observed, will enable Texas to enjoy the spirit of Christmas without ill effects.

1. Do not over-indulge in foods or seasonal cheer.
2. Do not hibernate in overheated and ill-ventilated rooms.
3. Try to maintain your regular sleep quota.
4. Get some exercise in the open air during the Christmas season to counteract the detrimental influences attendant upon holiday festivities.

Mr. and Mrs. Leo Henscheid and daughter, Bernice, spent Saturday afternoon in Sherman.

**CITY URGES QUIET, SAFE OBSERVANCE OF HOLIDAY SEASON**

Blasting firecrackers and speeding in town will be definitely unpopular here during the holidays, Frank Hoedebeck, city marshal, stated this week that the city council had asked him to "crack down" on anyone who becomes lax in either of those respects.

If a person wants to shoot fireworks it is his own affair so long as he does not become a nuisance or endanger property, Hoedebeck said. However, fireworks will be considered a nuisance on Main Street. "Shoot them at home or out in the open country," he suggested.

As regards the spirited youngsters who are inclined to race up and down the street, Hoedebeck says, "Watch yourselves, boys, I don't want to spoil your holiday with an arrest."

**TELEPHONE COMPANY RE-ELECTS FORMER OFFICERS, DIRECTORS**

The personnel of the Muenster Telephone company remains unchanged after the organization's annual general meeting last week. Officers re-elected are J. W. Meurer, president; Henry Fleitman, vice-president; Jake Horn, Jr., secretary; Wm. Hellman, treasurer. Mr. Hellman had been treasurer since last spring when M. J. Endres resigned because of critical illness.

According to reports at the meeting the company made several improvements but not on the large scale of the previous year. Metallic circuits have been completed on all lines running parallel to rural power lines, fifteen miles of new line were built and several miles of wire and poles were replaced.

**Heavy Deposit Of Ice Causes Slight Damage**

**Scattered Power and 'Phone Lines and Tree Limbs Snap Under Weight**

A beautiful sight to behold but a somewhat destructive nuisance was the wintry panorama that spread itself over the community during the past weekend. It was a slight taste of the kind of weather that had been the cause of great damage and inconvenience to Panhandle cities a few weeks ago.

Following four days of almost continuous light rain and mist the mercury dropped Saturday night to just below the freezing mark while a slow rain continued to fall. Sunday morning everything was covered with ice. Trees were so heavily loaded that many limbs broke. Power and telephone lines were sagged — and broken in several places. Every weed, every blade of grass, every fence was wrapped in crystal. When the sun finally appeared late Sunday afternoon, and again in the bright moonlight, the whole landscape sparkled.

Some thawing took place Sunday but the ice did not disappear completely until Monday. Since that time the community has had rather pleasant weather. A little frost and a little rain, but generally fair.

Damage from the ice was not extensive. Many rural houses were without current because of broken power lines but all were back in use before the end of the day. Some power lines were not affected. Damage to telephone lines was also slight. J. W. Meurer, president of the company estimated that the total distance of lines and poles down would be only a few miles.

The blanket of ice extended only a short distance east of Muenster. Midway between here and Gainesville it was thin, a short distance farther there was no ice at all.

**Local Plant Ships 12 Cars 1940 Turkeys**

**Christmas Packing Volume Sets New Record, Volume Reaches 7 Carloads**

The final score in Muenster's Christmas turkey packing program was almost seven carloads — five overloaded freight cars and one overloaded truck. Combined with a Thanksgiving volume of five and one-half carloads, the year's total is slightly more than 12 carloads. Though not up to the original goal, the volume did exceed last year's by about 7,000 pounds.

Work ended Saturday with the departure of the last birds in a freight car and a truck. Pickers had finished their jobs on Thursday night. Roy Callahan and Fred Ford, Wilson and Company representatives, here during the season, left Saturday.

The value of this year's turkey program to Muenster was at least \$4,750 in the opinion of Rudy Hellman, FMA manager. That was the approximate total payroll and represents money that depended directly on the program. Farmers realized an additional profit from the price which was consistently higher than that paid by other poultry dealers.

Calculating hurriedly from incomplete figures, Hellman estimated that \$31,000 had been paid for all live birds. The average price through the season was 13 cents a pound for toms and 15 for hens.

Had the local Thanksgiving market been permitted to continue for a few more days longer, the year's total would probably be between 14 and 15 cars. At least two carloads destined for the local plant went to Dallas and Fort Worth after Wilson shut down here, Hellman said.

In quality as well as price and volume, 1940 was better than 1939. Though far from perfect, Thanksgiving birds were better than last year, and Christmas birds were much better.

The season's total payroll included about 150 names of which an average of 75 did the picking and 25 handled other jobs.

**NEW AREAS LEASED BY OIL COMPANIES**

Leasing activity here during the past week gives promise of oil developments in two new areas of this community. Northwest of town, W. L. Huddleston of Wichita Falls secured acreage on the W. H. Endres farm for McMahon of that city. Leases east of Muenster are on the John Walter, L. A. Schoech, W. T. Richter, and Ed Schmitt farms.

# LOCAL NEWS BRIEFS

Short Items of Interest About Folks You Know  
 ROSABELL DRIEVER, Society Editor

J. B. Wilde made a business trip to Nocona Tuesday.

Miss Jane Mages has gone to Borger to be employed.

Mrs. Ed Wolf of Wichita Falls arrived Saturday for a several days' visit here.

Mr. and Mrs. Joe Horn, Mrs. Joe Yosten and Andy Yosten spent last Saturday in Dallas and Fort Worth.

H. E. Crenshaw of Sherman was

a business visitor in the city Tuesday.

W. W. Holsworth, foreman of the WPA sewer project, visited in Dallas with relatives Sunday.

Mrs. Barney Voth, who underwent an operation at Sherman last week, was able to be brought home Wednesday and is recovering normally.

Miss Annie Arendt, Miss Bertha Hoberer and Ernest Arendt of Lindsay were the guests of relatives here Tuesday evening.

Mr. and Mrs. Charles Fisher and children of Valley View were here on business and pleasure visit Tuesday morning.

## State Friday Saturday



**MARLENE DIETRICH**  
**SEVEN SINNERS**

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



**CLAUDETTE COLBERT**  
**RAY MILLAND**  
 in **ARISE MY LOVE**

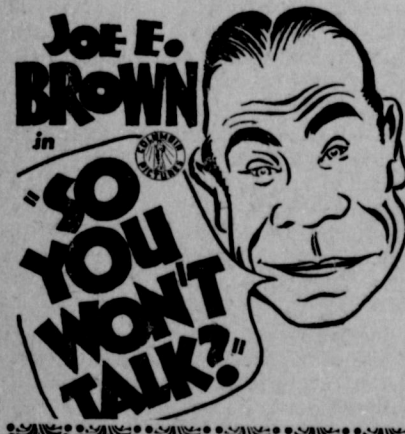
CHRISTMAS DAY  
**JACK BENNY**  
**FRED ALLEN**  
 in  
**"Love Your Neighbor"**

PLAZA STARTS SUNDAY



**Rangers of Fortune**  
 with **FRED MacMURRAY**  
**PATRICIA MORISON**  
**BETTY BREWER**  
**ALBERT DEKKER**

CHRISTMAS DAY



**JOE E. BROWN**  
 in **"SO YOU WON'T TALK?"**

Misses Dorothy and Angelina Wimmer of Tyler were weekend guests of their parents, Mr. and Mrs. John Wimmer, and family.

Al Kleiss is convalescing at his home following an operation for the removal of his appendix last week at a Sherman hospital.

Mr. and Mrs. Ed Fels, who formerly resided northwest of town, have moved into an apartment at Joe Horn's.

The little daughter of Mr. and Mrs. Jake Kuhn sustained a broken arm when she fell at her home last week. The fracture is knitting normally.

William Fleitman is quite ill at his home in Lindsay, his mother, Mrs. Henry Fleitman, advised Wednesday. He is suffering from influenza.

John Schilling and son, Carl, accompanied Andrew Schilling of Nocona to Waco on a business trip last week and then drove to Westphalia where they visited relatives.

Miss Marcella Pagel and Jesse Reeves of Gainesville were Sunday dinner guests of the former's parents, Mr. and Mrs. Jake Pagel, Sunday.

Arnold Meurer, son of Mr. and Mrs. Charles Meurer, is quite ill at Winthorst, following a recent operation. He is a nephew of J. W. Meurer of this city.

Mrs. Eve Gottlob of Azle spent the week here with relatives, members of the Miller families. After the first of the year she is going to Chicago to be the guest of friends for several weeks.

New cars recently delivered here are a Chevrolet sedan to Parker Fears of Myra, a Chevrolet sport coupe to Dick McEntire, a Chevrolet pickup to W. H. Endres, and a Chevrolet 2-door to Carl Wimmer.

The Knights of Columbus council is sponsoring its annual Christmas New Year dance on December 26. Pop Sam Cunningham and his Crystal Spring Ramblers will provide the music. Everybody is invited.

Mr. and Mrs. Bill Fink and three children of Arkadelphia, Ark., were brief visitors at the Enterprise office last week. They were enroute to Flagstaff, Arizona, to make their home. Bill was formerly on the Enterprise staff.

Father Alphonse Mueller, O. S. B., former assistant pastor here, now pastor at Blaine, Ark., had the misfortune of losing his church in a fire November 26, friends here learned last week. Father Alphonse has al-

## "WORSE THAN HELL ON EARTH"



**SIDI BARRANI, EGYPT.**—This statement by a captured Italian officer describes the tremendous striking power the British forces used in capturing this stronghold of Italy pictured above. Miles of supplies, especially food, fell to Great Britain's troops. Considering the slow progress, armed forces usually make over desert sands, this blitzkrieg staged by the British forces overshadow any made in this second world war. Prisoners were captured by the thousands.

ready begun his drive for funds to replace the structure.

Hugo Hellman, for several years an instructor of speech at Marquette University, Milwaukee, was recently appointed head of the department, Mr. and Mrs. G. H. Hellman learned this week. The appointment becomes effective February 1.

Private "Early" Lehnertz, recently transferred from Saint Louis to Michigan, complains that army life isn't so "hot" just now — the mercury hangs low and besides the whole outfit is quarantined for measles and mumps.

Notice! We keep Butane Gas truck in Gainesville at all times, call us when you need gas—also, we can save you salesman's commission on butane systems. Turbeville Music Co., Gainesville. (Adv. 53tr)

I still have some geese for sale. Mrs. Joe Lutkenhaus. (Adv. 4p)

more than eighty dollars and was being presented to Father Frowin for the new church fund.

Following the business, members enjoyed the monthly question box.

**STUDY CLUB ORGANIZED BY HOLY NAME SOCIETY**

Meeting in monthly session Monday evening in their club room at the parish hall, members of the Holy Name Society organized a discussion club, named it the Saint Thomas club, and chose Martin Klement as leader. Their textbook will be "The Dignity of the Parishioner" and meetings will be held each Monday evening.

Johnny Wimmer is the new president of the society, elected recently to fill the unexpired term of M. J. Endres, Jr.

Before the business session members and Father Richard listened to the Catholic broadcast featuring Father McCollough of Sherman.

**WEEKLY MEETINGS HELD BY DISCUSSION CLUBS**

Meeting Monday evening in the M. J. Endres home members of the St. Mary's Discussion club had as their lesson the 10th chapter of the book with Mrs. John Mosman leading. Nine members were present.

The group decided to disband and to re-organize during the lenten season when the remaining five chapters of the book will be studied. Mrs. Ben Hellman, secretary of the club, was the only member who attended all ten meetings of the season.

The St. Jude club has had two meetings within a week and will not meet during the holidays. One session was held during the weekend at the I. A. Schoech home with Miss Harriet Schoech as leader on the chapter entitled, "Spiritual Obligations of Church Support."

Another meeting this Wednesday evening was held in the Jake Pagel home with Miss Anselma Pagel leading the discussion on "Benediction of the Blessed Sacrament." The meetings were marked by a perfect attendance of members.

A new discussion club for the parish is the St. Thomas Aquinas club, composed of members of the Holy Name Society. The group will meet during the second week in January for the first lesson. The place of meeting is the clubroom and Martin Klement is leader.

The Hyacinth club and Our Lady of Perpetual Help club missed discussions last Friday because of the bad weather, but will meet this Friday evening in the homes of Mrs. John Eberhart and Miss Mary Wiedeman, respectively.

Meetings for the Little Flower club and St. Rose of Lima club are scheduled for the weekend.

The Lily of the Mohawks club met at the Henry Wiesman home Friday evening with Miss Frances Wiesman as leader. The discussion was on the seventh chapter of the textbook. Twelve members attended.

The Lily of the Mohawks club met at the home of Miss Helen Henschel who led the discussion, Monday evening. The study was taken from the eighth chapter of the book and concluded the pre-Christmas series of lessons. The group will re-assemble during the lenten season.

**ALTAR BOYS HAVE MEETING TUESDAY**

Members of St. John Bergmans' society met Tuesday afternoon, discussed routine business and made plans for a hike to take place as soon as the weather permits.

Thirty acolytes and Father Richard attended the session.

**FAREWELL PARTY GREETED MR. AND MRS. BEN ROEWE**

A party was given recently at their home as a farewell tribute to Mr. and Mrs. Ben Roewe who moved this week to Tioga to reside. The party was a surprise affair planned by relatives.

Games were enjoyed during the evening and refreshments, brought by the guests, were served.

Personnel of the party included Messrs. and Mesdames Joe Hoening, Al and Albert Fleitman, John Fleitman of Myra, William Fleitman, Ben Hermes, Nick and Pete Block of Lindsay and the honorees.

**MOTORCYCLE CLUB HAS PARTY AT ENDRES HOME**

Members of the Muenster Motorcycle Club surprised Mr. and Mrs. Paul Endres at their home in Gainesville Saturday night with an informal party during which time they presented the honorees with a lovely wedding gift.

Refreshments were served to members of the club and to Misses Dorothy Becker and Jenny Bengfort of Lindsay and Miss Eugenia Walter and Gilbert Endres.

Paul Endres has been president of the club for a number of years.

**CATHOLIC DAUGHTERS HAVE BUSINESS MEETING FRIDAY**

Catholic Daughters of America met in regular monthly session Friday evening at the K of C hall, with Mrs. Jake Pagel, grand regent, in charge.

Members decided to give a five dollar donation to St. Joseph's orphanage at Dallas for Christmas and named Mrs. Carra Pagel as hostess for the next social. She will entertain in her home on Dec. 31.

It was also advised that receipts from recent card parties totaled

ble during the lenten season.

The Saint Joseph Club was not able to meet Friday because of the bad roads, but a meeting is scheduled for this weekend.

**14,352 BALES 1940 COTTON**

Cooke county's 1940 cotton crop has netted 14,352 bales up to December 1, a recent report of Edwin

Huffaker, Department of Commerce representative, discloses. Last year's ginnings prior to that date were 8,692.

Adolph Walterscheid spent Friday at Muenster with his parents, Mr. and Mrs. Joe Walterscheid and family.

If You Want to Sell It, Advertise It.

## Friends, We Wish You—

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

**WE THANK YOU** untold times for your favors of the past; We are looking forward to seeing you during 1941.

## Bud's Cafe & Service Station

Bud and Cora On Highway 82

## All Of Us At— THE MAN'S STORE



... thank you for many pleasant dealings during the past year and greet you with heartiest wishes for a ...

## MOST PLEASANT HOLIDAY SEASON

## Manhattan Clothiers

Leo M. Kuehn Gainesville

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.

## Gainesville National Bank

Gainesville, Texas



## NOTICE!

The Garage that "Never Closes" Will be Closed On Christmas

Christmas is the exception — We will be closed 24 hours — midnight to midnight.

WE HOPE YOU HAVE A

Merry Christmas

AND A

Happy New Year

★ ★ ★

**BEN SEYLER MOTOR CO.**

The Home of Good Used Cars

Phone 75

Muenster



Wishing You a Most Joyful Christmas and a New Year of Health and Happiness

When in need of ambulance service, Phone 400, Gainesville — And be at ease in filtered, heated air and perfect riding comfort.

## Leazer Funeral Home

Gainesville, Texas

## Many Students Will Return Home for Christmas Holidays

The approaching holiday season will be the occasion of many family reunions in Muenster when boys and girls away at school arrive for vacations and other relatives come here to spend several days with members of their families and friends.

Mr. and Mrs. J. M. Weinzapfel will have all their children at home with them for Christmas Day. Miss Dora Weinzapfel, a student nurse at St. Joseph's hospital, Fort Worth, will arrive Friday and will have until next Thursday before returning to her studies. Cadet Robert Weinzapfel is expected from Pensacola, Fla., Monday for the holidays, and Thomas Weinzapfel, of St. John's seminary, San Antonio, will come in Sunday. Mr. and Mrs. F. W. Hellman of Gainesville will spend Christmas Day here.

Ray Wilde of St. Mary's University, San Antonio, is expected Sunday and will visit his parents, Mr. and Mrs. J. B. Wilde, until after New Year's.

Arthur Felderhoff and Joe Tempel, students at Sublaco Academy,

will arrive during the weekend to spend the holidays with members of their families.

Miss Lorena Fisher of OLV, Fort Worth, and Miss Agnes Fette of Wichita Falls will be guests of relatives during the holidays and Miss Blanche Hammer of NTSTC, Denton, will visit her parents, Mr. and Mrs. T. M. Hammer.

Mrs. Edith Mae Rhodes, a teacher at the Dixie school, near Tyler, will have several days to spend with her mother, Mrs. Jim Cook, and Al Vogel of Houston is expected by members of his family to spend a part of the holiday season here.

Mrs. Frank Seyler will have as guests on Christmas, her daughters, Miss Catherine of Dallas, and Mrs. Elwyn Hope and husband of Fort Worth. Mr. and Mrs. Al Swirczynski and children of Dallas will visit relatives and friends between Christmas and New Year.

Misses Dorothy Mae Luke, Joyce Bentley and Clara Hoentg, student nurses at St. Paul's hospital, Dallas,

are expected by members of their families for short visits here during the holiday season.

Ray Voth of Maur Hill high school in Atchison, Kansas, will have the holidays to spend with his parents, Mr. and Mrs. Barney Voth, who also look forward to having with them their daughters, Miss Rita, a student nurse at St. Anthony hospital, Oklahoma City, and Misses Mary and Gertrude of Wichita Falls.

Guests of Mrs. Annie Trachta for Christmas eve and the 25th will be her sons, Harold of Dallas and Vincent of Oklahoma City.

The boys were forced to cancel a game with Myra on Wednesday, due to the muddy basketball court. When the weather permits the contests will take place.

## Christmas Lighting Contest Sponsored By League Ladies

A Christmas lighting contest will again be conducted this year by the Civic League and Garden Club, members decided in a meeting Friday. Anyone within the city limits of Muenster may enter.

Judges from out of town will be selected to judge the displays and select the most attractive one. The decision will be made from the general appearance of the place, including window and outside lighting effects.

The contest will begin on December 22, and continue through January 1. Judging will take place one evening during the specified time, although no special night has been designated. The general idea is to have the city beautified by the lights during the holiday season, rather than only on one night when the judges make their decisions.

Mrs. Rosa Driever is chairman of the contest and her assistants are Mrs. M. J. Endres and Miss Olivia Stock.

Anyone wishing to enter the contest must register with one of these ladies by December 22. An attractive, worth while gift will be given as first prize.

## PASTORS ANNOUNCE CHURCH SCHEDULE FOR CHRISTMAS

The schedule of divine services at Sacred Heart church on Christmas Day is announced by the pastors as follows:

5 a. m.—Angel's Mass, a high mass followed immediately by two low masses.

8 a. m.—Shepherds' mass, a low mass, followed by one low mass.

10 a. m.—High mass.

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.

Sermons will be delivered during the 5, 8 and 10 o'clock masses.

## NO BARGAIN RATES AT STATE THEATRE NEXT WEEK

The usual ten cent bargain rate for Wednesday and Thursday will not be in effect at the State Theatre next week, Martin Wade, manager, announced Monday. Because of the holiday season the regular price schedule will prevail.

Wade also disclosed that the theatre will not present a Christmas eve preview this year.

## MOSAICS of Sacred Heart High

### Students Receive Report Cards

Last Thursday, students of Sacred Heart High were honored by a visit from Father Frowin, who came to distribute the report cards. Everyone was quite eager to learn how much he had improved during the past six weeks. Some grades were very pleasing revelations to the students, while others were quite otherwise. Father warned the students that they must study diligently if they wish to make progress in their school work.

### Christmas Tree Party

Two weeks ago members of the Junior Dramatic Club consisting of Sophomores and Freshmen, and those of the Senior Club consisting of Seniors and Juniors, met during club period for the purpose of drawing names for a Christmas tree party. Each student's name was written on a slip of paper and put into a basket from which it was drawn to determine for whom each student was to provide a Christmas present. The party will be held on Friday, the twentieth, in the Senior room of the school where a large, beautifully decorated tree will form the background. The gifts will be distributed by the officers of the Senior Club. Everyone is anticipating a lovely time. After this the student body will be dismissed from school until next year.

### A Good Suggestion

With the gloomy weather, students were wondering what to do during recreation hour, when the suggestion was made to organize two ball teams and have a blackboard game. Many will wonder just how this can be done.

A large circle is drawn on the blackboard with a dark center about the size of a handball. Players stand about sixteen feet from the board and toss a handball at the center of the circle. This proves quite difficult to do at first but, "Practice makes perfect," the students said.

### Christmas Play

Practice on the Christmas play has been progressing. Rehearsals have been taking place promptly after school hours and on Sunday afternoon's. Sr. Theresina, director, has been very pleased with the fine cooperation the pupils have given her.

The play "Christmas at the Maloney's," will be presented next Sunday, December twenty-second, at eight o'clock in the Parish Hall. The public is invited to attend.

Place of the story is a New York Tenement.

Time: The day before Christmas. Complications: Poverty of the Maloney's, and the eagerness of Shelia to help her family.

The characters include: Andrew Wimmer, Harriette Schoech, Henrietta Wiesman, Werner Henschel, Clyde Fisher, Eugenia Walter, Florene Endres, Monte Hellman, and Celia Walterscheid.

A beautiful reading will be given by Johanan Seyler between scenes.

### Games Rained Out

The boys and girls of the high school were disappointed when rain during the weekend postponed games they were looking forward to. A volley game Friday would have given the girls a chance to wear their new uniforms of red and white for the first time.

To You and Yours---  
Sincere Good Wishes For  
Christmas and the New Year

**FRANK DUSTIN**

Gainesville, Texas

### Best Wishes

For A Joyous Season



Again we extend the Season's Greetings to each of you. May this Christmas be your most prosperous.

### Palace Drug Store

Miss Dorothy Trachta

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.

**Nick Miller Muenster**

CLEANING — PRESSING — SHOE REPAIRING



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

**Muenster Hatchery**

Felix Becker, Mgr.

Muenster

"Merry Christmas"

"Happy New Year"



With the dawn of the New Year we wish you health and happiness — With the dusk of the Old Year we extend sincere thanks for favors past.

**J. B. Wilde Chevrolet Co.**

Muenster

## 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

Muenster



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.

**Purity Baking Co.**

Gainesville



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.

**George J. Carroll & Son**

Gainesville

# THE MUENSTER ENTERPRISE

PUBLISHED EVERY FRIDAY—MUENSTER, COOKE COUNTY, TEXAS  
R. N. FETTE, Editor and Publisher

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



### SUBSCRIPTION RATES

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Outside Cooke County.....\$1.50

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.

### HISTORY'S GREATEST EVENT

A glance at our calendars reminds us that Wednesday of next week is Christmas. Another glance, at the top of the page, reminds us that we are about to observe the nineteenth hundred and fortieth anniversary of the first Christmas. Officially—and it is so written on many documents—this is 1940 A. D. The letters signify Anno Domini, in the year of our Lord.

Could civilization have devised a more eloquent means of signifying the profound importance of the first Christmas? From the fact that men continue to measure time from that event we know they must consider it the greatest event in history. And facts have proved that such is the case.

Christ came into a world that was handicapped by pagan beliefs and customs. Cruelty, slavery, idolatry, oppression, selfishness, and other characteristics resulting from natural instincts were the prevailing order of the time. The only exception was the group known as God's chosen people. They had a law, the decalogue, and their behavior was prompted principally by fear for the consequences should they violate the will of God.

Then Christ came, introducing the sublime spirit that was destined to have greater influence than any other factor in human events. The spirit was born at the moment of his birth when humble shepherds, hearing the celestial announcement, felt in their hearts the blessings of peace and good will. As Christ grew to manhood he taught—and his personality radiated—that spirit.

Thereafter the spirit continued to spread on its own merit. Christ had ushered in the new era, the era of love. He summed all his teachings into two phrases: Love your God and love your neighbor. People embraced these teachings even through persecution, because they found that only thus could they satisfy their heart's yearning for peace and good will.

That is what the first Christmas meant. It was a source of joy, a source that remains open to us on this nineteenth hundred and fortieth anniversary. Christ's system is unchanging. Observe the commandments of love, be fair with God and neighbor, and the inevitable rewards are peace and good will.

It is well to be mindful, however, that peace and good will cannot simply be bestowed on any of us. They have to be earned—Christ's way.

That more and more of us will come to enjoy a greater measure of those blessings is our solemn wish at this happy season.

### NO PEACE AMONG NATIONS

At no time of the year does war seem quite so horrible as it does at Christmas. Seething with hatred, it is completely antagonistic to the spirit of the day.

During the past several weeks there have been reports of an attempt to reconcile hostile nations in a Christmas armistice. Now, apparently, that hope has been abandoned as too idealistic. It is improbable that warring countries would cease fighting. It is even more improbable that they would agree in their attempt to remove the cause of war. If the truce were accompanied by the sincere wish of each nation to be absolutely fair, peace would become a lasting reality. Under existing circumstances there is not the remotest chance for such an attitude. Each side now believes itself to be supreme and each would try to take advantage of the other.

This thing is destined to follow the well worn ruts made by other conflicts of history. It will continue until one side is conquered. Then will follow a period of peace resulting from inability to fight rather than reconciliation. Hatred will continue until another conflict finally breaks out. And so on and on.

That is the way it has gone for centuries, and that is the way we expect it to continue, but deep down in our hearts is an optimism prompting us to think that this time, perhaps, everything will come out all right. It is possible, but it depends upon the vast improbability that nations in general will absorb a greater measure of real Christmas spirit. The world cannot be at peace until it re-echoes with the hymn of Bethlehem, until Christ is re-born in human hearts.

### A CHRISTIAN OBSERVANCE

Suppose a total stranger who knew nothing of Christmas were to come among us at this season, what would his impression be? Would he think we were having a gigantic party in honor of a kindly, bewhiskered old gent named Santa? Or would he even think it was an orgy of adoration to the pagan god Bacchus? It is hard to believe that he would discover the real meaning of the feast.

Very fittingly, happiness is a predominating characteristic of the day but it should not obliterate the realization of why one should be happy.

## Confetti

By CON FETTE

At least once a year the Enterprise gang really shifts into high gear—and this is the time. As this paper rolls off the press it consti-

tutes a happy ending to the steady grind that has been going on for more than a week. Like any other piece of work meant to be a sort of super-special, this edition has had its headaches. It required many an extra kilowatt and created a demand for lotsa cuppa coffee.

And now that the job is done, we feel that it was well worth the effort. It is the largest the Enterprise has published to date. In our opinion it is the best. We present it as our masterpiece.

The one had feature about a Christmas edition this year is that it is almost a week old before the big event actually arrives. As regards greetings that's OK for the messages herein serve the same purpose as Christmas cards—which usually reach their destination a week or so early.

In passing we express our appreciation to the many business men of Muenster and Gainesville who chose to carry their messages in this paper than by some other means. Their fine cooperation has made this edition possible.

Yes, it's all right to extend pleasant wishes a week ahead but newspapers are supposed to be more timely. Still, what can a fellow do? With Thursday as regular press day, we had a choice of being several days early or one day late. Publishing on next Monday, the only other alternative, was out of the question. There wasn't enough time to get the job done.

Not only that. Most of the work on New Year's edition will have to be completed before Christmas. The day after Christmas is another press day, you know, and the paper of that day is almost a week ahead of the event it commemorates.

Nevertheless there can be no mistaking the fact that the holiday season is definitely here. Activity in shopping centers is one sure sign. Another reminder yours truly stumbled upon the other day was a sample of egg nog mix. A fellow interested in selling it was the welcome sample passer out. From what we've heard since, it is going to be available locally.

There was a time not so many years ago when everyone did his own nogging. Then the commercial product got a start and has all but run the home made variety out of the field. The fact is mentioned merely as an interesting item. It could not possibly be construed as a friendly tip because, as everyone knows, another ingredient is essential to the real palatability of eggnog—and this is a dry county.

We Americans take a lot of things for granted, and Christmas is one of them. But had we been born and reared in another land our views might be much different. Many superstitions are connected with the feast. In the German Alps, for instance, some people believe that animals have the gift of speech on Christmas Eve.

A Swiss maiden who accepts an Edelweiss from a young man on

Christmas is destined later to marry the man.

A certain small district of France holds the belief that daughters born on Christmas will be virtuous, witty and wise. In another district peasants believe that Christmas babies have the gift of prophecy. And in Silesia a Christmas baby is destined to become either a lawyer or a thief.

Some Englishmen are of the opinion that bread baked on Christmas in England will never mold.

Holly, among the favorites as a Christmas decoration is said to have had a much less dignified use somewhere back in the distant past. Husbands kept holly sticks handy for persuaders just in case their wives got unruly. They didn't bother to cut off the prickles, either.

In certain parts of Italy, so they say, there is no Santa Claus. A rather odd situation in view of the fact that happens to be the old boy's native land—Saint Nicholas was born there. Perhaps this is another application of the much quoted statement "a prophet hath no honor in his own country."

At any rate, it is said that Santa's job there has always been done by an old woman La Befana, who originally started with an armful of gifts to the Christ Child. According to the legend the three wise men had stopped and told her about the new born king and suggested that she come along with a gift. She declined, but some time later exercised the well known feminine prerogative of changing her mind and started with her few gifts. At first all was well, she headed in the direction of the star. But when dawn came and neither star nor the wise men were any longer in sight she lost her way.

Well, she's still looking for the New Born King. But she doesn't appear on Christmas, her time is January 6, the feast of the Epiphany. Not wishing to take any chances of overlooking the Christ Child, she goes from house to house leaving gifts for all children. Another curious fact about the area is that Christmas is not gift time for anyone. Epiphany is the day.

### If You Want to Sell It. Advertise It.

Clyde W. Yetter D.D.S.

General Practice of Dentistry  
DENTAL X-RAY  
SAINT JO, TEXAS

Here's Wishing You

A Perfect Christmas

And the Best Of Luck During 1941

John Wieler

Muenster Magnolia Agent

GREETINGS

TO ALL OUR FRIENDS AND CUSTOMERS

During all the years we've been in business we've been lucky enough to get a lot of friends. To each of them now, we want to wish a truly Merry Christmas and a healthy, happy, prosperous New Year!

Fisher's Market & Grocery  
Muenster, Texas

## Gifts for the ENTIRE FAMILY

**FREE G. E. RECORD PLAYER With This BEAUTIFUL 9-TUBE CONSOLE**

THE WAVERLY  
2 gifts for the price of one! A \$79.90 value. Buy this radio at its regular price and get absolutely free a \$9.95 G.E. record player. BOTH \$69.95

**FREE KNIFE SET WITH G. E. MIXER**  
A genuine G. E. Mixer and a FREE set of matched kitchen knives—two gifts for the price of one! A total value of \$23.20 and you get both for only \$18.95

**FREE 2 SERVI-FRAMES with WESTINGHOUSE ROASTER-OVEN**  
Before Christmas you get an extra gift—2 servi-frames \$24.95 free.

**FREE SERVI-TRAY WITH TOAST-O-MATIC TOASTER**  
A 13" chrome servi-tray, worth \$2.00, free with purchase of this automatic \$9.95 toaster.

**SPECIAL VALUE RCA AUTO RADIO**  
Compact, powerful, yet priced amazingly low. Here's a gift Dad will enjoy for years. \$13.95

**CAR HEATER**  
A winter driving gift that's \$8.95 is always appreciated.

**LAMP RADIO**  
Cream and gold lamp, indirect and direct reflector type. 3-way selective lighting. Has 6 tubes. No antenna or ground is needed. \$22.95

Schick Electric RAZOR  
The gift to win his heart. \$12.50

**GIVE HIM A SAFTI-SURED GIFT**

### Firestone CHAMPION TIRES

The ultimate in non-skid safety and protection against blowouts. Replace your smooth, dangerously worn tires with new Firestone Champion tires.

OTHER FIRESTONE TIRES  
As low as \$6.85 6.00-16 Size  
AND YOUR OLD TIRE  
Holiday Prices for Limited Time Only

**SPEED CHIEF BICYCLE SPECIAL VALUE**

A dream of a bike that is sure to be the envy of the neighborhood. This big, sturdy bicycle is priced low. \$17.99

**GILBERT ERECTOR SETS**

Educational and great fun for boys. Build working models. Sets from \$1.00 to \$12.95

**TRICYCLES**

Three streamlined models, strong, sturdy. Priced \$3.98 up. As illustrated \$13.95

**WAGONS**

Complete line of well-built wagons. All styles. As illustrated \$10.95

**LIONEL ELECTRIC TRAINS**

Amazing features such as electric coupling, etc. The perfect Christmas gift for \$9.95 to \$25.00 the youngster. Special Electric Freight Train \$6.95

**Bingo Bed**

Babies love to pound the 98 pegs. \$9.95

**MAKE THE MOST OF YOUR CREDIT OPEN A BUDGET CHARGE ACCOUNT**

CHRISTMAS TREE LIGHTS FOR INDOOR AND OUTDOOR TREES

# Firestone

Ben Seyler Motor Company  
"We Never Close"

Phone 75 Muenster

**Draft Order Numbers of Muenster Men**

- 2023—Henry R. Pautler
- 2025—Lawrence J. Felderhoff
- 2038—Edward Hacker
- 2072—Michael C. Schilling
- 2078—Theodor C. Voth
- 2080—Andrew T. Trubach
- 2087—Alphonse Walterscheid
- 2135—Earl Bowling
- 2137—Ray Charles Klement
- 2140—Henry B. Luttmer
- 2148—Paul J. Walterscheid
- 2158—Joseph Edward Streng
- 2179—Herman J. Bindel
- 2183—Arnold H. R. Friske
- 2187—Alois John Reiter
- 2194—Orlan B. Edelen
- 2200—Leo Henry Sicking
- 2207—Leo A. Voth
- 2211—Ernest Eugene Carter
- 2225—John M. Mosman
- 2230—John J. Hess
- 2232—Joseph E. Fette
- 2233—Johnny W. Fisher
- 2234—Joseph B. Streng
- 2236—Cebal F. Martin
- 2243—Albert A. Knabe
- 2258—Jack Roberts
- 2265—Charles Gus Hellman
- 2268—Albert Steinberger
- 2270—William B. Knabe
- 2272—Henry F. Hess
- 2281—Bernard J. Sicking
- 2284—Adolph A. Knabe

- 2287—Travis L. Whit
- 2290—Oron W. Witherspoon
- 2293—Ben A. Haverkamp
- 2297—Anthony J. Trubach, Jr.
- 2304—John F. Huchtons
- 2317—George W. Mosman
- 2326—Samuel W. Cain
- 2331—Herbert W. Meurer
- 2338—Albert L. Rohmer
- 2340—Marvin L. Morrison
- 2349—Robert J. Swirczynski
- 2378—George V. Gehrig
- 2414—Harry J. Otto
- 2448—Lawrence C. Vogel
- 2451—W. P. Bratcher
- 2460—Vincent J. Luke
- 2466—Herman J. Hartman
- 2497—Ferdinand Yosten
- 2516—Gerhard John Hess
- 2542—Ishmet Elton Edelen
- 2543—Enloe Oliver Teague
- 2561—H. E. Yelton
- 2582—Alois Walter
- 2592—Albert J. Hess
- 2597—Carl J. Schilling
- 2613—George P. Bayer
- 2616—Matthias Stelzer
- 2621—August A. Fleitman
- 2636—Richard Thermo Miller
- 2665—Paul M. Endres
- 2689—George Jetzelsberger
- 2691—Patrick Roy Fisher
- 2692—Anton J. Hoenig
- 2706—Charles Schmitt
- 2720—Norbert M. Koessler
- 2721—Richard H. Trachta
- 2733—Fay A. Biffle
- 2757—Sidney J. Otto
- 2765—Charlie A. Fisher
- 2776—Norbert M. Tempel
- 2787—Lawrence F. Streng
- 2790—Herbert A. Hundt
- 2839—Walter H. Becker
- 2844—Joe T. Russell
- 2864—Henry O. Koehler, Jr.
- 2873—Edward W. Knauf
- 2879—Meinrad W. Hesse
- 2887—Bernard Wilde
- 2889—Theodore R. Vogel
- 2908—Sterling Lawson, Jr.
- 2929—Henry N. Stoffels
- 2939—Bob Steadham
- 2954—Jacob Horn, Jr.
- 3966—William R. Demory
- 2973—Norbert J. Klement
- 2978—Frank J. Felderhoff

**Excellent Food Properly Served**

**Curtis Sandwich Shop**

East California - Gainesville

Wishing You A—

**Merry Christmas and a Happy New Year**

**Al Walterscheid's Machine Shop**

Muenster

**Mistletoe**

Mistletoe, the shrub of many traditions and of pleasant associations with Christmas, grows as a parasite on the trunks and branches of various trees. Contrary to popular belief the common European mistletoe is rarely found on the oak. Most commonly, the apple tree serves as the host plant but mistletoe grows also on the hawthorne, sycamore, lime, poplar, locust, fir, ash and some fruit trees.

Mistletoe is called a parasite, but not a vicious one. A parasite is a "hanger-on". It does not even pretend to pay its own way. If plant parasites have no leaves, they are entirely dependant upon the plants on which they prey. There are some, however, like mistletoe, that are less

abject in their dependence. While mistletoe treats the tree as the usual plant would treat the soil, as a source for water and minerals, it makes its own food by the chlorophyll of lemon green leaves, possibly returning to its host in the winter months a portion of its stored food supply.

Contrary to most parasites which do not take the trouble to flower, mistletoe bears small yellowish gray flowers in groups of three. It is an evergreen and its thickly clustered leaves and tiny flowers give a pleasant touch to orchards in February and March while its white semi-transparent berries are loved by birds. The sticky seeds cling to their bills, feathers and feet and they help distribute the plant by rubbing their bills against the bark of trees on which they alight. The seeds gain a foothold for life, sending down fibrous rootlets into the host.

The mistletoe family contains more than 600 known species found in almost every country varying from Australian non-parasitic genus to the absolute parasite of Chile.

The common European species bears thick yellowish-green leaves and flowers, which are followed by white berries that ripen in the winter. The American mistletoe found in the Southern states has broader and shorter leaves and smaller berries. It grows to a height of 1 to 5 feet. When young it is succulent or juicy but it becomes woody when old.

The belief that mistletoe is an antidote to apoplexy, has long been abandoned. Today it is used principally as a decoration, and its berries are used in making birdlime, a

sticky substance smeared on twigs to catch small birds.

It is an important article of export from France and England about Christmas time.

According to tradition, whenever the Durids, ancient priests of the Celts, found mistletoe growing on the sacred oak, they cut it off with a golden blade during great religious ceremonies and gave bits to the people for charms.

In northern mythology, it was an arrow made of mistletoe that slew Balder, son of the goddess Frigga. Early European nations seem to have revered mistletoe as a ceremonial plant, a practice which is the probable origin of the Christmas custom of "kissing under the mistletoe."

The Celtic peoples thought mistletoe to be effective in the cure of diseases and a preventive of sickness. Ability to see ghosts was thought to result to those having the plant in possession. Many old superstitions regarding the mistletoe are still extant in Germany and other European countries.

**ANOTHER TRUE TALL TALE**

J. R. Dean of Sudan, Texas, is one fisherman in a million. While working a trout stream near Ruidoso, N. M., recently a big trout leaped out of the water and fell into the creel which Mr. Dean had slung over his shoulder. Yes, the Texan caught other trout that day, but the story of how one big fellow committed suicide will be related by the angler for many years to come.

**CHRISTMAS WOULD BE INCOMPLETE WITHOUT A—**

**Perfect Christmas Dinner**

We've Got Everything It Takes

**Fisher's Market & Grocery**

Muenster



HAPPY NEW YEAR

**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.

**Gainesville Oil Mill**



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.

**TONY, BILL, LEE AND PAUL AT Luke Garage & Service Station**  
Firestone and Texaco Products  
Muenster

**Our Customers Wrote This Advertisement**

Recently we asked a large number of our customers this question, "If you could have only one wish for this Christmas, what would it be?" Almost without exception the answer came back, "Good Health!"

Truly, there is no more precious possession than good health. In the light of real value, all other things shrink to insignificance by comparison.

GIVE US "GOOD HEALTH" AND WE'LL MANAGE THE REST.



WE PUT "GOOD HEALTH" AT THE HEAD OF THE LIST AT OUR HOUSE.



...and we have this to add about health protection

AFTER ALL, "GOOD HEALTH" PAYS BIG DIVIDENDS IN HAPPINESS.



I DON'T KNOW OF ANYTHING MORE IMPORTANT THAN "GOOD HEALTH."



"GOOD HEALTH" HAS BEEN LARGELY RESPONSIBLE FOR MY SUCCESS.



America has made great progress in stamping out many diseases that have threatened the health of the nation. However, the common cold is responsible for more than two hundred million illnesses each year. Therefore, along with our Christmas wishes of "Good Health to you and your family," we add this practical suggestion... guard against catching cold!

This is the season of the year when strict precaution against catching cold is of vital importance. Any sudden change of temperature, such as occurs when you go from a warm room into an unheated part of the house, chills your body and makes you an easy prey to the attack of the cold germ. Play safe! Don't give a common cold an even break! Provide adequate heat and a circulation of pure, warm air in every room of your house during the short winter season.

**Lone Star Gas Co.**  
Supplying Natural Gas to Your Local Distributing Company

**Santa Won't Forget**

You can take our word for it—old Saint Nick won't forget such good people as you. Somehow we just know that you are going to enjoy a happy Christmas and we are glad. We sincerely hope that everything you desire may come true and that the New Year will be one of real happiness for you.



For those extra Christmas cards and Gift Wrapping Supplies See Us.

**R Dixie Drug Store**  
Muenster

**HEAT YOUR ENTIRE HOME FOR YOUR HEALTH'S SAKE**

# SEASON'S GREETINGS

As public officials of your  
county we again extend best  
wishes for a-

Joyful Christmas  
and a Happy, Prosperous  
New Year



With the approach of the Christmas season, our thoughts  
turn especially to the friends who have placed their confidence in  
us.

For it is they who have made possible our more thorough  
enjoyment of this wonderful season. It is they who, through their  
continued support and loyalty — many of them over a long period  
of years — have contributed to our success.

#### COOKE COUNTY HEALTH UNIT

JOE BEZNER Commissioner Precinct 4	CARROLL F. SULLIVANT County Judge — Elect	JOHN ATCHISON County Attorney
E. A. (Babe) FELKER Commissioner Precinct 3	T. A. (Tom) HAYES Tax Assessor-Collector — Elect	RANDOLPH O'BRIEN County Superintendent
MRS. R. M. (Roger) TOWNSLEY County Treasurer — Elect	J. C. (Jim) REESE County Clerk	ALBERT BRIENT County Agent



**Linn News**

MRS. A. WALTERSCHEID  
Correspondent

Chile King of Myra was in the community on business Monday.

Buddy Reiter spent Monday with the Bill Otto family at Myra.

Jack Biffle was a brief business visitor in Gainesville Saturday.

A. H. Dunn spent the weekend at Dyemound visiting his parents and other members of the family.

Mr. and Mrs. George Lutkenhaus and family were business visitors in Gainesville Saturday.

Tom Gaston of Denton is visiting here this week with his daughter, Mrs. Selby Fielder and family.

Mrs. T. N. Fielder, who has been visiting friends in Gainesville for a

few weeks returned home during the past week.

Mr. and Mrs. Frank Lutkenhaus of Muenster were Monday guests of Mr. and Mrs. George Lutkenhaus and family.

Mr. and Mrs. J. T. Barker of Muenster were dinner guests of Mr. and Mrs. Darrell McCool Sunday evening.

Andy O'Connor and daughter, Miss Evelyn of Myra, visited here Monday with Mr. and Mrs. Mims Lewis.

Mr. and Mrs. Buddy Reiter and little daughters were guests of his parents, Mr. and Mrs. August Reiter, north of Muenster, last Monday.

Beginning during the week a series of home improvements are under way at the George Lutkenhaus place. Included in the work will be papering and painting of the interior, and the addition of a breakfast nook.

**LORD LOTHIAN FUNERAL**



WASHINGTON, D. C.—SOUND PHOTO—Soldiers carrying the casket containing the mortal remains of Ambassador Lord Lothian up the steps of the Cathedral of Saints Peter and Paul where funeral services were held Sunday.

The heavy rain which froze as it came down during the weekend put telephone lines out of commission and a number of telephone poles fell to the ground. The electric line was also disturbed for a few hours but was soon put back to order. A number of trees have their branches broken, however, there was no other damage.

Zipperer farm about seven miles northwest of town, the place formerly occupied by Joe Dankesreiter. For the past several years Huchtons had been on the Payne estate south of Myra.

Gary Hess recently moved to the G. A. Stelzer farm and his former home, the Wilson estate, has since been occupied by Tony Hoenig. John Otto left the Swingler cottage to occupy the house vacated by Hoenig in northeast Muenster.

In the Hays community W. T. Carnes is planning to go to Durant from the farm C. J. Wimmer recently bought from the Perkins estate. Tony Wimmer will occupy the place. Not far away John Klement, Jr., has arranged to avoid any moving in the future. He bought the place on which he now lives from the Perkins estate.

Ben Roewe, southeast of Muenster, expects to move to Tioga soon, and Andy Trubenbach will move out to take charge of the farm for Rudy Hellman. About the same time Verne Martin, Roewe's neighbor, will move from the Hubert Felderhoff place to John Zimmerer's farm near Free-mound.

After living in town for two years, John Bayer is moving back to the land. He will live a half mile south, where his son, Frank, now lives.

Frank will move to his farm, now occupied by Joe Mages, east of Muenster, and Mages will move to the Judy estate farm north of Muenster, the place recently vacated by Paul Endres when he moved to the former Haines farm south of Gainesville.

Andrew Zimmerer will move to the Lindsay estate southwest of Gainesville, Frank Mages will move to Zimmerer's former home on the Felderhoff farm south of Myra.

Early this week Tony Trubenbach moved to his place 3 miles southeast of Muenster. His new home there has been under construction for several weeks.

**Electric Co-op Sponsors Appliance Demonstrations**

Under the direction of Miss Kathryn Harris, of the utilization division of REA, the Cooke County Electric Cooperative Association sponsored four demonstrations this week. The meetings were held at Bonita, Muenster, Walnut Bend and Prairie Point on Monday, Tuesday, Wednesday and Thursday nights respectively.

The purpose of the meetings is to help consumers become acquainted with various appliances. Items shown were electrical kitchen units and a brooder.

Please Patronize Our Advertisers

**Myra News**

MRS. JOHN BLANTON  
Correspondent

Mr. and Mrs. Parker Fears made a business trip to Dallas Tuesday.

Miss Faye Roark spent Friday night and Saturday with her parents in Gainesville.

Mrs. L. E. Warner is ill at her home here.

Mr. and Mrs. Nolan Barnett of St. Jo were Sunday guests of Mr. and Mrs. Ray Hudson.

Mr. and Mrs. Frank Fencher and son of Denton are the guests of Mrs. Fencher's aunt, Mrs. Frank Needham, and family this week.

Mr. and Mrs. George Piott and children of Denton visited over the weekend with Mr. and Mrs. Nat Piott.

Mrs. Joe Biffle has been in Valley View for the past week nursing her little sister, Martha Ann McColum, who has scarlet fever.

Mr. and Mrs. B. C. Rosson and daughter, Mrs. Wilber Webb of Nashville, Tenn., visited Sunday with Mrs. John Brown and daughters in Gainesville.

Mrs. Lena Maude Corbin and Misses Faye Roark and Mary Townsley attended a meeting for the county teachers Monday night.

Mr. and Mrs. Oscar Aldridge spent Thursday with relatives in Sherman and Mrs. Aldridge's mother, Mrs. J. B. Reid, accompanied them home for a visit.

The baby son of Mr. and Mrs. Ernest Cummings has been ill at their home here the past week but is reported to be improving.

Mr. and Mrs. Will Martin announce the birth of an eight-pound son Wednesday, December 11, at their home here. He has been named Charles Wayne.

Mrs. Lena Maude Corbin and daughter, Beth, and Mrs. Mattie Meador spent the weekend with Mr. and Mrs. Howard Stout and family at Hays.

Mrs. J. C. Davidson returned Thursday from Richardson where she has been at the bed side of her mother, Mrs. G. T. Purcell, who is seriously ill for the past two weeks.

**Annual Migrations To Different Farms Now In Progress**

This community's annual series of migrations is under way. Some families already moved to new locations, several others are destined to move within the next few weeks. Changes that have come to notice of this office up to this week are as follows:

O. J. Huchtons is at home on the

**Best Wishes For Christmas and the New Year**

**Lone Star Cleaners**

J. P. GOSLIN, Prop.  
Phone 332 Gainesville

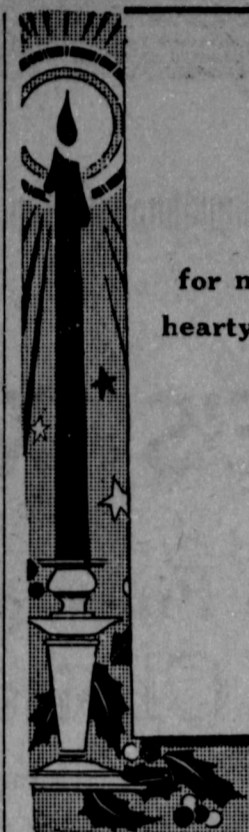
**In Grateful Appreciation**

for many pleasant dealings — we extend hearty wishes for a—

**Most Pleasant Christmas**

**Hirsey Bakery**

Muenster



**Don't Forget the Christmas -- New Year DANCE**

Thursday, Dec. 26

**K-C Hall Muenster**

With the Crystal Springs Ramblers

**SEASON'S GREETINGS**

MAY HEALTH AND HAPPINESS BE YOURS IN THE COMING YEAR

**Merry Christmas, Too**

YOUR POSTMASTER

**Herbert Meurer**

**FOR CHRISTMAS CHEER THROUGHOUT THE YEARS—GIVE JEWELRY**

GIVE A BULOVA!

**W. B. Kinne & Sons**  
Jewelers Since 1889  
Gainesville



**Best Wishes**

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

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

**Muenster Beauty Shop**

Mrs. Ed Wolf Miss Faye Brown

THE SEASON OF GOOD CHEER

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

**Austin Pharmacy**

Gainesville

**A Joyous Noel**

To each and all of our many friends we wish to say, "Season's Greeting" ... We gratefully acknowledge the many courtesies shown us and the many evidences of good will that have made our associations with you so enjoyable.

May you have a Season of great joy and a New Year of Happiness and Health.

**Happy New Year**

**GAINESVILLE DEPARTMENT STORE**

Phone 171 Gainesville  
E. L. Gallia, Mgr., Sidney L. Cook, Ralph Bradley, Sr., Mrs. Pauline Batis, Mrs. Una Cannon, Mrs. Amlie Gallia, L. D. Clark, Mrs. Hilda Harrell, Mrs. Beulah Heath.

# HERE'S WISHING YOU---

The Finest of This  
Christmas Season  
Happiness Throughout  
The Coming Year



This year, more than ever before, we are mindful that Christmas is the anniversary of the Prince of Peace, Who, at His coming, offered peace and good will as His special gifts to all men of all times. Unfortunately, millions of persons in other lands no longer enjoy those gifts.

That we of this blessed country may continue in peace, that others may soon find a happy solution to their troubles, that all the world may again recover the spirit of the first Christmas, is our wish to you on this day.

We Have Enjoyed Our Business Relations With You During 1940  
We Hope To See You Often During 1941



## Farmers Marketing Association

FMA CHEESE PLANT

Rudy J. Hellman

FMA STORE

Andy Hofbauer



## There Were No Greeting Cards 100 Years Ago

Nowadays Christmas seems incomplete without dozens of greeting cards, yet there was a time, less than a hundred years ago, when they were unknown. The custom was to present gifts to close friends and to greet other friends and acquaintances personally.

Fairly reliable records seem to place the origin of Christmas cards somewhere near the middle of the last century. An Englishman, it seems, wished to contact several hundred friends, but realized that a personal visit to each was impossible. So with the help of a friend he drew and colored by hand as many cards as he wished to send. Those cards were the first greeting to go through the mail, the original inspiration for the millions of cards that run mail clerks almost frantic in this day.

The design of those first cards, so the story goes, was a sketch of a group seated around a well set table and each person was lifting a goblet as in a toast. The picture almost killed the Christmas card business in its infancy. Tee-totalers of the day raised a fuss, and most of England heard about the disrespectful things. But the nation got an idea. Why couldn't anybody send Christmas greetings through the mails? Not many years later the avalanche was on its way.

The message accompanying the original card's jolly tavern scene was one that still gets more general use than any other holiday expression—"A Merry Christmas and a Happy New Year." For years the simple message held sway and scenes, like the original, were not always suggestive of Christmas. Little by little scenes of the season became predominant, messages became more elaborate, and lithographers took over the task of producing them. However a small percentage of persons preferred to show originality by their own designs, another trait that has survived to this day.

America got its first Christmas cards from England a short time after they were originated.

### TEST TREE LIGHTS WITH A FLASHLIGHT

A tip to those who have trouble discovering the burned out bulb in a string of Christmas tree lights, use a flashlight, the bulb will fit the same socket a flashlight bulb does.

When tested in a flashlight, a bad bulb is dead but a good one glows faintly. Because of a much lower voltage in flashlight batteries, it is impossible to get a bright light, but if the bulb gives any light at all it is OK.

# MUENSTER ENTERPRISE

VOLUME V

MUENSTER, COOKE COUNTY, TEXAS, FRIDAY, DEC. 20, 1940

NUMBER 4

## Evergreens Discussed By Garden Club

With "Identification of Evergreens" as the topic for the afternoon's program, members of the Civic League and Garden Club enjoyed an excellent meeting Friday when they met in monthly session.

Mrs. Joe Luke was the principal speaker and had on display more than forty specimens of evergreen shrubs and trees, which she had previously gathered from Muenster yards and had labeled for identification. She is quite an authority on the subject and mentioned briefly good and bad points regarding the planting and culture of the plants she displayed. A round table discussion on the topic followed.

Miss Elfreda Luke, the second speaker for the afternoon, told of the growth and ancient usage of mistletoe.

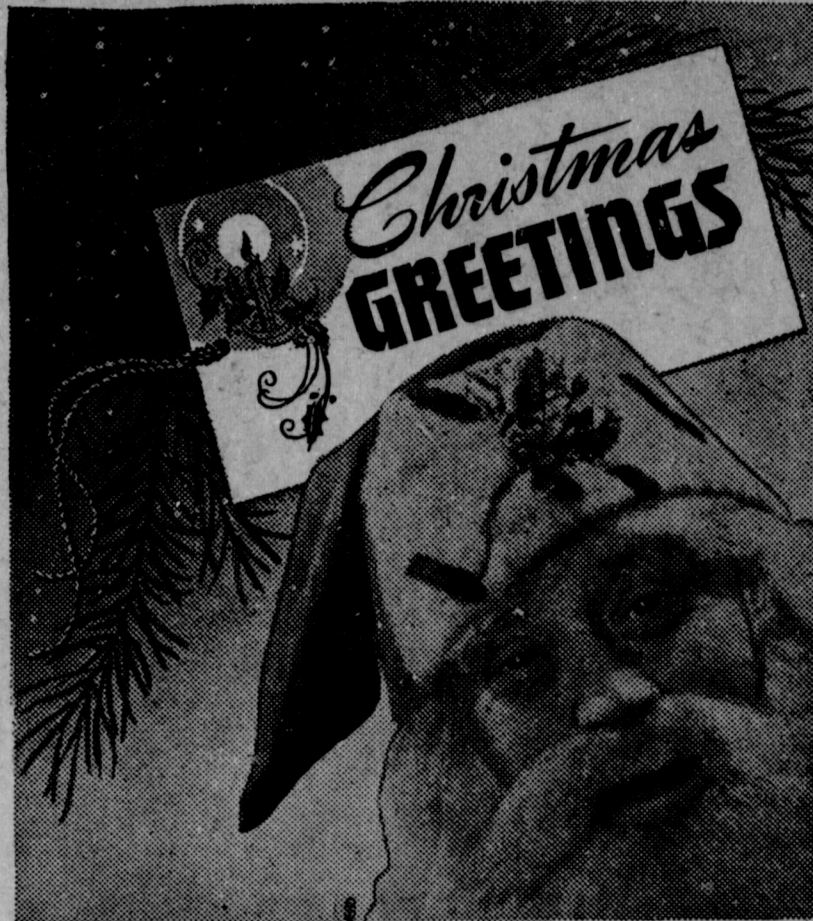
During the business session, preceding the program, Mrs. T. S. Myrick presided. Roll call was answered with gardens of the Bible, and committee reports were heard.

Mrs. Nick Miller told about work at the cemetery and stated that among improvements planned for the coming year are in the erection of a new fence at the cemetery and possibly the planting of an evergreen hedge along the walk from the church to the cemetery. She added, however, that at the present time these improvements are only plans and not at all definite.

Speaking for the sanitation committee, Mrs. Herbert Meurer, chairman, informed that the city will not be able to assist the League in sponsoring the quarterly clean-up campaigns. Heavy expenses incurred by the installation of the sewer will prevent the city from taking part in this activity for the next several months. Members then discussed means of sponsoring the clean-up unassisted.

Mrs. Joe Luke, highway planting chairman, advised that soon as the weather permits ground around the city markers will be beautified by the planting of shrubbery and that red bud bushes will be set out along the overpass.

Members also discussed a Christmas lighting contest which the club will sponsor.



In appreciation of your patronage and good will in 1940, the staff of The Muenster Enterprise joins in wishing you a—

## Merry Christmas

## County Red Cross Is \$200 Past Quota

### 200 Pounds of Clothing Sent To Missions

St. Anne's Mission Sewing Circle shipped more than 200 pounds of clothing, including 15 comforts and one pieced quilt, this week so that it will reach needy missions in time for Christmas. Mrs. John Eberhart, president of the society made the announcement during the regular monthly meeting of the circle last Thursday. The boxes were packed during the afternoon and shipment was made Monday.

One box was sent to a mission church in Arkansas, another to an orphanage in charge of Carmelite Sisters at San Antonio, and the third to the Central Bureau in St. Louis for further distribution.

Mrs. Frank Lutkenhaus, secretary, called the roll, which was answered by 14 members. It was announced that the goods being shipped was the circle's work since September, and that in addition, 5 other quilts were made and sold to derive funds to be used by the circle to carry on its activity.

During the afternoon, the usual mending work was done and one quilt was completed.

Refreshments of coffee and doughnuts were served at the close of the session to Mesdames John Eberhart, Henry Fette, Joe Walterscheid, William Walterscheid, Frank Kaiser, J. B. Wilde, Joe Swingler, Frank and Bill Kathman, I. A. Schoech, John Walter, Jake Pagel and Joe Luke and Miss Olivia Stock.

### CATCHES 45-POUND DRUM

One of the biggest drums caught in Texas was hauled out of Lake Kemp recently by W. O. Henderson and Oliver E. Barron of Electra. The huge drum weighed 45 pounds. The two anglers battled the freshwater monster for forty-five minutes before landing it. You figure how many steaks were cut from that Gaspargou. Most anglers are satisfied if they catch a two-pound drum.

The Red Cross fund in Cooke county has exceeded its goal by \$200. Claude Jones, financial secretary, announced during the weekend. The total amount contributed was \$1,211.90. Red Cross leaders had set the goal at \$1,000.

Muenster's contribution, turned in by Mrs. G. H. Hellman, local solicitor, was \$138.00.

Contributors here included H. G. Stelzer, Mrs. H. G. Stelzer, Woodie Chapman, Giles Lehertz, Waples Painter Co., Leo Henschel, J. N. Menrio, Muenster State Bank, R. N. Fette, Emmet Fette, Ray Hellman, Anna Hellman, William Hellman, Mary Wiedeman, Elfreda Luke, Dorothy Fette, Felix Becker, C. J. Fette, Rev. Frowin Koerd, Mrs. Angeline Fuhrbach, G. H. Hellman, Joe Fisher, Sr., Anna Trachta, Joe Walterscheid.

Henry Sicking, B. H. Schumacher, Jimmy Lehertz, Mrs. J. S. Horn, Alois Horn, Mrs. Gus Stelzer, Earl Fisher, J. B. Walker, Henry Trachta, Mrs. Annie Stinson, Joe Hacker, Jerome Pagel, Leo Appel, Muenster Mill, Muenster Beauty Shop, Ed Wolf, Lou Wolf, Mrs. Carra Pagel, Roman Trachta, Joe Trachta, Matt Schmitz, Henry Schmitz, Joe Parker, Frank Hoedebeck, Nick Yosten, FMA Store, Mrs. Katie Roberts, Rosa Driever, Gene Carter, Henry Bernauer, Al Wiseman, Robert Gruber, J. H. Flood, R. L. McNelly, J. W. Fisher, Ben Sicking, R. W. Trew, Henry Fette, Gus Reiter, Virgil Lee Welch.

Ben Luke, Mrs. Agnes Seyler, Ben Seyler, Luther Gentry, Betty Hartman, J. J. Wimmer, Dr. T. S. Myrick, C. J. Kaiser, Paul Nieball, Mrs. Paul Nieball, John Herr, Arthur Hellman, George Gehrig, John Marker, Alf Schumacher, Muenster Bakery, Mrs. Edna Fielder, Mrs. Joe Felderhoff, John Fette, Mrs. Vogel, Joe Otto, Frank Trubenbach, Justin Hess.

Barney Voth, Leo Voth, Leo Rohmer, Shamburger Lumber Co., Adolph Herr, Theo Miller, Herman Swirczynski, Joe Horn, Rudy Hellman, Farmers Marketing Association, John Kathman, Red Chain Feed Store, Henry Koehler, Nick Miller, Jacob Pagel, Jr., F. J. Schenk, H. P. Hennigan, Joe Luke, M. E. Evans, Luke Garage, Ben Hellman, Mrs. Fred Herr, Sr., and S. Yosten.



All of Us at Jimmy's  
Greet You and Wish You a  
Merry Christmas  
and a Happy New Year

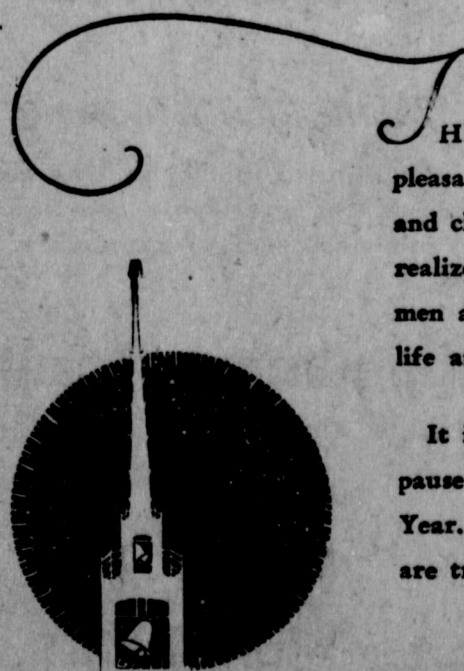
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## Jimmy's Service Station and Cafe

JIMMY LEHNERTZ

GEORGE MAE SCHUMACHER  
CATHERINE SWIRCZYNSKI  
TERESA HIRSCY

AL HORN  
PAT STELZER  
BERNIE SCHUMACHER



THE YULETIDE SEASON brings with it pleasant thoughts of friendships—tried, proven and cherished throughout the past. It makes us realize that friendly associations with our fellow men are invaluable in both public and private life and are above things material.

It is significant of the season, then, that we pause to say Merry Christmas and Happy New Year. And for your friendships and favors we are truly grateful.

## TEXAS OUT-O'-DOORS

### SQUIRRELS USING BRIDGE

An old bridge across the Neches River between Angelina and Trinity has served its best days for pedestrians and motor cars and was abandoned when a new highway was put through. However, squirrels still make use of the bridge, going back and forth over the river by using the iron framework of the bridge.

### FISH AT \$1.25 PER POUND

A fisherman on Eagle Mountain Lake paid for the members of the finny tribe he caught at the rate of \$1.25 per pound. The Fort Worth state game warden recently caught him with 75 pounds of fish in two illegal traps. His fine was \$100. Some fish nets are legal, but fish traps of the type used by the Fort Worth man are illegal. Sportsmen finding such traps in lakes or streams would be doing themselves and fellow fishermen considerable benefit if they reported the traps to the nearest game warden.

### BIGGEST FISH TALE OF 'EM ALL

We have heard of many things being used for fish bait, but a human tooth tops all of them in our estimation. A Mr. Welch, 85-year-old fisherman from Frisco, Texas, recently showed the state game and

## Many Good Wishes

Serving you has made this year one of the happiest of our experience in this community, and it is for this reason that we extend the Season's Greetings. May this Christmas be the most delightful you've ever had... and may GOD FORTUNE be with you in many ways during the coming year.



Jake Pagel, Jr.  
Muenster

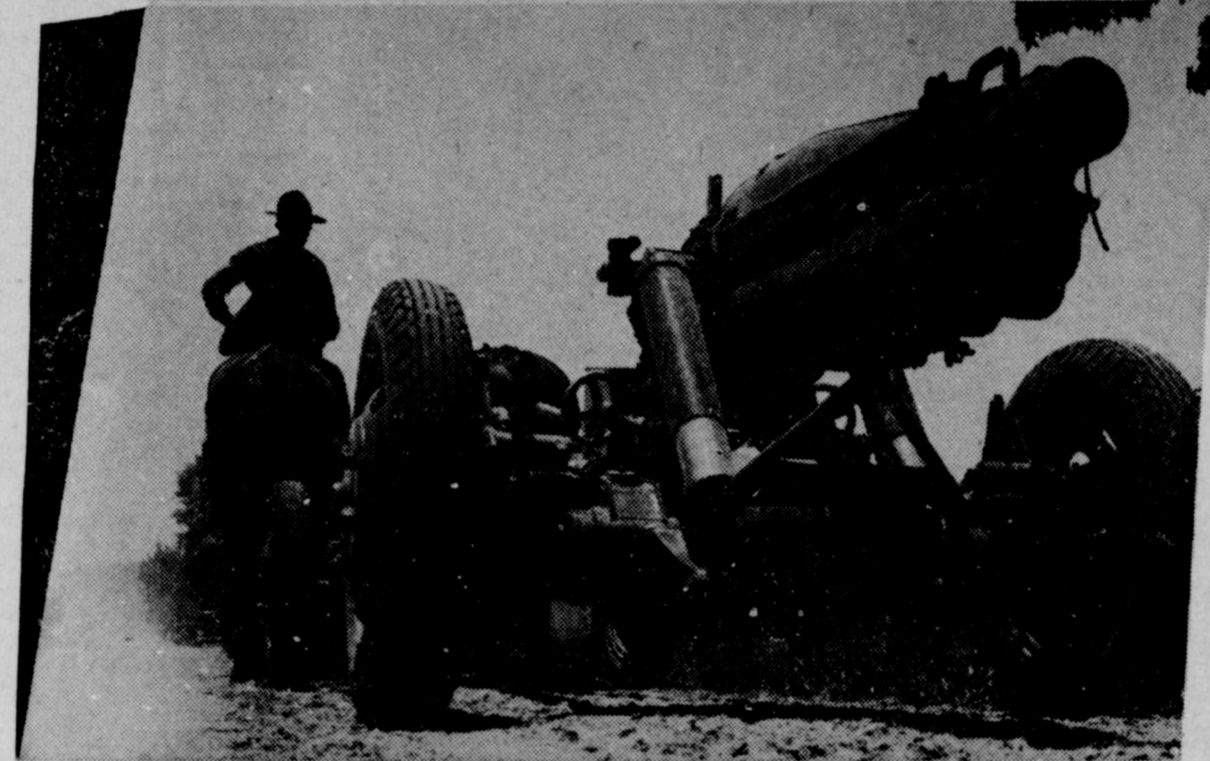
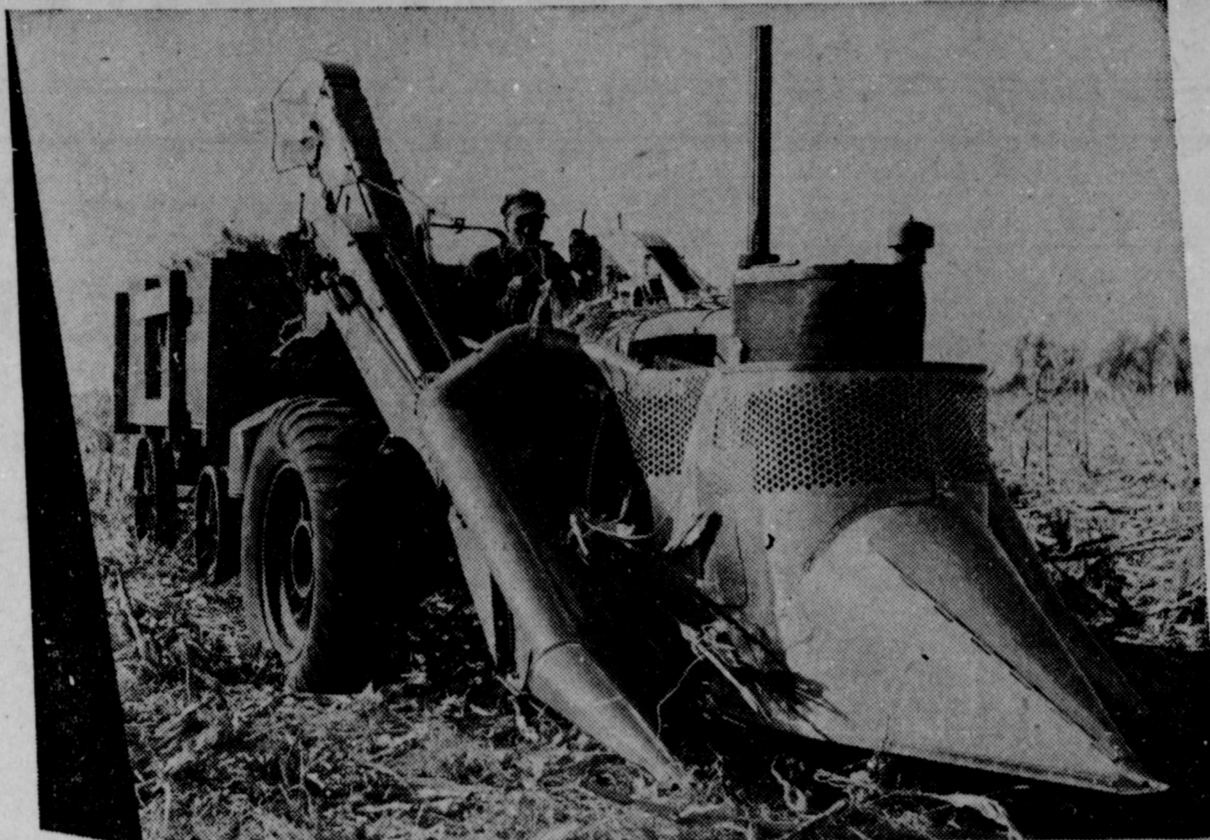


May the joys of the Christmas Season go with you throughout the coming year, and may your share of happiness be brightened by the acknowledgment of our appreciation of your past favor.

We gather our share of happiness by giving our service to this community and our cordial and heartfelt wishes for your prosperity and good health.

Economy Auto Store  
Gainesville

## Machines of Peace and War Defend the Nation



The peacetime corn picking machine at top looks as formidable as the wartime howitzer immediately below. Both play an important role in the nation's defense preparedness. Modern farming methods, along with the AAA Farm Program, assure the nation plenty of food for any emergency. In the nation's Ever-Normal Granary are nearly three billion bushels of corn, enough to fill a freight train reaching more than half way around the world.

fish warden on Lake Dallas two large white bass. His story:

"I was pretty disgusted late this afternoon for I hadn't caught a fish and I had the toothache, to boot. One of my teeth was very loose and I finally jerked it out of my jaw. I was willing to try anything to catch a fish, so I fastened the tooth to my hook and dropped it into the water. It was not long before I had a fine

white bass. Not much later a second white bass bit my tooth and here he is. But I lost the tooth in catching the second fish."

### HUNTERS BATTLE EACH OTHER

Thomas Clyde Lacy and his grandfather, F. H. Hicks, both of Marble Falls, Texas, fired at a deer so simultaneously recently that each thought he had killed the buck and neither knew the other had shot. That probably will happen once in ten thousand times. We heard of it once before.

After the shots, the hunters turned to each other and said: "Well I really put that one away." It was only after they had minutely examined the kill that it was determined that Thomas Lacy had shot high and the honor of killing the buck had fallen to grandfather, according to the Marble Falls Messenger.

### HUNTERS DOING WELL

Despite weather which has been, for the most part, not ideal for hunting, Texas nimrods have been bringing in thousands of deer this season. Storage houses throughout the Hill Country and other parts of Central Texas are full of bucks.

While hunters are out bagging their buck, the Texas Game Department continues its restocking pro-

gram so that in years to come more hunters will have more areas upon which to search for the odds with big antlers. Latest reports to the executive secretary of the Game Commission is that the deer-trapping crew working in South Texas has now trapped and transported to areas where deer have been shot out, a total of 211 bucks and does, of this number 129 were bucks.

The Game Department is using a new type of trap this season, one which catches a deer at a time. Trapping started weeks earlier this year than usual, but despite the abundance of feed in South Texas, the bucks and does are falling for the bait used in the trap, cottonseed cake and apples.

### How Did Christmas Trees Get Started?

The origin of the Christmas tree custom is obscure. In a collection of charming legends Dr. Donald Bond, instructor in English at the University of Chicago, quotes authorities who claim its source for France, Scandinavia, Egypt, England and Germany.

Only one legend connects the Christ child with the Christmas tree.

The story goes back to the manger at Bethlehem. Trees arrived from all over the world to do homage to the Divine Child. These included small fir, which attracted little attention. But suddenly, says the legend, star after star fell upon the fir until it shone with the brilliancy of 1,000 heavenly lights.

Germany is commonly believed to have introduced the decorated Christmas tree, since German emigrants brought the custom to America in 1843.

But whether its origin be pagan or Christian, the Christmas tree custom has developed a business of large proportions. About 111,000,000 electric Christmas tree bulbs are sold in America every year.

## 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.

## Butane Gas Sales Co.

OTIS COX GAINESVILLE



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.

## Red Chain Feed Store

Ed Rohmer Muenster Walter Becker



## In the Full Spirit

OF THIS JOYFUL SEASON  
WE EXTEND HEARTIEST WISHES  
FOR A

Merry  
Christmas

We Thank You Sincerely

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

## C. D. Shamburger Lumber Co.

Richard Trachta, Mgr.

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.

## Hennigan Motor Company

Muenster

# Odd Accidents of 1940 ---Amusing and Tragic

By PAUL JONES  
National Safety Council

CHICAGO.—Each year a surprising number of people discover new and novel ways of getting hurt. And the results are positively startling.

A man in Chicago, for example, is bitten by his own false teeth. A steel executive in Colorado rides out of his office on the cowcatcher of a locomotive. A proud father in Illinois tries to put a diaper on his new baby and ends up in the hospital.

Some of these odd accidents are amusing. Others are tragic. Put them all together and you find that Fate, the master showman, again has produced a literal hit parade of the year—the Oddities of 1940.

So, without further ado, on with the show!

Chief Clerk John Donnelly of the Cleveland Municipal court is quite a reader and frequently has his nose in a book. But one March day this year he had his nose in book ends—and it wasn't comfortable.

Donnelly was moving several books, in book ends, from one table to another. The books began to slip and he tried to push them back between the book ends with his chin. But the books fell anyway, and the book ends came plopping together with Donnelly's nose between them. It was well red.

### Samaritan Punished

Louis Durdy of Pana, Ill., can understand now why the man in the Bible had so much trouble finding a good Samaritan. Smelling smoke one November afternoon, Durdy dashed into a nearby hotel room and rescued a sleeping guest from a flaming mattress. Firemen came, seized the burning bedding and tossed it out the window. It landed on an automobile parked outside the hotel.

Yes, it was Durdy's auto. The auto was burned up, and so was Durdy—plenty!

Joseph Callahan of Chicago always had taken good care of his false teeth and, so far as he knew, they had no reason to dislike him. But one day as he dozed, he slipped off his chair. His teeth fell out and landed tooth-side up on the floor. Callahan's forehead struck them and they gave him a vicious bite.

When a calf lassoes a man—that's noose! The man, Edward Acree, was walking along a road near Brazil, Ind., when the man-puncher calf broke loose from its tethering stake and dashed across the highway, its chain swinging. Acree complains that the next thing he knew the calf had lassooed him with the chain.

Herbert Greenwald of Berwyn, Ill.,



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

**A. R. Porter**  
Gainesville



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.

**Dickerman Drug Store**  
Gainesville, Texas

## "HOUSEBREAKERS"



TIMAGAMI DISTRICT, ONT.—Claude McFarland, warden of the Ontario Department of Game and Fisheries, looks over damage done by bears to summer cabin of American family. Bears break in doors, windows and tear off the sides of buildings hunting for greasy frying pans, canned goods and other food. When places have been cleaned they turn over stoves, furniture, and closets out of pure mischief, or tear off sidewalls and paper roofing in search of grubs and worms—bear delicacies.

is a meticulous golfer and always tries to have his eye on the ball. But one day in October Greenwald switched the formula and had the ball on his eye.

### Lost a Stroke

Swinging lustily in the rough, Greenwald struck the ball squarely. It hit a nearby stone concealed in the grass, ricocheted straight upward and broke Greenwald's glasses into bits. The unhappy golfer not only was cut on the face, but he lost a stroke—and it was match play.

Jay J. Martin of Pueblo, Colo., is ready to believe that almost anything can happen in the steel business. Martin, a steel company executive, was seated at his desk one day, intending to stay there a while, when the next thing he knew, he was riding out of his office on the cowcatcher of a full-fledged locomotive.

At the end of his journey, which took him through a partition or so, Martin, understandably travel stained, learned that what had happened was that the locomotive jumped the track just outside his office and had come on in through the wall. Martin didn't take the same train back.

Bill Hiltbrand of Springfield, Mo., knows just how a hydraulic brake feels. He was drinking a bottle of soda pop in a filling station and discussing politics with a friend. Engrossed, he picked up a bottle and took a big swig. It wasn't the right bottle, and it wasn't even pop. It was brake fluid! The results weren't serious, however, for, as you might expect, Hiltbrand was able to stop quickly.

### "Painful" Experience

Bob Forde, strolling along in Marysville, Calif., wondered why the two men approaching him were walking so far apart. It wasn't neighborly. Forde decided to go between them. By the time he discovered they were carrying a big sheet of window glass, it was too late. Forde describes the experience as "painful."

George Lundgren, a proud new papa of Aurora, Ill., knew of course that diapers were intricate contraptions. But he had never regarded them as downright dangerous. How much a father has to learn!

Lundgren was earnestly arranging a diaper on his baby daughter when she squirmed and ungratefully took a poke at him.

Lundgren knew how to handle

that. He began to coo—and very nice cooing it was, too. But Lundgren is a two-way cooer; cooing out-bound and in-bound. And on an in-bound coo an open safety pin he was holding in his mouth when along with the coo and landed in his throat.

Lundgren was taken to the hospital, where an operation was performed to remove the pin.

Never have more things happened to the Kaczynski family, of the Pittsburgh Kaczynskis, than on a cold day last winter.

First, 6-year old Frank Kaczynski grabbed a charged wire and couldn't let go. Then his brother Walter, 8, grabbed Frank, and he couldn't let go. Then sister Anna, 17, heard about it and dashed for the scene, just in time to see her sister, Frances, 14, get struck by a car. As Anna ran to help Frances, a big dog ran up and bit Anna.

The commotion attracted brother John Kaczynski, 24, John chased the dog away and a few minutes later

the Kaczynskis began pouring into the hospital.

Frank and Walter were treated for burns, Frances for cuts and bruises and Anna for dog bite. The police sergeant who wrote it all up for the records was treated for writer's cramp and fervently hopes that if it all ever happens again, it will happen to Smiths.

Many a pedestrian has been struck by a hit and run driver. But to Mrs. Anna Martinelli of Johnston, R. I., goes the distinction of being the victim of a hit and run dog which itself was the victim of a hit and run driver. The driver hit the dog and fled. The dog hit Mrs. Martinelli and fled. Mrs. Martinelli did not flee. She had been knocked unconscious by the dog.

Police had one clew to identity of the hit-skip dog. They were reasonably sure its license number began with K-9.

In Chicago a dignified old gentleman was standing on a safety island waiting for a street car and having

no intention whatsoever of taking a taxicab. But he did. For as a passing taxi swerved sharply to miss another car, the back door flew open. It scooped up the nice old gentleman and deposited him gently on the floor of the cab, all set for a ride.

As Ralph Lyman of Clarinda, Ia., hurried to answer the 'phone he slipped and fell, but crawled painfully on to hear a voice say, "This is Doctor Burnett. Can you come right over and look at my furnace? It is broken."

"You'd better come right over and look at my leg first," replied Lyman. "It's broken, too."

And it was. Mrs. Olen Deatherage of Springfield, Ill., knew that some women

drivers can make an automobile do some mighty funny things. But she never dreamed she could run over herself, until she did it. Her car spun around after a collision, throwing her out the right door. Her body hit the gear lever and shoved the gear from low to reverse. As she fell from the car it backed up over her.

Yes, in these days anything can happen—and does!

**Muenster Realty Co.**  
Any Real Estate Work  
P. J. ROLLMAN  
Office in City Hall  
CITY LOTS FOR SALE

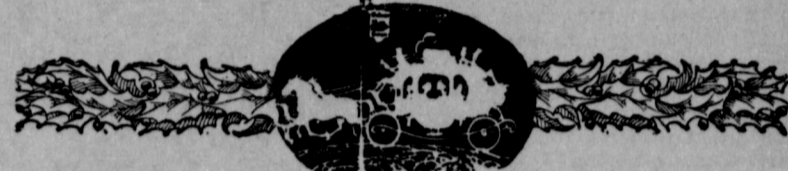


We wish you all the joys of the Christmas Season and sincerely hope that the coming months will bring you a large share of happiness and prosperity.

The management of this organization is joined by every employee in extending this Christmas Wish.

**H. E. MYERS & SONS**  
Gainesville, Texas

## 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.

**North Texas Motors**  
F. E. SCHMITZ P. W. HELLMAN  
Gainesville



and Thanks a Million-

FOR ALL FAVORS OF THE PAST YEAR. YOUR FRIENDLY CO-OPERATION HAS GIVEN THIS ORGANIZATION — YOUR ORGANIZATION — A FINE START DOWN THE ROAD TO SUCCESS. IT HAS BEEN A PLEASURE TO SERVE YOU.

The annual general meeting of this organization will be held January 8, 7:30 p. m. at the Parish Hall, Muenster

\*\*\*  
**Cooke County Electric Cooperative Association**



### Christmas in Other Lands

I wonder how you would like to spend your Christmas vacation wading in mud up to your knees, planting rice, or climbing tall palm trees, gathering coconuts, or hunting wild hogs and deer in the mountains among still wilder men?

The young people in the Philippine Islands spend their vacation this way, and when their day's work is over, they loiter about in the shade of the coconut palms and banana trees, eating their fruits and bathing in the warm waters of the south seas.

About eight thousand schools have been established in various provinces of the Philippines and in every one of these schools a Christmas program is given. These programs consist of Christmas carols and pieces telling of the real meaning of Christmas—the birth of Christ.

For nearly five hundred years the Filipinos have been observing Christmas, and almost every boy and girl knows the meaning of Christmas, and at Christmas time especially, the churches are actually crowded with the simple folk from city and country.

Although Christmas does not bring Christmas tree or Santa Claus and the reindeer sleigh to the little brown children, and the presents are few, they all enjoy themselves and probably have the real Christmas spirit as much as do the children in America.

Christmas in England is much like it is here in various ways. They usually have a white Christmas with cold weather and frosty fingers and toes.

The stores are all beautifully decorated and the streets hum with excited people hurrying to do their Christmas shopping. The people decorate their homes with wreaths, lights, and sometimes Christmas trees; and much delicious cooking and baking is done.

On Christmas day, the wheat that has hung over the mantelpiece since the harvest must be taken out and given to the best cow or ox in the stall. This is the remains of an ancient custom called "crying the heck" in Cornwall, and is done mostly in that territory. For the first two weeks in the New Year the people often dress up in disguise and go around to friends' houses, and the

## NAMES IN THE NEWS

IN THE AERONAUTICAL, AMUSEMENT, EDUCATIONAL, FINANCIAL, INDUSTRIAL, POLITICAL, PROFESSIONAL AND RELIGIOUS FIELDS.




**J.H. KINDELBERGER**  
DALLAS, TEXAS AND INGLEWOOD, CAL.

**BORN** MAY 8, 1895, WHEELING, WEST VA.; **EARNED** FIRST MONEY AS AN APPRENTICE IN A WHEELING FOUNDRY. **EARLY** SCHOOLING AT WHEELING—WITH ONE YEAR HIGH SCHOOL BEHIND HIM. **STUDIED** 20 HOURS A DAY FOR 7 MONTHS TO PASS ENTRANCE EXAMS CARNEGIE INSTITUTE OF TECHNOLOGY.

**ACHESON HALL CARNEGIE INSTITUTE OF TECHNOLOGY**

**PRES. FRESHMAN CLASS—ENTERED** ENGINEERING CORPS, WORLD WAR.—STARTED AS A DRAFTSMAN, GLENN L. MARTIN CO.—LATER APPOINTED CHIEF DRAFTSMAN AND ASS'T. CHIEF ENGINEER 1920; TRANSFERRED TO DOUGLAS AIRCRAFT CO., CHIEF ENGINEERING 1925; VICE PRES. CHARGE ENGINEERING 1929; RESIGNED 1934 TO HEAD NORTH AMERICAN AVIATION, INC. IN NEW FACTORY AT INGLEWOOD, CAL.

**MEMBER** MASONIC LODGE; DELTA Upsilon; FELLOW & VICE PRES. INSTITUTE OF AERONAUTICAL SCIENCES; GOVERNOR AERONAUTICAL CHAMBER OF COMMERCE OF AMERICA; DIRECTOR MANUFACTURERS AIRCRAFT ASSOCIATION; GUGGENHEIM AWARD ASSN. ON JUNE 14, 1939. HONORED WITH DEGREE OF DOCTOR OF ENGINEERING BY POLYTECHNICAL INSTITUTE OF BROOKLYN. AVERAGES 80,000 MILES TRAVEL A YEAR.

**GREATEST** AMBITION IS TO HEAD BUSIEST AVIATION PLANT PROVIDING SURPLUS OF WORK, AVOIDING ANY LAY-OFFS FOR EMPLOYEES, KNOWN AS "DUTCH" WHEREVER LANGUAGE OF AVIATION IS SPOKEN. FAVORITE SPORT: FOOTBALL; HOBBIES—AMATEUR PHOTOGRAPHY AND GARDENING. POSSESSES EXTRAORDINARY CAPACITY FOR WORK—HAS TAKEN NO FORMAL VACATION IN 20 YRS. INVENTED MANY AVIATION DEVICES, TENDING TOWARD PRODUCTION IMPROVEMENT.



**MR. J.H. KINDELBERGER, PRES. AND MANAGING DIRECTOR, NORTH AMERICAN AVIATION, INC., INGLEWOOD, CAL., AND NORTH AMERICAN AVIATION, INC. OF TEXAS PROMISES THE FIRST WARPLANE OFF THE ASSEMBLY LINE OF THEIR NEW \$7,000,000 PLANT NEAR DALLAS BY EARLY APRIL, 1941. PLANT WILL BE LARGEST AIR-CONDITIONED BUILDING IN WORLD, WHOLENESS, WILL OCCUPY MORE THAN 1,000,000 SQ. FT. FLOOR SPACE, WITH PEAK PRODUCTION 400 FIGHTING PLANES PER MO. EMPLOYMENT WILL BE GIVEN MORE THAN 12,000 MEN, WITH MONTHLY PAYROLL OF NEAR \$2,000,000. NORTH AMERICAN'S TEXAS FACTORY WILL BE FIRST NEW AIRPLANE PLANT, AT NEW LOCATION, TO BE CONSTRUCTED UNDER THE NATIONAL DEFENSE PROGRAM—IS ASSURED A BACKLOG TOTALING MORE THAN \$50,000,000 WHEN PRODUCTION STARTS NEXT APRIL.....**

worse they are dressed, the greater the fun.

The people in England do not neglect going to church at Christmas time. The schools and churches also have programs of carols and recitations.

Christmas in Hawaii is undoubtedly as beautiful as the isles themselves. The warm breeze plays in the crowns of the tall palm trees, in the

great mimosa and magnolia trees, and carries with it the intoxicating fragrance of thousands of blossoms even on Christmas Day. Thousands of flowers are picked at Christmas time, for even the children are decorated with wreaths and garlands and the homes must have their lovely bouquets and baskets. All the shops and all the homes exhibit beautiful Christmas trees but that is not enough, for the garden must have a tree, too that glitters with tinsel and shines with colored lights. The children are privileged to have a tree a week before Christmas so as to have a long time to enjoy it.

All the churches have services with living tableaux, representing birth of Christ. In the native Hawaiian church both the Madonna with the Child and the angels are nearly brown; in the Japanese church, they have slanting eyes, but the tableaux seem to have the same elevating effect on the onlookers.

On Christmas eve, there are Christmas feasts which are impressive. There is an abundance of sweet scented flowers on the tables, burning wax candles, white clad waiters, and joyous faces all around.

And then the feast. We start with a fruit cocktail prepared with the fragrant papaya, banana, the piquant bitter casaba melon, and a few more. Then comes celery and olives, salmon, chestnuts, and fresh mushrooms. Iced fruit, and then turkey with stuffing, vegetables, cranberry, and the warm plum pudding, ice cream and coffee.

The dusky people and the slanting-eyed ones all enjoy the celebrations to the end.

#### BLUEPRINT SERVICE OFFERED TO FARMERS WHO WANT TO BUILD

COLLEGE STATION.—Farm people who are planning to build anything from a chicken coop to a new home may now have the help of a

comprehensive publication in making their selections.

The publication, M. P. 360, "Plans of Farm Buildings for the Southern States," was compiled by extension agricultural engineers of the states listed and issued by the U. S. Department of Agriculture. Copies are now in the hands of county agricultural agents.

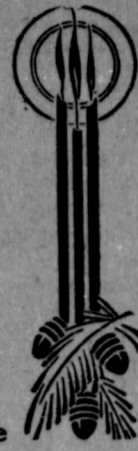
## Greetings

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.

**Arthur Todd Service Station**

535 N. Commerce

Gainesville



to All Our Friends

AND SINCERE GOOD WISHES FOR THE NEW YEAR

**Babcock Brothers**

AUTO SUPPLY STORE  
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.

**Ansley Bakery**  
Gainesville, Texas



## Merry Christmas

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.

**Tanner Furniture Company, Inc.**  
Gainesville, Texas

## Teague Company

Dixon at Elm

Gainesville



★ ★ ★ ★ ★

## WISHING YOU A JOLLY AMERICAN CHRISTMAS

★ ★ ★ ★ ★

# First Christmas Carol Sung by Angelic Choir

By JAY WALZ  
Cincinnati Inquirer

When the choir of angels hovered over the Bethlehem manger and sang, "Glory to God in the Highest, and on Earth Peace, Goodwill Toward Men," they not only heralded the arrival of a King but established a custom for celebrating His birth.

These heavenly choristers were the first carolers, their song the first of a great repertoire of hymns with which a world for 1,940 years has set aside its wars and worries to make way for the spirit of Christmas.

Once more the Christmas minstrels are tuning their instruments and conditioning their voices. You'll hear them in church, over the radio, and, maybe from the front doorstep where a band of joyous singers may very likely pause to serenade you with a stanza of "It Came Upon A Midnight Clear."

This song, along with "Silent Night, Holy Night," "Hark, the Herald Angels Sing," "O Little Town of

Bethlehem," will be sung many times this Christmas. And on every hand we will hear expressions of joy and "Aren't the carols beautiful?" Probably the lovers of these Christmas songs don't care for technicalities at such a time; and yet, if this story is to be truthful, it must point out that carols, strictly speaking, are scarce articles these days.

"Silent Night, Holy Night" Not a Carol

Will you believe that "Silent Night," and "O Little Town" are not carols? Or that carols, the real ones, are so little known in this country that only a few persons can name one for every finger on a single hand? I didn't either, until I took a look at a list of the better known ones—better known, I should add, in the eyes of authoritative hymnologists. Here are a few: God Rest You Merry Gentlemen; A Virgin Unspotted; The First Noel; Seven Joys of Mary; A Child This Day Is Born; The Angel Gabriel; I Saw

## IN FULL FLIGHT



Three Ships; The Black Decree; Holy in the Log; Cherry Tree Carol; The Wassail Song, and Dives and Lazarus.

These are just a few of the titles one comes across when he looks into the history of carols and unusual they sound, indeed, until more of the story is told. You see, the name "carol" wasn't born in church. It was created by Latin laymen who used it to designate the act of "dancing in a ring." And carols came to be sung in church because laymen began to associate their merry dancing songs with the most joyous day in the Christian calendar.

Collectors Sift Their Beauty

Such spontaneous outbursts are responsible for a whole line of carols that have come down to us as traditional. Little is known of their beginnings and only in recent times has it been possible to acquire a collection of them.

A fellow who had spent years of leisure time gathering up these folk songs lamented to me recently that none of the collections to the present time had done justice to the original carols. He said the collectors, usually musicians themselves, tampered extensively with the original scores, spoiling their beauty.

That is the criticism that Vaughn Williams, noted living English composer and hymnologist, levels against the collection of 70 old carols compiled by the mid-Victorian Sir John Stanley, Stanier, according to Williams, adapted the carols he found to the musical modes of his own day—a day when sweet harmonies were in vogue.

Nevertheless, the printed collections tell us something about the ages of some of the carols. The earliest one, about which anything is known, was written by John Barkley, a friar of Norwich, in the reign of Richard II. Another carol, "Saul-tacioum" one of the finest songs in literature, came out of medieval times. The "Coventry Carol" was written in 1591. The "Boar's Head Carol" (1521) is believed to be the first printed carol—it was included in a manuscript now in the Bodleian Library at Oxford University, England.

Puritans Forbade Christmas Carols

It's pleasant to think that the carolers you will hear outside your home Christmas Eve are carrying out an ancient custom of friendliness and good cheer. It was through such singing, indeed, that carols were preserved for centuries. Yet unnumbered Yuletide carols were lost forever because singing them was once frowned upon.

Puritan England believed carols, always associated with feasting and gaiety, altogether out of keeping with the spirit of Christmas, and public performance of carols was forbidden.

Imagine carols being chanted in secret! They actually were, and it fell upon underground channels to carry to us many of the tunes and verses that once were so much a part of the lives of singing folk.

The Restoration ended Puritanism, but it did not bring back the carols—neither did the sophisticated eighteenth century. About 100 years ago interest in the old songs was revived. Experts began searches to find the old songs and singing them because, once more, the fashion.

Community Singing Relatively New In The United States

In the United States caroling is becoming more popular each year. The National Bureau of Advancement of Music, interested in the subjects, has made some surveys. It reports that in 1918 only 39 American cities conducted community carol

singing. Ten years later there were 2,025 carol singing cities.

Much of the singing, of course, isn't official enough to be counted in such a Nation-wide review. It's common practice again for young folk to band together spontaneously on Christmas Eve—just as young people did in medieval times and launch a round of serenading. They will stop to sing a verse, or two, almost anywhere, and a home harboring the sick is almost sure to be visited.

"Silent Night," one of the most popular of our Christmas songs,

while not a traditional carol, is as romantic as if it had sprung from some spirited song fest of early times. This beloved song will play an important part in our Christmas observance this year.

**Joe Schmitz**

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



## Compliments OF THE SEASON



We'd like to wish each of you all the Joys of the Yuletide Season because we feel deeply grateful to all our friends whom we have had the privilege of serving.

May the New Year see the realization of your every ambition... and may you enjoy health, happiness and prosperity through the years to come.

**SCHAD & PULTE**

East Side of Courthouse.

Phone 109

Gainesville, Texas

# 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.

**Home Furniture Company**

Gainesville, Texas

# MERRY CHRISTMAS

We are hoping that each of you enjoy the Merriest Christmas ever.

Your consideration of this firm in the past has been of tremendous importance and it is with gratitude for your patronage that we extend our most cordial good wishes for the Yuletide Season.

**MONTGOMERY WARD**

Gainesville, Texas

## TO Mother "From the Family"



GIVING PRESENTS TO Mother is surely

among the topmost joys of Christmas. She is so appreciative of the loving thoughtfulness which prompts each gift. Mothers enjoy practical gifts. Electrical things are practical. They are beautiful, too. Here are a few suggestions for gifts to Mother... "from the Family":

- Irons . . . . . \$ 2.45 up
- Waffle Irons . . . . . \$ 2.95
- Refrigerators . . . . . \$9.50 up
- Grills . . . . . 4.95
- Mixers . . . . . 12.85 up
- Vacuum Cleaners . . . . . 19.95
- Clocks . . . . . 2.95 up
- Electric Ranges . . . . . \$9.50
- Radio, Table Console . . . . . 9.95 up
- I. E. S. Lamps . . . . . 2.95
- Toasters . . . . . 1.65 up
- Clothes Washers . . . . . 49.95
- Roasters . . . . . 14.95 up
- Irons . . . . . 29.75

Shop Early at Stores where you

THERE is a greater variety of Electrical Things this year than ever before... making it possible to include everyone on your Electrical Gift List. Stores where Electrical Things are sold are truly Christmas Shopping Headquarters. Shop early!

GIVE SOMETHING  
Electrical  
THIS CHRISTMAS

ELECTRICAL GIFTS will bring double joy: First, because they are so lovely; and, second, because their use brings comfort and convenience at low cost. TP&L's cheap electricity adds to the joy through the years of each electrical gift.

**TEXAS POWER & LIGHT COMPANY**

**ELECTRICAL  
APPLIANCE  
DEALER**

# Highlights of the Past Year's News Passes in Review

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. 22.—Frank Seyler, community pioneer, dies December 14, after

extended illness. Muenster people are interested in co-operative plan for hospitalization.

Dec. 29.—Monte Stanforth, Sr., well known oil man is seriously hurt in local field accident. Minor flu epidemic sweeps community.

Jan. 5.—Charles Stelzer, 34, pioneer of community, dies after long illness. Nick Mosman, Gainesville banker, dies after brief illness.

Jan. 12.—Coldest weather in 7 years brings 4 inches of snow. Catholic Daughters of America observe 25 years of activity in Muenster with services and social.

Jan. 19.—\$25,781 granted for Muenster sewer, Ed Gossett's message advises of allotment by WPA. Rosa Bezner, Lindsay, dies at age of 86 years.

Jan. 26.—Discussions begin on construction of new church for Muenster, many "ifs" stand in way. Persistent and intensive cold weather grips Muenster.

Feb. 2.—City debates on rural fire department. Matt Schmitz goes to Dallas hospital with broken foot.

Feb. 9.—Roger Townsley, Myra mail carrier, dies of heart attack.

Feb. 16.—Farmers turn to replanting frozen crops.

Feb. 23.—Mrs. B. J. Lutkenhaus, Muenster's oldest resident, dies at age of 90 years, had resided here since '91. Muenster High girls win county volleyball title. County candidates begin tossing hats in ring. Ideal slow rain is good for crops.

March 1.—Election date is set to vote on consolidation of Muenster-Coppers schools. Mrs. Augusta Thelosen, 79, dies at Lindsay. J. H. Flood is new superintendent of local REA, replacing J. W. Hess. City meets last requirements for sewer construction.

March 8.—Increase noted in improvement and building activity here. Oil development shifts north and east of Muenster. Hospital proposal has to wait—too many irons in fire.

March 15.—Muenster favors soil conservation by vote of 89-12. Project fails to secure two-thirds majority, however. G. T. Andress, 85, dies at Myra. Sketches of proposed new church are put on display.

March 22.—Muenster-Coppers

school merger gets approval in vote. March 29.—Formal opening of new bank building is held. More than 700 visitors attend. AAA helps farmers plan 1940 crops.

April 5.—Sixteenth decennial census count begins here. Largest school election ticket in Muenster history causes little excitement. Muenster places in five events at County meet. Construction is begun on Jimmy's Cafe.

April 12.—Highway accident is fatal to three. T. C. Wages, William Harmon and Georgia Ray Blakey are victims. Finest rain in two years falls here.

April 19.—WPA crew begins work on sewer installation. Mrs. Lula Biffle, aged Myra resident, dies of pneumonia. Eleanor Henschel is chosen Muenster duchess for Circus Round-up at Gainesville. Extension of REA line to Walnut Bend is OK'd.

April 26.—Sewer project progressing favorably. Church committee is ready to begin on finance campaign. County farmers get almost \$50,000 for soil improvement. More school mergers are anticipated. Holy Name Society installs pool table at club room.

May 3.—Campaign for soil project originates here. Muenster's first air conditioned home is occupied as J. B. Wolfe family moves in new home. Work on sewer delayed by "million dollar" rain. M. J. Endres returns to store duties after illness.

May 10.—Census count of Muenster listed as 595. Nick Miller and I. A. Schoech are sworn in a city councilmen. Knights of Columbus install bowling alley.

May 17.—Joseph Geray, 45, buried at Lindsay. War relief drive begun by Red Cross. Dozens are bit by bowling bug. Milk production nears peak. Mary Wiedeman of Wichita Falls gets school appointment.

May 24.—Grain crops ravaged by hail storm, additional damage caused by cloudburst and flood, greatest damage done to Wolf Ridge area, northeast of Muenster and north of Lindsay. Muenster Civic League and Garden Club presents annual flower show; wedding gown parade and novelty hats are featured.

May 31.—Parochial and Public schools close term, begin vacations. Muenster's share of Red Cross war relief fund totals \$123.16. Consolidation plan meets opposition. June 7.—Community begins harvesting, prospects are fair.

June 14.—Local grain yield is impaired by excessive moisture, cool weather aids in development of rust. E. B. Luna, 57, dies at Myra. Local cheese plant gets Meadowlake milk during strike.

June 21.—Grain molds and sprouts in shocks as rain continues. Muenster is host to 9 cities at water-works meet. Re-organizing plan offered by Muenster Refinery.

June 28.—Threshers here start running. Wheat yields from 2 to 20 bushels, oats generally good. Hearing set for another soil project. Work begins on WPA road south of town. Candidates decide not to sponsor traditional speaking rally.

July 5.—Damage caused by storm is extensive but not serious, gale passes quickly followed by rain. School merger election fails by 4 votes; rejected by Spring Hill; favored by Van Slyke, Hays and Wolf Ridge.

July 12.—Injury received in Fourth of July crash is fatal to Robert Starke; Herman Bindel and Robert Herr, his companions, not seriously hurt in auto accident just south of Red River. Most threshers running. Both of Muenster's WPA projects show steady progress.

July 19.—Creditors reject refinery's plan to resume operations. Center parking is unsafe—must stop.

says city. Local Knights sponsor group installation of K. C. officers of district.

July 26.—Muenster's first home owned airplane is ordered by Bernie Schumacher. Candidates make final appeal before election.

August 2.—Gossett, Atchison, Townsley, Boyd, Felker, Bezner, Howeth, win in primary election. Sullivant, T. Pace, Reese, have no opposition. Lynch-Wilson, Hamilton-Hayes, Pace-Robertson, will have run-off. FMA to spent \$3,500 on new building and vault. Merger of four schools fails by one vote. 42nd annual Catholic State League Convention closes at Windthorst denouncing Fifth Column. Silage yields are twice as large as normal, plenty of rain is cause.

August 9.—Final preparations are made for Cooke County Fair.

August 16.—Cooke County Fair opens, sets new attendance record. More than 500 attend motorcycle races here. Another hearing on refinery case is set. Bridge south of town is under construction.

August 23.—Father Francis is named pastor of Windthorst parish, farewell gatherings and gifts are tribute to fine record here. Rev. Richard Evidel, new assistant pastor, arrives from Corpus Christi. Muenster Gin prepares for best prospects in years. City Council declares war on mosquitoes.

August 30.—Death claims F. X. Schad, 70, Gainesville pioneer, and Mrs. Victoria Zimmerer, pioneer of Lindsay community since 1895. Run-off vote favors Hays, Wilson and Pace. Sheriff's race is one of hottest in history of county, margin was only 16 votes. Muenster straw vote gives lead to Wilkie.

Sept. 6.—Clem Hermes, 83, of Lindsay dies. Weinzapfel is named supervisor of proposed soil section. Sept. 13.—Robert Yosten brings in first bale of season's cotton. Mayor declares weekend as city clean-up days. Percy Tempel, former Muenster youth dies at Fort Worth in a car-bicycle crash. Firemen plan annual benefit dance.

Sept. 20.—Muenster's two schools open with 340 pupils enrolled. Anthony Luke opens garage in H-5 building. Muenster bakery resumes operation in old bank building. Bernie Schumacher receives his airplane. Muenster Refinery goes into bankruptcy.

Sept. 27.—Proposal to raze old church not approved; structure must remain until parish has sufficient fund to start new building. Signs are right for greater activity in local fields. Mrs. Catherine Zimmerer of Lindsay dies at age of 58.

register draft age men. Personal backing for church fund is asked by pastor. Bowlers form league. Sinclair builds pipe line to Linn-TCU field.

Oct. 11.—Mrs. Frank Yosten, 46, dies of heart ailment. Otto Schmitt, 74, of Lindsay dies. Henschel test well is good producer. John Fette is run over by heavy plow; escapes with minor scratches.

Oct. 18.—231 men register at Muenster for selective service. Walter Becker and Ed Rohmer begin business, have feed store. Parish hits new all time high in organiza-

tion of discussion clubs, eight groups are active. New road surface job begun north of Muenster.

October 25.—Electric Co-op to build 102 miles of line. School trustees approve hot lunch counter for school.

Nov. 1.—City is at attention as draft number are drawn, Roman Trachta's number, 192, is second drawn. Thanksgiving turkey market opens at FMA plant.

Nov. 8.—First rush of turkey season nets 3 cars. Record ballot is cast in presidential election, Wilkie leads Roosevelt here, Democrats win other races. Sidney Huchtons "grows" inch and half to get into army. Lindsay bowlers win tourney, entertain with party.

Nov. 15.—Short turkey season nets only 5 cars. Weekend rain followed by wintry blast. Ralph Richards and Chester Bentley escape injury in car accident. Ted and Lee Yoth and Raymond Laux, likewise not hurt during weekend collision. Work suspended on Valley Creek school project.

Nov. 22.—Annual Red Cross roll call met with open purses here, totals \$138. City may not finish sewer on WPA fund. First hot lunches served at public school. Garden club has tea and chrysanthemum show.

Nov. 29.—Wettest November since 1927, soil in fine condition. Staking begins on 100-mile extension for electric co-op. Parish observes Nov. 28 as Thanksgiving with parish dinner, picnic and dance. Best in history.

Dec. 6.—Late turkey season opens here Tuesday. John Sieger, pioneer of early days, buried in California. Santa visits school children.

Dec. 13.—Death claims two Lindsay residents, Charles Loerwald, 57, and Mrs. Joseph Krebs, 72. City applies for new WPA sewer grant to finish work. Diphtheria scare has no terrors for Muenster children, all

are immunized. Turkey volume at FMA this season exceeds 6 cars. Mrs. Joe Horn, former resident, dies at Spokane, Wash. Taylor firm gets contract for REA line.

Over 100,00 new products have appeared on the American market since 1900.



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

**Bone Furniture**  
Gainesville



CHRISTMAS seems to renew our obligation of gratitude to the community which we so gladly serve. We're grateful for the patronage you have given us in the months past and pledge anew to serve you faithfully in the future.

**HAPPY NEW YEAR**

**The Ladies Shop**

West Side Courthouse  
Mrs. J. P. Goslin Miss Ruth Craven

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

**Commerce Street Store**  
Pete Briscoe  
Gainesville

## 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



**First State Bank**  
Gainesville, Texas

**A Merry Christmas**  
**Happy New Year**

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

**A. J. Estes**  
311 N. Commerce  
Gainesville

# Cardial Greetings



*We've Been Wishin' You A Merry Christmas for a Great Many Years*

And we haven't seen the time yet that it didn't give us a pleasant experience. Each year we are more appreciative of the friendships and patronage that has been ours. Each Yuletide season has found us more determined to serve you better during the coming year.

This year is no exception. We are truly grateful and fully aware of your part in the progress of this organization. We value your continued good-will and trust that we may merit it for many more years to come.



**Crystal Creamery & Gainesville Ice Company**

## Santa Really Shouldn't Be Out On Christmas

Santa Claus, the jolly, big hearted old boy who has become the outstanding symbol of Christmas, really does not belong in the Christmas picture at all. His day is December 6, not December 25. Furthermore he is not fat, nor rosy cheeked, nor garbed in red, nor does he float

through the air behind Donner and Blitzen and the rest of that famous reindeer team.

Santa Claus is a contraction for Saint Nicholas, who happened to be a flesh and blood character born in a little Italian village. During his lifetime the man distinguished him-

### TRY ORIOLE FLOUR

Finer and Better Than Ever

**Whaley Mill & Elevator Co.**

Gainesville



And Thanks---

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

**Kaden the Florist**

Phone 570

Gainesville



## To Our Friends

May we have the pleasure of extending to you, one and all, our sincere desire for all the good things that you may wish for... Our ever increasing circle of friends has made this Christmas a very happy one for us... and we only hope that you, too, will receive your share of happiness.

For your fine patronage we are thankful and ask that we may continue to serve you in the years to come.

**HAPPY  
NEW YEAR**

**HERR MOTOR CO.**

Muenster Texas

### ELECTRIFIED FARM FACTS

**BEFORE ELECTRICITY**  
THE LONG DAYS WORK BEGINS.  
IT'S FROM DAWN TO DUSK AND AFTER.  
**POWER AND THE LAND** IS THE FIRST MOVIE TO SHOW A COMPLETE DAY ON THE FARM--MADE BY REAL FARM PEOPLE

**POWER AND THE LAND**  
A MOVIE ON RURAL ELECTRICITY  
FARM NEIGHBORS COOPERATE ON BIG JOBS SUCH AS CORN CUTTING... NATURALLY THE PARKINSONS AND THEIR NEIGHBORS WORK TOGETHER TO GET ELECTRICITY

THE FILM SHOWS HOW THE COMFORT AND CONVENIENCE OF THE CITY CAME TO THE FARM

R. ADDISON FOR R&A

self by acts of kindness, especially to children, and after death he was accepted as the patron saint of sailors and children. Commemorating his memory, it became a custom to visit children on his feast day, December 6, and distribute gifts and delicacies in his name.

Saint Nick wore the robe of a cleric, carried a miter and staff and rode a gray horse. Those items were included in the general array of the Santa who made the rounds on December 6. Such was the Santa first introduced to America by Dutch settlers. But coming to the new world made a new man out of him.

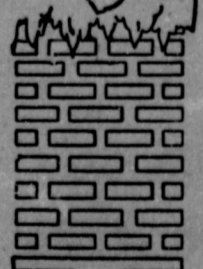
Santa has changed in disposition as well as in appearance. He's not as serious as he used to be. There was a time when he spanked children for neglecting their lessons or disobeying parents. He was solicitous for the child's welfare as well as his appetite, and the little toughies dreaded his coming as much as the well behaved children anticipated it.

Almost all of us in the twentieth century know Old Saint Nick by his modern attire, but many, especially those who felt the influence of more recent immigration from Central Europe recall also that he came around on December 6, loaded with fruit and candy—and there was as much discipline as generosity about his visit. When he patted a kid on the head for being good that child felt he had been amply rewarded for weeks of gallant effort. That is the kind of Santa Claus still known to many European children.

In the meantime the transformed, Americanized Santa Claus has taken much of the European field. He's getting the bulk of the Christmas mail that used to be addressed to "Krist-Kind," he's getting credit for filling Christmas stockings, and he's neglecting his December 6 calls. The traditional Saint Nicholas, though holding his own in some localities, is definitely slipping.

It is a change that many old timers do not approve. They prefer children devoted to the Christ Child rather than Santa Claus, they prefer to have children think the Christ Child rather than Santa is responsible for the lovely favors of Christmas morn. The same is true for old Saint Nick. He seemed to have the modern Santa bested in persuading children to be good.

Please Patronize Our Advertisers



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

**MERRY CHRISTMAS  
and  
HAPPY NEW YEAR  
H. S. Wilde**

Tractors & Implements  
414 N. Commerce — Gainesville

*Merry Christmas*

**Wimpy's Radio Service**

At Fisher's Market

Muenster



We Greet You

on this happy day and thank you for your kind patronage during 1940.

### Last Minute Gift Suggestions

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

"The Old Reliable"

**Waples Painter Co.**

Leo N. Henscheid, Mgr.

Muenster

Enterprise Ads Bring Results!



**A MERRY CHRISTMAS  
AND A  
BRIGHT AND HAPPY  
NEW YEAR**



As another Christmas comes around we feel that we have an unpaid obligation, an obligation of gratitude. Friends of this institution have made possible a certain amount of progress and prosperity for our organization. These friendships have been an enjoyable experience, one in which we believe we have the confidence and esteem of the people whom we strive to serve. And now, all we ask is the privilege of a continuance of these fine relationships to enable us to look forward with genuine enthusiasm to the future.

Season's Greetings

to All Our Friends



**Muenster State Bank**

"A Good Bank To Be With"  
Muenster, Texas



### Christmas Only Another Day On French Calendar

VICHY, France.—Christmas will be little more than a date on the calendar for Frenchmen this year but the Yuletide season will be devoted to relieving the plight of French prisoners in Germany.

Conquered France will see little of the traditional good cheer, fellowship and family reunion that in the past have symbolized the holiday spirit.

For there are 2,000,000 Frenchmen—the cream of the nation's youth—behind barbed wire fences of German prison camps from East Prussia to occupied France. There is hardly a French family that has not some member missing.

**850,000 Parcels**  
Thus, this year, Santa Claus is not a bearded old gentleman. He is represented by hundreds of white-coated young women working double-time to prepare 850,000 parcels intended to make the lot of the prisoners a less discouraging one on Christmas eve.

Marshal Henri Philippe Petain has taken personal responsibility for preparing gifts for 25,000 prisoners. His parcels will contain cigarettes, biscuits, cocoa, coffee and gingerbread and be labeled, "Happy Christmas from Marshal Petain."

The Brazilian Red Cross, Swiss Red Cross and International Red Cross have sent in canned meat, biscuits, coffee, cocoa, chocolates and articles of clothing to aid in prepar-

ing the bundles, which are being made up at three stations.

For those at home, the specter of rationing looms. Geese and their livers, so dear to Frenchmen, will be scarce as a result of the incorporation into the Reich of Alsace-Lorraine. Champagne also will be difficult to obtain, for 12,000,000 bottles from the famous Rheims cellars have been sent to Germany.

**Perfume Prohibited**  
Shops are making a brave display with what little restricted production can provide. Women's hose are scarce even at twice and three times the normal price and the sale of perfume is prohibited because alcohol is needed as a gasoline "ersatz" to operate automobiles.

Toy shops have undergone the biggest change and in place of the glittering metal model bombers, tanks, and guns, there are sombre wooden farm implements, horsecarts, cows and sheep in keeping with the government's "back to the land" drive.

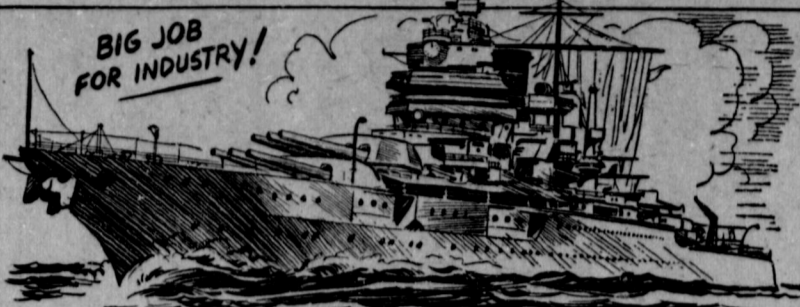
Any sort of merrymaking, such as public dances, will be sharply curtailed by early curfews.

**SAME THING**

Father: "My son, I won't have you constantly at the bottom of the class as you are—"

Age Seven (bored): "Can't see it matters myself, Pa. They teach the same thing at both ends."

### THE POCKETBOOK OF KNOWLEDGE BY TOPPS



30 TONS of BLUEPRINTS GO INTO THE BUILDING OF A BATTLESHIP!



### Poinsettias

Poinsettias are among the most appropriate plants for home decoration at Christmas time and with proper care they may be easily preserved. They are native to the semi-tropics and were discovered in Mexico by an American minister to that country. Joel R. Poinsett, for whom they were named.

The botanical name of Poinsettia is Euphorbia pulcherrima; it belongs to the Spurge family and in its native habitat is a shrub of 10 feet or more in height. Since this plant is of a semi-tropical nature it requires constant warmth and humidity which if supplied will prevent the dropping of the leaves when it is transferred from the humid air of the green-house to the dry air of the average home.

The Poinsettia needs sun, a warm moist atmosphere and plenty of water when blooming. It thrives best in a temperature ranging from 70 to 80 degrees Fahrenheit; it is sensitive to sudden changes in temperature and it must never be placed in a direct draft. If the temperature drops below 60 degrees at night the leaves will turn yellow and fall prematurely.

The plant should be promptly placed in a sunny window as soon as received.

The Poinsettia, frequently known as the "Christmas Flower," is the only flower introduced by America and used the world over for Christmas decoration.

### "Jolly Old Saint Nicholas"

(OLD SONG)

Jolly old Saint Nicholas,  
Lean your ear this way!  
Don't you tell a single soul  
What I'm going to say:  
Christmas Eve is coming soon;  
Now, you dear old man,  
Whisper what you'll bring to me;  
Tell me if you can.

When the clock is striking twelve



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

Ray Hellman  
Muenster

### 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.

### Perry Machinery Co.

Hugh Perry, Mgr. Albert Kubis, Salesman  
Gainesville, Texas



### 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.

### Muenster Milling Company

Frank and Roy, Props.

What Would Christmas Be Without Friends?



Just Another Wednesday!

We extend to you, one and all, our sincerest wish for the Merriest Christmas ever, and for happiness and success through 1941.

For your fine patronage we thank you, and ask that we may continue to serve you in the years to come.

### Hoelker Grocery

Lindsay, Texas

Old Santa Couldn't Do More!



If we could turn old Santa loose, with instructions to be particularly good to each of those who have been so thoughtful of us, we believe the jolly old gentleman would have a difficult time in getting around this year.

That's why we are so anxious to extend our sincere good wishes to all, and to wish for you and yours all the joys and happiness that you so richly deserve.

### Clayton Dry Goods Co.

Gainesville, Texas

### Wishing You A MERRY CHRISTMAS

May Every Day Be a Holiday



Given our choice of good wishes for our friends, we'd like to see the Christmas Spirit manifest every day of the year. It is that time when the whole world is kin, when petty differences are forgotten and friendships are bound together in a closer relationship, when worries are left behind and the future looks more cheerful than ever before.

This institution plans to maintain this policy throughout the coming year; it is our pledge to show you we appreciate every courtesy and favor that has been ours. So we say again

Sincere Good Wishes



for Every Day in the Year

### M. J. ENDRES

Muenster, Texas