

### A proclamation by Governor Price Daniel designating this week as "Texas Livestock Market Week" is an appropriate occasion to present a few in- D. teresting facts about a business Primary Election which has a most important bearing on the economy of this state . . . and of this commun- Democratic Primary last Satity.

A convenient measure of its value is the fact that it sold over 8.5 million head of livestock in the state last year for a gross total of more than \$700 million. That included about 5,505,000 cattle besides the mil- out of a qualified total of a-

Over 81 per cent of those cattle were sold by auction markets such as we have at Muenster. Scattered over the state are 172 auction markets. Four the county and district contests. The same slip-proof treat- the county from a copperhead district administrative personnel of the falls. The same slip-proof treat- the factorily from a copperhead hospital, along with the archi-

# MUENSTER ENTERPRISE

VOLUME XXVI

Muenster Picks Wostly Losers in Voters of Muenster in the

60 per cent of their estimated voting strength. The other was

in favoring the losers in most 20 cents for children. of the contests. Only 489 persons voted here

lions of sheep, goats and hogs. bout 800, and in several races as well as all three referendum

proposals they saw their favorite candidate or issue go down in defeat.

Swimming Pool **Opening Set for** Saturday, May 26 Opening date for the Muenster swimming pool has been

set for Saturday May 26. The city council announced the date patient at the VA Hospital in

coat of paint and the concrete around it has been given an

application of non-skid sub-

NEWS OF THE SICK Walter Becker continues as

MUENSTER, COOKE COUNTY, TEXAS

after its meeting Monday night McKinney, undergoing tests and and also disclosed that Coach observation. Cheering him with urday ran up two poor records. Glenn Richardson will be man- a visit Tuesday were his parager and Karen Endres will be ents, the Felix Beckers, ac- for construction bids. life guard. Admission charge companied by his sister Mrs. will be 40 cents for adults and Ollie Sicking and daughters

Preparations for opening are Gainesville. On this visit they practically complete City Man- found Walter in a different ager Steve Moster said this room. He's in Ward 55 now and week. Walls and floor of the mentioned looking forward to Hospital Authority directors pool have been given a new mail call.

Directors' Okay water tower beginning the first week of June. Plans for the Muenster hospital are complete and are now receiving their a final checkterior finish will be a plastic up before requests are sent out best material yet discovered for The present schedule preserving the interior of wa-Architect J. R. Killebrew is to Shirley and Helen May of ask for bids on May 28 and to ter storage tanks. open the bids on June 28. Plans were shown here Tuesday in a special meeting of the

MAY 11, 1962

Inside, Outside

Snazzy Fixup for

**Completed Plans** 

For Hospital Get

and Sisters Mildred Felderhoff Tommy Neil Huchton has the Benedictine Convent, Jonesand Thomasina Walterscheid of ing on seams and pits. That ate address. been dismissed from the Sani- boro, Ark., which will furnish work will restore the interior hospital, along with the archi-

Crowded Week Water Tower OKd Awaits Students A new look, both outside and inside, is contracted for the city

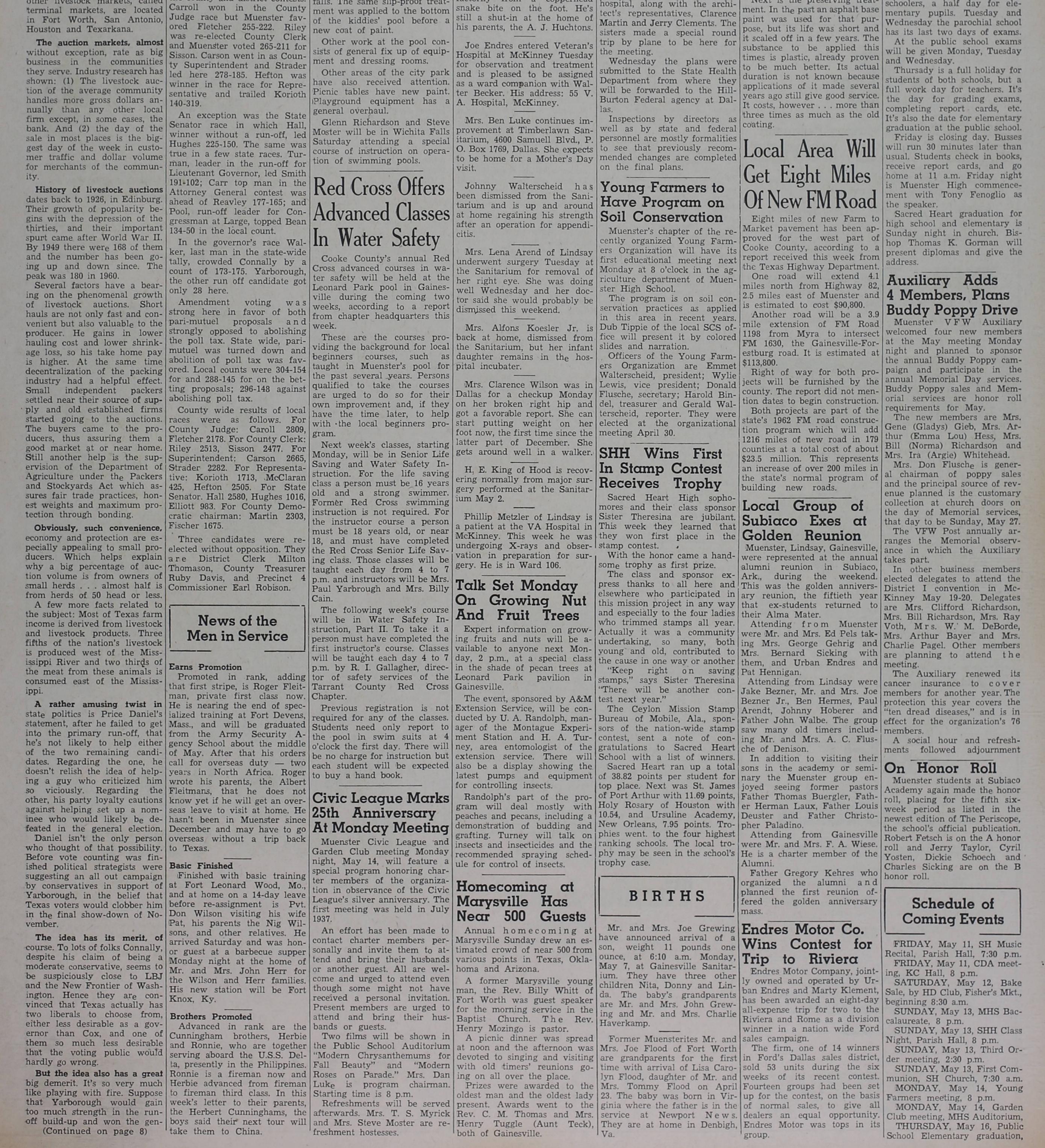
NUMBER 25

A crowded schedule awaits The new exterior color will the students of both local be light blue and the new in- schools next week.

At Sacerd Heart it starts Fripaint which is hailed as the day with the first day of final exams.

Sunday night the seniors of Sacred Heart will have their Water Tank Service Co. of class night program in the Dallas will do the entire job for parish hall. At the same time \$3945. As in the past, the work Muenster High School will includes complete cleaning and hold its baccalaureate service sand blasting of the tank inter- with The Reverend Max Love ior then all the necessary weld- af Myra giving the baccalaure-

Monday is campus day at surface to first class condition. Sacred Heart, all day for high Next is the preserving treat- schoolers, a half day for ele-



### PAGE TWO MAY 11, 1962

THE MUENSTER ENTERPRISE

### THE MUENSTER ENTERPRISE

PUBLISHED EVERY FRIDAY - MUENSTER, COOKE COUNTY, TEXAS R. N. Fette, Editor Subscription Rates: In Cooke Co., \$2.00; Outside Cooke Co., \$2.50 Entered as Second-class matter December 11, 1936, at post office at Muenster, Texas, under the Act of March 2, 1879.



free press that some of our THE RIGHT TO KNOW newspapers and magazines have By Rosalie M. Gordon One of the most frequently broken into print about this discussed stories in Washing- - those still conscious of the ton these days concerns at- people's right-to-know. One tempts by administration of- phase of this subject affects ficials to kid the American peo- Washington correspondents and ple. It is a tribute to our still reporters, radio and TV news-



nity, the present leaders of our government are trying to use all these people to build what is called an 'image" of them-Any erroneous reflection upon is called an image of them-the character, standing or repu- selves in the public mind. U. S. tation of any person, firm or corporation that may appear in News & World Report, in its the Enterprise will be corrected April 9th issue, told how this upon being brought to the attechnique works in a factual tention of the Publisher.

article called "The Kennedy 'Image' - How It Is built." U.S. News calls the technique the "carrot-and-stick" approach. Newsmen are invited to the White House for private talks with the President, perhaps given an exclusive story or other favors. That's the carrot.

casters and commentators,

columnists, magazine writers

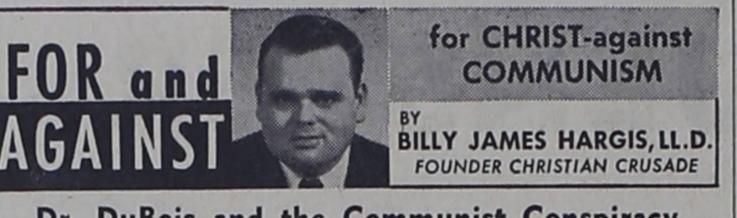
and owners of our news media.

In the language of the Madison

Avenue public-relations frater-

and, of course, the publishers

If the newsman does not report the story as the President or his White House staff wishes, then he may come in for a severe going-over by the President himself, or discover that he no longer gets important who follow the NAACP line of stories from the White House staff. That's the stick. U. S. News said the White House staff even has suggested the exact language to be used in a story and if it does not appear that



### Dr. DuBois and the Communist Conspiracy

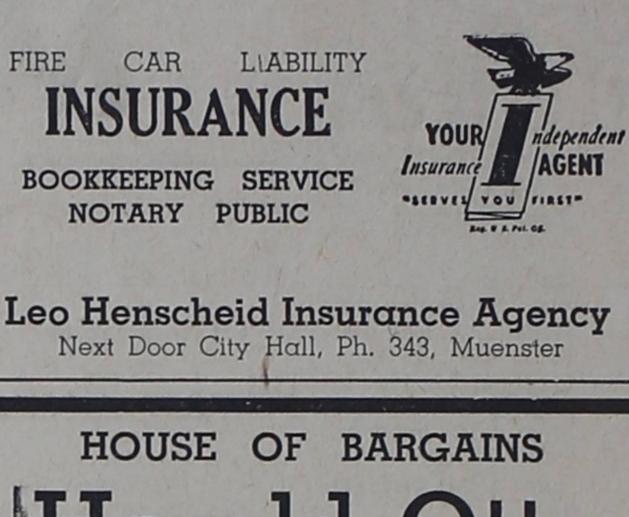
Front-page headlines in the with a dinner by the Red Chin-November 26, 1961 communist ese government on his 91st Worker announced that "Dr.

W.E.B. DuBois Joins Communist Party." The Worker reported referred to as "the ultra-right" that in a letter to the Commun- have been trying to alert fellow ist Party Dr. DuBois declared citizens to the facts about W. that "Capitalism" was "doomed to self-destruction," and that "Communism . . . is the only way of human life." Dr. DuBois went on to express the communist confidence that "In the end Communism will triumph." He told Gus Hall that he wanted "to help to bring that day."

W.E.B. DuBois has long been never see or hear the facts. one of the top idols of those racial agitation. He was the only Negro among the founders of the NAACP and served as one of its leaders for years. The last information we have showed DuBois to be Honorary Chair- ies have opened in the wall of

birthday. Informed Americans, often E. B. DuBois for years. Leftwing liberals met these facts with smear attacks on those presenting them, just as they do on most issues involving the perils confronting our nation. Once again the so-called ultra-right has been proven correct, but many who should know will

A feature article by Editor James E. Jackson in the November 26, 1961 Worker explained one of the reasons for the Du-Bois action. Jackson wrote: "Dr. DuBois . . . has stepped into the breach that the ultra-reactionar-



FIRE

Harold Otts NEW AND USED Furniture

Your Cooke County HOTPOINT Dealer South Side Courthouse Square

Maki

Way

BO

eac

eve

rece

 $\mathbf{C}$ 



### Modern, Famous Massey Ferguson **BALERS – RAKES – MOWERS**

BALERS - No. 3 or No. 10, never has to be greased, optional wire or twine tie.

RAKES - Completely sealed bearings, mounted or drag type.

MOWERS — Mounted or drag type.

**Biffle Brothers** 

Your Massey Ferguson Dealer



way, the reporter is in for teleman of the NAACP. phone calls from the White House. In the case of editors, columnists, publishers and others, there are frequent invitations to luncheon or dinner at

the White House, at which they are effectively "buttered up." It is expected that they causes. W.E.B. DuBois has servwill then spread this butter over the actual activities and munist Party's Jefferson School moves of the government when they transmit them to their

readers. It is not easy, particularly if you are a working newsman in Washington, to resist this sort of White House pressure though, fortunately, some manage to do so. In the case of

Informed Americans know ... Dr. DuBois' principled act

deep in operations of the com- Act and the mounting attacks munist conspiracy for years. He has a record of over 75 affiliations with communist fronts and ed on the faculty of the Comof Social Science. His articles have been featured in communist publications, and his books

have been pushed by the communists for years. The Sovietcontrolled World Peace Council has awarded its Peace Prize to DuBois, and he was honored 2, Oklahoma.

that Dr. DuBois has been neck is a blow against the McCarran on the Communists and their Party ...

> The awakening which has been stirring in America must increase rapidly. Thinking people must seek out the facts and ignore completely propaganda of the left, regardless of how respectable the source may seem.

Address your questions to Dr. Hargis, Christian Crusade, Tulsa

editors, columnists, publishers gation of this illegal use of fed-| The right to life comes from others, it is only human to be flattered and perhaps influnced eral employees as propagandists. God and to live it one does not Incidentally, in the last year have to deprive others. The by this technique of what has nearly 80,000 new employees right of liberty comes from God been called "feet under the White House table." Then, of have been added to the federal and one may enjoy it without course, there is the tremendous payroll which now numbers taking it from others. The right power inherent in the threat close to 2,500,000 - all paid to pursue happiness or enjoy of government action, if you with your tax dollars. what we have created also do not behave, in the form of But the critical point is that comes from God and does not suits, licenses, tax reprisals representative government can- involve taking anything from and so forth. There is not much not survive when the people's others. . . . We in America are use becoming incensed at ad- right-to-k now is interfered discovering ourselves in the ministration officials for trying with and when their represent- position of having gone far beto use all the power we have atives act under pressure from yond the basic three rights handed them in order to pro- a federal bureaucracy rather named above. We hear of other ject a certain "image" of them- than in the interests of the added 'rights' - which sound good at first, but which have selves in our minds. But the people themselves. already led us a long way down

CHICKEN FEED

Did you ever see a million

The continent of Africa home they submit to this pressure. dollars? to a growing family of nations Any newsman who colors his You will, if you go to this — is three times the size of the stories to suit White House year's Seattle World's Fair. A image- makers should be summillion silver dollars - weighmarily fired. Any editor, coling 30 tons - will be on dis-

umnist or publisher who can-not resist this technique should It's a sure bet that most view-if ers will be thinking, "Boy, if vitations or wear blinders and I only had that pile of dough!" ear-plugs when he puts his feet Who wouldn't? But the sad under the White House table. Another assault on our minds | truth is that if you earned a million in the course of a year, - particularly on the minds of our congressional representa- and if you head the average American family of four people, tives - goes along with this, you'd have to pay out \$856,910 and stems from the federal bureaucracy itself. For instance in federal income taxes - plus whatever state and local taxes the president of the American Farm Bureau Federation has you are liable for. Moreover, that million dollars, charged that part-time employees of the Agricultural Depart- big as it looks to the vast mament, paid by the American jority of us, is a tiny drop in taxpayers, are used to put pres- a huge bucket when it comes sure on members of Congress to government spending. It for the administration's farm would, for instance, meet the plans. Senator John J. Williams interest costs on the national has pointed to the use of civil debt for just one hour and three service employees as govern- minutes - or pay the salaries ment propagandists. It is against of federal civilian employes for the law for federal civil service a mere hour and 27 minutes. employees to lobby for or a- So, the question becomes: gainst legislation, but last Feb- "Where is a million dollars ruary the administration made chicken feed? Answer: "In a rule that they could go be- Washington, D. C." fore so-called "interested public groups" to talk for — not When it comes to medical against - administration leg- care, who should the public beislation. Some senators who lieve - the professional men have not submitted to what are of medicine or the liberal polijokingly known on Capitol Hill ticians who want to buy votes as "brainwashing sessions" with a handout of free hos-(senators and congressmen get pitalization? The answer should the same White House treat- be obvious - health is a matment as newsmen and publish- ter that should not be turned ers) have demanded an investi- over to political witch doctors.



If someone in the Class of '62 means something special to you, WATTS BROS. is the place to select a perfect present to honor the student. We've gifts galore that rate magna cum laude with the graduate — and they're all sensibly priced to enable you to give the most for the money you spend. Come in today and choose a gift that will win an "A" for Appreciation.

Watts Bros. Pharmacy

Gainesville

To the Citizens

veniences of modern living when you install a Jensen Automatic Water System. 17 sizes to choose from - one for every ome, ranch or arm need. It's he sensible way to get efficient, low-cost water pumping.





14 ft. Texas Maid boat, Sportsman trailer, Johnson 40 HP motor with electric starter, battery and battery box, controls, running lights.



## In All The World

the path of socialism. . . .

No one is more understanding or more qualified to serve ycu.

Carroll

& SON

GEO. J.

# **Of Cooke County**

I wish to express my sincere appreciation for giving me the opportunity to serve you as your County School Superintendent.

I shall endeavor to fill this position to the best of my ability.

My humble appreciation and gratitude go to the tireless efforts of those who helped me in the campaign.



To The Voters Of Cooke County

I thank all of those who voted for me for County Chairman, and I am not mad at those who did not.

**Only \$1095** 

### FISHING RIG

19 ft. Lone Star boat with steering and controls, 12 HP Buccaneer motor, home-made trailer.

**Only \$325** 

## Schad & Pulte

Gainesville

. . . for your kind expression of confidence in me as your county clerk.

I am grateful for your vote.

I pledge to continue giving you my very best in courteous and efficient service.

J.H. Riley

However, I urge all of you who want a SOUND, PAY-AS-YOU-GO GOVERNMENT in Austin to work and vote for JOHN CONNALLY on June 2. Thanks

# F.W. Fischer



my fashion designs woven with new Fortrel®

endent

ENT

су

ning

1 for

your

best

ro to

1 the

n

air-

AY-

md



Muenster

FRANKLIN LIFE

INSURANCE CO.



Also Other Items Galore To Delight the Graduate

Wrist watches Sport shirts Jewelry Tee shirts Lingerie Billfolds Sportswear Belts Cosmetics Ties Hand bags Socks Hair dryers Cameras Record players Record albums **GE Transistor & Clock Radios Ball Point Pens** by Paper Mate, Sheaffer and Parker

No uniforms ever fit you better, flattered you more, or behaved more beautifully! Tiffiny designed them in an amazing new piqué of 65% Fortrel polyester and 35% cotton. Fortrel, the fiber that combines lively good looks and brilliant performance, is exclusively Tiffiny's for uniforms. That's why new Tiffiny designs keep their fashion look all day-without crushing or wilting. And laundering them is a breeze! See our entire Tiffiny collection, woven with new Fortrel. They're the uniforms that have everything!

Shown: Style No. 01906-Petal collar Tiffiny, full skirt, (short or 3/4 sleeves). Sizes 8.20, 8.20 tall, 5.15. \$15.98



Always practical, always appreciated, is something to wear . . . especially when it's from The Manhattan, Cooke County's favorite store for men and boys.

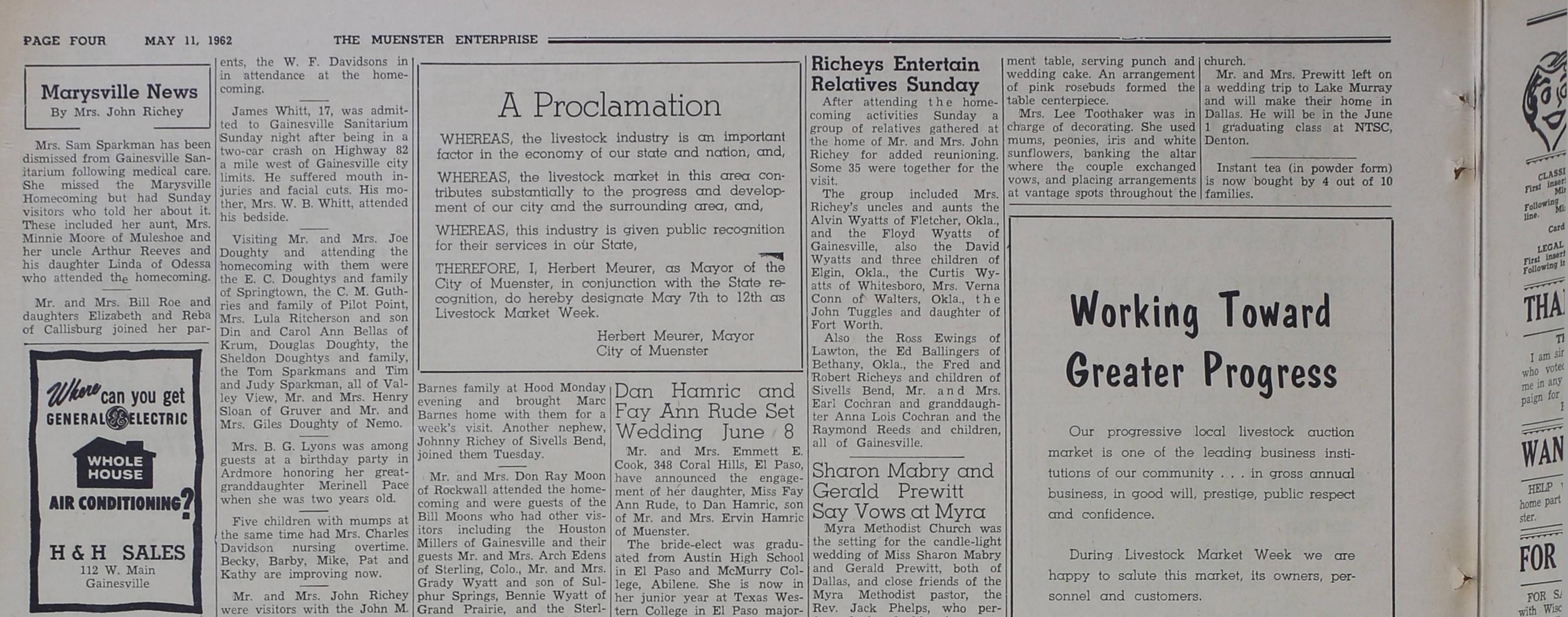
Come and choose from loads of new arrivals in sport shirts, dress shirts, pajamas, swim suits, jewelry, slacks, sport coats . . . or, in case you can't decide, give a GIFT CERTIFICATE and let him select.

The Manhattan Clothiers "THE MAN'S STORE IN GAINESVILLE"

Shop Ben Franklin and Save 5-10 BEN FRANKLIN 5-10

LOCALLY OWNED -- NATIONALLY KNOWN

Tony Luke, Muenster



Family Reunion

day, a group of Mrs. B. G.

tions of the family together,

along with Mrs. Lyons' sisters

and brothers, nieces and

rephews. About 40 joined the

Present were Aubrey Sapp

of Scotsdale, Ariz., Mr. and

Mrs. E. W. Holcomb of Stan-

ton, Mr. and Mrs. R. A. Sapp and Mr. and Mrs. Jack Butts

of Gainesville, Mrs. Queenie

Bone and son Lucian Bone of

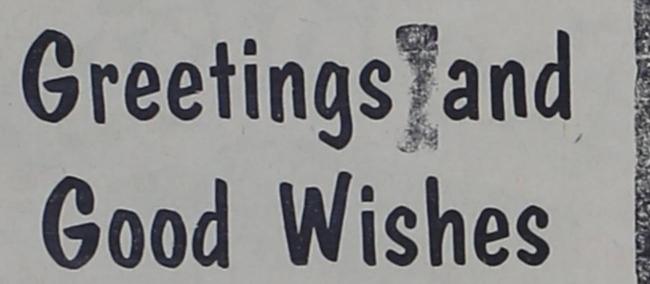
Also Mrs. Lyons' daughters

Mrs. Vivian Maupin of San

and daughters Merinell and

get-together.

Dallas.



We are proud to serve area farmers and ranchers who are creating increased wealth for our people through production and sale of livestock, an important part of our growing agricultural income.

It has been a pleasure to serve so many of you through the years, and we look forward to many more years of friendly relationship.

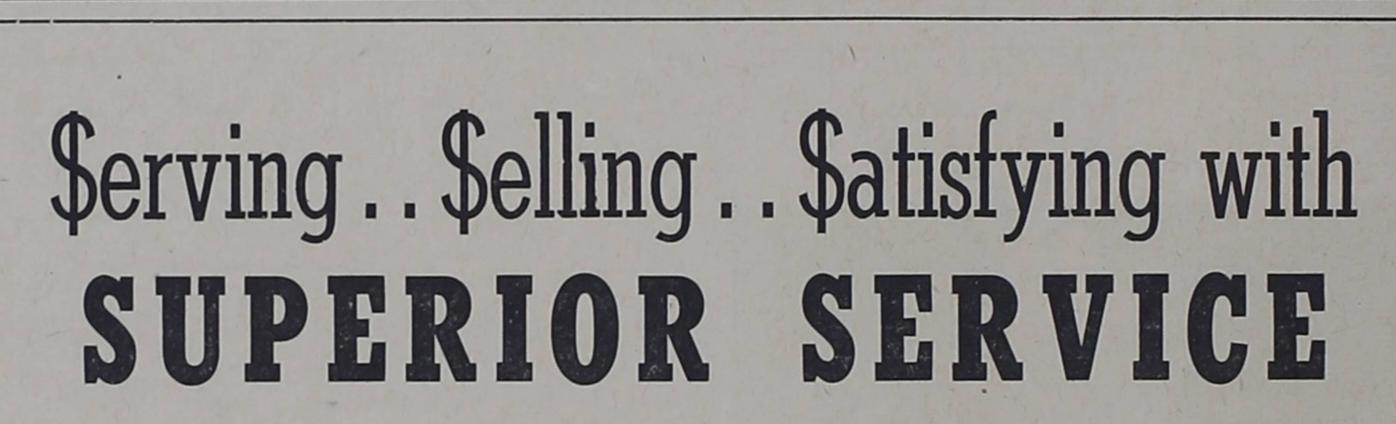


were visitors with the John M. Grand Prairie, and the Sterl- tern College in El Paso major- Rev. Jack Phelps, who pering in physical education. She formed the double ring cereing McCools of Gainesville.

is a member of the Orchesis mony.

Mr. and Mrs. Douglas Robison Modern Dance Club, Dormitory | The groom's parents, Mr. and and children of Spur spent the Council and the Gold-diggers. Mrs. Major Prewitt, attended weekend with his parents, the The prospective groom was the couple. Mrs. Phelps voca-Earl Robisons, and attended graduated from Muenster High list, accompanied by Mrs. Myrthe homecoming with them. and attended Oklahoma Uni- tle Biffle, provided wedding versity. He is in his senior year music. Mrs. Lyons Hosts

at Texas Western College ma- The bride wore a navy blue joring in mathematics. He is suit and carried a white orchid, president of Alpha Phi Omega Her veil was of white tulle After reunioning at the Engineering Fraternity and draped from a bandeau. homecoming at Marysville Sun- treasurer of the Scabbard and After the ceremony, ladies of the church honored the newly-Blade at TWC. Lyons' relatives went to her The wedding is planned for weds with a reception. Mrs. home for additional visiting. June 8 at St. Matthew's Catho- Jake Biffle Jr. and Mrs. Parker The visit brought four genera- lic Church in El Paso. Fears presided at the refresh-



Every day . . . every week . . . every month . . . every year . . . MORE and MORE thrifty and progressive livestock producers - from the Red River to the Gulf, from the Rio Grande through the piney woods of East Texas — are selling their cattle and calves, hogs, sheep, lambs and goats at conveniently located, modernly equipped and efficiently operated local livestock auction markets.

Card

Arnie Wi

FOR SA

rooms. Co

Ph. 43-R-1

Āu

Fai

Water

Bids can

box until

opened the

der gets ti

Sch

Buc

Thorsen

wrenches,

Fully gua

Muenst

SPECIA

1962 Harl

\$488.00 (

cycle & sc

Motor Co.

ita Falls.

W

IOI

dit

No

for

Best wishes, too, to our farm and ranch friends whose patronage has built our fine local livestock market.

C. D. Shamburger Lumber Co. Dick Trachta, Mgr., Muenster



This popularity is the result of courteous faithful service, high standards of honesty and integrity, consistent performance in the best interests of our consignors. And during "Livestock Market Week," we again renew our pledge to strive tirelessly and conscientiously to improve and expand our services and facilities and to increase our operating efficiency in the best interest of our growing number of customers whose loyal patronage and support has built this market.

We cordially invite you to consign your livestock to us - save those long hauls, that costly shrink, spare yourself valuable time, extra trouble — and get maximum market service and maximum buyer competition at the most minimum cost.

And, remember, we are happy to assist with your market problems - experienced, expert counsel and friendly, sound advice for the benefit and profit of livestock producers in our area. Call on us anytime — we're always at your service!

## BUY . . . SELL . . . at Our Friendly Modern **Livestock Auction Market** YES! The "Top Dollar" Way . . . The Auction Way Is More Convenient, More Economical, More Profitable

# SPECIAL SALE Stockers and Dogie Calves



WHEN THE ATTENT



vitt left on ke Murray t home in a the June at NTSC,

vder form) out of 10

tion

nsti-

Iual

pect

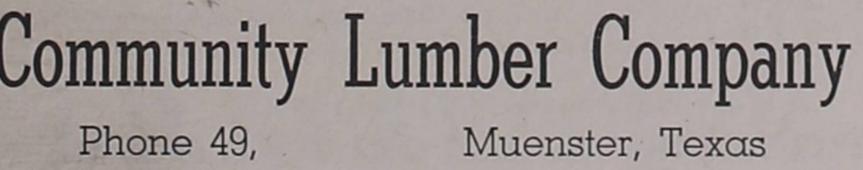
are

per-

nch

10-

.0.



### THE MUENSTER ENTERPRISE PAGE SIX MAY 11, 1962 bilee celebration at Windthorst. A government is not an earn- Patio Party Fetes assisted by their parents. Sodality girls plan program for | er - but merely a spender -Dancing to recordings, games IT HAPPENED Mothers Day. Thirty-three chil- a distributor of our taxes. Any- Fifty Schoolmates Gilbert-Dars watch and refreshments of soft drinks dren are in Solemn Communion thing that President Kennedy Sixth, seventh and eighth and cookies kept the young 25 YEARS AGO repair class here. The Lawrence Wim- or any President for that mat- graders of Muenster Public crowd entertained. mers announce arrival of Tim. ter, says he will give to the School - about 50 young Pvt. Arnold Muller leaves for people, he must first take from people - were guests at the Sanders Jewelry May 9, 1937 overseas service. Lindsay Post- them. In such a process we Dick Cain home Wednesday 107 S. Commerce, G'ville GAINESVILLE, TER master Ewald Hoelker is a shut- inevitably grow poorer for the night, after their awards ban-Fleet of trucks begins movin on account of a sprained an- vital point that many miss, is quet, for a patio party. Chris ing dirt on new highway 51; that the money comes from all and Debbie Cain invited the hills are being cut for minimum group and shared host duties of us. sight distance of 800 feet. Ten **15 YEARS AGO** Muenster young men join KCs Thank You... May 9, 1947 at Sherman initiation. Gaines-BEFORE BUYING ville Little Theatre will pre-Three inch rain gives comsent play here Tuesday. Mrs. munity crops a good soaking. INSURANCE August Walterscheid is recov- City Council okays warehouse FAIRBANKS-MORSE . . it is important to know if for the privilege of serving another ering from surgery in Sherman. and fire station. R. R. Tucker, QUALITY-BUILT WATER PUMPS your agent will be available to Insurance AGENT Muenster Hatchery closes suc- 65, dies at Bulcher. Muenster term as commissioner of Precinct 4. assist you on claim settlements. cessful season, the first in its has first summer weather Sun--SERVES TOU DIESTnew building on Main Street. day when mercury soars to 96 WE WILL! Gertrude Roberg is recovering degrees. Fire Chief Jimmy J.E. "Earl" Robison For professional insurance service see from a tonsillectomy. Boy Lehnertz gets siren for his car. Scouts take exams to win merit Bernice Haverkamp and Ray J. M. Weinzapfel Insurance Agency badges. Myra school ends term Kupper marry. Bill Hoehn be-Herbert Meurer J. M. Weinzapfel Earl Fisher with graduation exercises. gins work at Fisher's Market. Representing only old line stock companies Earl Swingler wins car at VFW 20 YEARS AGO benefit party. Ben Hermes is May 8, 1942 back at home in Lindsay re-Nine students are in Sac- covering from a serious leg facred Heart graduation; three ture that kept him in the hosfinish at Public School. Loss pital several weeks. Work proof sight afflicts Father Frowin gresses in construction of Kais-**CF**&I this week. A total of 1574 sug- er-Meurer building and RMW ar rationing books are issued Service Station. here the first three days. Vote **10 YEARS AGO** Daler wire rejects Muenster-Hays school merger. Cooke County farm-May 9, 1952 ers vote wheat quota. Large Contractor for new Sacgroup from here at golden jured Heart Church starts mov-TOP TIP ing in. Mrs. J. C. Trachta is recovering from major surgery. AN EXTRA SERVICE City Council approves telephone **Baler** Twine at no extra cost rate boost. Eighty from Elm-You can see and Red Soil District including 20 feel the difference from Muenster attend Soil Awards Banquet in Fort Worth and see J. W. Hess introduced Stā Nu as the state's outstanding sup-Just drop your bid in the Field Seeds & Fertilizer ervisor.' Muenster should have box any time before May no water problems this summer \* PROCESS 19. On that date the box with two wells producing at will be opened and the the rate of 230 gallons a minute. Homogenizes vital highest bidder gets the Mrs. Rosa Voth, 83, of Lindsay PLANT HYBRID SUDAN textile oil back into dies. Rose Marie Becker and pump. for and the Aileen Fleitman graduate from for extra hay and grazing the fabric Dallas Beauty School. VFW We Give Auxiliary admits 13 new mem-S&H Green Stamps bers. Work progresses on new **TONY'S SEED STORE** home for the Earle Ottos. MILLER'S **5 YEARS AGO Cleaners & Hatters** Mhenster May 10, 1957 Gainesville Record attendance of some 700 is present for annual Elm-Red conservation awards program in Sherman. Quality and variety of flowers runs high in Civic League and Garden Club's My annual show in spite of beating rains for more than a week, No mother ever has too many Bob Ryle, 63, formerly of Muenster dies in Wichita Falls. May 13 set as immunization day at Sincere Berkshire stockings! Muenster Clinic. North Texas District of Catholic State League meets here Sunday For his graduation gift visit Teague's, where you will CIVE her Berkshires for Mother's Daywith Msgr. Paul Charcut as Gratitude principal speaker. Pat Horn find a nice selection of famous brand wearables spec-U and she'll wear them every day of the places fifth in journalism at year! Because these are the stockings that state meet. Virginia Metzler ially styled for young men. and Ted Noggler marry , at are guaranteed. Berkshire stockings, with the





Lindsay. Rains finally taper off

-from the tall flared heel, to the so-feminine embroidery, to the pointed toel \$9.99

### As seen in Mademoiselle.

Chapman's Shoes

111 N. Dixon, Gainesville

See Your Appliance Dealer Soon!

tric heat pump is more convenient ... keeps your home cleaner, more comfortable. It's thrifty, healthful and safe. Your dealer will give you full details about the heat pump and other types of electric heating and cooling.

CO

sha

Co

for

there

Fifty Years of Service • 1912-1962 TEXAS POWER & LIGHT COMPANY

a tax-paying, investor-owned electric utility



sizzle. The Jet-smooth Chevrolet's specialty is luxuryjust about everything you'd expect from an expensive car, except the expense. If you're thinking a bit thriftier, there's the Chevy II with practicality to do you proud.

for rear-engine scamper and steering that's doggone near effortless. Conclusion: See your Chevrolet dealer now for the most versatile choice going and a CHEVROLET beauty of a buy on your favorite.

Phone 61

for their substantial contribution to the economic prosperity and progress of our community.





**AMERICAN MAIDEN "C'** Dainty, 17-jewel delight. **AMERICAN MAIDEN "D"** Graceful lines. 17 jewels.

> \*When case, crown and crystal are intact. PRICES PLUS FED. TAX

ONLY \$1 A WEEK

Sanders Jewelry Gainesville West side Courthouse

Beautiful Buying Days are here at your local authorized Chevrolet dealer's

# WILDE CHEVROLET COMPANY

East Hy 82 & Mesquite

rents.

ings, games soft drinks the young

1100

ER PUMPS

A PA

name you the deluxe

d in the

ore May

the box

and the

jets the

Andrew Construction

6

will

)ec-

ctric

heat

### Muenster, Texas



