|  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| LADIES' CIVIC LEAGUE SEEKS COUNCIL HELP <br> Ask to Eliminate Gambling Machines and Close At 11 o'clock | 'S JUST GRAS | RECREATION CLUB PLANS GYMNASIUM <br> Survey to Determine Amount of Money Available for Stock Issue | COAL UNDER STRE | Program of Commu |  |
|  |  |  |  | Progress L | aunched b |
|  |  |  |  | COMPLETED HERE |  |
|  |  | Considerable enthusiasm was ap- |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | [zent dinus Soril |  |  | State Conducting |  |
|  |  |  |  | Traffic Survey on |  |
|  |  |  | that of the soft coal mined in the Ilinois coal fields. It is probable that the workmen will have their winter's coal supply taken care of. | Rural Roads Here |  |
|  |  |  |  |  |  |
|  | Muenster Boys Win Second Tilt To Tie Series |  | Cotton Picking | $\begin{aligned} & \text { department were stationed on the } \\ & \text { principal roads leading out of Muen- } \\ & \text { ster stopping automobiles and inquir- } \end{aligned}$ | One of the proposed roads is to lead to a ferfy on Red River and make |
|  |  |  | Delays Progress In Both Schools |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  | K-C MAJOR DEGREE HERE NOV. 14 SET at district meet |  |  | tor comminites south of hereit |
|  |  |  |  |  |  |
|  |  |  | Burger stated, however, that the en-rollment will probably increase aft- |  |  |
|  |  |  |  |  |  |
|  |  |  | $\begin{aligned} & \text { er cotton gathering season. } \\ & \text { At the Saered Heart Parochial } \\ & \text { school the opening date of Septem- } \end{aligned}$ |  |  |
|  | tied the Muenster ball club is look- ing forward to a really hard tussle | to discuss plans for the organiza- tion's fall work. Charles K. Walsh, state deputy of the Knights of Co- lumbus, was honored guest and prin- |  |  | Knights Plan Best Picnic of Career On Columbus Day |
|  |  |  |  | $\begin{aligned} & \text { The estimated total for eight hours } \\ & \text { was given as } 80 \text {. } \\ & \text { Muenster roads were said to be } \end{aligned}$ |  |
|  |  |  |  |  |  |
|  |  |  |  |  | On Columbus Day <br> Tuesday, October 12, and the pre- |
|  |  |  |  | WM. FINK ACCEPTS NEW POSITION WITH SAN MARCOS DAILY |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Wolf Trapper Continues to Thin 'Em Out |  |  |  |  |  |
|  |  |  |  | postion at san Maroos Beefinming | Knizht Hennıan, statal |
|  |  |  |  | for the San Marcos Daily News.Mr. Fink's many friends here are |  |
|  | his opponent gave four. Thirteen Muenster men died on base as com- pared with six for Leo. Team hit- |  |  |  |  |
|  |  |  |  |  |  |
| or who came to the Muenster | Sta |  |  |  | Kiddies will find the fish pond swarming with unusual catches and |
|  |  |  |  |  | arem out tio true |
|  |  | prepare a resolution of respect forthe bravery of Ben Otto, member ofthe Muenster council, who captured"Red" Kuykendall. |  |  |  |
|  |  |  |  |  |  |
|  | EIGHT | MUENSTER | YOUNG |  |  |
|  | PEOPLE | LEAVE FOR | R SCHOOLS | nonstration Club of <br> inn Meets Tuesday at Adolph Walterscheid's |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  | $\begin{aligned} & \text { Club resumed their work and social } \\ & \text { activities Tuesday afternoon, Sep- } \\ & \text { tember } 14 \text {. The group had been in- } \\ & \text { active since last June when the } \end{aligned}$ |  |
|  |  |  |  |  | tricers reenty resismod be |
|  |  |  |  |  |  |
|  |  | Worksheet Checkup to Be Started Soon |  |  |  |
|  |  |  |  |  |  |  |
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## SOCIAL AND PERSONAL HAPPENINGS <br> MRS. JOHN CHANDLER, Editor

DINNER PARTY GIVEN FOR
PACE OIL CO. WORKERS
Mrs Mrs. Steve. Fette was hostess
Tuesday night at a dinner party hor. Tuesday night at a dinner party hon-
oring Bill Martin, superintendent of the George L. Pace Oil Co. Mrs. W.
The guest were Mr. and Mrent
G. Boyles, Mr. and Mrs. Matt Stel. The guests, were Mr, and Mrs. W.
G. Booles, Mr. and Mrs. Matt Stel.
zer, Mr. and Mrs. Al Eberhart, "Pret.
ty Bro. ty Boy" McClure, John Bailey
mer Fette, and the honoree. MRS. WILDE ENTERTAINS C. D. OF A. BENEFIT SOCLAL
Mrs. Joe Wilde was hotess at Cars. Joe Wilde was hostess at a
in her home Daunters Benefit Social in her home last Tuessay night.
There were six tables of roges-
sive forty-two played. Biil Beeke sive forty.two six tabedes of progres-
Bill Beeker
and Mrs. Joe Luke s.ocred high and
Tony Gremminger and Tony Gremminger scored high and Mrs Joe
Weinzapfel received the consolatoe
prizes. Weinzapfel received the consolation
prizes.
After After the forty-two games were
over Mrs. Wilde served sandwiches,
tea cakes and punch. tea cakes and punch.







Mr. and Mrs. T. P. Frost visited
Mr. Frost's grandparents in Wynne-
wood, Okla., last Sunday
For Sale-Used F12 Farmall trac-
tor and equipment. H. E. Myers \&
Mr. and Mrs. Al Eberhart, Mr.
and Mrs, John Knabe and Mrs. John
Eberhart drove to Fort Worth Mon-
C. W. Ingles of Swift \& Co. at
Ardmore was a visitior at the Farm-
ers Marketing Association Monday
$\xrightarrow{\text { Windows, doors, siding and miscei- }}$ laneous lumber now at old Pulte
home. See Wright Stevens. (Adver-
tisement, $40-43 \mathrm{p}$ )

Miss Marcella Pagel underwent a
tonsil operation Tuesday in Gaines-
ville. She is making normal prog. ville. She is making normal prog.
ress toward recovery. demonstration or supplies write Goe.
v. Ross, 2208 10th St., Wiehita Falls. (Adv. 41-45p.)
A Catholic Daughters' Benefit so.
dial will be held in the home of Mrs. cial will be held in the home of Mrs.
Jo. Swirczynksi next Wednesday
night, September 22. For Sale - Mahogany
Story \& Clark piano, $\$ 50$.
Oright Story \& Clark piano, \$50. Original
cost 8500 . For information see The
Enterprise. (Adv. 41tt.) Mrs. James Nowell of Olney has
returned home after a month's visit with her son, Herman Nowell, and
family on the Trew lease. Greson Property For Sale-3 lots
with four buildings and good fences North of J. C. Trachta residence. See
The Enterprise. (Adv, 40.43p). Jim Lehnertz and Shorty Herr spent the past week-end in Nacog.
doches and Gladewater ass guests in
the Joe Griffith and Paul Herr
tha Mrs. Frank Seyler is spending the
week in Gainesville with $\cdot$ Mr. and week in Gainesville with. Mr. and
Mrs. T. L. Anderson's daughters,
Mary Mrs. .T. L. Anderson's daughters,
Mary Catherine and Stella, while
their parents are attending the their parents are attending th
Great Southern Life Insurance con

## SEE US FOR-

Delco Light Plants and Batteries
Maytag and Speed Queen Washers
Philco and Zenith Electric or Wincharger Radios Norge Refrigerators and Stoves Kerosene Heaters Pianos and all kinds of Musical Instruments Kitchen-Kook Stoves



 | now recovering from an operation. |
| :--- | :--- | :--- | \(\begin{gathered}ter of Mr. and Mrs. Albert Hen- <br>

scheid, lost the ring finger of her\end{gathered}\) had been living at in which thake's and
ho spit kinding with a hatchet.
have moved into an apartment in tratments for the in injury
the here administered at the Muenster
the

 Tony Hesse, and a Chevrolet mas.
ter town sedan to Bill Otto. $\begin{aligned} & \text { aco, Ark. On their drive to Spring. } \\ & \text { field they were accompanied by Mr. } \\ & \text { Tracha's sister, Mrs. Mary Dona- }\end{aligned}$ Jer
the n
John
on Se


## Pin DANCE <br> K. of C. HALL <br> Thursday Night, Sept. 23 <br> Berry Garner's Orchestra

Send Your

## CATTLE, HOGS and SHEEP OSCAR BRADY COMMISSION CO. <br> Fort Worth, Texas

## ${ }^{\text {ana }}$

##  <br> 










## Fraik oustin

School Supply Store e have everything Wholesale . . . Retail Complete line of Fountain
Pens with your name in



be up to the minute: churchili suit LOU ${ }^{\text {trom }} \mathbf{W}$ OLF

Our Mexican Dishes



Curtis Sandwich Shop

## JUST RECEIVED A CARLOAD OF

## JOHNS MANVILLE

 Roofing and Siding
## Asbestos and Cement

A fireproof roof that will last indefinitely Now being applied on new Fisher homes SEE US FOR PRICES

Waples-Painter Co. with your na
Gold- FREE mUENSTER YARD

Classes Have Been Held Since Tuesday, But
YOU CAN STILL ENROLL!

JOIN OUR CLASSES NOW AND RECEIVE THE TRAINING THAT WILL QUALIFY YOU FOR GREATER OPPORTUNITIES. NEW REPORTS OF OPENINGS FOR POSITIONS REACH US DAILY. AT THE PRESENT TIME WE HAVE MORE OPENINGS THAN ENROLLEES.

## COME UP AND SEE OUR PLACE!

Inquire about our special training and the connections which enable us to find you a job!

The problem of board and lodging need not bother you Our list of available homes awaits your inspection.

DON'T MISS THIS OPPORTUNITY!

Gainesville Business University


CHAPTER



$$
\begin{aligned}
& \text { A voice, then, said to him: } \\
& \text { "I am Ramsay Crooks!" }
\end{aligned}
$$

$$
\begin{aligned}
& \text { tors liege man, dominant figur } \\
& \text { the trade of the Northwest. } \\
& \text { te } \\
& \text { "I am Shaw," he replied simpl }
\end{aligned}
$$ 룰

 a gracious and graceful gesture.
"Yours '. he said and smiled.
A stir behind Crooks distracte
Shaw's steady gaze. The tandem

$$
\begin{aligned}
& \text { Rooring home, after a year in. } \\
& \text { land, minds and hearts fixed ahead } \\
& \text { Behind the canoe was the broad } \\
& \text { expanse of Lake Michisans north. }
\end{aligned}
$$ Shaw's steady gaze. The tandem

team was moving away. The head
of the driver turned ever so slightly of the driver turned ever so sightly
and the pert chin lifted in tantaliz.
ing challenge.
Shaw took the black feather ab-
sently.
 hearth, because the strait winds are
cold, even in June. They sat be.
fore the plastered fireplace in the
high the high eeilinged room. Rodney Shaw,
independent trader, and John Jacob
Astor, who ruled a territory that Astor, who ruled a territory that
was to be the heart of a nation.
Ramsay Croks was there, as well,
but in the background. but in the background.
A German baker's boy who had
become the $\begin{aligned} & \text { richest } \\ & \text { through herican }\end{aligned}$
his handling of fur, was become the richest American
through his handling of fur, was
Astor; fur and tea and ships and
land, but always fur. land, but always fur.
There had been no talk of th
errand which brough Shaw hithe until after the meal, and then not
until pipes had followed the gorging.
As Mr. Astor talked in his proker As Mr. Astor talked in his broken
English, Ramsay Crooks Histened
closely and toyed with a rosette "So," said Aastor with a shrug.
"Das ist vat Crooks asked you to
come here. Ja!"

$$
\begin{aligned}
& \text { Shaw here. } \\
& \text { Astor began. scarcely moved sil. } 0 \\
& \text { AAnd that is what I came to hear." }
\end{aligned}
$$

$$
\begin{aligned}
& \text { and risk is seent to the batt." } \\
& \text { Astor noded cosuans but perhaps } \\
& \text { in his eyes was a glint of something }
\end{aligned}
$$

$$
\begin{aligned}
& \text { no casual. } \\
& \text { "I hear came this; } \mathbf{I} \text { came all } \\
& \text { a } \\
& \text { ons way, the length of Lake Michi. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { coot"一 lifting a plump hand } \\
& \text { "yust to say No to me? His hows } \\
& \text { were gathered close. puzzed rather } \\
& \text { than angered. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ms. } \\
& \text { Y'sou tink dot's smard? Yout 'ink } \\
& \text { t's good sense? You t'ink when }
\end{aligned}
$$

$$
\begin{aligned}
& \text { all iss amalagamation young mata } \\
& \text { shows sense to } \\
& \text { "Because of this thing, amalgama } \\
& \text { ion! Because of what you're doin }
\end{aligned}
$$

$$
\begin{aligned}
& \text { your net, and shake from them no } \\
& \text { only their just profits, but their fre } \\
& \text { dom to coe and ao as the chooe }
\end{aligned}
$$

$$
\begin{aligned}
& \text { dom to come and go as they choses } \\
& \text { decause, when trader puts a high- } \\
& \text { er price on liberty than you can un- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { a man expects of this America! } \\
& \text { "I was in this Northwest before } \\
& \text { you began your damned amalgama. } \\
& \text { toun. My partner and I were here; } \\
& \text { my partner, Beileau. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { my parner, Betleau. } \\
& \text { "We asked for }
\end{aligned}
$$

$$
\begin{aligned}
& \text { what we could take with our wit } \\
& \text { and our back. We had no quare } \\
& \text { aith richer traders so long as the } \\
& \text { with }
\end{aligned}
$$

$$
\begin{aligned}
& \text { with richer traders so long as they } \\
& \text { met us face to face; so long as it } \\
& \text { was their personal power that we }
\end{aligned}
$$

He found his balance there and And then what happened? This:
He found his balance there and harged, head down. But a hand o bis neck deflected him, a swooping
foot tripped him. He stumbled and
$\qquad$ stones!"
His vice dropped to a whisper
and he paused a dramatic moment. "Your orders? Perhaps not. Your
intent? Yes! Your intent to crush
opposition by (hy opposition by ary means at chand!
First, by raising prices to the Mark you, Donald, tis arms which seized him and lifted
not a bad asse, having one like him and turned him over as he he
she is, here. For two seasons, now, writhed and raised him high and
s. .别, but rhat had prices to the hunt work to no profit! Next by


## A REAL Bargain Is QUALITY Plus PRICE!

1936 FORD Coupe 1935 CHEVROLET Coupe IN THESE CARS YOU 1936 FORD Pickup 1930 CHEVROLET Coupe GET BOTH . . . 1929 FORD Coupe 1935 PLYMOUTH 2-door Sedan 1932 FORD Truck
See F. E. Schmitz at HERR MOTOR CO.

## MUENSTER ENTERPRISE




FRIDAY, SEPTEMBER 17, 1937

Member
texas PRESS ASSOCIATION advertising rates

Any erroneous reflection upon the character, stand-
ing or reputation of any person, firm or cormer ing 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 be glady and fully corrected
be
the attention of the publisher.

## A PLACE TO LIVE

"To be an ideal place in which to live, a country should have a past and a future, and offer a means of livelihood in
pleasant surroundings. And there should be a certain indefinable hold which grips one, exacting pride and loyalty.

This passage from a recent magazine article by Courtney Riley Cooper, nationally famous novelist, can serve perfectly as our inspiration to carry on in the era of progress that we of Muenster anticipate for coming years. Our history unfolds a thrilling story of a handfull of pioneers who founded this settlement almost 50 years ago and developed it into the thriving community we now know. Laying a solid foundation they built slowly and securely on an economic structure that is thoroughly stable.
Our record of the past is a source of
pride. But how about our outlook for the future? Will we be content to rest on the laurels of past achievement or will we continue the good work that has gone before? We can, if we wish, continue to exist here, or we can LIVE here. Let us be mindful that time measures mere existence, but progress measures life.

Community progress depends on the co-operative efforts of everyone. In order to obtain co-operation, a group of citizens have reorganized the once inactive chamber of commerce, the objective of which is to make this entire area more pleasant and more profitable.

Their hopes will be realized if everyone enters into the venture with a spirit of contributing something. This spirit demands confidence and foresight. It demands a belief in Muenster's future and a pride in every advancement.

The choice lies before us. We can be the automatons who go through the same routine day after day and RESIDE here. Or we can improve steadily and LIVE here. Programs for soil conservation, road improvement, recreational facilities, and other projects await our approval. Tackling them will add a new spice to our lives. Edgar A. Guest very aptly states, 'It takes a heap o' livin' to make a place a home." Unless we do a "heap o' livin'" Muenster won't be much of a home.

## THE LAYMEN'S RETREAT

The Laymen's Retreat which will open in Dallas next week is destined to find increasing favor as the years go on. Men fort such as they have not experienced before and will urge their friends to attend in the future. This result is inevitable because it is so very reasonable.

From our very nature we realize that this life is chiefly a preparation for the life to come. Hence it follows that our greatest concern should be to keep fit for a passage to eternity. In our everyday lives, however, we give by far the greater attention to our daily work. No doubt it should be thus and the faithful performance of temporal duties is a part of a well ance of temporal duties is a part of a well
spent life. But the value of spiritual realities is too likely to be overlooked.

To take a spiritual inventory and to realize anew our obligations to God, our fellowman and ourselves is the purpose of a retreat.

It is true that a man loses a few days from his business in making a retreat, but his monetary losses, if any, cannot be
matched against the spiritual values received. In a strict sense it is an invest-
ment of a few days destined to pay diviment of a few
dends in eternity

This game of life is tremendously serious and no one knows how long it will
last. Now is the time to find out the score last. Now is the time to find out the score
and get in the lead, then increase the lead and get in the lead, the
until the final whistle.

## OUR GYMNASIUM

Tuesday night the educational and recreational committee of the Chamber of Commerce laid the ground plans of their gymnasium project. Their plan appears to be sound in every respect and we of Muenster can feel assured that we are geting much nearer one of our desired goals.

That the building will pay for itself is reasonably certain in view of the prospective sources of income. The important thing, however, depends not on the faith of a few but in the general approval of the community.

There is to be no tax to support this venture. It will be a purely business proposition that can and will pay dividends if faithfully encouraged.

Since it will be the only gym for miles around neighboring communities will wish to use it. The inevitable supporters of each team along with our regular fans will provide money. Special programs will bring other money. But most important is the fact that we will help our neighbors and build a friendly feeling that will result in increased business. From that viewpoint a gym. Added to all this is the fact that Muenster money would remain at home rather than go to other gyms.

The patriotic citizen should be proud to boost the gymnasium project. The business man should see in it a wider field for business opportunities. Buying a few share an important step toward Muenster's future progress.

OPINIONS of READERS The Enterrrise welcomes the opinions of its
readers and wwill pubbish, as far as space will
permit, all such letters when signed by the
authors,

WOMFN DRIVERS
What's worse than a woman driver on highway
or streets? Most of you, if asked, would likely Most of you, if asked, would likely sa another woman driver. And how many times have
we heard the remarks, "Just like a woman driver,"
or "It's a woman driver, of course, when a or "It's a woman driver, of course, when
is invoved in a street jam or an accident.
in my oninion the is involved in a street jam or an accident.
In my opinion the answer to this question, "What
worse than a woman driver on highways or streets? In my opinion the answer to this question, "What's
worse than a woman driver on highways or streets?"
is "A woman driver who does not signal when making a turn or stop, or gives the wrong kind of a signal."
This week a man driving up the main street of Muen ster put out his driving up the main street of Muen
cuick succession nuick succession. First, he gave a right turn sig.
nal, then a left turn signal, then right, then left, then
right right, then left. Now. how in the world can any man
or woman driver read in that kind of a signal what
he intends to he intends to do?
Also a woman driver, if she's married and has Also a woman driver, if she's married and has
chidiren, has to take her children along nearly every
time she drives somewhere, while the men very sel time she drives somewhere, while the men very sel-
dom take the children along unless the wives are
along to look after them along to look after them. some men say that a
woman should ot drive the car and keep an eye on
a small child at the same time, but how can you ex-
pect a mother to leave small child be gone for an hour to two tor for groceries and will
Some of you who Hook down on women drivers,
give a little thought to yourselves, and think wheth give a litte thought to yourselves, and think whether
you know your signals and give the right kind, or
whether you think they you know your signals and give the right kind, o
whether you think they are for the other fellow and
that you don't need them. It won't hurt any of us
men or women drivers, to check up on men or women drivers, to check up on our kind o
driving, and not think we know it all, and the othe
fellow is always in the wrong.

## sex crimes

There is an article in "Pathfinder" for Septembe
1937, which describes the terrible prevalence sex crimes in our country. It says, "One out of every
100 girl babies born in the United states will 100 girl babies born in the United states will at some
time in her life be the intended and perhaps the ac time in her life be the intended and perhaps the ac
tual victim of a rapist." It gives an account of the
different classes of sex different classes of sex offenders, tells of precaution
token in different states to overcome this evil. token in different states to overcome this evil.
But here we find a superficiality hardly credible Laws, prisons, asylums will not cure this moral sick-
ness. To find the real solution to this crime wave ness. To find the real solution to this crime wave
we have to dig dee for the root, the root is human
concupiscence, a sequel of original sin. This moral concupiscence, a sequel of original sin. This moral
fraity can only be cured by moral agents, moral rea-
sons and sons and precepts as taught by religion. without any
Our young people., however, grow up wither
sense of obligations towards God sense of obligations towards God and their neighbors
Neither at home or in schools are they instructed Neither at home or in schools are they instructed in
the ways of the just, they are ruled therefore by their
own sensual appetites. own sensual appetites.
Sex education for public schools, as demanded,
without religious education will make the matter only worse. What we need is religious education in the
homes and in the homes and in the schools, private and public, primary
and secondary, as our ancestors fostered 100 years ago
There There are other contributing factors to this shame-
fut condition. I name. Indecent or at least sensually
arousing moving picture shows and stage plays, in
隹 decent or at least provoking dress of women, night
clubs and night dances too stane plays, inclubs and night dances, too great famniarity, among
the sexes. Instead of warding off from our ple situations and dangers that arem our young peohey are pushed into them. Why, therefore, this
We only reap what we have sown.

## What Others Have to Say-- <br>  at it for five minutes. It is the most precious thing you have. It is connected with all you are and hope yon hope to be. Your name carries the life history of hundreds of men and women. huncreas or men and women. Your father gave it to you. He had, in his youth, many temptations to soil his name, but he wore it man tiser ever, like a white plume over his heart. One day your father went and offered his name to a beautiful young woman. She blushed and hesito a beautiful young woman. She blushed and hesi- tated. Then her father and mother inquired if the name he offered was a good name. Finally your mother accepted your name, and she did not wear her engagement ring with half the pleasand re that she did your name. ring with half the pleas. Then they gave that name to you. Your name was Then they gave that name to you. Your name was sung into your baby ears on the musis of your moth- er's cradle songs. It was taken to the throne of God ser's crade songs. It was taken to the throne of God on the white prayers and hopes of your sweet mother. II the 1. is forever sacred. Your father looked into your pudgy little face and geathed a sigh of pride as he tho More name to a human soul." <br> More than all earthly possessions is an untarnished name. Yet how easily a a oood name 1s lost. It is harder to regain than it is to find agatn the lost gold raer to regain sunken ships. How do you <br> How do you treat your name? It the local merchant glad when he sees your name his <br> his account book? How does the banker feel when you induce him <br> loan you some money? Will he have to discount our paper, because your name is not worth 100 per ount? <br> cent? your pastor of your little church ever wrote a If line after the names on the church roll, what would <br> put after nomes <br> your little church ever wrote a on the church roll, what would A good name is rather to be chosen Uvalde Leader-News. <br> KAUPMAN GOT THE FACTS <br> $\mathbf{K}^{\text {Aurman, a trading center in Kaufman County, }}$ poll of the people of the territory as to the shortcomings of the merchants of the ciry. A questionnaire pubished in the local newspaper asked many and varied questions, one of them being, "What, in your opin- ion, is the outstanding need of the merchants of Kaurne" ion, is the <br> The answer brought out many salient facts, and these answers opened the eyes of the merchants of hat East Texas metronole that East Texs opened metropolis. oyes of the merchants of say that "salespeople in to sare entirely too indifferent when approached by customers." There were other answers of course of course, and after a study of them all merchants and salespeople alike have been They have started an intelligent study of their needs. Too many towns, as well as individuals, fail to take stock of the true facts and silently complain about matl order housses destroying them and the evils of trading away from home. There is always rvis of trading away from home. There is always room for improvement, but a sharp pencil and facing the true conditions , for improvement, but a sharp pencil and racing the true conditions as they exist will many times bring out an answer to the problem The merchant that keeps hustling after business, maintains an attitude of friendliness, all the while offering merchandise that is seasonuwle and properly priced, will come out with a profit at the end of the priced, will come out with a profit at the end of the year. expansion prise, towns that adopt aggressive trade expansion programs and forget about the troubles of the competitive city, will go forward. Kaufman has undoubtedly started something that can well be copied by other towns in Texas.- - Stephen- ville Empire-Tribune. <br> It may be true that there isn't much to see in the average small town, but what you hear makes up for


"Back in 1928 my monthly light bill was $\$ 5.00$. Here is $m y$ bill for this month and it is still about the same"

## "Explain that to me"

Well, Mrs. Customer, let's compare what you bought with $\$ 5.00$ in one month of 1928 to what you are now
Your 1928 bill was for the use of 30 kilowatt hours of electric energy. Your present bill is for the use of 87 kilowatt hours of electric energy.
More than two times as much electric More than two times as much electric "Twor one as much more money "Two times as much electri
don't see how it's possible!"
In 1928 you probably used
tric iron, a cleaner, a percolator and, of course, your lights.
"That's about right . . . but what's, that got to do with my present bill?' Just this: Let's compare the limited
use of electricity represented in your 1928 bill to that indicated in your present bill. What appliances do you now use?
"Well . . . let me see . . . I have an electric refrigerator, radio, washing machine, two electric clocks, two fans, and a new iron and
Do you use more lights
than you did in 1928?
really cut your rates. You can see that you're actually buying more than two imes as much electricity for only 3 cents more money. And, when you represents a very real saving to you I believe you'll get a different slant on your electric service bill of today! "Oh, I'm not one to argue against plain facts. I simply did not under-
stand ... didn't realize I was using so stand ... didn't realize I was using so much service for my money. I appre ciate your explanation.'
 "Oh, mercy, yes! We’ve got those indirect floor lamps, lights in the garage and back yard . . . more lights all over!"
I believe you will now
agree with me that we've

##  muldaio




