



MUENSTER ENTERPRISE

VOLUME XIX

MUENSTER, COOKE COUNTY, TEXAS,

OCTOBER 28, 1955

NUMBER 49

MHS Prepares for Big Attendance at Homecoming Event

Orchids to the local ladies who squelched an old familiar racket here last week before it had a chance to get under way. They can be sure that business men of Muenster and neighboring towns appreciate being spared the annoyance and expense of goofing off money which helps some promoter far more than the local organization, which they would be glad to help.

The proposed gimmick in this case, it seems, was a book of favorite local recipes. The promoter was looking for a sponsoring organization to collect about a hundred recipes from the community and also to assist in an ad selling campaign to finance the printing of the booklet. Then said organization would receive all the books and, of course, would be entitled to all revenue realized from the sale of the books.

To the unthinking person that sounds like a good deal. The organization receives a few hundred booklets which are supposed to sell for fifty cents or a dollar apiece. Looks like a nice lump of easy money for the club's treasury.

The prospect looks all the brighter after a strong sales talk from the promoter. Every woman whose recipe is included would most certainly want a book. Besides, all those ladies have good friends who would make wonderful prospects. A person would think selling is a cinch. Money making was never so simple for the club.

When selling time comes, however, the books are not as popular as expected. The average housewife is realistic enough to remember that she has other recipe books, tested and written by experts, which are much more useful to her. As regards the special friend's special recipe in the booklet, well, she probably has it already.

Aside from the fact that the sponsoring club gets much less in the end than it was led to expect, there is another very undesirable angle. That is using the club's influence and prestige to impose on a friend.

The procedure in such deals is to have a club representative accompany the promoter on the ad selling campaign. A merchant is told that by taking an ad he is helping the club project. However, he is not told how very little of his contribution goes to the club.

What actually happens is that the total advertising revenue, or at least the lion's share of it, goes to the promoter and the printer who produces the booklet. The club gets only what it can eventually salvage by peddling the books, after the easy money has been carried out of town.

In effect this means that a local club is improving on its local friends for the benefit of schemers. The friends are asked to kick in dollars so that the club will be able to make dimes.

Local firms are quite generally aware of the situation and are increasing their resistance to it. In several cases they have explained that they would gladly make a donation to the organization but they will not go for the promotion. Some have helped out in spite of knowing better simply because they did not wish to offend a friend by pointing out the club's good will and prestige is being used by schemers.

Well, it is comforting to note that local clubs also are seeing the light. According to reports on last week's affair the persons approached were plain in stating that they would not help promoters impose on their friends. Perhaps it is not too much to hope that the entire community will wise up and put a permanent end to this racket.

Incidentally, the foregoing remarks are not intended strictly in behalf of business people. They can serve the local clubs to even better advantage if they will induce the people concerned to do their own promoting and get all the benefit of their efforts.

By way of explanation, let's figure that proposed recipe booklet as strictly a club's promotion. Whether or not that project would be popular is questionable, but suppose it were, why shouldn't the club receive

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The student body and faculty of Muenster High school are ready to welcome a record-breaking crowd of ex-students and teachers to the annual Homecoming celebration here on Nov. 11.

The program for Homecoming Day was completed and announced by L. B. Bruns, general chairman. A football game between Muenster and Sanger, crowning of the Homecoming Queen, an assembly and a dinner dance are the principal events.

An assembly, held for the first time this year, will get under way in the school auditorium immediately after the game. Election of Alumni officers will be a feature of the meeting. After the session, at about 10 o'clock, the exes will register. This part of the program is set for that time because some returning students might find it inconvenient to register before the game, Bruns said.

After registrations, there'll be food and dancing in the gym.

A highlight of the evening will be the crowning of MHS's Homecoming Queen, who will preside over festivities. This part of the program is to be a surprise not only to visitors but also to the queen herself.

This year ex-students are voting for their favorite from four

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Tigers Run Wild For 52-0 Win Over Greenhill Hornets

The Greenhill Hornets of Dallas, giving a feeble imitation of their previous season's performance, did not have a chance when they encountered Father Christopher's precise and fast moving Tigers here Thursday. The score mounted to a humiliating 52-0 with Sacred Heart's regulars and reserves almost breaking even on time and points.

Tiger youngsters, who took the field as the second half opened, matched the veterans' earlier performance both offensively and defensively. They scored four TDs while holding their Big D visitors to a net loss of 3 yards on the ground and a gain of 6 in the air.

The Tigers started their first scoring drive after receiving the opening kickoff. Walter went over from the 3 to complete a 68

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Stage Program and Carnival Planned For MHS Halloween

Two separate events will observe Halloween at the Muenster public school this year.

Ghosts and goblins and all their friends will receive a royal welcome Monday night at the annual carnival sponsored by the classes.

The Halloween party is scheduled to begin at 7:30, and according to reports there'll be plenty of entertainment, food and fun for kids and grownups.

As customary at these yearly affairs, each class and organization of the school sets up its own concession stand, game booth, or refreshment counter and the profits realized from sales go into their respective treasuries. This part of Halloween observance will take place Oct. 31.

Something new is a program to follow on Tuesday night when Carnival Queens, who have been working for the title, will be crowned in formal ceremonies in the school auditorium.

The pomp and color of coronation with dukes and duchesses and a long line of royalty will make the program an outstanding event.

Each of the grades has selected a favorite girl and has been helping her solicit votes in the contest. There are 12 candidates and there will be two Carnival Queens, one from the grades and one from high school.

Vocal and instrumental music and other entertainment features are also on the program. There will be no admission charge. Curtain time is 7:30.

Pastors Announce Special Schedule For Next Sunday

The Sacred Heart parish, in its annual observance of the feast of Christ the King, has special services scheduled for next Sunday.

According to an announcement by Father Louis Deuster, there will be an assisted high mass at 8 a.m. In this service all three pastors will be at the altar and there will be no confessions during mass.

Following mass there will be exposition of the Blessed Sacrament and adoration until 2 p.m. At that hour short services will be held.

Evening mass will be at 7 o'clock as usual.

Parochial Teachers Have 400 Meetings With Kids' Parents

By the end of this week the Benedictine Sisters of Sacred Heart grade school will have participated in some 400 conferences with parents of their students. These parent-teacher consultations, being conducted at the school for the first time this year, are designed to foster better relations between the school and the home, and they're doing just that, according to Sister Roberta, elementary school principal.

These individual, informal talks in which the child's teacher, his mother and father participate, cover the student's progress, include his school work, character development and social habits. Some parents, with several children in school, had progressive visits with teachers of several classes.

Each conference was private and of 15 minutes duration. "We've had wonderful cooperation from the parents," Sister Roberta said.

The sessions were held between four and six o'clock in the afternoon and six-thirty and eight-thirty in the evening. Arrangements for the conferences were made by letter and telephone so that there was no long waiting for anyone.

These talks, giving an opportunity to talk over a child's progress in school with both his father and mother have proved so helpful to children, teachers and parents in other schools conducted by the Benedictine Sisters that they were eager to begin the yearly conferences here.

Nov. 3 Is Hobo Day For FHA Chapter

Future Homemakers of America, members of the Muenster High School chapter, are all set to make money for the chapter treasury. They'll do it the hard way — washing and ironing, scrubbing, cleaning, baby-sitting, just anything that's work. The day is next Thursday, Nov. 3.

Actually, the girls look forward to their annual fall "Hobo Day." This year's first money making activity finds them full of ambition and anxious to hire out.

Persons desiring special service will be assured of getting it by telephoning in advance and making arrangements with Mrs. H. H. Homsley, chapter adviser. Girls will be available at all hours next Thursday. Those with no special assignments arranged in advance will go from house to house soliciting work.

NEWS OF SICK AND INJURED

Mrs. Jim Cook was dismissed from Baptist Hospital in Dallas Sunday and is recovering at home from surgery. She was in the hospital a week after having an operation to remove a cyst from the side of her nose.

Maurine Evans, 14, daughter of Mr. and Mrs. Frank Evans of Pilot Point — her mother is the former Clara Hess of Muenster — is a patient at Scottish Rite Hospital in Dallas where on Friday she underwent leg surgery in hope that she will be able to walk in the future without braces or crutches. Maurine was stricken with polio when she was two years old. Greeting cards will reach her if they are addressed to her in care of the hospital. She'll be a patient there about two weeks, then spend the following six weeks in a cast at home.

Hornets-Panthers Will Meet Friday In Annual Classic

Despite the pre-game statistics, which lean in favor of the Hornets, neither Coach Hosea nor his boys nor their supporters are taking anything for granted regarding the Muenster-Saint Jo game here Friday night. The one safe prediction is that it will be a mighty tussle.

Tradition has taught that the spirit is keen when those two teams start bumping noggins. No matter how comparative records stand, it's another rip-snorting Hornet-Panther struggle when the starting whistle blows.

In addition to all that, this year's game offers a few more inducements for inspired competition. Hornets will be straining every nerve and muscle to latch on to that roving trophy, the golden horse-shoe for keeps. They have won it the past two games, and the agreement when it was first put up as the game's prize was that it would belong permanently to the first school that won it three consecutive years. The Panthers are determined not to let that happen this year.

District rating is another big factor. To Muenster a win means continuation of its perfect record. To Saint Jo it means hanging on as a possible contender for the title.

Still another factor is revenge. The Panthers are most anxious to retaliate for the 33-0 drubbing handed them by the '54 Hornets, at the same time Muenster has notions of sweetening last year's victory with more of the same.

According to the lineup the Panthers enter the fray with a slight weight advantage. However records to date show Muenster with the better performance. Two common foes, the Valley View Warriors and the Whitesboro Bearcats here defeated Saint Jo and lost to Muenster.

Cubs Tie Pee Wees In Junior Classic

The little fellows of the two Muenster schools tussled to a 13-13 tie in their pint sized grid classic on the Hornet field Tuesday night.

It was a game in which Father Patrick's Sacred Heart Cubs distinguished themselves by two steady scoring drives but saw their efforts matched on the scoreboard by equal results on fewer plays.

The Cubs started by holding the Pee Wees on their first series but fumbled promptly after getting hold of the ball, then let Harris slip through for a 65 yard touchdown romp.

Following the next kickoff Father Pat's kids also went 65 yards for their score, marking up four first downs along the way. Bayer went over from the 2 for a 6-6 count at intermission.

The Cubs launched their next scoring drive on the kickoff opening the second half. Eleven plays for three first downs and 61 yards made the distance, with Walterscheid picking up the last 8 yards. Bayer followed over for an extra point.

A repeat performance by the Pee Wees then tied the score at 13-13. Wimmer scampered 19 yards to end his team's 55 yard push in seven plays. Harris made the extra point.

In the first down department the Cubs led by a count of 8 to 3, however in other respects the teams were almost equal. Pee Wees had a total yardage of 123, the Cubs 133. Each team held the other for downs once, each fumbled the ball away once and each completed one of two passes.

Pee Wees Score 7-0 Win Over Saint Jo

In a game that was featured more by penalties than by action, Weldon Holland's Pee Wees nosed out the Saint Jo Kittens 7-0 on the Saint Jo field Thursday night. In an earlier game the two teams had deadlocked 6-6.

Clarence Hudspeth had the honor of going over for the lone touchdown. He crashed through from the 2 after Hosea had planted the ball there on a 30 yard pass completion. Hudspeth's pass to Hosea added a point.

Fire Nipped Early At Machine Shop

Fast work by the Muenster volunteer firemen brought a blaze under control before it got a good start at the Muenster Machine Shop about 10 o'clock Monday night. Breaking into the big sheet metal building took more time than dousing the flames.

As the firemen entered they found the flames eating away at the open framework and rafters which could be reached easily by the stream. They finished the job in a few minutes.

Origin of the fire is not definitely known, however it is believed that probable cause was smoldering scraps of belting that were not completely extinguished after burning grass along the outside wall during the afternoon. Damage was reported as small.

Ferd Luttmmer is Owner-Manager of Sinclair Station

Another new business for Muenster starts this weekend as Ferd Luttmmer opens the newly finished Sinclair Service Station on Highway 82 near the east city limit.

Late Wednesday, while getting his stock and equipment in order, Luttmmer said the place will be officially open for business as soon as he finishes the preliminary job. Perhaps that will be Thursday. Otherwise, Friday for sure.

The new station was built by Urban Endres on a long term lease agreement with the Sinclair Oil Company. Luttmmer leases from Sinclair as owner and operator of the business.

Whitesboro Native Will Teach English At Muenster High

Lawrence Saye, 30, a native of Whitesboro, is the newly appointed English teacher at Muenster High School, succeeding Al Greco, who died in a car accident October 13. He is expected to arrive here late this week or early next week.

Meanwhile Mrs. Nellie Burchiel of Saint Jo, a former member of the Muenster Hi faculty continues to serve as temporary teacher.

Mr. Saye has a BA degree from Austin College and has completed most of the work for his MA at Baylor. At the present time he is employed by Hughes Tool Co.

He has had two years of teaching experience at Whitesboro and has also served two and a half years in the U.S. Air Force. His wife is the former Miss Mary Allen of Whitesboro. They have two children, Larry, 5, and Karen, 3.

Hornets' Inspired Comeback Crushes Valley View 14-7

Muenster's Hornets were magnificent Friday night at Valley View of Wichita County in coming from behind to dump the husky and vicious Warriors by a 14-7 score.

In one of the most inspiring performances of the school's history they snapped back after Valley View's third quarter touchdown and retaliated with two thrilling and expertly conducted scoring drives.

It was stubborn determination and headwork that paid off for the Hornets. Their opponents had the advantage in weight and the jarring contacts left little doubt that they were applying the last ounce of their power. Nevertheless the Hornets managed to keep their offensive going when the chips were down and also stood pat defensively when it counted most.

The blow that brought temporary gloom to Muenster fans came shortly after the opening of the second half. Dougherty halted the Warriors on their first series with an interception but Valley View recovered a fumble two plays later on its own 45. Then Young breezed around end for a 39 yard gainer before Biffle nailed him. Two tries gained 3 then Young broke

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Workers Begin on New Modern Home For Farmers Store

The new Farmers Store is under construction. Foundation work on the 60x100 masonry building started Tuesday following preliminary bulldozer work during the past weekend. According to Andy Hofbauer's present estimate it will be ready for use in about four months.

Located at the intersection of Highway 82 and Pecan, the store will be set back to allow generous parking space at the south and west. The front will be some 30 feet from the curb which is to be installed soon in the city's current project of widening the highway to four lanes. About 60 feet of parking space is provided between the store's west wall and Pecan.

John Tempel and Andy Schoech, joint supervisors on the job, explained that the building will be almost 100 per cent fire-proof. Walls will consist of concrete or haydite tile with brick veneering at the front. The roof will be made entirely of metal and composition, except the trimming on its extension to the outside. That small quantity of wood will be the only non-fire-proof material used in the building.

Glass will be used sparingly. To simplify heating in the winter and cooling in the summer it is being confined to a small area of the front wall. Full length windows will provide display space east of the glass front doors, but small windows at the opposite front will be above the level of counters.

Convenience is another factor figured into the store's plan. Warehouse space will extend along most of the 100 foot west wall. A dock near the north end of that wall is provided for loading and unloading. Likewise meat counters and frozen food lockers are located near the meat processing room at the north end.

Funeral Services Held Monday for Mrs. M. Zipper, 93

Mrs. Margaret Zipper, 93, mother of R. M. Zipper of this city, died Friday in the home of her daughter, Mrs. Ed Jesko of Hereford, with whom she had been living.

Funeral services were held Monday in Pilot Point where the Zipper family lived for many years.

Rev. John Untereiner officiated at the requiem mass at 9:30 in St. Thomas church and at burial in the parish cemetery. Bearers were grandsons: Jimmy Jesko, Charlie Berend and Leo Ohlig of Hereford, Virgil Zipper and Jim Stockman of Dallas, and Albert Fritchman of Chickasha, Okla.

Mrs. Zipper was born in Boemerwald, Germany, Aug. 9, 1862. She was married to Joseph Zipper Nov. 11, 1891 in Michigan. In 1892 the couple came to Texas settling at Pilot Point. He died there in 1902.

Mrs. Zipper continued living there until 1935 when she went to live with her daughter, Mrs. Jesko at Friona. In 1946 she

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SCHEDULE OF COMING EVENTS

THURSDAY, Oct. 27, MHS pep rally, 7 p.m.

FRIDAY, Oct. 28, Hornets vs Saint Jo, here, 7:30 preceded by special program beginning at 7 o'clock.

SATURDAY, Oct. 29, Bake Sale at Fisher's Market by senior class of MHS, starting time 9 a.m.

SUNDAY, Oct. 30, SH Halloween Carnival, parish hall, afternoon and evening.

SUNDAY, Oct. 30, Quarterly CYO meeting in Sherman, St. Mary's parish hall, begins at 2 p.m.

MONDAY, Oct. 31, Halloween Carnival, Public School, 7:30 p.m.

TUESDAY, Nov. 1, Halloween Program, MHS Auditorium, 7:30 p.m.

TUESDAY, Nov. 1, SH Cubs vs St. Thomas at Fort Worth, 2 p.m.

THURSDAY, Nov. 3, FHA "Hobo Day," all day.

Local News BRIEFS

Mr. and Mrs. Ed Jesko and Mrs. Will Ohlig left here Thursday morning to return to Hereford after an overnight visit with their brother and sister-in-law, Mr. and Mrs. R. M. Zipper. They had been in Pilot Point at their

mother's funeral and also visited their brother Joe Zipper in Dallas.

Sister Zita Zipper of Little Rock, Ark., was a guest of her parents, the R. M. Zippers Sunday and Monday. She came to attend the funeral of her grandmother, Mrs. Margaret Zipper at Pilot Point Monday morning. She left Monday afternoon with her sister and family the Jim Stockmans of Dallas who were also here for the services and boarded a train in Dallas for her return to Little Rock.

Mayor Urban Endres and Alderman John Fisher were in Brownsville Monday, Tuesday and Wednesday attending the state convention of the League of Texas Municipalities.

J. W. Hess left Friday evening for Lexington, Ky., to attend the annual convention of the National Catholic Rural Life Conference, October 22 to 26. He is the state chairman of Rural Life for the Catholic State League of Texas.

M.Sgt. Jack Needham of Lake Charles, La., was here Wednesday and overnight for a visit with his mother, Mrs. Ruth Needham and other relatives. He had a four day leave from his base and stopped at Waco to visit his grandmother Needham enroute. His family didn't make the trip with him because the children are in school.

Phone From Alaska

Mr. and Mrs. J. M. Weinzapfel Sunday enjoyed a telephone visit with their daughter and family, the David Brights, stationed in Fairbanks, Alaska, where Lt. Col. Bright serves with the Air Force. The day didn't mark any special occasion — the Brights just decided they wanted to talk with her folks. The line was very clear and conversation plain and easily understood. The call came through here at midnight. It was 7:30 in the evening there. Juanita said they were getting accustomed to life in Alaska. Thermometers were standing at 2 degrees at the time. The Brights said to tell everybody hello.

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Bake Sale Saturday Is Class Benefit

Seniors of Muenster High school will sponsor a bake sale next Saturday, Oct. 29, as a class benefit. It will be held at Fisher's Market.

Baked goods with the exception of bread will be available at 9 a.m. when the sale starts. Bread, being baked fresh that morning, will be ready to pick up at 11:30. There'll be an abundance of bread, the students said, however, persons desiring to place their orders may do so by calling Fisher's Market Saturday morning.

Blessed Events

Mr. and Mrs. Arnold Hess announce the birth of a six pound ten ounce son Monday, Oct. 24, at 3:10 p.m. at the Muenster Clinic. The little boy joins a family of seven. He has six brothers and one sister. At his baptism Wednesday he was named Karl Timothy. Father Patrick officiated and Mr. and Mrs. Albert Hess were sponsors for their nephew.

Mr. and Mrs. Frank Mages III of 417 South Dixon street, Gainesville, welcomed the arrival of their son at 12:01 a.m. Sunday, Oct. 23 at Gainesville Sanitarium. Mrs. Mages is the former Earline Walterscheid of this city. The seven pound nine ounce boy is the first grandchild of Mr. and Mrs. Tony Walterscheid, Muenster, and Mr. and Mrs. Frank Mages Jr. of Gainesville. He has five grandparents: Mr. and Mrs. Frank Mages Sr. of Lindsay, Mr. and Mrs. Pete Mosman of Gainesville and Mrs. John Wilde of Harlingen.

Mrs. Zipper

moved with the Jesko family to Hereford.

Survivors besides Mrs. Jesko and R. M. Zipper are a son, Joe Zipper of Dallas and a daughter, Mrs. Will Ohlig of Hereford, four step-children, Mrs. Mary Berend of Gainesville, Mrs. Annie Thill of Corpus Christi, Mrs. Charles Fritcher of Chickasha, Okla., and John Zipper of Pilot Point; 30 grandchildren, 61 great-grandchildren and two great-great-grandchildren.

Rosary had been recited in Hereford Saturday before the body was sent to Pilot Point. A Rosary service was held at Beck Funeral Home there Sunday at 7:30 p.m.

Among relatives and friends at the funeral were R. M. Zip-

per, Mr. and Mrs. C. J. Kaiser and Clarence Wilson from here, Sister Mary Zita Zipper of Little Rock, Ark., Miss Joan Zipper of Fort Worth and Mr. and Mrs. Jim Stockman of Dallas.

the four high school classes. The winner will not be announced until the ceremony starts. The other three will be her attendants. The contestants are Misses Gretchen Hellman, Agnes Noggler, Magdalen Noggler and Jeanie Aytes.

More than 300 invitations, including some 400 ex-students and teachers have been mailed.

Homecoming

young ladies, one from each of



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It's Time To Winterize!

Better see us about antifreeze, winter weight greases and a tune-up.

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Muenster

Tigers Win

yard push in seven plays.

Greenhill's fumble on the kickoff that followed set up the next scoring opportunity on the 26. The pay-off play, following a short gain and a penalty, was a 28 yard gainer on Henscheid's pass to Fleitman.

As the second quarter opened Sacred Heart was pushing again but fumbled on the 7. Two plays later Herr nailed a Hornet back behind the line for 2 points.

A kickoff following that safety started Sacred Heart again. In 6 plays the red and white made the 40 yards, Mollenkopf totting for the score. Henscheid's pass to Fleitman following the TD was Sacred Heart's first extra point of the game.

Hardly a minute later, after holding for the first series of downs the Tigers made 59 yards and a score on 3 plays. Fleitman's end-around romp for 48 paces brought the count to 27-0.

Reserves had a bit of trouble getting started as they took over after intermission. Greenhill stopped their first attack. However Herbie Walterscheid retaliated a short time later by getting loose for 55 yards and a TD.

Early in the fourth quarter Gerald Hess intercepted a Hornet pass and set the stage for another marker. Fuhrmann went over from the 1 to complete a 21 yard push in 5 plays.

After holding the visitors on the first series of downs the Tigers got going on a 55 yard march featuring Hartman's aerial to Grewing for 21 yards. Wolf scored from the 4 and Fuhrmann crashed over for another point.

The next score was set up by another Hornet fumble, recovered on the 9. Wolf made 8 and Walterscheid the remaining one for the final count of 52-0.

Still another TD was in prospect as time ran out. Sonny Walterscheid had returned an interception from mid-field to the 16 and the next play had reached the 9. Then, the final whistle.

The game at a glance.

	S.H.	G
First downs	10	2
Yds rushing	247	2
Yds passing	102	20
Passes thrown	7	10
Passes completed	4	4
Intercepted by	2	0
Fumbles lost by	2	2
Yds penalized	10	50



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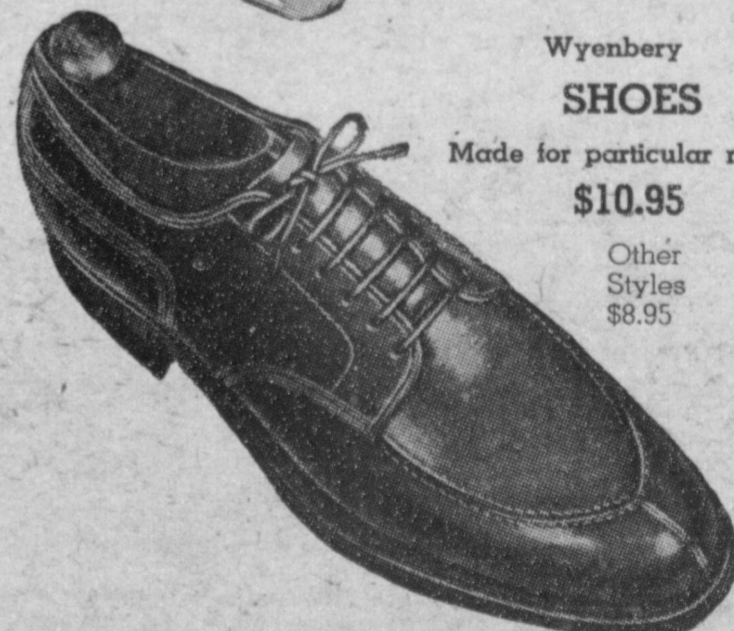
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Homefolk Whole Green Beans

No. 303 can, 18c 2 for 35c

Sun Spun

Vegetable Shortening - 3 lb. can 69c

Tender Veal Steak - lb. 49c

Tender Veal Roast - lb. 35c

Fresh Hamburger - lb. 33c

EVERY DAY SPECIALS

RUSTIC CRABAPPLES

16 oz. glass, 29c No. 2½ glass, 39c

3 Minute Oats - large box 39c

Bowman's Cinnamon Crisp - lb. 39c

"Our Special" Coffee - lb. 77c

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5 different odors, per pkg. \$1.50

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Muenster



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Dorothy Wimmer and Joseph Elpers Wed In Colorado Oct. 22

Cure'd'Ars church in Denver, Colo., was the scene of a solemn wedding ceremony Saturday morning, Oct. 22, when Miss Dorothy Marie Wimmer, daughter of Mrs. Mathilda Wimmer and the late John Wimmer of

Muenster, became the bride of Joseph Albert Elpers of Strasburg, Colo. His parents are Mr. and Mrs. Joseph Elpers of Strasburg.

Rev. Leonard Abercrombie read the double ring service and officiated at the nuptial high mass assisted by Rev. John W. Scannell and Rev. John Haley.

The bride was given in marriage by her brother-in-law, Fred Hennigan of Muenster. Her wedding gown of white lace over satin was designed with a fitted bodice and sweetheart neckline. She wore matching elbow length mitts below cap sleeves. The full, flowing skirt was ballerina length. A matching lace head piece ornamented with seed

pearls and rhinestones held the finger tip length veil of silk illusion. She carried a cascading bouquet of white roses centered with an orchid.

Her bridesmaid wore blue lace over satin and carried pink roses. The groom was attended by his cousin.

For her daughter's wedding Mrs. Wimmer wore a multi-colored tweed dress with black accessories. The groom's mother wore a gray wool suit with black accessories. Both had shoulder corsages of white gardenias.

A breakfast at the Studio Restaurant followed the church services and a short reception in the afternoon preceded the couple's departure on a wedding trip. For traveling the bride wore a gray sharkskin suit with navy blue accessories and the orchid from her wedding bouquet. After their honeymoon they will make their home in Denver.

The bride is a native of Muenster and attended Sacred Heart school. He has been employed in Denver for the past few years.

Among relatives at the wedding in addition to Mrs. Wimmer and Fred Hennigan were Mrs. Fred Hennigan and her sister Mrs. Hugh Tarleton. Mrs. Tarleton lives in Fort Worth.

Lots of men live to see the day they can rejoice because they didn't get what they wanted.

The man who has talent for criticism will be unwise if he fails to use it on himself.

Alice Koelzer and Joe Hermes to Wed Here November 10

Mr. and Mrs. Pete Koelzer have announced the approaching marriage of their daughter, Alice, to Joseph Frank Hermes, son of Mr. and Mrs. Clem Hermes of Lindsay.

The young couple has set Thursday, November 10, as the wedding date. The marriage will be solemnized in Sacred Heart church here at four o'clock in the afternoon. The bride's uncle Rev. Bonaventure Koelzer of Graymoor, N.Y., will perform the ring ceremony and officiate at the nuptial high mass.

Attendants will be the couple's sisters and brothers. Miss Veronica Koelzer will be maid of honor and Miss Bernice Hermes will be bridesmaid. Clem Hermes Jr. will serve as best man, and Wilfred Koelzer will be groomsman. The bride's colors are white and pink.

Miss Koelzer is a graduate of Sacred Heart High school with the class of 1954. She has been employed at the Main Cafe. Mr. Hermes was graduated from Lindsay High school and is employed at the Muenster milk plant.

After a wedding trip the couple will make their home here at 409 North Pecan street.

Halloween Carnival Sunday Promises Fantasy, Festivity

Fun, fantasy, festivity and fellowship in a real old fashioned country fair atmosphere await youngsters and oldsters alike at the parish hall where Sunday roommothers of Sacred Heart Parochial school sponsor their annual Halloween Carnival. It begins at 2 p.m.

There'll be such bazaars as Candy Corner, Cake Counter, Ice Cream Parlor, Shooting Point, Spook House, Mom's Kitchen, Handwork Booth, Fish Pond, Pop Corn Place, Cozy Corner and Game Tables, to entertain the kids, their moms and dads.

Special attraction for children only — their parents will want to watch — is the Costume Contest.

Mrs. Ray Stewart is chairman of the carnival assisted by members of the roommothers association.

Mrs. Arthur Endres and Mrs. Ray Swirczynski have charge of the Candy Counter where homemade confections will be featured. Cake Counter, operated by Mrs. Herman Fette and Mrs. Edd McGannon, will consist of homemade cakes, plain and fancy. The Ice Cream Parlor will be stacked with freezers of homemade ice cream in a variety of flavors and colors. Mrs. Ray Wilde and Mrs. Charles E. Wimmer will be on duty.

At Shooting Point, Mrs. Herman Dangelmayr and Mrs. Bruno Fleitman will be custodians of the guns and Mrs. Herman Hartman and Mrs. Jimmy Lehnertz will supervise the darts.

Spook House promises mystery, chills and thrills. Mrs. Hugh Jackson is in charge. And there'll be fortune telling. Mrs. Leo Lawson has secured the services of a mystic for that purpose.

In Mom's Kitchen, Mrs. Maurice Pagel and Mrs. Andy Wimmer will preside over a variety of food and hot coffee.

The Handwork Booth will display doll wardrobes and novelties. Mrs. C. J. Kaiser will preside.

Mrs. John Fisher and Mrs. Wilfred Reiter will be in charge of the Fish Pond; Mrs. Albert

Dangelmayr and Mrs. Clem Hofbauer will pop and sell corn; and table games will be supervised by Mmes. Urban Endres, Andrew Schoech, Dick Trachta and Clarence Hellman. Cold drinks will be dispensed by Mrs. Eddie Schmitt and Mrs. Ray Klement.

Cozy Corner has been designated as a "rest and relax" spot. Here people can sip coffee and swap stories. Its location is beside the kitchen.

The costume contest, arranged by Mrs. Lou Wolf, will be divided into two groups and will begin promptly at 2:30. Contestants will parade on the stage upstairs for this event. Prizes for the prettiest and funniest costumes will be awarded in each group. And there'll be a prize for every child who comes costumed.

The first contest will be open to pre-school age children and students of the first, second and third grades. The other contest will be for fourth graders on — through high school if older children want to take part. Judges to be selected by Mrs. Wolf will be revealed after the awards are made.

The public is invited to attend. The party will continue during the evening and night hours.

Chairmen of the concessions will be assisted by other roommothers (and their husbands for some of the moving and shifting details). Poster work was done

by Sister Gregory. All members of the parish have a part in donating food and other articles.

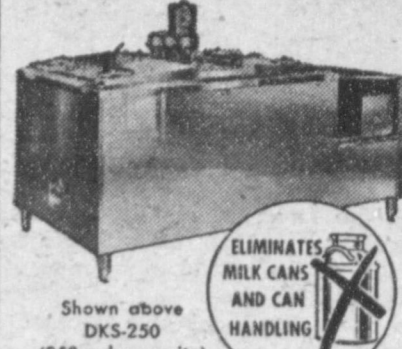
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BULK MILK COOLER
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Milk is cooled to well below 40° in less than one hour — assuring a lower bacteria count and better milk. The milk cannot freeze — because the coolant is ice water.

Dari-Kool tanks are easy to clean and may be sanitized with hot water without damage. Units are ready to operate — no expensive, remote compressors to install or service.

Every Dari-Kool is built around a rugged 10-gauge steel frame — providing rigid support for the bulge-proof stainless steel milk tank. This assures accurate calibration and correct payment.


Get the cooler that leads in sales — leads in value — and leads in performance!

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Test it for 14 days yourself! Wash it and wear it... twist it, twirl it, bend it, curl it. We'll gladly refund your money if the remarkable wrinkle-proof soft collar on Van Heusen Century shirt isn't everything we claim. Test it for "staying power." See for yourself how the exclusive one-piece construction refuses to wilt or wrinkle... keeps perfect shape without starch or stays. And test it in the laundry. See how Van Heusen Century's woven-in fold-line gives you delightfully easy one-stroke ironing. What's more, Van Heusen Century shirts last up to twice as long as ordinary shirts (you'll have to take our word for that on a 14-day trial) but they cost no more (it takes only a glance at our low prices to prove this). White, \$3.95. Superfine white, \$5.00. Colors, \$3.95. Shirt-Mate Tie, \$1.50.

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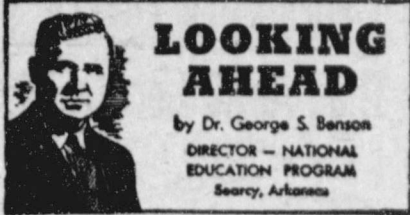
SCOTT BROS.
MUESTER, SAINT JO, NOCONA

THE MUESTER ENTERPRISE

PUBLISHED EVERY FRIDAY — MUESTER, 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 3, 1879.



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.



LOOKING AHEAD

By Dr. George S. Benson
 DIRECTOR — NATIONAL EDUCATION PROGRAM
 Searcy, Arkansas

Understanding Is Priceless

The average city dweller, working in an office, department store or industrial plant may rebel a little about paying 60-cents a dozen for eggs and 70-cents a pound for sliced bacon. And yet perhaps bacon and egg prices wouldn't seem to be too high if the city family's bread-winner had to himself tend the laying flocks, raise the hogs and process them, and at the same time wrestle with the unending problems of farming.

DON'T SCRATCH THAT ITCH!

In 15 minutes, you MUST be pleased with ITCH-ME-NOT when applied for the itch of eczema, ringworm, athlete's foot, insect bites and other surface rashes or your 40c back at any drug store. Today at Dixie Drug Store.



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We Give United Trading Stamps

The average farmer, when he comes to town, may gnash his teeth about paying \$3.25 for a good axe to clear his uplands; and he may explode in dismay over the \$2,000 price tag on a tractor with which he could raise more corn, to produce more bacon hogs at lower cost. And yet he might have a different attitude if he visited a foundry and tractor factory and saw the huge investment necessary in tools and operating capital; and if he understood the multitude of problems facing today's highly competitive business and industrial management.

"Farm-City Week"

If the farmers and the city folk could swap places for a little while, no doubt mutual understanding and respect would improve. But I'm afraid the public as a whole would be seriously dislocated for that short time. Something, however, is being done. An ambitious human relations program is being conducted throughout the nation this week. It is spearheaded by the several thousand local clubs of Kiwanis International, a civic organization dedicated to community service for God and country. The program is the first nationwide observance of "Farm-City Week." It is bringing together rural and urban people for the specific purpose of achieving a better mutual understanding.

All over America 4-H and F.F.A. boys and girls are seeing — many for the first time — the inner workings of industries and retail establishments, and the cultural and economic life of the city dwellers. At the same time Boy Scouts, Girl Scouts, and other urban youth groups are touring the farm lands around their cities; and the businessmen are taking a day or two off, and, in many cases, are having lunch or dinner with farm families and then touring a farm to see how it is operated.

Everybody Cooperating
 Every segment of the Ameri-



Running Up the Score

can public is being drawn into this effort to establish acquaintanceship and understanding between rural and urban America. Actively participating are the American Farm Bureau Federation, the National Grange, the National Council of Farmer Cooperatives, the U.S. Department of Agriculture, the U.S. Chamber of Commerce, the American Medical Association, and, in fact, virtually a Who's Who of American industry, business and commerce. Employee groups, both organized and unorganized, are active in the programs. Public and private schools and colleges, and P.T.A. groups are participating.

The Kiwanis International office in Chicago states the fundamental purpose of "Farm-City Week" as follows: "To bring about better understanding of, and appreciation for, the American way of life." This is a great objective. It is inspiring to see the highly respected Kiwanis International take the initiative in helping bring about this better understanding, and to note the splendid response from so many other great organizations.

Important Results
 "Farm-City Week," the Kiwanis International officials told me, "is designed to create an impact in every home, rural and urban. Through that impact should come better understanding between farm and city; realization of the fact that neither is self-sufficient; that interdependence between them is essential. It should make abundantly clear the fact that this interdependence is a primary source of wealth and national strength."
 The most important result of such mutual understanding and respect among farm and city people, at least at the moment, is that it defeats one of the chief strategies of the Communist Fifth Column in America. The Reds and their helpers are trying to divide the people of America, pit group against group. Their tactics

are to create confusion and promote jealousies and hatred between groups. Thus the Kiwanis-sponsored "Farm-City Week" is strengthening America, striking a blow against the Red tyranny.

It is wise to keep on good terms with your stomach, your conscience, and your wife.

Things are moving so fast nowadays that a man has to run like the very dickens just to stand still.

The Mind Commits the Murder

By Martin Work, Director of the National Council of Catholic Men

LAST NIGHT a gun was shoved into the ribs of an old man on his way home from work. He was robbed, beaten, and kicked into the gutter. Last night a car was stolen, a bank robbed, a teen-age baby sitter attacked. Yesterday a dope peddler was picked up doing business outside a high school. It may have happened in New York or Washington; it may have happened in your town.

To the sensitive person the 45% rise in juvenile delinquency in the last five years, the staggering increase in violent crimes, in the use of narcotics, in drunkenness, in broken homes, in graft and corruption in public affairs is terrifying.

THE QUESTION in many minds is whether or not a modern paganism is eating at the heart of American morality which was created on, and finds its strength in, the basic fundamental beliefs of Christianity. Finding the answer to this problem is the task of society and especially America's fathers.

The all-important factor in the problem is the tremendous influence of the mass media of communications. The motion pictures, the radio and television, the newspapers, beat a never-ending tattoo on the win-

dows of our minds — and our minds can become shaped into a distorted gargyle or a beautifully sculptured tribute to ourselves and our Creator.

THE MIND is the master of our actions — saints are saints first in the mind — and then in life. Murder is first committed in thought — and then the shot is fired or the knife driven home.

The most dramatic development to flow out of the Hendrickson subcommittee on Juvenile Delinquency was the testimony showing the relationship between juvenile crime and these mass media of communications. Witness after witness proved that you cannot fill young people's minds with vivid descriptions of every crime and brutality without having repercussions.

THE SOLUTION will not be easy. America's fathers will have to watch carefully over the influence these media have on their children. We will have to prevent harmful influences from coming into our homes and check the motion pictures our children see before they see them.

Above all, we must help to make the producers of these media see the distinction between liberty and license. No one is free to sell poison to our children; and no one should be free to poison their minds. Individually and collectively we can do much to solve this problem. May God give us the courage and wisdom to do so.

† Public Feature Service, Washington 17, D. C.

The lucky man points with pride at his superior judgment.

Some people live by their wits — others by the lack of other people's wits.

After forty a cucumber in the hand is worth two in the tummy.

The man who continually boasts about his principles usually means his prejudices.

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Pause For Contentment

There are some wonderful new possibilities for farmers in the future in agricultural research test tubes. If some of the research is successful farmers would be able to spray their fields after a rain with a new organic chemical that would seal the moisture in the soil until it could be used by the crops. Then there is the possibility that insects would be controlled by spraying them with disease-laden suspensions that were deadly to the insects. Feed crops would be planted once and would continue producing for many years.

Meanwhile, we can gain a lot of satisfaction by a review of progress made during the last century. It gives opportunity to pause for contentment.

A bank account can provide a good source of contentment. Start yours today. You will be glad you did.

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Bulcher News
By Mrs. R. J. Samples

BULCHER, Oct. 25 — The home of Mr. and Mrs. Bailey Dennis was the scene of a family reunion Sunday when all their children and families and his sisters gathered for the day. Present were Mr. and Mrs. Frank G. Whaley of Pampa, Mrs. Vina Harris and her daughter

Mrs. Joe Womack of Fort Worth, Rev. and Mrs. Justin Dennis of Dallas, Mr. and Mrs. Wayne Dennis and children, Mr. and Mrs. Bennie Milburn and son and the Dexter Dowds and sons of Nocona, the Leslie Robisons of Gainesville and Jim Dennis of Wichita Falls. When the Whaleys returned to Pampa Jim Dennis accompanied them for a visit.

Guests of Mr. and Mrs. Charles Crabtree over the weekend were his brother and family, Mr. and Mrs. Donald Crabtree and son Robert of Freer, Texas.

Mr. and Mrs. Willie Frosch of New Boston, Texas, were weekend guests of her parents, Mr. and Mrs. Jimmy Attebury. Mrs. Frosch is the former Grace Attebury.

F. M. Webb and R. J. Samples visited in Bowie and Nocona on business Monday.

Mr. and Mrs. August Hyman returned Friday after a 12-day vacation visit with their children in parts of west Texas.

Mrs. Annie Huggins has returned from Fort Worth where she had been visiting her son Lloyd and family. This week she is a guest in the home of her son-in-law and daughter, the E. L. Robisons.

Mr. and Mrs. Dick Harris visited his sister, Mrs. Lilly Spencer of Saint Jo at a Wichita Falls hospital Saturday. She is recovering from recent surgery.

Celebration Marks 56th Anniversary of The Lee Morris

Maggie Simons and Lee Morris were both 17 years old when they were married on an October day in 1899.

The 56 years of married life since then were celebrated Sunday with a special dinner party at their home at noon for members of the family, and open house from 2 to 5 p.m.

Present were the six children of the couple, most of their grandchildren and great-grandchildren, plus neighbors and friends. Mr. and Mrs. Morris have known for years.

Mrs. R.L. Morris and Mrs. Charlie Morris of Gainesville were hostesses for the celebration. Guests were served cake and punch from a table centered with a handsome four-tier wedding cake iced in white and adorned with gold colored wedding bells. The number 56 was iced in gold on top of the cake.

Mr. Morris, a retired Baptist minister, is a native of the Bulcher community where the couple has spent most of the 56 years since being married there on Oct. 22, 1899. He was born July 6, 1882, a son of Mr. and Mrs. Bill Morris. His father was a Cooke county cattleman.

Mrs. Morris, daughter of Mr. and Mrs. P. D. Simons, was born Feb. 22, 1882, in Ellis county and came to Cooke county when she was 10 years old.

Mr. Morris has held pastorates in Cooke and Grayson counties and in West Texas, where the couple spent about 15 years. They are the parents of 11 children, six of whom are living.

Mr. and Mrs. Morris agree that the past 56 years have seen so many changes in the county that it's hard to say just which ones are most impressive. They agree on something else, too. They think Cooke county is wonderful country.

Their children are Mrs. L. B. Hunter of Amarillo, Charlie and R. L. Morris of Gainesville, Mrs. F. A. Tucker of Hereford, Mrs. Paul Brown and Mrs. R. C. Daniel of Plainview.

In addition to the children and their families, those from out of town calling during the open house, bringing gifts and extending best wishes, include Mr. and Mrs. T. T. West and daughters Virginia and Frances of Gainesville, Messrs. and Mmes. R. L. Cooke and Jim Embry of Saint Jo, Messrs. and Mmes. John Morris, Calvin Calverts and family, C. I. Miller, Paul Patterson and family and W. L. Robison all of Gainesville, Mr. and Mrs. Earl Robison of Marysville, Mrs. Rafe McElreath and Becky, Mrs. Sam Sparkman, V. M. Ramsey, Messrs. and Mmes. J. B. Klement, J. W. Fisher and family, and Albert Fleitman and family of Muenster and Bennie Milburn of Nocona.

Mr. and Mrs. Steve Moster had as guests Saturday to Monday, Mr. and Mrs. L. W. Middlebrook of Shreveport, La. The two men were together overseas during world war II.

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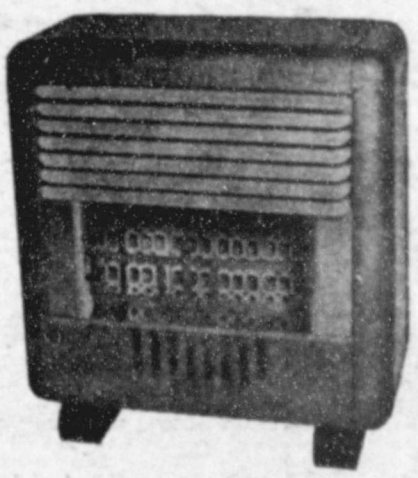
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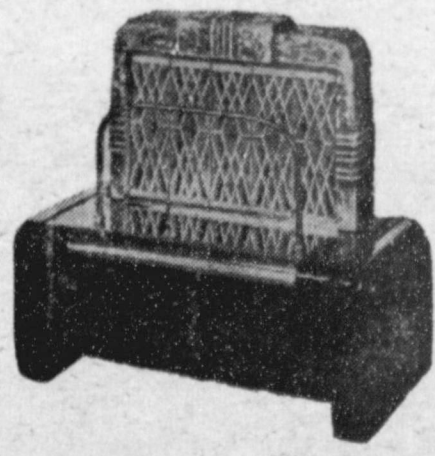


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18,000 BTU	32.50
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Jackets, \$24.98 values - - \$17.95

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Linoleum Curtains Slip Covers

Big variety of Toys, Dolls, and many other items at bargain prices

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Guests of Mr. and Mrs. Sam Williamson Sunday were the Huse Admires, the Burl Milliners and Mrs. Leta Fletcher all of Bonita, Mr. and Mrs. Kirby Sewell and James of Arlington, George Stafford and Mrs. Delva Germany of Gainesville, Mr. and Mrs. Weldon Dennis, the Jim Embrys and D. H. Sewell of Saint Jo, Mrs. J. B. Roach and children Edna and Buck of Capps Corner and the Hardy Burkes and children of Pilot Point. Visiting in the Williamson home is Mrs. Williamson's brother, Lindsey Stone of Amarillo. He will be here about a month.

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Just as the Doctor Ordered
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SOMETHING SPECIAL . . . tender and fine flavored, from high quality home grown and home killed beef.

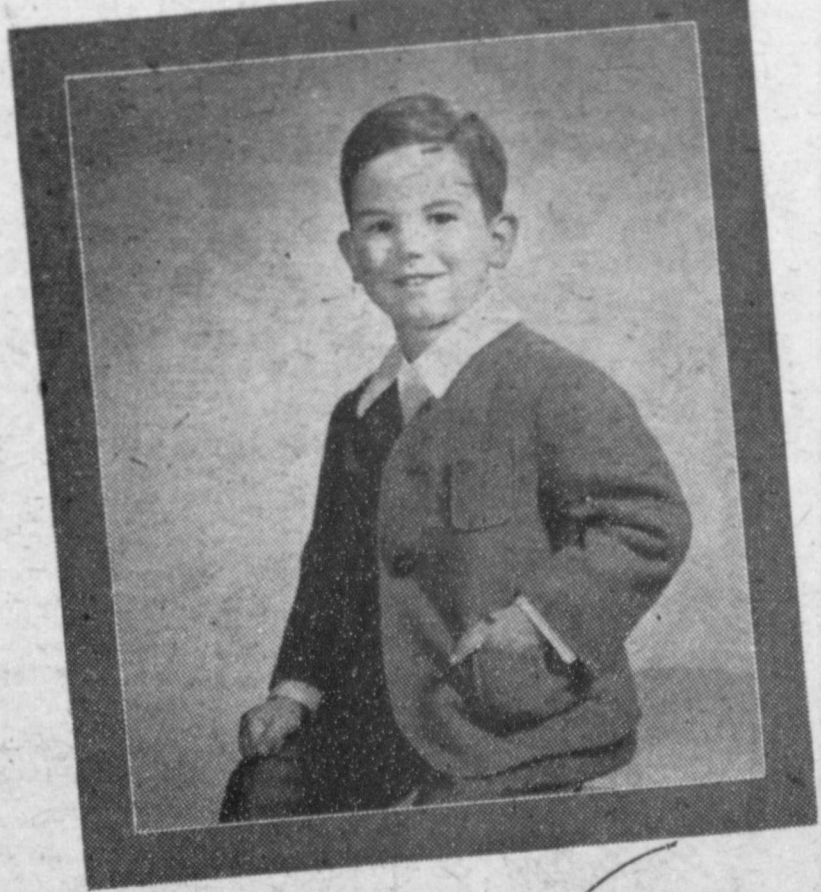
HOW ABOUT . . . stocking your freezer or locker with this tasty, tended beef? You save a lot by buying the whole or half carcass.

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Felderhoffs Exhibit Reserve Champions At Hereford Show

At a Hereford feeder, cattle show and sale in Fort Worth last Friday Felderhoff Brothers of Muenster, exhibiting a full car load of steers, showed the reserve champions and were prize winners three times.

The reserve champs were fifty steers and were second in that class. A group of 20 feeder steers places fifth and a lot of ten heifers were fourth.

Between 2,700 and 2,800 Herefords were in the show. The event was sponsored by the Texas Hereford Association and the Fort Worth Market Institute. Buyers at the show payed premium prices for the cattle of their choice.

Attending from Muenster were Norbert and Gussie Felderhoff, Hubert Felderhoff and Albert Danglmayr.

Volunteer Firemen Have Annual Party

Members of the Muenster Volunteer Fire Department and their wives were treated to their annual party Sunday in the parish hall.

This year's event was a six o'clock dinner party followed by card and domino games. The menu featured fried chicken and country sausage. Fifty persons were present.

DR. A. A. DAVENPORT CHIROPRACTOR

X-RAY FLUOROSCOPE
301 E. Broadway, Gainesville

Local News BRIEFS

Reynold Reiter, a student at Texas Tech, spent the weekend here with his parents, Mr. and Mrs. Clem Reiter.

Jerry Henscheid who attends St. Edward's University in Austin, was at home for a weekend visit with his parents, the Leo Henscheids, after undergoing plastic surgery on his chin in Dallas Thursday.

Mr. and Mrs. Joe Luke had as all-day guests Sunday her relatives, Henry Michels, Mr. and Mrs. Herman Jungman, Mr. and Mrs. Bill Hertel and daughter Henrietta and Miss Kathleen Michels, all of Munday.

Mrs. Ray Evans accompanied by her sister Mrs. Howard Couch of Little Rock, Ark., and Mrs. R. T. Brock, spent Monday, Tuesday and Wednesday in Dallas at market, buying new merchandise for the Charm Shop.

Mr. and Mrs. Clarence Hudspeath had as their weekend guest his mother, Mrs. Bill Harvey of Marietta, Okla.

Mr. and Mrs. John Aytes joined Muenster fans at the Hornet-Warrior football game at Valley View, Wichita County, Friday night. They live in Wichita Falls now. Also at the game were Misses Mary Nell Hellman and Lorene Fleitman of Wichita Falls. Mrs. Clarence Hellman stopped enroute and picked the two girls up.

Jerry Hellman of Portalis, N.M., spent a week here with his uncle and aunt, the Ervin Hamrics, returning home Thursday. He's the son of Mr. and Mrs. John Hellman, former Muensterites.

Jim Walker and his mother, Mrs. Ada Walker, had as guests Saturday and Sunday the latter's son and daughter-in-law, Mr. Mrs. B. A. Walker and daughter Beverly of Fort Worth. Enroute to Muenster the visitors stopped in Gainesville and her mother accompanied them for the weekend visit here.

Visiting the Fred Hoedebecks Sunday were their daughter Mrs. J. M. Howell and daughters Donna and Frances of Ennis. Mrs. Fred Hoedebeck joined them on the drive back, stopping in Dallas, to visit her son and family, the Alfred Hoedebecks. Mrs. Alfred Hoedebeck is a patient at St. Paul's Hospital where she is recovering from recent major surgery. Her parents, Mr. and Mrs. A. C. Flusche of Denison, have been staying with their grandchildren while their daughter is in the hospital.

Mr. and Mrs. J. W. Fletcher had as their guest the latter part of last week his sister, Mrs. Joe Cochran of Fort Worth who returned home Friday after a three-day visit. Wednesday overnight Mr. Fletcher's brother Joe Fletcher of Austin was their guest. He had attended a convention of officers of the State Highway Department in Wichita Falls and was enroute to Clarksville. Thursday the Fletcher's son Jack of Mineral Wells, on one of his routine trips through here, stopped for dinner.

Guests Saturday of the Needham families were Mrs. Frank Needham's niece and her husband, Mr. and Mrs. Jess Adamson of Dallas.

Mrs. Ernest Biffle of Myra is back at home after a few days' visit with her aunt, Mrs. Ida Gardner in Saint Louis, Mo.

FAMILY REUNION SUNDAY
Members of Bayer families held their annual reunion Sunday at the parish park. Everyone brought covered dishes for a picnic dinner at noon. About 80 members of the family attended. Miss Georgia Ann Hartman of Dallas was here for the occasion.

ATTEND GOLDEN PARTY
Mr. and Mrs. S. M. Steen of Forestburg and Mr. and Mrs. Tom Hickman of Gainesville were among the 107 couples who attended the Fort Worth Press annual Golden Wedding Party Oct. 18. Held in the mirror-lined Crystal Ballroom of the Texas Hotel, the night's program featured punch and wedding cake, prizes, favors, a floor show and a dance. Dressed-up wives had chrysanthemum corsages. Their husbands wore golden flowers in their coat lapels.

A lot of fellers who complain about the boss being so dumb would be out of a job if the boss were any smarter.

AT CHICAGO CONVENTION

Mrs. J. M. Weinzapfel left Tuesday from Dallas for Chicago, Ill., to attend the national convention of the Third Order of Saint Francis. She made the trip on a chartered bus with other members of the fraternity from the Dallas-Fort Worth diocese. The tour, taking up a full week, will include pilgrimages to several famous churches, including the Shrine of Our Lady of the Miraculous Medal in Tulsa, Saint Louis Cathedral in Missouri, and the beautiful Franciscan St. Peter's church, Holy Name Cathedral, the new Shrine of St. Frances Cabrini, National Little Flower Shrine and Perpetual Adoration Shrine in Chicago.

Miss Genevieve Noggler is on the staff at the Main Cafe since Monday replacing Miss Alice Koelzer who quit work preparatory to her marriage.

Excellent Food Properly Served

The CURTWOOD The COLONIAL
Curtis Restaurants

You Can't Look YOUR BEST—

Unless Your Clothes Look Their Best.

Dyers and Hatters

LONE STAR CLEANERS

J. P. GOSLIN, Prop.
Phone HO 5-2151, Gainesville



YOUR POLICY and YOUR LOCAL AGENT

RAY WILDE INSURANCE

All Types of Insurance

'56 Chevrolet streaks up Pikes Peak to new record!

What you see here is automobile history in the making. For this is an actual on-the-scene shot of a camouflaged '56 Chevrolet shattering the Pikes Peak record in a dramatic, top-secret run, supervised and certified by NASCAR*. Here's record-breaking proof that this '56 Chevrolet has the power, cornering ability, and sureness of control that will make your driving safer and more fun. And you can see and drive it soon now. Just wait!

*National Association for Stock Car Auto Racing whose officials timed and certified the performance of this preproduction model.



A RECORD-BREAKING NEW CHEVROLET
FRIDAY, NOV. 4

The hot one's even hotter!

J. B. Wilde, Chevrolet Dealer

MUENSTER, TEXAS



BUILDING Materials

We will furnish everything to build anything. Besides, we'll help you with your location and planning.

C. D. Shamburger Lumber Co.

Dick Trachta

Muenster

Isn't it odd that it takes a baby two years to learn how to talk and it takes a man 40 years to learn to keep his mouth shut.

HAMRIC'S

has new
VAN HEUSEN
SPORT SHIRTS
in new
CHIANTI
COLORS



To your good looks, Gentlemen... in stirring new Chianti Colors plus the smart Italian flair collar. A new Van Heusen style setter in wonderfully woven (and wonderfully washable) Cot'n Cross-Over Checks. Now, check again on the price. Only Van Heusen could give you a shirt like this for just

\$2.95 to \$6.95

HAMRIC'S
The place to go
for brands you know

Henry Theisen, 66, Dies in California

Word has reached here of the death of Henry Theisen, 66, stepbrother of Mrs. H. J. Fuhrman, Muenster; Mrs. John Bezner, Lindsay; and Mrs. Otto Flusche, Gainesville, and Mrs. Carl Gimple of Valley View.

Theisen, who made the Navy his career died in a Naval hospital in California. Death followed a heart attack.

Old timers of the county will remember the deceased as the son of John Theisen, Muenster's first depot agent. A brother, Matt Theisen of Muskogee, Okla., also survives along with four other brothers and two sisters.

Baptist WMU Meets In Pettijohn Home

Members of the Baptist Women's Missionary Union held their regular meeting with Mrs. D. S. Pettijohn as hostess in her home Thursday afternoon.

Mrs. Don Cooke led the opening prayer and Mrs. Pettijohn brought the Royal Service program. The topic was "Come Women, Wide Proclaim." Assisting by taking part on the program were Mrs. Sam Nason, Mrs. Paul Clayton Jr., and Mrs. Don Cooke.

After the closing prayer by Mrs. Nason, the hostess served refreshments.

The next meeting will be on November 3 with Mrs. Nason as hostess.

Baptist Group Has Meet at Marysville

Members of the Womens Missionary Union and Brotherhood of the Marysville Baptist church held a joint meeting Monday night at the church with members of the Muenster Baptist church as guests.

Rev. D. S. Pettijohn of Muenster brought the message for both groups. His talk was taken from Acts 15th Chapter.

Following the meeting those present adjourned to the club house for refreshments of coffee, hot chocolate and cookies. About 40 attended. Present from Muenster were Rev. and Mrs. Pettijohn, Mr. and Mrs. J. A. Travis, Mr. and Mrs. Earl Cole, Mr. and Mrs. Don Cooke and Aubrey Tuggle.

SOPH'S BACKWARD PARTY BENEFITS QUEEN CANDIDATE

Sophomores of Sacred Heart High school staged a backward party Monday night in the parish hall as a benefit for Jeanette Haverkamp, their entry in the annual football queen's contest.

As the name implies, everything was backward. Girl students made the dates, took them to the hall, paid admission charges and treated them a coca cola and snacks. Recordings furnished music for the dance.

People will believe anything you tell them, if you will just whisper it.

Marysville Without Store First Time Since Town Started

For the first time since the community of Marysville was started in 1869 residents of the area are without a store. The last store was closed last week. Owned by Raymond Davidson of Fort Worth, the business was operated by N. W. Whitt.

The first store was started by R. A. Fitch who came there from Marysville, Calif. L. T. Henderson moved to the community from Georgia in 1883 and operated the store for more than 50 years in the same location before his death.

About 14 families live at Marysville.

Since the business closed Mr. and Mrs. Whitt have moved to Muenster and are occupying the former Charlie Haverkamp house on Elm Street. They bought the property some time ago.

Youth Groups Have Halloween Social

Saturday night was fun night for the Intermediate Girls' Auxiliary and the Royal Ambassadors of the First Baptist church. The children were treated to a social in the home of Rev. and Mrs. D. S. Pettijohn. It was a Halloween party, a costume affair.

Decorations carried out the chosen theme and traditional games including apple bobbing entertained the group. After guessing "Who's Who," the girls and boys unmasked and enjoyed refreshments of pop corn balls, brownies, fudge and punch. Mrs. Charles Clayton Jr., counselor for the GA's, assisted with party games and serving.

Present were Pat Pettijohn, Mary Alice Dickerson, Linda Lee Dickerson, Brenda Taylor, Ron-da Gregory, Linda Hammer, Ronnie Dickerson and James Harris.

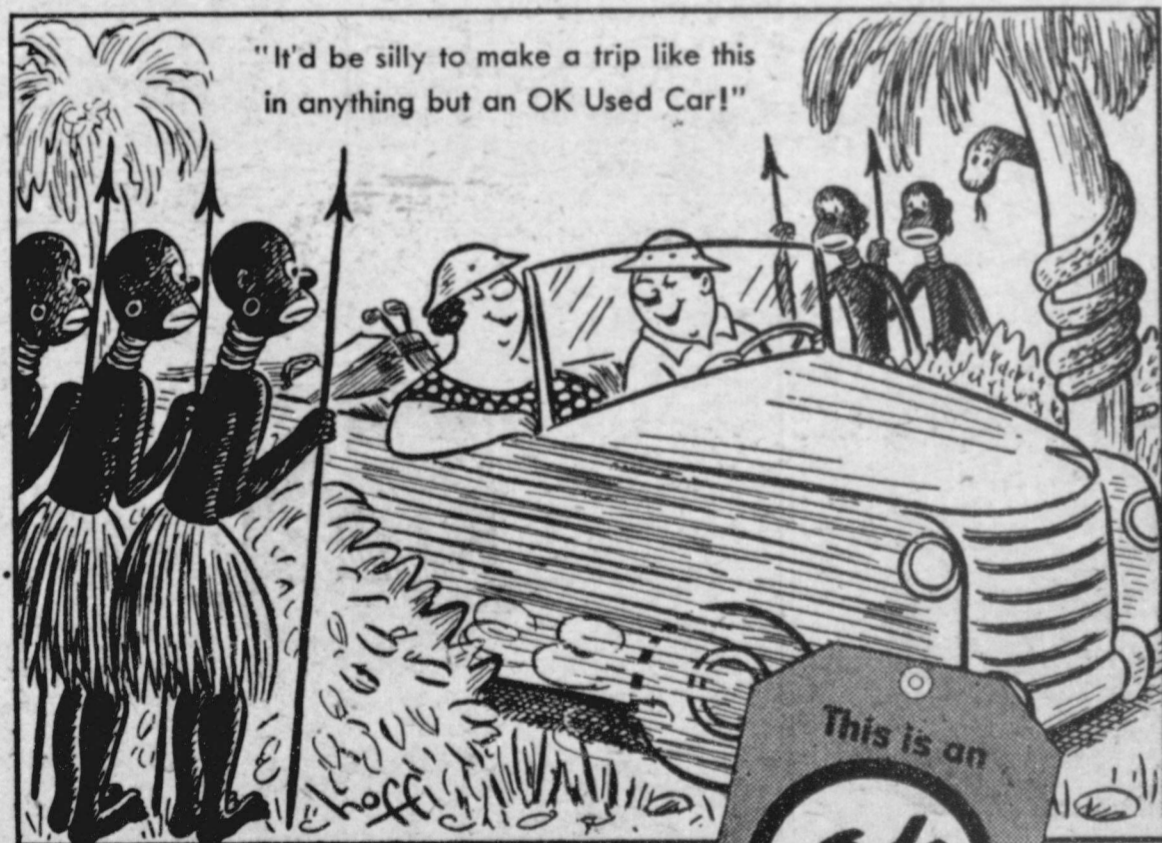
FFA Group Attends Training Classes

Billy Otto, Ronnie Cannon, Jim Myrick, James Wolf, Charles Hallmark and Jimmy Doughty, officers of the local FFA chapter, accompanied by agriculture instructor Glenn Hellman, spent Saturday in Commerce where an officers training school was held at East Texas State College.

Separate classes were held for each office, teaching the boys the various duties and responsibilities of their offices.

Saturday evening those who attended the classes were guests at a barbecue supper sponsored by the agriculture department of the college and at night they attended the football game between East Texas and Austin College.

A man who refuses to try to help himself finds little sympathy when he seeks outside assistance.



For long trips to strange places, or just a jaunt across town, OK Used Cars let you drive with confidence. That's because the OK Tag marks a car that's thoroughly inspected and scientifically reconditioned. They're popular-priced and warranted in writing by us!



Look for the red OK Tag!

Sold only by an Authorized Chevrolet Dealer

J. B. Wilde, Chevrolet Dealer
Muenster, Texas

at the New TANNER'S ... Even at Discount Prices \$1.00 Still Holds Any Nationally Advertised Gift or Toy in Lay-Away

Pre-Season Discount Offer Ends October 29th

Thrifty shoppers are daily taking advantage of these Pre-Season Discounts. Today... if you're willing to get your Christmas shopping out-of-the-way early... you can choose your gifts from TANNER'S complete selection... and actually pay less than the same gifts will cost later. A few discount examples are listed below.

TOY DEPARTMENT

	Reg. Price	Disc. Price
Talking Donald Duck, 8-in pull toy	1.25	.98
Jackie Gleason Bus with mystery motor	1.49	.98
Mandrake The Magician magic set	1.95	1.49
Woodburning Craft, complete set	1.95	1.55
Stamp Collector's Outfit, beginner's model	1.95	1.55
Calling Superman, complete game	1.98	1.55
Mr. and Mrs. Potato Head, funny face set	1.98	1.55
Jack Webb's Dragnet Game, official model	2.98	2.29
Pinky Lee Xylophone, no lessons needed	2.98	2.35
Tonto Indian Outfit, deluxe model	5.95	4.75
Betsy Wetsy, 11½-inch doll	5.98	4.75
No. 5 Gilbert Chemistry Set, junior laboratory	5.98	4.75
Robert The Robot, remote control mechanical man	5.95	4.75
17-pc. Lionel Electric Train complete set	47.00	29.95
22-pc Lionel Electric Train, smokes and whistles	72.50	59.95

Tanner's TOY TOWN features MADAME ALEXANDER DOLLS (complete selection)... DOLL FURNITURE... HOUSEKEEPING TOYS... DISNEYLAND TOYS... TOYS FOR TODDLERS... KINDERGARTEN TOYS... GAMES... TOY GUNS... MINIATURE REPRODUCTIONS... MECHANICAL TOYS... HOBBY KITS... CONSTRUCTION TOYS... CRAFT AND SCIENCE TOYS... ELECTRONIC TOYS... MUSICAL TOYS... PLUSH ANIMALS... WHEEL GOODS... ETC., ETC.

NEW GIFT DEPARTMENT

	Reg. Price	Disc. Price
Bulova "Senator B", 17 jewel man's watch, expansion band	39.75	28.75
Elgin "Tahiti", beautiful 17 jewel lady's wrist watch	45.00	29.95
Gruen "Martinique", 17 jewel lady's watch, expansion band	49.75	34.95
Bulova "23 B", 23 jewel man's watch, self winding, shock resistant	59.50	42.95
Elgin "Labrador", man's watch, self winding, waterproof	71.50	49.95
Lady Elgin "Olivia", 14k solid gold watch, 21 jewels	89.50	64.95
Bulova "23 G", 23 jewel man's watch, raised gold numerals	95.00	67.50
52-pc Oneida Community Silverplate Service, New Era pattern	66.50	49.95
57-pc 1847 Rogers Bros. Silverplate Service, First Love pattern	106.75	79.75
57-pc. 1847 Rogers Bros. Silverplate Service, new Flair pattern	116.75	89.75

All watches beautifully gift boxed and unconditionally guaranteed. Add 10% fed. tax to sale prices on watches. No tax on silverplate. New Gift Department also includes TIMEX watches for children, SPEIDEL watchbands, HICKOK men's jewelry, DELTAH pearls, Leather Wallets, REMINGTON portable typewriters, RONSON lighters, G.E.-TELECHRON clocks and hundreds of other nationally advertised items. Discount prices on any Sterling Silver pattern made by GORHAM, WALLACE, REED & BARTON, TOWLE, INTERNATIONAL, HEIRLOOM or FRANK M. WHITING.

RADIOS AND APPLIANCES

	Reg. Price	Disc. Price
General Electric Table Model Radio	14.95	11.95
Westinghouse Steam or Dry Iron	17.95	14.35
Sunbeam Electric Frypan with glass cover	21.95	15.95
Sunbeam Cooker and Deep Fryer	24.50	16.95
General Electric Portable Radio	24.95	19.95
General Electric Clock-Radio	24.95	19.95
Westinghouse Cook-n-Fryer	17.95	14.35
Sunbeam Mixmaster with Juicer (new model)	47.50	29.88

All SUNBEAM, GENERAL ELECTRIC, WESTINGHOUSE and WEST BEND Electric Housewares at comparable reductions during this Discount Sale!

LAY-AWAY NOW! Only \$1.00 down will hold any GIFT or TOY IN LAY-AWAY. Small weekly payments until Christmas.

The New Tanner's

Dial HO5-2312

213 E. California

Furniture — Carpeting — Toys — Gifts — Cameras
Radios — Appliances — Housewares



NOTICE to Customers: We will be closed all day Tuesday, Nov. 1, church holy day. Nick and Adelina Miller. 49-1.

LOST: Pair of rimless adult glasses. Notify Mrs. Paul Fisher. 49-1.

WANTED: Man for DHIA technician in Muenster area. See Paul Fisher, 49-2.

WESTINGHOUSE Electric Blankets: Single control \$24.95; dual control \$29.95. Swell for Christmas giving. Endres Motor Co. 49-1.

MINNEAPOLIS-MOLINE FARM EQUIPMENT
New grain drills, disc harrows and drag harrows. Also used drills, baler, mower, oneway, and 2 "R" tractors.
We still have a full line of M-M parts.

WANTED
Welder and mechanic
WILDE IMPLEMENTS
Gainesville 49-1

FOR SALE: Maggie Grewing Estate. 4 room house and 4 lots, near church and school. See John or Henry Grewing, Muenster. 48-4p

FOR SALE: 20x20 hen house. New, well built. John Grewing, Muenster. 48-4p

COMING SOON
Entirely new and different Moline tractors. Watch for announcement.

NEW AND USED PLOWS AND TRACTORS HASENPLUG
Tractors and Implements
Gainesville 48-1

BACK ON THE JOB, ready to serve you with typewriter and adding machine repairs, new machines, and supplies. Will be in Muenster every other week. Call Muenster phone No. 89 and leave word for me. George (Bromo) Selsor, A-1 Typewriter Co., Bowie. 46-4

USED MACHINERY
2 Allis Chalmers WD tractors with equipment.
Farmall B tractor and equipment.
John Deere H tractor and equipment.

Allis Chalmers C tractor and equipment.
Allis Chalmers combine.
JOHNIE WILSON
Gainesville 48-1

WATER HEATERS. New and Used, Butane and Natural Gas models. Shamburger Lumber Co. 47-4.

FOR SALE: Half-ton pickup. Good, clean, 1952 model Chevrolet. See or call Steve Grewing, phone 176-R, Muenster. 47-1f

GOOD PRICES on Goodyear car and tractor tires. Hennigar Motor Company, Phone 39. 37t

RELIGIOUS Christmas Cards and gift wrapping for sale by Third Order of St. Francis. Call J. W. Hess or R. R. Endres. 47-1f

MAKE \$135 AND UP every week. Full or part time. Take orders for America's largest selling, nationally advertised Liquid Fertilizer since 1946. **WRITTEN GUARANTEE.** No investment. Excellent opportunity for expansion. Write "Na-Churs" Plant Food Co., 472 Monroe St., Marion, Ohio. 47-3.

FOR RENT: 170 acre farm six miles northwest of Muenster. See or write Mrs. Fred Steinberger, Windthorst, Texas.

CONCRETE WORK
We'll do any kind of a concrete job or furnish ready mix concrete for your job.
Bayer Brothers 281f

FOR SALE: Two bedroom house, 3 lots and shop building. Will sell shop separately. See R. W. Esker, Muenster. 42-3

WINDOW SHADES, with or without rollers, plastic or Clopay Washable, cut to your size.
VARIETY STORE 311f

USED IRON and parts of all kinds. Half price. J. P. Flusche.

SEED OATS FOR SALE
Bulk or Sacked
Muenster Milling Co. 45-1

NEED A HOME? Three bedroom house, heating system, garage attached, curbed, for sale. See R. M. Zipper. 23-1f

Rust Proof Water Heaters
Jet-Glas Day and Night water heaters are surfaced with glass, they have no exposed metal to rust or corrode... assure hot water as clean as your water supply. In 20 or 30 gal'on sizes 10 year guarantee.
Enderby Butane Gas
Gainesville 11-1

GLASS
Plate, window, automobile, furniture tops, mirrors. Old mirrors resilvered. For complete glass service call Gainesville Glass Shop. HO5-3321, 311 N. Chestnut.

VENETIAN BLINDS
Custom made and stock blinds.
Shamburger Lbr. Co. 1f

POULTRY SUPPLIES If it's good for poultry we have it. Also peat moss for your flowers. Muenster Hatchery, Ph. 63. 91f.

CALL US COLLECT for butane or propane. Phone HO5-4712, day or night. Enderby Butane Gas, Gainesville. 501f

UNITED MATTRESS CO. Renovation of Cotton Mattresses and Innersprings our Specialty. New Mattresses, Box Springs, Hollywood Beds, King Size Sets, Baby Mattresses. All work guaranteed. One day service. 407 N. Commerce, phone HO5-3882, Gainesville. 24-1f

PIPE, PUMP JACKS, stock tanks, well cylinders, sucker rods, cylinder leathers, etc. For your water supply needs see C. D. Shamburger Lumber Co. 33-1f

BICYCLE PARTS AND REPAIRS
Hennigan Motor Co. 151f

FROZEN FOOD PACKAGING MATERIALS
Big new stock, all kinds, all sizes, just received.
ENDERBY BUTANE GAS
Gainesville 10-4

SINGER Sewing Machine Co.
Gainesville, Texas
Has a sales and service man in the Muenster vicinity each Wednesday. Mail a card or call 1223 Gainesville or Jimmy's Service Station, Muenster. 181f

VENETIAN BLINDS
Repaired. Retaping and recording.
Tony Hoenig, Phone 53-W-1
Muenster 50-1f

LEATHER CLEANING. Western jackets, gloves, coats, etc., expertly cleaned; colors and natural oils restored. We give United Trading Stamps. Robran Laundry & Cleaners, Gainesville. 131f

ALUMINUM SCREENING Kaiser Kool- Shade aluminum screen lowers the temperature of your home. Community Lumber Co. 271f.

PAINT SPRAYER For Rent. Suitable for any type of spray paint. \$2.50 a day. Community Lumber Company. 46-1f

HAT Cleaning and Blocking. If you want that cowboy or dress hat made like new, your favorite crush, new lining or band replaced, factory style, send it to Robran Laundry and Cleaners. We give United Trading Stamps.

ELECTRIC MOTORS 1/4 HP to 1/2 HP. Suitable for pump jacks, milking machines, etc. Community Lumber Co. 41-1f

COMPLETE ANTENNA SERVICE: New installation, moving, repairing. See Endres Motor Co. 43-1f

It Pays to Check Our Prices on car, truck or tractor tires and batteries and accessories.
Jimmy's Service Station 181f

WESTINGHOUSE AUTOMATIC WASHERS HOME FREEZERS REFRIGERATORS RANGES... TVs... RADIO FOOD MIXERS... FANS
ENDRES MOTOR CO. 341f

NECCHI-ELNA SEWING MACHINES
Sales, Service Rentals
We service all makes of machines. New Necchi machines for rent. Custom made buttons, button-hole, buckles and belts.
320 E. Calif., HO5-2542
Gainesville 301f

Dirt Work of All Kinds
See us for tanks, terraces and any kind of dirt work. We have the right equipment to give you a good job and a good deal on any kind of earth moving.
GILBERT ENDRES 451f

BARGAINS IN USED EQUIPMENT
Large selection of
Tractors
Farm Machinery
Milk Can Coolers
LOW PRICES AND EASY TERMS

SCHAD & PULTE
Shades and Window Treatments
110 S. DIXON - Gainesville - HO 5-4326

All that some girls give up when they marry is housework.
Then there is the man who spent a thousand dollars to cure his halitosis only to discover that nobody liked him anyway.

Hornets Win

loose again for the counter. The try for extra point was good, and Muenster groans were almost as loud as Valley View cheers.

It soon became apparent however, that the Hornets were not ready to accept that score as the verdict. They started with pouncing on the Warriors' attempted on-side kick and continued a relentless drive for 50 yards and a TD. They used 12 plays in covering the distance, Hellman going over on a 9 yard quarterback sneak. Harris kicked true to tie the count.

Like the Warriors, Muenster lost its on-side kick gamble and the Warriors started pounding at mid field. They completed two first downs and missed the third by a yard to give up the pigskin on Muenster's 19.

From there on it was Hubert Richey and Company baffling the Warriors for 81 yards on 6 plays. Richey's burst through left tackle was good for 26. A pass from Hellman to Richey added 5, Richey broke through for 37 yards more and McCulley breezed around end for 9 yards, to the 4. Over anxious Warriors jumped the snap and the Hornets gratefully accepted a 3 yard donation to the 1. Richey plowed over on the next play and Harris boosted the count to 14-7.

Closing minutes were rugged as the Warriors moved the chain 3 times and finally lost the ball on their fourth series on the 23 as time ran out. Their final attempt was an incomplete pass over the line, missed by yards. Starting the game Muenster

went strong, advancing 42 yards to the Valley View 30 before losing possession on downs. From then on it was a deadlock, mostly within the 30 yard stripes with neither team completing two consecutive first downs until the closing minute of the half. At that point Muenster recovered a Valley View fumble on the 32. Hellman passed to Dougherty for 11 and a roughing penalty on the Warriors set Muenster up on the 6. But the opportunity fizzled out as Hellman was smeared for a loss while trying to spot a receiver across the line.

The game at a glance.

	M	VV
First downs	14	12
Yds rushing	196	165
Yds passing	41	94
Passes thrown	9	16
Passes completed	5	10
Intercepted by	1	2
Fumbles lost by	1	1
Yds penalized	20	73

Two Muenster Girls Get Nurses Caps

Misses Margaret Myrick and Rita Cain were among student nurses receiving their caps in capping ceremonies at John Sealy Hospital in Galveston Sunday.

Families of the local girls attended the exercises. Mrs. Dick Cain and daughters Sandra and Debra, joined by LaQuita of Denton, left by car Friday. Mrs. T. S. Myrick left Saturday morning stopping in Austin where she was joined by Mr. and Mrs. John Myrick and children. Doctor Myrick and son Jim and Dick Cain made the trip by plane Sunday.

Floor Covering of All Kinds

WOOL CARPETING — PLASTIC TILE — ASPHALT TILE
LINOLEUM — COTTON CARPETING

BUY NOW — NO DOWN PAYMENT
UP TO 36 MONTHS TO PAY

NEWLAND FURNITURE CO.
201 N. Dixon

Before Buying Insurance...

It is important to know if your agent will be available to assist you on claim settlements. WE WILL!

FOR PROFESSIONAL INSURANCE SERVICE SEE

J. M. Weinzapfel Insurance Agency
Herbert Meurer J. M. Weinzapfel Earl Fisher
Representing only old line stock companies

Flowers For Every Occasion



Since 1884 It's
Kaden, The Florist

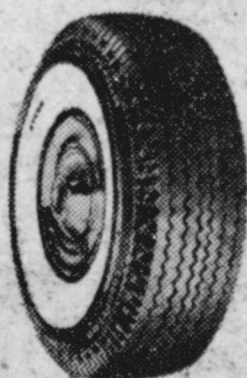
Flowerphone
HO5-5221, Gainesville
Represented in Muenster
by Mrs. Nick Miller

ONLY GOOD YEAR HAS 3-T NYLON CORD

YOU GET

- ✓ Better blowout protection
- ✓ Better puncture protection
- ✓ Up to 30% longer mileage
- ✓ More recaps
- ✓ Lower tire-cost per mile

GOOD YEAR TIRES built with 3-T Nylon Cord FOR AUTOMOBILES OR TRUCKS



The safer, longer-lived tires built with 3-T Nylon Cord cost you no more than tires built with untempered cord.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Endres Motor Company



Get More! Save More!

You gain both ways when you sell your livestock at our sale.

You get more because we consistently sell higher than the current market price.
You save more because your shorter haul costs you less in shrinkage and hauling expense...
And you save again on our lower commission rate.

Muenster Livestock Auction

DICK CAIN Owner and Auctioneer

STOP FEEDING WORMS!

USE PALATABLE **NEW**

REDCHAIN 3D3

CADMIUM HOG WORMER

Red Chain 3D3 CADMIUM HOG WORMER is an entirely new worming feed. Contains a new drug, cadmium anthranilate, never before used for hogs... the safest effective hog wormer ever developed.

- **SAFE** • Red Chain 3D3 Cadmium Hog Wormer is remarkably safe for pigs. Does not make them sick, or lose appetite.
- **EFFECTIVE** • When properly used will remove more than 90 percent of round worms.
- **ECONOMICAL** • Costs only 7c to 12c per pig. Worm-free pigs gain faster, less feed.
- **CONVENIENT** • Give as the only feed for 72 hours. Nothing else to do.
- **PALATABLE** • Is not distasteful to pigs... they stay right "on their feed."

Worm-Free Pigs Make More Pork Profits!

See Your Red Chain Dealer

MUENSTER MILL

STATE

IN GAINESVILLE
Open 1 p.m. Every Day

5 Big Days

Fri.-Sat.-Sun.-Mon.-Tues.
Oct. 28-29-30-31, Nov. 1

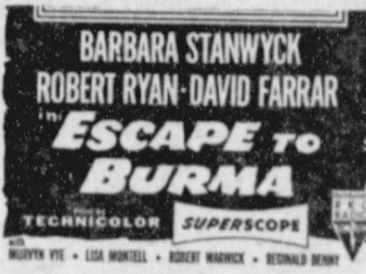
"Are you sorry, Luke"
I guess every woman
asks her husband
that on her wedding
night."



NOT AS A STRANGER

OLVIA ROBERT FRANK
de HAVILLAND MITCHUM SINATRA
GODIA BROWDER CHARLES
GRAHAME CRAWFORD BICKFORD
Released thru UNITED ARTISTS

Wed.-Thurs., Nov. 2-3



ESCAPE TO BURMA

BARBARA STANWYCK
ROBERT RYAN DAVID FARRAR
TECHNICOLOR SUPERSCOPE

THE NEW PLAZA THEATRE

IN GAINESVILLE
Open 1 p.m. every day

Fri.-Sat., Oct. 28-29



THE STEEL CAGE

Fri.-Sat., Oct. 28-29



APACHE AMBUSH

Wed.-Thurs., Nov. 2-3



Ma and Pa KETTLE on VACATION

STATE

in Gainesville

Saturday, Oct. 29
Starts 11:30 p.m.

TICKETS NOW ON SALE



DONOVAN'S BRAIN

Released thru United Artists

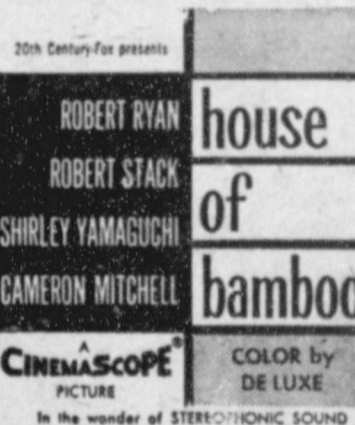
HI HO

On Highway 82
East of Gainesville

Fri.-Sat., Oct. 28-29



Sun.-Mon., Oct. 30-31



Tuesday Only, Nov. 1
80c per car night



Lindsay News

Mr. and Mrs. Joe Neu of Arcadia, Iowa, arrived Saturday for a three-week visit with relatives and friends. This week they are house guests of his sister and brother-in-law, Mr. and Mrs. Paul Arendt Sr.

Adolph Fuhrman is back at his home progressing normally toward recovery from recent major surgery performed at Gainesville Sanitarium.

S.Sgt. and Mrs. Nick J. Arend of Austin have announced the birth of a son, a brother for Debbie. The little boy, weight six pounds eight ounces arrived on October 14. He is the grandson of Mrs. Lena Arend, and will be known as Nick J. Arend III. His daddy is stationed at Bergstrom AFB.

Mr. and Mrs. Bill Arend and two sons of Garnett, Kansas, have returned to their home after a vacation visit with his mother, Mrs. Lena Arend and other relatives at Lindsay, and his sister and brother, Mrs. Larry Yosten and John Arend and their families in Muenster. They also visited another brother, Nick Arend and family in Austin before returning home. The Kansans just missed seeing his sister and brother-in-law, the Eddie Rauschubers and children Eddie and Donna who visited here from Little Rock, Ark. They also have returned home. While they were

here they drove to Wichita Falls to visit relatives, the Fred Simons family. Mrs. Lena Arend accompanied them.

Jo Ann Weber Has Birthday Surprise

Miss Jo Ann Weber was greeted with a surprise party to celebrate her seventeenth birthday when her parents, Mr. and Mrs. Ben Weber, entertained at their home on route 2, Gainesville. Miss Oval Lee Magee assisted with hostess duties.

Games of charades and dancing furnished entertainment for 27 young people. The honoree displayed gifts and the hostesses severed a huge cake decorated with blue candles.

Present were Jerry Schmitz, Gilbert Kubis, Mary Jean Naughton, Terry Brown, Yvonne Geray, Gene Walterscheid, Bill Roberg, Marilyn Butts, Frances Loerwald, June Reiter, Jeannie Reeves, Tommy Corcoran, Leroy Berend, John Loerwald, Joe Nichols, Gwen Friske, Marlene Bezner, Virginia Zimmerer, Dorothy Geray, Melvin Herr, Tommy Flemmons, Henry Fleitman, Bobby Howard, Leonard Hermes and Shirley Hoedebeck.

Full Program Will Observe FHA Week

Members of the local chapter Future Homemakers of America face a full program in their observance of Annual FHA Week, Oct. 30-Nov. 5. The girls and their chapter adviser Mrs. H. H. Homsley have arranged one outstanding event for every day of the week.

Sunday is Church Day and the girls will attend services with their parents. Monday is Senior Day. Tuesday there'll be a slumber party, Wednesday a skating party, and Thursday is Hobo Day. Friday the members will give a tea for the faculty and Saturday, Parents' Day they'll work at home and do something special for their moms and dads.

Confetti - - -

ad revenue as well as sales revenue?

Some years ago a promoter induced a local club to sponsor a local talent show. The deal included selling ads on a program. In the end the club got a small percentage but it could have had all the revenue if it had done its own directing and promoting.

Year after year promoters have sold ads on folders which were dumped at the schools for the use of children. Incidentally the Enterprise tried to break into this racket a few years ago . . . after hearing what the ads had been selling for. It looked like a chance to offer advertisers a better rate and still make good profit on a printing job. Both schools were asked to let the Enterprise rather than a promoter handle the job and both said the folders were never authorized in the first place, nor were they wanted. This column had a comment on the subject at the time, explaining the Enterprise would not sell ads on an unwanted item, even at half price, and advising local people not to fall for the scheme if a promot-

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When it comes to scandal it has to be bad in order to be good.

As regards the present topic, let's not question the merits of the folders. Our only point is, why let a promoter skim the cream off that deal? Why not let a school organization make what money is to be made on it?

Clubs and merchants alike can do themselves a big favor if they will resolve that promotions hereabouts will be strictly local in the future. Merchants will have the satisfaction of knowing that their help is going to the club concerned. Clubs will have the satisfaction of receiving the cream as well as the skim milk.

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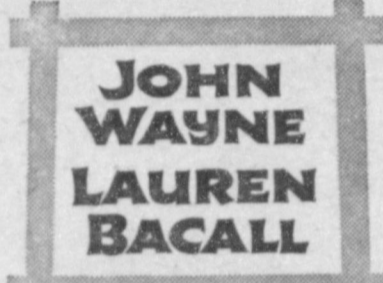
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