## Muenster Has Rural Electrification

## MUENSTER ALARMED OVER EPIDEMIC OF THROAT INFECTION



WASHINGTON, D. C.-Vice-President John N. Garner is shown as he threw out the first ball at Griffith's
Stadium's inaugural base ball game ceremonies before the New York Yankees and the Washington Senators took Stadium's inaugural base ball game ceremonies before the New York Yankees and the Washington Senators took
the fied in the first ball game of the home season here 1ast Friday. Photo shows left to right: Senator Charles
MeNary of Oregon; Senator Carter Glass of Va., Vice- President Garner; Buckey Harris, manager of the Sena-

LINDSAY IS HOST TO Catholic league in DISTRICT MEETING

LADIES ENTER FINAL WEEK'S PREPARATION FOR FLOWER SHOW

| Flower lovers of Muenster are asy this week completing final arrangements for the Golden Jubilee flower show, which will be held Friis sponsored by the Ladtes Civic League. <br> The show is presented for the purpose of displaying achievements of local floriculturists. Entrants are not limited to members of the Civic League, but to anyone who desires to enter specimens. <br> Exhibits may be brought to the hall the afternoon before whenever possible. Other entries should be brought in Friday morning before 9 o'clock. All flowers must come from the exhibitor's yard with the exception of shadow boxes and terrariums. <br> Awards given Include blue ribbons for pirst place; red ribbons for second place; white ribbons, third place. place. <br> Chairmen in charge of the various exhibits and divisions include Mrs. Joe Luke, floor plan and decorations; Mesdames T. S. Myrick and Joe Luke, judges; Mrs. Tony GremminLuke, judges; Mrs, Tony Gremmin- ger, rose specimen, annuals and perennials; Mrs. John Kathman, wild flowers; Mrs. John Wieler, potted plants; Mrs. Clarence Wilson, em- broidery; Mrs. M. J. Endres, baked goods and candy; Miss Olivia Stock, (Continued on Page 3) |
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## FMA CHEESE PLANT

 ENJOYS MOMENTARY LEAD IN SOUTHWEST

## Meter Installation Going Forward At Full Speed

Rural electrification is a reality at Muenster. Following months of hopeful waiting, current to farmers first surge afterward Lineman McNelly installed the first custome meter'at AI Wiesman's while appliances were being un wrapped to go into service.
day afternoon at 5:00 o'clock w PIONEER LADY WHO CAME HERE IN 1890 CLAIMED BY DEATH

## LOCAL <br> NE WS <br> BRIEFS

Since Wednesday of last week
Mr. and Mrs. Barney Voth are at Marlin for a two weeks' stay. Messrs. and Mesdames J. s. Horn
and A1 Schad visited Mr. and Mrs.
Al Swirczynski in Dallas Wednesday. Al Swirczynski in Dallas Weanesta Mr. and Mrs. Richard Wilde re-
turned Tuesday from a honeymoon
trip spent in West Texas trip spent in West Texas.
Frank Klement and children and
Victor Hartman were guests friends in Pilot Point last Sunday. The roof and eaves of the parish
rectory have been under repair for past two weeks.
Tony Trubenbach is building
new barn on the place formerly oc new barn on the place
cupied by Charles Fisher.
J. B. Wilde $\widetilde{\text { returned from Dallas }}$
with two new Stewart Warner Re frigerators for his sample floor.
Roy Endres is driving a new
Chevrolet Master -sedan purchased Chevrolet Master - sedan purchased
last Friday from J. B. Wilde. Shorty Herr delivered a deluxe 2 2.
door Ford to C. L. Bider of Saint Jo
during the past week-end. during the past week-end.
A steel catwalk for the whey dry-
ing equipment is the latest equip-
ment at the cheese plant.
Ben Seyler delivered a Chrysler
sedan Monday to Jimmy Trout of
Gdinesyille
Mr. and Mrr, A. H. Rebentish and
daughter, Mattie Mae, were the daughter, Mattie Mae, were
guests of relatives here Sunday.
Mr. and Mrs. Orval Malone and
baby spent Monday in Wichita Falls with his mother.
Miss Geneva McDonald of Dallas
is the guest of her sister, Mrs. John
(Carmina) Fisher for the week.
Mrs. A. C. Flusche and children
of Denison were here Sunday evenof Denison were here Sunday even-
ing to attend the play in the hall
and to visit briefly with friends.
Ferd Pierce, who has been in for
the past two weeks with an attack
of influenza, is able to be up and of influenza, is
around again.
During the past week-end Mr. and
Mrs. Joe Horn moved to the Justin Hess farm to reside. It is the form-
er Theodore Wiesman place. Ferd Yosten, Roy Fuhrmann and
Stan Yosten were in Sherman last
Wednesday night Wednesday night for
mobile service course. Mrs. Orlan Edelen and son and
Mrs. Dick Elmore returned from Norman, Okla, Sunday atter a visit
there with sick relatives. $\rightarrow \rightarrow$ Mrs. Aug. Reiter is reported to be
progressing normaly, toward recovprogressing normally toward recov-
ery from a paralytic stroke of about
three weeks ago.
J. S. Horn, Herbert Meurer, J. C
Trachta and Joe and Earr Fisher
spent last Sunday in Hereforl spent last Sunday in Hereford
tending a K of C initiation. Father Edward Devers and Harry
Maly of Decatur were guests of the Maly of Decatur were guests of the
Joe Fisher family last Wednesday
and Thursday
Mr. and Mrs. $\overrightarrow{\text { Orva }}$
moved their home arval Malone hauty have
to the Flusche house, one door south to the Flusche house, one
of $\mathbf{H - 5}$ Service Station.
Mrs. Jacob Wernet returned to
her home in Waco Saturday after her home in Waco Saturday after a
visit here with her mother, Mrs. Ma-
ry Bernauer, and other relatives. Farns for sale: A 200 acre farm 185 -acre tract 3 miles northwest of Muenster. Good fertile tand. Soe
Matt Miller, Muenster. (Adv, $\underset{\text { Mrs. }}{\text { Mohn }}$ Mosman spent last week in Dallas taking a shortcourse
in bookkeeping and other special training for her work in the electric
co-op office.
$\underset{\text { Miss Ida Fisher, accompanied by }}{\text { Hour }}$ Tour friends of Dallas, spent last
Sunday at Joe Fisher's. Miss Lillian Sunday at oe Fisher's. Miss Lillian
Fisher of Sherman was a visitor
there Sunday night. there
Mrs. Henry Trachta and son, Da-
vid, spent Friday at Fort Sill. Okla vid, spent Friday at Fort Sill, Okla.,
visiting at the bedside of Christopher Fette who is in a hospital suf-
fering from a foot injury fering from a foot injury.
Mrs. Ralph Richards, who under-
went an operation at the Gainesville went an operation at the Gainesvilie
sanitarium last week, was sufficient-
ly recovered to be brought to her ly recovered to be
home here Monday.
Miss Marie Swingler, who undercent's an appendectomy at saint Vin-
cosit, Sherman, last week was removed to her home Sunday
and is making Little Della Rose Felderhoff sustained a deep gash in her right arm of water in her hand. She was treated at the local clinic, four stitches
being necessary to close the wound being necessary to close the wound.
Cleaning-Pressing Shoe Repairing NICR MILLER

When Mr. and Mrs. Al Eberhart
and son returned to their homat Brownstown, 111. , lost week heme in
were accompanied by Mr. and they were accompanied by Mr. and Mrs.
Steve Fette, who will be there indef-
initely. Mesdames Joe Wilde, B. H. Hell-
man, Jake Pagel and man, Jake Pagel and Miss Anna
Hellman spent Tuesday and Wed Hellman spent Tuesday and Wed-
nesday in Fort Worth at the annual
state convention for Catholic Daug state convention for Catholic Daugh-
stand ters of America.
 day when childay ann of the ne neighbo
hood were guests for hood were guests for an afternoon
of games and refreshments. Balloons were given as favors.
Misses Catherine
via Weyler and Syl-
via Waiter of Dallas, Marie Walter
of Fort Worth and Lillian Fishor of of Fort Worth and Lillian Fishor
Sherman were among out-of-town Sherman were amang out-of-tow
visitors at the Civic League dance
Thursday. Thursday.
Mr. and Mrs.
John Wieler and ba-
by motored to Ardmore, Okla.. Su day to visit with hls sister, Mrs, H
C. Billingele C. Billingsley and family. In the af-
ternoon the men drove to Tisho mingo where they were jo jined by
mito Walterscheid and went fishing
Ot Ever since Joe Trachta decided follow the straight and narrow, al
most two weeks ago, he has be honored with frequent visits of tha
liquor board representatives. So far
they found him constantly on they found
good behavior

lington spent the woek-end here
with relatives and friends. This wa Mrs. Crawford's first return trip to
Muenster since she left here more than ten years afo. They returned
home in a new Ford purchased from
Herr Motor Company.
Soclal and business meet
OCLAL AND BUSINESS MEET
HELD BY Young PEOPLE
Members of the Blessed virgin S
dality and the Holy Ne
dality and the Holy Name Soclety
enjoyed a joint soctal at the parish
hall Monday evenina
hall Monday evening. Games of cards
dominoes and bunco furnished di
version for the group during t
early part of the evening. At 10
clock refrestment
clock refreshments were served
appoximately 80 young people.
Following approximately 80 young people,
Following the serving of refresh-
ments the young ladies gathered in the basement for an informal meet-
ing for the purpose of electing dele-
gates to gates to the Cathollic State League
in Lindsay next Tuesday. They are
In Josephine Wilde, Rita Rohmer
Christine Knabe and Hilda Becker
with Clara Hee Christine Knabe and HIlda Becken
with Clara Hess, Josephine Yosten,
Martha Knabe and Eleanor Hent Martha Knabe and Eleanor Hen-
scheld as atternates.
Miss Olivia Walterscheid was pointed secretary to fill the unex-
pired term of the former Miss Em
ma Hoenim whe pired term of the former Miss Em-
ma Hoenig. who automatically with-
drew by her recent maring drew by her recent marriage.
Rev. Francis Zimmerer, spiritua
director, be worn on Communion shanda


## Use LIPTON'S or MAXWELL HOUSE <br> TEA

and get a FREE iced tea glass with quarter pound package-or 2 glasses with each half pound.


WHITE-Cleans all White Shoes.
BLACK or BROWN liquid wax for dark shoes.

Large Package of OXYDOL and
Regular Cake of LAVA Soap ...................253

## 'Muenster's Serve Yourself Grocery

THE FMA STORE

## Muenster

## JONESY TAKIS A SPIN



Herr Motor Company
ford dealer
Muenster, Texas
KELUY Surder TIRES


## SPECIAL-

18-inch RED CEDAR SHINGLES
While they last-per square ................. $\$ 3.51$ for your lawn
Heavy and Light Garden Hose, Nozzles, Sprinklers

- Ball Bearing Lawn Mowers -

Rubber or Steel
"The Old Rellable"

## Waples Painter Co.

Leo N. Henscheid, Mgr

## Muenster

# Teague's Round $U_{p}$ of BARGAINS 

Shop Teague's---You'll Find A Real "Circus Rondup" of Exceptional Values

Fine Quality Merchandise-Odds and Ends-Merch andise That Was Purchased This Season
Make Your "Homecoming" Trip
Pay You Dividends By Shopping At Teague's

## Table Lamps

24-inches high! These lamps are complete $\$ 1.19$

## Printed Suiting

36 INCHES WIDE, FAST COLORS Printed broadcloth and fine count suitings.
Absolutely guaranteed fast colors. Regularly 29c a yard. Special
Printed broadeloth and homespun cottons. will not fade! Regular 39c values, drastically 29

## Table Cloths

Imagine! $64 \times 90$ or $64 \times 108$ sizes at this low
price! Permanent finish white table cloths.
Regularly $\$ 1.28$ and $\$ 1.75$ values .............

## Blouses

Guaranteed washable linen. Regular \$1.95 \$1.00 values

100 organdy blo
lar $\$ 1.00$ values

## Women's Suits

Your unrestricted choice of our entire stock
of smart NEW SPRING suits. Former values to $\$ 16.95$. Special

## Dotted Batiste Gowns \& Pajamas

Former Values to $\$ 1.98$

## Month End Shoe Sale

THURSDAY - FRIDAY - SATURDAY Patent leathers, japonicas, blues, blacks . . . Broken sizes in this Spring's smartest footwear. Two price groups to select from.
Former Values to $\$ 3.98$ - - $\$ 1.99$
Values to \$5.00 . . . - . - $\$ 2.99$
Wash Dresses
Regular $\$ 1.00$ values in fast color prints. Very Special

## 2 for $\$ 1.00$

## Women's Spring Hats

New Spring and Easter hats in straw, felt, and straw fabric combinations. Former values to $\$ 5.00$, drastical
$\$ 1.00$
$\$ 1.98$

## Teaģue Company



## MUENSTER ENTERPRISE

Published Every Friday at M
Cooke County, Texas
R. N. FETTEE, Editor and Publisher
ROSABELL DRIEVER, Assistant Ed

ROSABELL DRIEVER, Assistant Editor
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Ing or reputation of any person, firm or corporation Ing or reputation of any person, firm or corporation
that may appear in the ocumns of The Enterprise will be gadaly and fun fuly corrected upon being brought to
be attention of the publisner.
the atill


## FALSE ECONOMY

A recent recommendation by the Senate finance committee to slash appropriations amount of $\$ 650,000$ Public Safety in the spread criticism as false economy. Considering the vast decrease in accidents during consequent decrease in deaths and injuries, every reasonable person must agree that every reasonable person
the charge is well founded.
Of course, lives cannot be considered in
terms of cash, they are infinitely too preterms of cash, they are infinitely too precious, and the saving of only one casualty
would justify the continued existence of an would justify the cont
adequate safety force.

But for those who insist on dollars and cents, let's figure in terms of dollars and cents. Figure in the hospital and doctor
bills-and the funeral home bills. Figure in the cost of repairing smashed automobiles. Bills like these are the result of accidents, and most accidents are the result of speed. But the finance committee chooses to "lay off" most of the me
checking speed and accidents.
Think of it, the committee sanctions the are, to put it mild Then it declines to spend $\$ 650,000(10 \mathrm{c}$ a year from every Texan) in a cause that
would not only save lives but actually save
more money than it costs.
We can form our own opinions on this
subject by asking ourselves whether we subject by asking ourselves whether we
would be willing to pay another dime into would be willing to pay another dime into
the state coffers for a little more highway
safety.

## EASY MONEY

Tragedy and crash expense and the loss of wages while laid up with injuries are reduction of driving speed, but somehow they have no appeal to the normal citizen Perhaps it is because of the very prevalent feeling that accidents always happen to the other fellow
Would it be possible, then, to appeal to Mr. Normal Citizen in terms of "easy money"? Would he be interested in reducing his driving speed if he realized that he can earn about $\$ 2.50$ an hour by reducing his
driving speed from 65 to 45 miles per hour A booklet "Lest We Regret" recently published by the Travelers Insurance Co., gives a detailed report, based on a compre-
hensive survey, on the increased operating hensive survey, on the increased operating cost of increased speed. On a 1,000 mile age driver-at 45 miles per hour, the cost of oil is 43 cents, of gasoline is $\$ 10.50$, of
tires is $\$ 4.50$ and of maintenance is $\$ 6.60$ The total cost is $\$ 22.03$. But driving at 65 the costs respectively are $\$ 1.13, \$ 14.00$, $\$ 10.50$, and $\$ 13.00$, a total of $\$ 38.63$. In one case the cost per mile is 2.2 c in the
other it is 3.86 c . The time required to at 65 is only 6.8 hours less than at 45 , whereas the difference in total at 45 , $\$ 16.60$. So it costs $\$ 2.44$ for every hour saved. Most of us would welcome the opportunity of earning $\$ 2.50$ an hour but while seem interested in trying to save it while driving a car.
1,000 mile trip requires 2.8 hours longer at 55 than at 65 but that $\$ 8.30$ can be saved by the slower speed. That's good money too. About $\$ 3.00$ per hour. Or by dropping down to 35 a person saves $\$ 20.75$ by driv-
ing 13.2 hours longer. Who isn't willing to ing 13.2 hours longer. Who isn't willing to
work a day and a half for $\$ 20.00$ ? For years safety engineers
persistently telling about the increased risk with increased speed, but somehow the message did not have the desired effect. Perhaps there is some chance of better re-
sults in basing a plea on economy rather
than safety, Normal frugality demands some attention to figures like these: Cost per mile at 25 miles per hour, 1.44 c ; at 35 , 1.79 c ; at $45,2.2 \mathrm{c}$; at $55,3.03 \mathrm{c}$; at 65 ,
3.86 c . of making easy mone

HARMONY AMONG CREEDS
It is reasonable to assume that every person attending the program sponsored
at Gainesville last Friday night by the National Conference of Christians and Jews went away with a more kindly feeling to ward fellow human beings who happen to
hold conflicting religious beliefs. Meetings hold conflicting religious beliefs. Meeting
such as that give us reason to hope that we have reached the beginning of the end of an unfortunate condition that has been hanging over this nation since the dawn of its history.
A Jew assures the Gentiles that his coreligionists do not control this nation's fin-
ancial structure and that his people hold ancial structure and that his people hold
the same percentage on the distressed list as other races. A Protestant explains that the KKK, while composed of Protestants, never had the official sanction of the various denominations. And a Catholic debunks the charge that churches and con vents are arsenals awaiting Rome's order
to take over the country. On the other -their belief in God and the rights and dignity of mankind-and encouraged spirit of friendly tolerance on that basis Instead of disputing differences of opinion hey preferred to respect one another's sin Whe
Where is the person who cannot recog
ize in their plea the voice of wisdom? The nize it their plea the voice of wisdom? The
spirit of tolerant understanding they urge would, without a doubt, add much to the general happiness of our entire nation. It would, moreover, add strength to a demo-
cratic united front defending America against the curses of foreign isms. Catho man has rights given by God, and that government's duty is to respect and guard those rights, not subject them to its own advantage.
This plea for democracy was another outstanding message of the three speakers.
The person who is not interested in harmony for the sake of the happiness i brings may be willing to regard the blun
statement that the survival of human right may soon depend upon tolerance between creeds.

## What Others Say



Representative Martin Dies, in speaking of his bill make Communists and Fascists ineligible for em
ioyment by the government of the United States, says:
"WWe do no oyment by the government of the United States, says:
"We do not have the right to say to them that they

## Confetti

O-Operative Features, Inc.
360 North Michigan Ave. North Michigan
CHICAGO. IL.

## shall not believe in communism or fascism, but we DO have the right to deny them employment that is paid

 "It is ridiculous of to permit patriotic taxpayers."to work for a aov-
"rnment which they despise and which they are seeling to overthrow."
The United Stas government is a BUSINESS INSTTUTION RUN FOR THE EXCLUSIVE BENEFIT
OF THE AMERICAN PEOPLE. OF THE AMERICAN PEOPLE.
Now, is there a business institu Now, is there a business institution in the world-
would the business that you own or that you work for
permit meñ in its employ who permit men in its employ who not only do not be-
lieve in the business that pays them but WHO CONlieve in the business that pays them but WH
NIVE DAY AND NIGHT TO DESTROY IT? Only an insane corporation, union or individual would
permit such a condition.

YET THAT CONDITION PREVAILS IN THIS
COUNTRY.
There are thousands of men and women in governThere are thousands of men and women in govern-
ment jobs who are sabotaging the very bases of the ment jobs who are sabotaging the very bases of the
institution that they have sworn to uphold and defend. This enormity and anomaly should be remedied by
the passage of the Representative Dies' bill. We should no longer tolerate TRAITORS TO THE
CouNTRY in our civil service, national, state or city. -MNTRY in our
-Menard News. $\qquad$
The beginning of Wisdom is a realization that the
things you are most worried about today are not going
seem nearly so important tomorrow
 You Can't Look
YOUR BESTYOUR BEST-
Unless Your Clothes Look Their Best. Lone Star Cleaners




## Waples Painter Co.

| Myra News MRS. JOHN BLANTO Correspondent |
| :---: |

Hastings Harrison of Dallas was
in Myra visiting in Myra visiting old friends, Friday. Misses Ruth Ballinger and Ann
Brewer visited friends in Myra Mon. $\underset{\text { Gainesville spent }}{\text { Mr. }} \overrightarrow{\text { and }}$ John Jones of Gainesville spent Sunday afternoon
with Mrs. A. R. Andress. Mesdames Parker Fears and Le-
roy Porter were in Sher roy Porter were in Sherman shop-
ping Tuesday. Mrs. Tommy Champion of Deni-
son is here for a visit with her son is here for a visit with h
mother, Mrs. J. W. Bullock. Fred Payne of Oklahoma is spen
ing a few days here with his brot ing a few days here with his brot
er, R. C. Payne and family. Avin Taylor of Lubbock spent several days here the past spent week
with his sister Mrs. Woodrow Cain. Mr. and Mrs. J. T. Bitfle, III, vis-
ited Bill and Joe Biffle at Valley
 Fredd
dham.

Oth Ohers appearing on the program for special numbers were Don Hos| kins, Edward Walterscheld, A. E |
| :--- |
| Barnes, Miss Bobby Biffle and Mrs. | Barnes, Miss

Johnie Biffle. If You Want to Sell It, Advertise It

We Want Y :- JOB PRINTING -:

Muenster Enterprise Manammanmanamanamama

## We Test Any Radio

Whether it's a domestic, car, or battery radio, bring it in. Our new testing equipment can find its trouble.

All Popular Tubes

TAKE A LOOK at our 6 tube portable radio. Handy size to move about-No aerial, just plug into a regulation socket.

F. A. KATHMAN<br>At Fisher's Marke

## We Both Lose Money---

If You Don't See Me About A

## Stewart Warner

——Before You Buy A Refrigerator

| 4.5 Ft Box | 6.3 Ft. Box |
| :--- | :--- |
| $\$ 9975$ | $\$ 14475$ |

## J. B. Wilde Chevrolet Co. <br> Muenster

## WE'LL BE HERE- <br> Only Two More Weeks <br> Hurry- <br> For your poultry feeds, supplies and Remedies. <br> We Still Have A Few Baby Chicks Muenster Hatchery <br> Felix Becker, Mgr. Muenster

## Euerything is Nem for Spring

Now is the time to get that new LINGERIE you will need to wear under your smart spring dresses.

Satin Slips, tailored and lace trimmed .98c

Panty Girdles, snap in crotch, washable ................98c
Brassieres, satin and lace ..........................25c and 49c
Step-ins, tailored and lace trimmed ..........25c and 49c

## The Ladies Shop

Gatnesville
Mrs. J. P. Gositin
Miss Ruth Craven

## ADVERTISING

## day. Progressive 42 was the entertainment of the evening.

 Lols Hubbard who has been ser-iously ill here at the home of Rev. and Mrs. Alexander Hubbard, wa
able to return to school Monday. Mr. and Mrs. Edmond Weaver Mr. and Mrs. Edmond Weaver of
Dallas and son, Edale, spent Sunday
with Mrs. Weaver's parents, Rev. Dallas and son, Ead'e, spent sunde
with Mrs. Weaver' parents. Re
and Mrs. Alexander Hubbard. Leroy Porter arrived Monday
night from Flint, Michigan, where night from Flint, Michigan, where
he bought a new Buick and drove he bough
it home.
$\underset{\text { Beach, California. L. Myers of Long }}{\text { Mr. }}$ Beach, California, spent Friday night
and Saturday with Mr. and Mrs. A. E. Barnes.

## Mr. and Mrs. $\vec{O}$...W. Myers, C. A. Myers and Charlie Myers of Valley View had diner Myers and Charlie Myers ors, Valley View had dinner with Mr. and Mrs. A. E. Barnes Friday evening.

 A group of relatives and frient honored Mrs. E. F. F. Biffle with acovered dish luncheon on her birth covered dish luncheon on her birth-
day last Thursday. Thirteen ladies
enjoyed the affalr. enjoyed the aftatr.
The Assembly of God church
started a revival in the old Ira King started a revival in the old Ira King
store building Monday night. Rev.
Nothalt of Nocona store buiding Monday night. Rev.
Nothalt of Nocona is doing the
preaching. preaching
$\underset{\text { MR. AND MRS. NAT PIOTT }}{\text { ARE HOSTS AT OUTIGG }}$ ARE HOSTS AT OUTING
Myra.-Guests of Mr. and Myra.-Guests of Mr. and Mrs,
Nat Plott for an outing and dinner
at the roadside park north at the roodside park north of Myra,
Sunday were: Mr. Mnd Mrs. Boss Pl-
ott, Mr. and Mre . Sunday were: Mr. and Mrs. Boss Pl-
ott. Mr. and Mrs, George Plott and
children of Gainesville, Mr. children of Gainesville, Mr. and Mrs.
Allen Gregory of Pilot Point, Mr.
and Mrs. Jack Bell and son, Lloyd of
Wond Allen Gregory of Pilot Point, Mr
and Mrs. Jack Bell and son, Lloyd o
Woodbine, Mrs. Oran Gaston and and Mrs. Jack Bell and son, Lloyd
woodbine, Mrs. Oran Gaston an
Y)

son, Tommy, of Denton and Mrs
Charlie House of Ropesville, Tex. MYRA MISSION GROUPS MEET MONDAY AFTERNOON Myra.- The Methodist Missionary
Society met Monday afternoon at the society met seven women present.
church with seven
Their lesson study, led by Mrs. church with seven women presemrs.
Their lesson study, led by Mrs.
Lon Blanton, was taken from the
book "Brondens the Lon Blanton, was taken from the
book. "roadening the Horizon of
the Rural Community. book, "Broadening the
the Rural Community."
The Baptist Munt
 served "The Day of Prayer and Giv
ing for Ministerial Relief,", with an
appropriate appropriate program Monday after-
noon at the Baptist Church. noon at the Baptst Church.
Eight members were present. MYRA DRAMATIC CLUB PREEENIS PLAY FLIDAY
Myra. - Members of the Myra. - Members of the Myra
Dramatic Club presented a delight-
ful play entitled "The Minister Buys
"
 a New Car" last Friday evening in
the school auditorium.
Included in the cast of characters
were Mesdames Included in the cast of characters
were Mesdames A. E. Barnes, E. F.
Biffle, Ray Hudson, Parker Fears. Bitfle, Ray Hudson, Parker Fears,
J. T. Birfie, B. C. Rosson, Fred
Snuggs, John Blanton and Misses tangible.

Coolidge Parlin
Curtis Publishing Company
"SHOW ME with pencil and paper," said a banker one day, "exactly what my company will get out of these twelve advertisements." "When your boy returns from high school tonight," I replied, "ask him to show you with pencil and paper what he got out return for a day of his life and a few dollars of your money.
"Shortly he will go to college. At the end of the first year, ask him to show you what he got out of the year. You will have difficulty in seeing that his accomplishments were worth a year of his
life and $\$ 2,000$ of your money. Yet, I have the faith to believe that life and $\$ 2,000$ of your money. Yet, I have the faith to believe that if your son will apply himself faithfully for four y yars in college,
he will get out of it that which will be worth four years of his life and $\$ 8,000$ of your money. So with advertising: To understand advertising, as to understand education, requires a vision of the in-
"Advertising needs time and continuity. You cannot by any method of feeding bring a ten-year-old boy in one year to man's maturity. You cannot by any process of cramming give a boy in six months the equivalent of four years' intellectual growth in college. Nor can you by a brief series of advertisements get that thorough confidence of the public that can be won by consistent effort over a period of years."
"Muenster's PROGRESSIVE
Newspaper"-
Muenster Enterprise


