



# MUENSTER ENTERPRISE

VOLUME XXXIII

MUENSTER, COOKE COUNTY, TEXAS 76252 DECEMBER 27, 1968

NUMBER 5



# A<sup>T</sup> CHRISTMAS

*Joy to the World...* Let every heart rejoice . . . for Christ is born in Bethlehem and the glory of His message shines forever, shines anew. Even as shepherds and wise men came to worship and be glad, so may each of us return in spirit to the sacred manger, there to find the peace and promise, the hope and happiness of the first Christmas. May the miracle of His birth and the wonder of His presence ever be our blessing and inspiration. And may this Christmas truly be, for you and yours, a season rich in joy and deep contentment.  
*To our Many Valued Friends, We Extend a Heartfelt "Thank You."*

Many tombstones are carved by chiseling in traffic. The truth seldom hurts unless it ought to.



## Silent Night

At this joyous season, we extend our warmest greetings to you, hoping all is calm, all is bright as on that Holy Night long ago. May all the blessings of Christmas be yours.

**BARNES FURNITURE**  
839 E. California, Gainesville

### Schedule Listed For Sacred Heart Christmas Masses

The feast of Christ's birth will be celebrated in Sacred Heart Church with five Masses — at midnight and at 6 a.m., 7:30 a.m., 9 a.m., and 11 a.m.

Midnight Mass will be preceded by hymns sung by the choir and will begin with procession as the congregation sings Silent Night. Along with clergy and altar boys in the procession will be sodality members with the statuette of the Infant Jesus to be blessed and placed in the Nativity crib. The Mass will be celebrated by Fathers Placidus, Benedict and Frowin. A special ceremony at offertory will be a procession by chairmen of the parish council and presentation by each of a symbol of his commission. A recessional will follow the Mass.

The 9 o'clock Mass is specially for the children and will include an offertory presentation of toys by four preschoolers. Singing will be by sixth, seventh and eighth graders of Sacred Heart School with Janice Grewing at the organ. One of the hymns is "The Drummer Boy" with Ernie Martin at the drum. Other Masses will be low Masses.

### Pastor's Christmas Message

by Father Placidus Eckart, O.S.B.

The birth of Christ was the beginning of a new family. We call it the Holy Family. Because the Son of God chose to be a member of a human family there is today a new meaning, a new dimension, in the Christian family. God projects Himself into the family. God, the creator, is there. "God is love". Love must live there.

The Christmas season is an excellent time to reflect on our own family. The family is the basic structure of our society. Put a million good families together and you have a good society. Put a million bad families together and you have a chaotic society. The remedy for community problems, even world problems, begins in the home.

A house does not make a home; a unit of love makes a home. And outside of God there can be no real love. Cats and dogs cannot love because they cannot know God. When God has come into your house, a home has been born. When children live in not just a house, but a home, then they usually become good citizens of both the kingdom of man and the Kingdom of God.

The Parish is an extension of the family. The climate of the home necessarily spills over into the Parish. Is Christ in this extended family? Has His life and His doctrine been a real influence in our community? Have we accepted Him in the persons of each other? Does the fact that Christ was born, lived and died for us make any practical difference for us today? May He be re-born yet again in our hearts, homes, and community.

### Mrs. Rex Anderson Wins on Slogans

Mrs. Rex Anderson of Forisburg won a first and a third place recently in a series of slogan contests sponsored by American Airlines Reservations where she is employed. Four other slogans she submitted received honorable mention.

Her prizes included two free trips to destinations of her choice on American Airlines System. She has taken on trip accompanied by her husband. They had a holiday in Puerto Rico, San Juan.



## GREETINGS

Here's wishing you the fulfillment of all your dreams for Christmas. Thank you for your patronage.

**R & M Auto Service**  
Albert Rohmer, Muenster

## CHRISTMAS MENU

GRAND GIFTS • GOOD CHEER  
FRIENDS • FELLOWSHIP  
GLAD GREETINGS  
SINCERE BEST WISHES  
WARM AND HEARTY THANKS  
JOY OF HEARTH AND HOME

Once again, it's that wonderful time of year when spirits soar and great merriment reigns. We'd like to take this opportunity to serve all our customers with the wish for a truly happy holiday season. And thank you, most sincerely, for your patronage.

**Rohmer's Restaurant & Catering Service**  
Emil, Agnes and Employees  
Muenster



Christmas this year is sharing attention with the greatest scientific achievement in the history of mankind. People all over the world are watching and praying that the three dedicated and adventurous explorers in Apollo 8 will have a fruitful journey and safe return in this first venture of human beings into outer space.

As we think of the awesome achievements connected with this undertaking we can see that it has something in common with this week's magnificent feast. While aware of man's marvelous progress lead-

ing up to this event we must marvel even more at the magnitude of Divine knowledge which supplied these wonders for man to discover and explore.

In its last analysis this event is the work of God. Hopefully it will bring mankind closer to Him as we come to a greater appreciation of His omnipotence. Hopefully this realization will inspire more human beings to seek greater harmony with His plans.

People who wish to associate this manifestation of God's greatness with Christmas do not need to strain their imaginations. The manifestation of His love and knowledge from Nativity to Crucifixion and Resurrection likewise inspire the profound respect and appreciation of all thinking people.

His approach was simpler twenty centuries ago. It re-

vealed the simple truths of His plan for orderly and happy every day living. Nowadays He is telling again, through the sophisticated marvels of modern science, that He is also the author of an orderly universe. And wise people are still aware that human progress, scientific as well as social, depends on observing His rules.

Actually, Christmas has a two fold message. The first is the story of salvation. Mankind through the ages, including our own time, has done much to deserve the eternal disfavor of God. As one of us and for all of us He made atonement in a sacrifice of supreme love.

But redemption was not His only mission. While He was here Christ taught by word and deed how man can attain his eternal destiny... and even how he can attain his temporal destiny. That is the wonderful fact about Christ's life. He did His job completely. He showed us the way to happiness here as well as hereafter.

This Christmas, as the Babe of Bethlehem arrives again in a world of turmoil, our most fitting prayer is that more people will see the light which originally led the wise men to Him, and hear the angelic chant which beckoned the shepherds. His teaching is still the world's best guide. His words "Glory to God in the highest and peace to men of good will" still reflects the ideal attitude He longs for in human hearts.

There's a tremendous significance in that little song. One can hardly imagine a more ideal world than one in which people appreciate the greatness of God and have the right attitude toward each other.

In the matter of good will, our thoughts go particularly to Vietnam on this Christmas. We hope that the representatives now seeking a settlement will negotiate in good will and find a solution of justice and compassion so that the people concerned can live in the harmony and dignity that the Prince of Peace intended for them.

As all of us realize, this is a big order, in view of the attitude usually taken by the communists. Expecting it is very much like expecting a miracle. Still there is always hope that cold judgment if not compassion can have a favorable effect on the reds. Perhaps they can be convinced that the fair solution is better for them too.

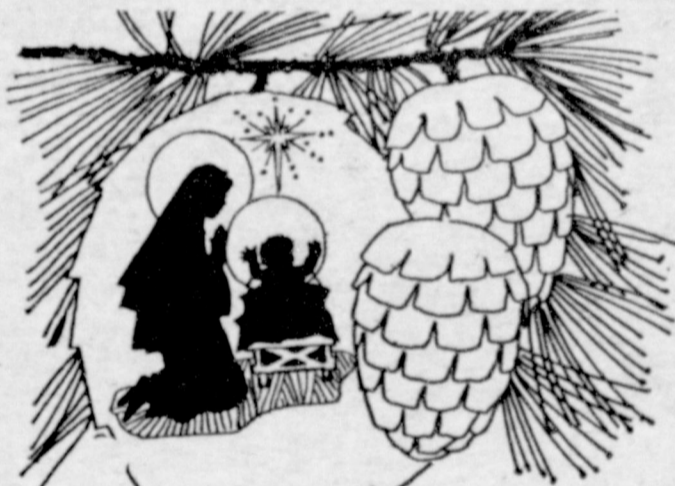
Along with fervent wishes for the right settlement over there, this column extends its wish for a blessed Christmas to all.

### Staff and Board Of Hospital Feted

Members of Muenster Hospital board and staff, their spouses or dates, were feted at their annual holiday dinner Friday night in the Knights of Columbus Hall.

Before the 7 p.m. catered meal, Dr. and Mrs. Martin Kralicke were hosts for an egg nog treat. After dinner, Buddy and his Muenster Playboys provided rhythm for dancing and led the assemblage in Christmas carols. About 90 attended. Dinner plates were taken to the hospital for nurses on duty.

Special guests included Mrs. Ervin Hamric, Hospital Auxiliary president, and Mr. Hamric. They won the door prize, a Christmas ham.



May Christmas be radiant with the light of peace, joy and blessings for you and yours.

**Geo. Gehrig Hdwe.**  
Muenster

## BEST WISHES FOR A MERRY CHRISTMAS!



from  
**Dorothy's Fashionette Beauty Salon**

HO5-9402 303 S. Chestnut Gainesville



## A Merry Christmas

Hoping you will have an old-fashioned holiday with all its joy, contentment, peace... and sending you heartiest thanks!

**GRADY JONES**  
Cut Rate Liquor & Beer  
Muenster and Lindsay

**Yule Dinner Fetes Co-op Personnel**

Annual Christmas party for employees, their spouses or dates, and directors of Cooke County Electric Cooperative Association was a Friday night event in the co-op building.

A decorated tree and other holiday decor predominated in the party room. Dinner was catered by Rohmer's and table games followed.

Wives attended with directors for a total of 76 present.

A political war is one in which everyone starts shooting from the lip.

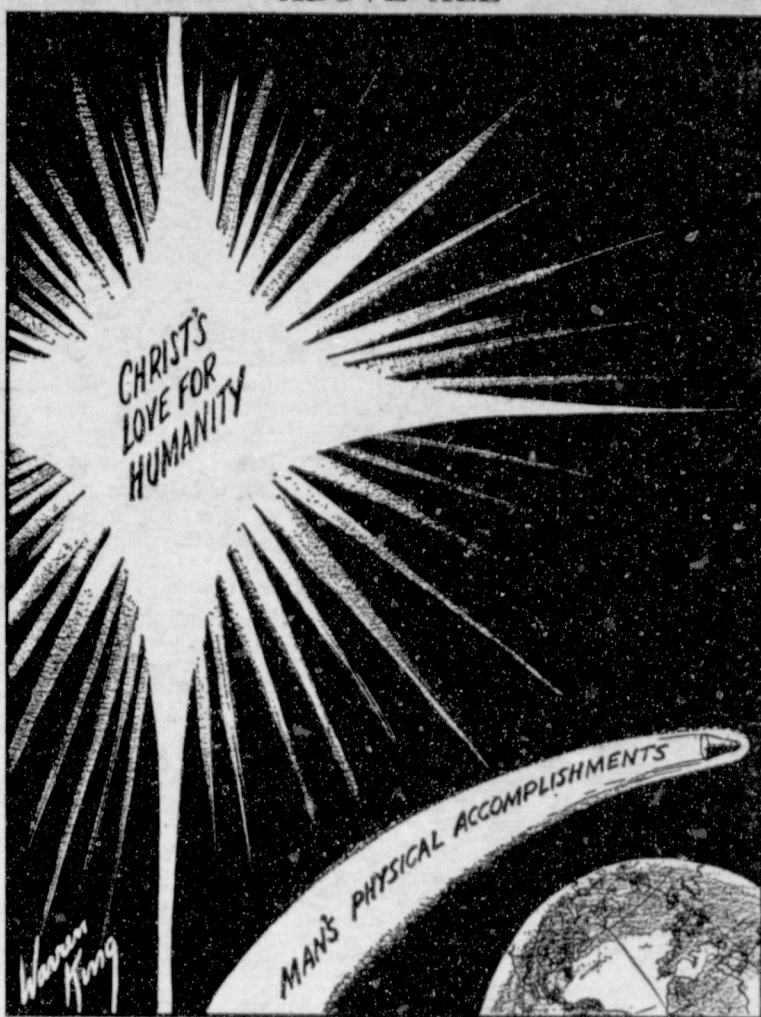
**On 40 Day Leave**

Naval Airman Dwayne Pagel is at home on a 40-day leave, visiting his family, the Maurice Pagels, before going to Washington State for a year of specialized training. He had been stationed at the Naval Air Station in Jacksonville, Florida.

**Going To Germany**

Spec. 4 Kenneth Hacker will arrive from Fort Hood on Dec. 23 to spend a two-week leave with his parents and family, the Andy Hackers, before going to Germany with his outfit for a three-month special assignment.

**ABOVE ALL**



**Christmas 1968**

In a world where trips to the moon are in the offing, where the spoken word may be transmitted instantly to every nook and cranny of the earth, where genetic science is unlocking the mysteries of man's existence, the awesome simplicity of the Christmas story seems a striking contrast to the restless spirit of today.

Yet, with all our man-made advances, the spiritual leadership of Christ Jesus — its message of hope and peace — makes man's material accomplishments but a pause in the passing parade of humanity.

In the love and companionship of family and friends, let us ponder the Christ spirit and seek to reflect its inspiration in our daily lives. While the physical wants of Jesus were limited, his compassion and love for his fellow-man were boundless. Isn't there a lesson in the life of the Man from Nazareth for us, too?

**City's Population Estimated at 1427**

The population of Muenster on Wednesday, December 18, was 1427. That is what City Manager Steve Moster said and apparently it is the best estimate available.

Moster has been keeping inventory of the local population since October 1967, when an actual count revealed 1375 persons here. He subtracts for every loss such as a death or a family moving out of town, and he adds for every birth or person moving into town.

However he does not check off persons who are away temporarily, like students or service men. And he is aware that some individuals, for instance youngsters taking jobs elsewhere, may leave without his noticing. So, it's admitted that 1427 is high for the number of people actually here but is a very good estimate of the number who call this their home.

Just how correct Moster's records are will not be discovered until the next official census in 1980. In the meantime it can be accepted as a very good estimate.

**Former Resident Mrs. H. Dennis of Gainesville Dies**

Mrs. Harry Dennis, 37, a former Muenster resident, died suddenly in her home in Gainesville Thursday morning. She was the former Mary Faith Bernauer, daughter of the late Charles Bernauer and Mrs. Lena Bernauer.

Funeral services were held at 10 a.m. Saturday in St. Mary's Church with the pastor, Father Robert E. H. Grant officiating at the Requiem Mass and the funeral prayers. Burial in Fairview Cemetery was directed by Vernie Keel Funeral Home. Rosary in the Vernie Keel Chapel was recited Friday night.

Mrs. Dennis was born in Illinois, January 3, 1931. She was a graduate of Sacred Heart School, was married to Harry Dennis on June 19, 1952.

Survivors are her husband and her mother.

**Center Staff Has Christmas Party**

Annual Christmas party was held Thursday night for The Center's 24 employees, their spouses or dates.

The group gathered in the lounge for a buffet, gift exchange, caroling and dancing.

**Big Improvement Made on Muenster Streets in 1968**

Street improvement in Muenster hit a new high in 1968. No other year has been its equal in the amount of work done and no other year has ended with the overall street system in such good condition. As of now more than two thirds of Muenster's street mileage is in pavement. The remainder is in gravel.

City records following completion of this year's paving

project showed that 23 blocks of new curb to curb pavement had been built and nineteen blocks had been repaired or resurfaced. That brings total distance to 82 blocks of curb to curb pavement and 23 blocks of narrow paving — including the asphalt and sand mix to and through the city park.

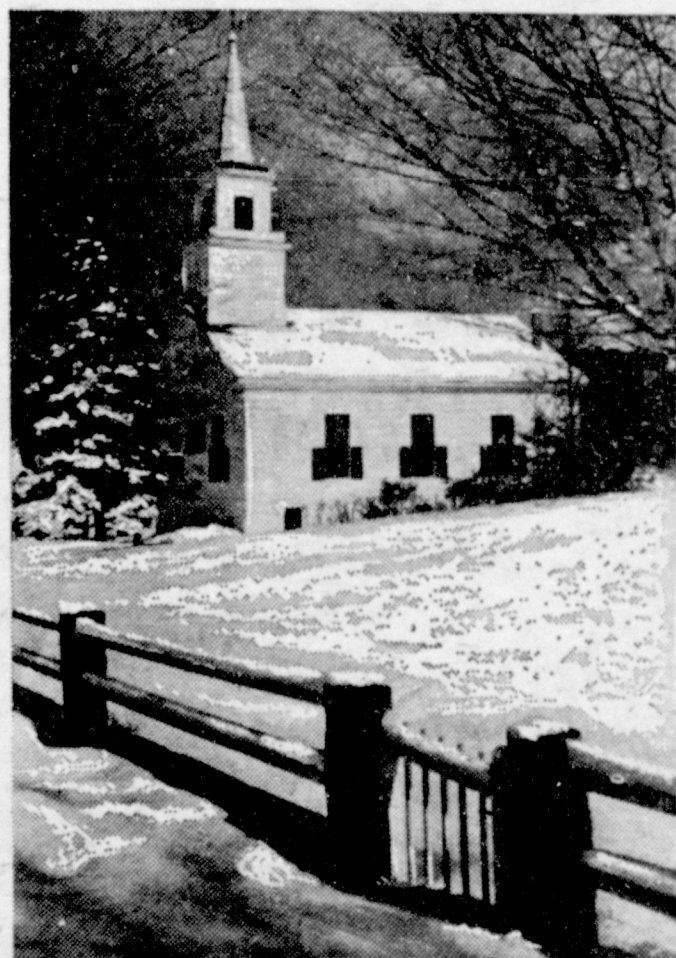
Another part of the year's street improvement is 5,146 feet of curb and gutter and 1,399 feet of 4 ft. wide concrete drainage dips across the streets.



**All the Best for CHRISTMAS**

The treats of the Christmas season are many and varied, and our wish for you, our customers, is that you and your families may have the good fortune to enjoy them all. Thanks for your patronage!

**Ray's Drive In Grocery**  
Mr. and Mrs. Ray Swirczynski  
Muenster



**Merry Christmas**

In the snowy hush of a winter landscape, a church steeple seeks the sky

... and we see the quiet contentment of Christmas, spreading its joys everywhere. That your joys be many, is our holiday wish for our valued friends and customers.



**Club 60**

Downtown Lindsay

**Muenster Has Two Resident Deputies**

George Davis, assigned as a resident deputy sheriff here since December 3, actually became a resident last week. He and his wife and five children are living in the Alphonse Luke farm house, a mile northeast of town.

Actually, Davis returned to the job he held for one month last summer while on leave from the Marines. He had an understanding then with Sheriff Bill Pratt and the City Council that the place would be waiting when he finished his term of duty in the Marines.

Two deputies are on the job now. The other is Robert Kaylor who lives in the Zipper house north of town. Kaylor and Davis work separately, alternating day and night duty except on weekends, when they work together.

**Rain Measures .74**

Saturday's miserably wet weather actually was not as wet as it seemed. The moisture measure of combined drizzle and fog was .18 bringing the month's total to .74 inch.

The year's total to now on Steve Moster's Weather Bureau record is 43.10, the wettest in ten years. That's still a long way from the all time local record of 51.80 in 1957 but close to the next high of 43.53 in 1950. Other high totals of the past decade are 41.67 in 1962 and 41.56 in 1964.

The way some Sunday drivers drive, they should be in church.



**BEST WISHES THIS CHRISTMAS**

It's the season of joy and good cheer... time to wish you a most merry Christmas, and to extend hearty thanks.

**82 Liquor**  
Muenster



"The phone number of the fire department is 759-2235"



Now is the time to rejoice in the blessings... and be moved by the inspirational meaning... of the season. And to express sincere thanks to each customer, whom it has been a real pleasure to serve.

**Bavarian Wood Carving Studio**  
Ludwig Kieninger, Muenster



**MERRY CHRISTMAS!**

We wish to extend our warmest holiday greetings to all the wonderful people in our town who make day-to-day business a special pleasure. Heartfelt thanks for your loyal trust and support. Merry Christmas.

**Jr. Elite Dress Mfg. Co.**  
Muenster

**"OTTO HAPPY" by GREG WILDE**



**WILDE**

MUENSTER 759-2261 • GAINESVILLE 736-2209

**CHEVROLET LEASING INSURANCE**

'Tis the season of peace and good will. To friends, neighbors, sincere thanks.



peace at Christmas

K Cut Rate Liquor  
Muenster



We echo the joyous voices of the carolers in bringing you Season's Greetings for this time of peace and harmony.

Gainesville Glass Shop

May the Blessings of Christmas be Yours



And may the Star shine as it shone upon that hallowed night when the Holy Child was born... with eternal light... forever bringing joy, love and peace into your home.

Metzler Bros. Drive-In

Gerald, Lee, Bill, Bud  
Highway 82, Lindsay



THESE TWO TROPHIES are evidence of the best football season in the history of Muenster High School's Hornets. The gold football was awarded for championship of District 9-B. The tall trophy was for bi-district championship, after defeating Lake Dallas of 10-B. The first and only defeat of the season was sustained in the regional play-off with Celina.

The plate on the base of the district trophy is engraved with the names of 22 players, two coaches and two student managers. Prior to this year the best record of the Hornets was in 1957 when they shared a co-champ district title with Saint Jo and represented the district in bi-district play-off. They were defeated by Lockett in that play-off.

Library Holiday Dec. 26

Muenster Public Library staffers have announced they will take the day after Christmas, Dec. 26, as a holiday and will not transact business that day. The library will be closed all day. But there'll be business as usual the following Thursday, Jan. 2.

Truck Call Dec. 30

Word from Salvation Army headquarters in Dallas is that the truck will be in Muenster on Monday, Dec. 30, to pick up discards on its final run this year. A call to 759-4311 will bring the truck to homes and business houses in the Muenster area.

2 Cousins Share Birthday Honors

Cousins Gregory Walterscheid, 4, and Jesse Walterscheid, 8, both with birthdays on Dec. 20, celebrated together on Dec. 18. The party in which they shared honors was given by their mothers, Mrs. Sylvan Walterscheid and Mrs. Julian Walterscheid, in the former's home after school. Grandparents, uncles, aunts and cousins and the honorees' brothers and sisters were together for games, picture taking and refreshments. Both boys received birthday gifts, and each had a decorated cake.

Gals won't have hourglass figures if they keep asking for seconds.

A great deal of what we see depends on what we are looking for.

Pre-Holiday Mass Caroling, Parties On SHS Calendar

A special Mass in Sacred Heart Church Friday morning, a general assembly and program, caroling and Christmas parties preceded the dismissal of classes at Sacred Heart School for the Christmas and New Year holidays.

The special Mass, celebrated by Father Placidus, was arranged by students as an act of gratitude to the faculty. Father Benedict was narrator.

In an offertory procession, members of the faculty, each accompanied by a student, walked to the sanctuary. Each student carried an object, a symbol of the teacher's influence in the school, and placed it on a table.

During the procession students and teachers joined in Christmas hymns and then the student choir sang "Little Drummer Boy," Ernie Martin playing the drum. Janice Grewing was organist.

Father Placidus gave a short sermon and students joined in special prayers for their teachers.

Magic and Clowning.

Students from grades one through 12 and faculty members gathered in the gym Thursday afternoon for a performance by Puff, the Clown. Paul Thomas delighted the assemblage with magic feats as well as clowning acts.

Caroling

Sacred Heart carolers were out twice filling the air with strains of sacred hymns and popular Christmas numbers.

Junior High made rounds in the city Thursday night, seventh graders and Sister Maurine taking the east part of town and eighth graders and Sister Georgia taking the west section of the city.

Christmas Parties

Afterward seventh graders had a skating party and refreshments in the Parish Hall and eighth graders danced to recordings and had refreshments in the grade school lounge.

High school students went caroling Friday night giving special attention to Muenster Hospital and Golden Years Rest Home. Their party with refreshments was in the high school gym.

Elementary grades had individual parties with gift exchanges and refreshments in their classrooms on Thursday afternoon.

School was dismissed Friday at 1:30 for the Christmas-New Year holidays, to reopen January 2.

Small town constable: "Sorry Miss, but swimming ain't allowed in this pond."

City girl: "Why didn't you tell me before I undressed?"

Constable: "There ain't no law against undressing."

One reason the Czechs could not put up stiffer resistance to the invading Russians is that all their guns had been turned over to the civil authorities. This fact should give pause to those who think we should be so willing to register our firearms, which would enable anyone in authority to confiscate them with considerable ease.



A Blessed Christmas...

It's a pleasure to pause from our routine to say "Sincere Thanks" and wish you A VERY MERRY CHRISTMAS and A HAPPY NEW YEAR

Nick and Adelina Miller

Muenster

To wish you MERRY CHRISTMAS

Deck your homes with mounds of holly, trim the tree with care... for 'tis the merry season of Christmas. Many heartfelt thanks for your friendly good will. We're proud to be able to serve you.



All Good Wishes for Christmas

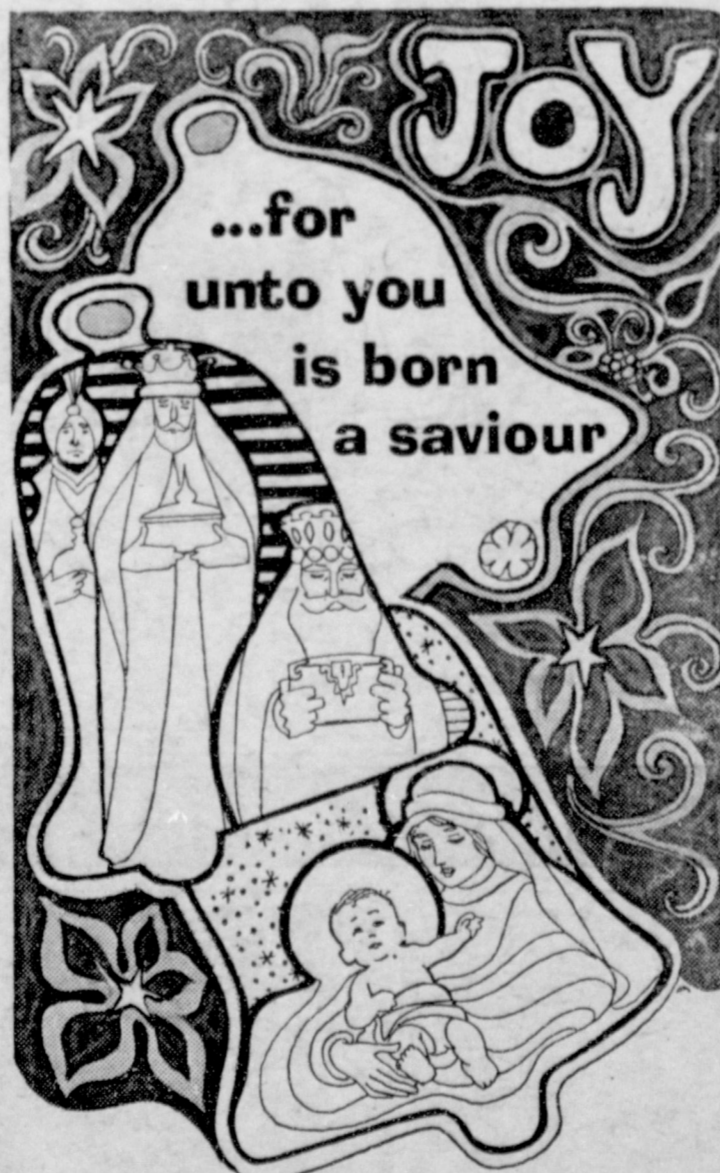


For you, Santa brings a sleigh full of heartfelt thanks, cheer and a host of good wishes for the happiest of holidays!



Chapman's Shoes

111 N. Dixie  
Gainesville



During this glorious Christmastide, people far and near reverently celebrate His birth. Let the true spirit of the season abide throughout the land, and to you and yours, a glad Christmas.

Bayer Concrete  
Arthur Bayer, Muenster



Muenster Telephone Corp.  
Alvin Fuhrman, W. J. Miller



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 Minimum 75 cents.  
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**BABY CALVES** for Sale. Trained for bucket feeding. Donald Endres. 42-2

**CERAMIC TILE.** New and old installation. For estimate call Ted Henscheid, 759-4280 Muenster. 5tf

**Shoes — Boots**  
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Where can you get better than just "discount" prices on your Prescriptions?

Where has filling your Prescription been the main professional service for over 50 years?

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 in stock at  
 Community Lumber Co.

**FOR SALE:** 500 bbl. flat tank, 40 lbl. water tank with pedestal, 2" tubing, 2" liner pipe, 2" building tubing, 1" water pipe. TCU Stark Lease. See J. M. Russell, 1019 Rich-ey St., Gainesville. 47tf

Call  
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Inlaid  
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\$2.50 up per sq. yd.  
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**WINDOW SHADES,** plastic or without rollers, plastic or Clopay. Washable, cut to your size. Ben Franklin Store. 31tf

**Mattresses, Box Springs**  
 New or Renovated  
 Baby mattresses to king size. Work guaranteed and all cotton felted. Easy terms.  
**Mrs. Tony Hoenig, 759-4142**  
**UNITED & HOLLAND**  
**MATTRESS COMPANY**  
 Gainesville

**CONCRETE WORK:** Any kind of a concrete job, or furnish ready mix concrete. Bayer Concrete. 28tf

**TANKS.** Septic tanks, stock tanks, grain tanks, water tanks. Will install. Bayer Concrete. Phone 759-4244, Muenster.

**GLASS:** Plate, window, automobile, furniture tops, mirrors. Complete glass service. We handle insurance claims. Gainesville Glass Shop. HO5-3321. 111 N. Chestnut. 37tf

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 Rent or buy an electric Hoover carpet sweeper and see the difference.

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**USE BISSEL SHAMPOO**  
**HESS FURNITURE CO.**

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 Submersible  
 1/4 H.P. to 40 H.P.

**Plastic Pipe**  
 A very inexpensive way to get water where you need it.

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**MOTORS,** all sizes, for milking machines, water pumps, oil field equipment, etc. C. D. Shamburger Lumber Co. 43tf

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**Electric Clothes Dryers**  
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**REAL ESTATE**

**HOUSE FOR SALE:** 3-bedroom, bath and a half, central heat, equipped for central air, only 3 years old, in city of Muenster. Easy financing can be arranged. See Henry Weinzapfel. 1-tf

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**TRAILER HOUSE,** furnished, for rent or sale. J. C. Trachta at Palace Drug. 4-tf

Business location for rent. North half of building, 40x80, N.E. Blk. 48, 620 East First St. Phone 759-4412. 45tf

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 Trained by Carnation  
 Top dairy & beef bulls  
 Call Gary Hess, 759-4335  
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**Dozer Service**  
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 Every watch is  
 Ultrasonically Cleaned  
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**Koesler Jewelry**

**CLEANING and Pressing.**  
 We pick up and deliver. Shoe Repairing. Nick and Adelina Miller, Ph. 759-4422, Muenster. 8tf

**Telephone Corp.**  
**Has Yule Party**

Muenster Telephone Corporation employees and guests had their annual party on Dec. 17.

The group gathered at the home of Mr. and Mrs. Alvin Fuhrman for a cocktail hour, then went to The Center for dinner and afterward returned to the Fuhrman home for a gift exchange around a decorated tree.

**Brett Prescher, 2,**  
**Birthday Honoree**

Brett Michael Prescher who was two years old on December 18 celebrated that evening at a party in the home of his parents, Mr. and Mrs. Lloyd Prescher at Gainesville.

Gifts, a two-candle cake and ice cream were party highlights.

Guests were the grandparents, Mr. and Mrs. Pete Prescher of Gainesville and Mr. and Mrs. Ben Fleitman of Muenster, uncles and aunts Mr. and Mrs. Raymond Prescher and David Prescher of Gainesville, Kenneth and Charles Fleitman, Misses Christine, Pauline and Elizabeth Fleitman, all of Muenster, and Brett's brother Bart.

**Kathy Luke, 12, Is**  
**Birthday Honoree**

Miss Kathy Luke celebrated being 12 years old on Dec. 15 with a party hosted by her parents, Mr. and Mrs. W. J. Luke at the family home.

Fourteen girls were present for a chicken dinner and birthday cake. Guest's presented the honoree a shower of gifts, played games, and had a treasure hunt. A holiday theme stressing a color scheme of red and green decorated the party rooms.

My wife has a funny way of getting even with the telephone company. She uses my car to knock down its poles.

**For you. Free.**



29 new Christmas decorations in a collection. Get them in cartons of Coke.

**DANCE**

VFW Hall  
 Muenster

**Saturday**  
**Dec. 28**



Music by Sounds, Inc.



**New Year's Eve Party**

Dancing followed by Breakfast

**KC Hall, Muenster**

Music by  
**Corky and the Del Rays**

Breakfast by Rohmer's Catering

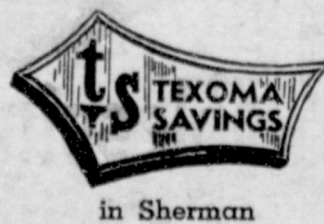
Reservations available  
 from Pat Knabe and Marty Klement

**the thirst slaker**



**Falstaff** Brewed clear, drinks fresh, slakes any thirst.

FALSTAFF BREWING CORP., ST. LOUIS, MO.



in Sherman

**4 3/4%**

Annual Rate  
 Compounded Semi-Annually

- Any Amount Opens the Account
- Add to or Withdraw at any time — no notice needed.
- Call Collect! Sherman Area Code 214-892-6166

# City Building Permits For '68 Are \$95,500

Building activity in the community has been steady in 1968, but one would hardly suspect it from the city's record of building permits. Steve Moster, city manager, revealed this week that permits for seven new homes were issued for a combined value of \$95,500.

The amount falls far short of last year's which included seven new homes, three commercial buildings and additions for a total of \$372,500, the

record since 1962 which included the hospital, the telephone building and the dress factory for an all time high of \$845,500. Commercial building in 1967 consisted of the Valeron building and two buildings at the public school. Lowest year since '62 for building permits was 1963 when the total was \$51,500. This year's is next lowest.

The seven new houses for which the year's permits were issued are for Ludwig Kien-

inger, Maurus Rohmer, Mrs. Joe Bernauer, Johnny Streng, Bernard Haverkamp, Dr. Gerald Graham and Robert Vogel.

However that does not complete the list of the community's new homes. Beyond the city limits are houses for James Mollenkopf, Herbie Miller, Alois Rohmer, Arnold Knabe and Dr. Martin Kralicke. Farther out are houses for Bud Ford at Rosston and Charles Neu at Lindsay.

Later this summer one of the rural homes was brought into the city. At the request of Herbert Miller the city limit was extended to include seven acres northwest of town. Miller's new house is located on the annexed area.

Other building activity not indicated in permits is repairing and remodeling. As usual, the community has had many thousands of dollars worth of such work, but none of it required permits.

## Texoma Savings Declares Dividend

The Board of Directors of Texoma Savings Association, Sherman, Texas, at their December meeting held Wednesday, December 11, declared a 10 per cent stock dividend on the permanent stock of the association.

Melvin B. Dunham, Chairman of the Board, said, "This stock dividend of 1,143 shares for \$22,869.00 brings the total permanent stock to \$251,559.00 with 12,578 shares outstanding."

Lavene G. Ransom, President of the savings and loan, said, "This stock growth is in keeping with the growth of over \$1,000,000.00 in assets of the association during the past eleven months. The dividend will be paid on December 20, 1968, to all stockholders of record as of December 15, 1968," Ransom said.

## Hospital Auxiliary Has Holiday Fete

Muenster Hospital Auxiliary members combined a Christmas party with their December meeting and kept business at a minimum.

Mrs. Ervin Hamric, president, presided and David Bright, hospital administrator, thanked the Auxiliary in the name of the hospital board for help and cooperation during the year. The organization's finance committee reported a Bennett machine now clear of debt. This is the second such respiratory equipment in use in the hospital gifted by the Auxiliary.

A gold Christmas tree flanked by red candles adorned the refreshment table where members helped themselves to finger foods, punch and coffee. Afterward they had a gift exchange and sang Christmas carols.

## Be "First a Friend... Then a Host"

Your holiday house party is more likely to end happily this year if you follow several suggestions offered by the safe-driving experts of the American Automobile Association.

An effort is underway to lower the large number of after-party traffic accidents that occur each year by urging party-givers to be "First a Friend... Then a Host" to driving guests.

The first step to this plan is obvious, don't push drinks on guests who are driving. Also, serve rich and starchy foods at parties where alcoholic beverages will be served.


Substituting coffee, soft drinks and dessert for cocktails — at least an hour before the end of the party — helps a great deal, too. This gives the driver a longer break before he gets behind the wheel. AAA advises: Make it NONE for the road to assure your guests many happy returns.



Symbols of the holiday are as various as joy and peace. All mean the spirit of Christmas. Heartily thanks!

*We wish you a Merry Christmas!*

**TEXAS BAR**  
Henry and Lorene Huchton



To wish you joy... Have a happy holiday, and accept our pleased thanks!

**Trachta Drilling Co.**  
David D. Trachta, Muenster



**WISHING YOU**

The blessed peace of Christmas... may it be yours.

And may holiday joys warm your heart and light your home.

Let gifts and gladness be yours in abundance.

Most sincerely, we greet you and thank you for your many favors. Have a wonderful Yuletide!

**MERRY CHRISTMAS**

**HESPERIAN BUILDING AND SAVINGS ASSN.**  
111 E. California, HO5-3486, Gainesville  
Edwin E. Wright, Manager

## MHS Boys Win Consolation at Slidell

The second basketball trophy of the season came to Muenster High Saturday night as Charles Cash's Hornets came from behind in the final minutes to upset the favored Collinsville team 53-51 in the consolation final of the Slidell tournament. The other trophy was won by the girls in a Saint Jo tournament.

MHS boys had been behind until the final two minutes, then caught up and moved ahead by 4. Collinsville made 2 on foul shots as John Monday had to leave the game, and after that, with 28 seconds to go, the Hornets froze the ball until the end.

Collinsville pulled ahead 16-11 in the first period and kept a comparable lead through the next two periods. The scores were 29-23 and 42-35. After that the Hornets inched up and finally took the lead.

MHS scorers were Sam Sparkman 17, John Monday 16, Dale Cash 7, John Felderhoff 6, Mike Hennigan 3, Mike Cason 2.

The Hornets gave Keller's Class 2-A team a hot contest in the preliminary game, eventually ending with a 52-45 loss. They trailed 6-4 ending the first period and tied it 14-14 at half time. Keller pulled away 33-28 in the third and gained two more points in the final period for its 7 point margin. Leading Hornet scorers were Sam Sparkman 14, John Monday 12, Dale Cash 11.

That loss put MHS into the consolation bracket where they competed with Muenster's other team, the Sacred Heart Tigers, for the privilege of going to the consolation final. The game was a sizzler for the first half. They were knotted at 12-12 ending the first quarter and Muenster Hi led 30-28 ending the second.

The Tigers' cold third quarter was the big factor in the final outcome. They hit 7 while the Hornets hit 17 and the count was 47-35. In the fourth both were cold and MHS gained a single point. Final score 54-41.

Scorers for the Hornets were Sam Sparkman 16, John Monday 15, Mike Hennigan 10, Dale Cash 6, John Felderhoff 4, Carl Endres 2.

MHS girls met Keller in their opening game of the tournament and were clobbered 33-19 after giving a good account of themselves for three quarters. They led 9-4 end-

ing the first period, were behind 14-13 at the half and ahead again 18-17 at the third. Then Jen Wilde and Doris Trubenbach fouled out and Keller had less trouble getting to the basket. Meanwhile Muenster forwards could not hit. Scorers for the Hornets were Debbie Cain, 9, Sue Flusche 6, Debbie Yosten 4.

Playing Collinsville, the girls were clearly outclassed and came out on the short end of a 47-19 score. The point makers for Muenster were Joan Monday and Debbie Yosten 6 each. Debbie Cain 6 and Sue Flusche 2.

MHS teams will play a holiday tournament at Sanger this weekend.

## Christmas Party Held at Rest Home

It was Christmas partying time at Golden Year's Rest Home Friday night with residents gathered in the living room around a handsome tree for a gift exchange and caroling.

Afterward Mrs. Dick Cain, administrator, and Mrs. Jacqueline Smith, supervisor of nurses, served punch and Christmas cookies from a pretty holiday table in the dining room. And the Hogan Band provided music.

A special treat during the evening was a visit by Sacred Heart High School carolers who entertained with the old time favorites and modern Christmas songs.

## A PRAYER

Almighty God, who has given us this good land for our heritage; we humbly beseech Thee that we may always prove ourselves a people mindful of Thy favor and glad to do Thy will. Bless our land with honorable industry, sound learning, and pure manners. Save us from violence, discord and confusion; from pride and arrogance, and from every evil way. Defend our liberties, and fashion into one united people the multitude brought hither out of many kindreds and tongues.

Endow with the spirit of wisdom those to whom in Thy name we entrust the authority of government, that there may be justice and peace at home, and that through obedience to Thy law, we may show forth Thy praise among the nations of the earth.

—Thomas Jefferson



**Blessings at Christmas**

We wish our friends and neighbors all the blessings of this holy, happy season. May the message of the first Christmas comfort and inspire you.

**Trans American Life Insurance Co. and Baptist Life Insurance Co.**  
Gainesville

## Local News BRIEFS

When former residents Dr. and Mrs. Kenneth Dobbs of Dallas sent Christmas greetings this year they included the newest member of the family, Colleen Agnes, born Nov. 10. She's seventh in the family of four other girls and two boys.

Herbert Fette of Green Forest, Ark., is here to spend the Christmas holidays with family members.

Seminarian Jerry Mosman of the University of Dallas was among early arrivals to spend the holidays at home. He's visiting his parents the John Mosmans.

Don and Linda Rohmer and Rick Endres of the University of Dallas arrived Saturday for a holiday vacation with their parents, the Arnold Rohmers and Paul Endres.

Mr. and Mrs. Paul Kubis and baby of Groves, Texas, will spend the holidays in Muenster with her parents, the Wilfred Reiters and at Lindsay with his parents, the Albert Kubises.

Mrs. Herman Fleitman of Gainesville is a patient at Stevens Park Hospital, Dallas, where she underwent surgery Friday.



It was an early Christmas for the George Jetzelsbergers Sunday when their daughter and family, the C. M. Harringtons, Vickie, Sandra and Elizabeth spent the day. Mrs. Harrington and the girls came Saturday evening with gifts and Mr. Harrington came Sunday for their Christmas dinner and gift exchange. They returned to their home in Fort Worth Monday morning.



At Christmas, join the heartfelt prayer that peace and good will may reign forevermore. And at Christmas, be joyful, with all the happiness and harmony of the season.

**A Christmas Prayer**

Warmest gratitude for your loyal patronage!

**Angie's Beauty Shop**  
Muenster



**A Christmas Prayer**

May the beautiful meaning of Christmas... living through the ages to inspire men everywhere... continue to live in your own heart and mind. And may your Christmas be filled with joy.

**Hess Bros Drilling Co.**  
Muenster



**We wish you a Merry Christmas**

To our host of friends and neighbors, we extend our very best wishes for a most joyous holiday, and offer our deep appreciation for your continued loyalty and good will.

**Aughtry's Flowers**  
802 S. Clements, Gainesville



**Serving America's Farmers: Providers of Plenty**

For more than 50 years The Federal Land Bank of Houston has provided DEPENDABLE agricultural real estate loans to Texas farmers and ranchers. LONG TERM, LOW COST loans with a repayment plan geared to meet each individual's requirement.

See **W. P. Waldrop** each Tuesday morning at **Howeth's Abstract** Gainesville

**"Operation Motorcide" Announced By DPS for Christmas and New Year**

Dallas — The Texas department of Public Safety will be making full use of radar, helicopters, and VASCAR as enforcement aids during the Christmas and New Year's Holiday periods. Major Guy Smith, who is the Commander of Region No. 1 which includes 30 counties

of Northeast Texas, announced these instruments will be used extensively during "Operation Motorcide" in an effort to remove unsafe drivers from the roads and lower the Holiday traffic death toll.

"Operation Motorcide" is a special emphasis program in which all available D.P.S. Officers are on the job working long hours and focusing special attention to speed violators and drinking drivers.

Major Smith advised that D.P.S. Statistical Services have estimated that 19 persons will be killed in traffic accidents in the State during the Christmas "Operation Motorcide" period which will be in effect from 6:00 p.m. Tuesday, December 24, and that possibly 14 traffic fatalities will occur during the New Year's period, which starts at 6:00 p.m. Tuesday, December 31, and ends midnight Wednesday, January 1, 1969.

The Regional Commander concluded by saying the officers of the D.P.S. are very interested in saving lives, and it is a proven fact that accidents go down when enforcement goes up, and he urged that all drivers be responsible at all times as well as during the Holiday Season.

For **COLDS** take **666**

Fine Photography



**Parochial Teams Win one Lose Four In Tournament**

Sacred Heart basketball teams lost four of their five games at the Slidell tournament last weekend, the only consolation being a 41-29 win over Sadler-Southmayd.

Both teams lost their openers to red hot Slidell and got into the consolation bracket. Next the girls were eliminated by S&S and the boys beat S&S, advancing to the semi-final with Muenster High and the Tigers were eliminated in that one.

Slidell ran away from the Tigers in the first game, gaining fast all the way to the final 90-40 count. Lee Roy Hess hit 28 points for Sacred Heart, Ken Schmitz and Tim Endres each got 4.

A big first quarter for a 22-5 lead was the deciding factor in the win over S&S. The game was even after that with the next three quarters ending at 26-10, 34-13 and 41-29. Lee Roy Hess was top scorer again with 21 as Tim Endres added 10 and Ken Schmitz 6.

Playing Muenster High the Tigers were tied 12-12 at the quarter and trailed 30-28 at half time then slumped for a 47-35 third quarter count. After an even fourth the final count was 54-41. Hess with 18, Endres with 13 and Schmitz with 9 led the Tiger scoring.

Slidell girls gained on the Tigerettes in every period and ended with the strong win of 48-21. Margaret Kralicke made 12 and Kaye Klement the other 9 for Sacred Heart.

The game with S&S was more of the same, only more so. Tigerettes were blanked 13-0 the first quarter and the final score was 56-16. Sacred Heart scorers were Kaye Klement 8, Margaret Kralicke 4, Donna Rohmer and D. Walterscheid each 2.

**BIRTHS**

A daughter was born to Mr. and Mrs. Paul Hacker Saturday, Dec. 21, at Gainesville Hospital. She weighed 11 pounds, 11½ ounces on arrival at 5:20 a.m. and was transferred to a Dallas hospital for treatment of a heart ailment. The Hackers have three other children, Kevin, Pat and Allen. Grandparents are the Walter Van Zandt of Saint Jo and the Andy Hackers. The baby was baptized Julie Ann. Doctors held little hope for her recovery.

Mr. and Mrs. Jerry Orrell of Forestburg are proud parents of their first child, an eight pound eight ounce boy born at Muenster Hospital Friday, Dec. 29, 1:27 p.m. They've named him Hannan Stefan. He's a grandchild for the W. P. Orrells and the Barney Brogdons, all of Forestburg.

**Out of Town Kin At Bindel Rites**

Among those attending the funeral of Frank Bindel were Mrs. Hilda Self, Mrs. Regina Moore, Terry Bindel and Carol Ann Collinsworth of Dallas, Mrs. Richard Schoeder, Messrs. and Mmes. Fred Steinberger and Bill Crow of Windthorst, Irven Derichsweiler and Mr. and Mrs. Dale Hess of Lewisville, Mr. and Mrs. Ray Lindemann of Scotland, Raymond Hoenig of Irving, Mr. and Mrs. Richard Zimmerer of Grapevine.

John Koerner, Messrs. and Mmes. Jerry Pels and Andrew Roewe of Pilot Point, Johnny Arendt, Janet Arendt, Messrs. and Mmes. Wm. Fleitman, Anton Laux, Henry Fleitman, Richard Hermes and Joe J. Neu of Lindsay, Herman Fleitman, Mrs. Ted Neu, Mrs. Wilson Stinnett, Mr. and Mrs. George Krahl and Alvin Fleitman of Gainesville.

Mrs. Tony Gremminger left Saturday for Atlanta, Ga., to spend Christmas with her daughter and family the Bobby Howells. She went by bus, will return by plane.



We hope that Santa is bringing good things your way. Thank you for your loyal patronage.

Your Mobil Wholesale Distributor  
J. J. Wieler and John Mosman, Muenster

**For you. Free.**

29 new Christmas decorations in a collection.



Get them in cartons of Coke.

**H.O. Kinne, O.D.**  
OPTOMETRIST  
201 E. Calif., Gainesville  
State License No. 26

**DAVENPORT CHIROPRACTIC CLINIC**  
301 E. Broadway  
HOS-3521, Gainesville  
If no answer call HOS-2452

Kent Bellah Studio  
Saint Jo  
Open 10 a.m. to 5 p.m.  
Closed Sun., Mon., Tues.

**watch repair**  
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**LOSE WEIGHT SAFELY**  
with Dex-A-Diet Tablets  
Only 98¢ at  
**WATTS BROTHERS**  
Gainesville

**INSURANCE**

AUTO FIRE LIABILITY

**Leo Henscheid Insurance Agency**  
Phone 759-2844, Next to City Hall, Muenster

Excellent Food Properly Served

**The CURTWOOD CURTWOOD Jr. The COLONIAL**  
Curtis Restaurants

**Merry Christmas to Everyone!**

Here's to a Yule that's brimming with fun, in the season's special and joyful mood. Our best to you!



**The Dutchman**  
Lindsay

**Christmas DANCE**

**VFW Hall, Muenster**  
**Wednesday, December 25**

Music by **Jerry Fisher and The Trends** featuring Roy Duff on the organ

WE'RE READY TO DELIVER THE MINUTE YOU CALL

**Sinclair Oil Corporation**

Is Happy to

Announce the Appointment of

**GEO. D. PEDIGO**

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Call Collect  
Phone 995-2358  
Saint Jo, Texas

**Mack N. Thweatt**  
Tank Wagon Salesman



**Greetings**

Merry holiday wishes and thanks to our many friends and customers who let us be of service throughout the year.

**The Fashion Shop**  
113 E. California, Gainesville

Savings Accounts Insured up to \$15,000  
by the Federal Savings & Loan Insurance Corp.  
ALL SAVINGS IN BY THE 10th EARN FROM THE 1st



**DENTON FEDERAL**  
SAVINGS & LOAN ASSOCIATION / ELM AT IMPERIAL, DENTON, TEXAS

**Get-Together Club Has Yule Social**

Muenster Get-Together Club members had their annual Christmas social with Mrs. Joe Hoening hostess in her home. The group welcomed Mrs. Joe Kathman back after a several month's absence for surgery and convalescence.

A progressive 42 series furnished entertainment until everyone gathered around a decorated tree for a gift exchange and concluded the afternoon with refreshments of pie a la mode and coffee served by the hostess.

Winners in the games were Mrs. Joe Wilde, high scorer and Mrs. Jake Pagel, consolation. Mrs. Hoening drew the door prize.

Attending with members were two guests, Mrs. Ben Seyler and Mrs. Albert Schilling.



**Merry Christmas**

The best of hopes are extended to you for a warm, happy holiday with friends you hold near and dear. And it is time to thank you for your loyal patronage.

**M & W Oil Field Supply**  
James Mollenkopf & Tommy Walterscheid



**CHRISTMAS JOY**

The Saviour is born and the world rejoices. May every joy and blessing be yours along with a simple, sincere thank you from us.

**Fisher's Market & Grocery**

John and Joe Fisher, Muenster

played in Idaho for the past eight months.

**25 YEARS AGO**

Dec. 24, 1943

Mary Ann Hesse, 11, dies after one-day illness. Sacred Heart Church installs new furnace and speaker system. Muenster votes for school tax, 101 to 37; authorizing the board of trustees of Muenster Public School to assess a tax of 25 cents on the 100 dollar valuation of all taxable property in the district. Muenster sends gifts to soldiers at Camp Howze for Christmas. Forty-four children make First Communion Sunday. Funeral is held at Lindsay for Adam Beyer, 60, resident for 43 years. Muenster's World War II service flag displays 176 blue and two gold stars. Lindsay's honor roll totals 47.

**20 YEARS AGO**

Dec. 24, 1948

Fire Monday night causes heavy loss at Ed Endres home. Muenster rejects pavement proposal by vote of four to one. Transfer of church equipment to parish hall for temporary church begins next week. Muenster Mutual Insurance expands policy to include storm and hail insurance. Santa Claus bandits rob Saint Jo cafe. Thelma Kathman and Pete Hawthorne marry. Parochial pupils honor Father John at Christmas program. Large crowd attends Yule program at public school. Shorly Herr is recovering from injuries received in car accident. Gift exchange and book review feature Garden Club meeting. Mrs. Aubrey Tuggle is recovering from surgery.

**15 YEARS AGO**

Dec. 25, 1953

John B. Herr, 92, resident here 57 years, dies in Denison and is buried here. Building permits issued in city during past year total \$253,000. \$150,000 of it applies to new Sacred Heart High School. Bonnie Hammer and Douglas Robison marry. Collinsville teams take top trophies at MHS basketball tournament. SHH shop department adds new equipment. Firecracker causes serious injury to left eye of Sammy Biffle, 13. Andy Hofbauer buys FMA Store. Garden Club's decorated tree at east city limits tops array of Yule displays in city.

**10 YEARS AGO**

Dec. 26, 1958

Muenster is loaded with good looking Christmas displays. Schedule of services include midnight Mass. Choir boys lead midnight procession before Mass. The J. C. Donnells of Saint Jo celebrate silver wedding anniversary. City water connections show increase of 16 families in 1958. KCs host 200 children at Christmas party. City total of building permits for 1958 is \$69,250. Bank deposits in community show gain in 1958. Leo Hoedebeck undergoes surgery and spend Christmas in hospital.

**5 YEARS AGO**

Dec. 27, 1963

Santa flies in to treat big crowd of kids on December 21 in bitter cold. Snow during the weekend makes white Christmas a cinch. After two inches of snow temperature dropped to 5 degrees. Camp Fire girls distribute gifts and cheer to local shut-ins. Output doubles at local dress factory last year. Rev. Harry Fisher is ordained deacon. Families gather for Christmas reunions. Many attend midnight Mass. Building activity in Muentser booms. New arrivals: twins a boy and a girl for the Richard Hermeses; a boy for the Tommy Herrs.

**IT HAPPENED 30 YEARS AGO**

Dec. 23, 1938

Wildcat gusher at Voth's shoots 80 feet and is regarded among the best in the local field with an estimate of more than 500 barrels. Rush for poll tax to precede school consolidation vote. Preliminary work along rural lines gets attention by Electric Co-op. Community ships toys, food and clothing to Dallas orphanage. Lindsay parish announces no midnight Mass this Christmas. The Paul Claytons move to Saint Jo. Buster Herr returns home after being em-



**JOY**

May the blessings of Christmas inspire you with spiritual gladness year round and your days be filled with true happiness!

**Hess Brothers Garage & Shop**  
Henry Jr. & Paul Hess  
Lindsay

**MPI Employees Have Yule Party**

MPI employees, their wives and guests gathered Thursday night in the K of C Hall for the plant's annual Christmas party. About 80 were present.

Special guests were Mr. and Mrs. Kenneth Burch of Sulphur Springs. Other guests included Buddy and his Play Boys who played for dancing after a catered dinner and program.

Miss Dorothy Bengfort presented her Sacred Heart sixth grade 4-H'ers in the two skits they enacted in the county Share-The-Fun contest and the group sang Christmas carols afterward with Mary Lou Kralicke as piano accompanist.

Three gifts were given away in a drawing. Winners were Henry Yosten Jr., Larry Vogel and Giles Truebenbach.

A gentleman is a man who is always as nice as he sometimes is.

A bachelor is a fellow with unaltar-able views.



**A VERY MERRY Christmas**

To faithful friends old and new, hearty thanks for your good will and best wishes for a wonderful holiday season.

**Denis' Texaco Station**  
Denis Hofbauer, Muenster

**With Our Very Best Wishes for the Christmas Season**

**DUSTIN'S**  
Gainesville

**Season's Greetings**

to you and your family from all your friends at Texas Power & Light Company. May the joys of the holiday season be with you throughout the New Year.

**TPL**  
**TEXAS POWER & LIGHT COMPANY**  
A tax-paying, investor-owned electric utility

**BLESSINGS OF CHRISTMAS**

"When they saw the Star, they rejoiced with exceeding great joy." As the message of the manger shines anew, we wish for all a truly wondrous Christmas. May your blessings be bountiful. Grateful thanks to you.

**Hennigan Auto Parts**  
Pat and Alice Hennigan, Muenster

**Greetings for Christmas**

One of the real joys of Yuletide is the chance to put aside the routine and customs of daily business and with sincerity wish our friends a very Merry Christmas.

**Chick's Department Store**  
Gainesville



# Dr. C. C. Moore Was Embarrassed By Famous Poem

"Twas the night before Christmas, when all through the house

Not a creature was stirring, not even a mouse;—"

So begins one of the most beloved of all Christmas writings. It would be difficult to find anyone whose memory of childhood does not associate these words with the magic of the holiday season, to whom these words do not bring to mind the vision of Santa and his reindeer, and the exciting clatter of hoofs upon the roof.

Author of the poem was Dr. Clement Clark Moore, an aloof professor of Greek and Oriental literature in the Episcopal Seminary in New York. Dr. Moore did not write the poem for publication. He wrote it on Christmas Eve, for the enjoyment of his seven children.

It happened that on this particular Christmas Eve a relative was visiting the Moore family. She put a copy of the poem in her diary. The following holiday season, the relative's father sent a copy, unsigned as to author, to a newspaper.

Other newspapers picked up the jingle and printed it in their columns. The poem quickly became known, loved and repeated each Christmas throughout the country.

Dr. Moore was not pleased. In fact, he was embarrassed. He felt it beneath the dignity of a man of his scholastic reputation to author of children's verses.

As time went on, the poem became increasingly more famous and Dr. Moore, perhaps upon the urging of his proud family, finally admitted authorship. More than two decades after he penned the poem at the family fireside the jingles were published in book form, under his name.

Today, the world remembers Dr. Clement Clarke Moore not as a scholar, nor a teacher, but as author of one of the world's most beloved Christmas poems.

Middle age has been described as that perplexing time of life when we hear two voices calling. One says, "Why not?" and the other, "Why bother?"

# MUENSTER ENTERPRISE

VOLUME XXXIII

MUENSTER, COOKE COUNTY, TEXAS 76252 DECEMBER 27, 1968

NUMBER 5



BOTH ELEMENTS THAT LED to today's Christmas tree — the Paradise Tree and the Christmas Lights pyramid — are shown in this antique Christmas card of the 1880's. The card was published by Opbacher Brothers of Munich, Germany, and is part of the Hallmark Cards Historical Collection.

## It Pays To Go To High School

Four years of high school on the average will return 16 percent more income at age 21 and 38 percent more income over a lifetime, reports an Extension home management specialist at Texas A&M University.

The average income in 1966 of the 21-year-old men who had completed high school was \$3,021. According to Wanda Meyer expected lifetime income for the high school graduate was \$341,000 and for the elementary school graduate, \$247,000.

At 18 the high school gradu-

ate has the disadvantage of no work experience. On the average, the specialist reports his income is below that of elementary school graduate who has been working for some time. However, at age 19 the high school graduate may anticipate income nearly equal to that of elementary school graduate, and from 20 on to have considerably higher income, reaching a peak of \$8,387 at age 48.

This contrasts to peak income for elementary school graduates of \$6,054 at age 44, says Mrs. Meyer.

## The Forgotten Man

Who is the Forgotten Man? He is that individual who does an honest day's work, pays his bills, brings up two or more children, keeps up a small savings account, never asks for charity from anyone, never gets into trouble with the police, never finds fault unless a principle is involved — in short, he is the individual who keeps going on his own momentum, good times, bad times or indifferent times.

When the hat is passed around, the Forgotten Man chips in his mite. The tax-gatherer visits him regularly, and collects toll for the upkeep of the police courts, jails, work-houses, and the relief rolls — none of which the Forgotten Man ever uses. He is self-supporting, self-starting, self-sufficient, and being so, he is counted in on nothing except the census.

The Forgotten Man is justly the everyday, common, ordinary, plain citizen who does the best he can and makes a pretty good job of it. He is the man you can count on in times of war or in times of peace, in times of hysterical prosper-

ity or in times of gloomy depression, in times of Republican management or in time of Democratic management. He is the dependable old horse, broken to harness, and he will stand without hitching.

Remember, there are millions of him, and there isn't much chance that he will ever go crazy even though the world about him does seem inclined that way. When things get too bad he will take a hand at running them himself, and you can depend upon him to do it in a sensible way. —Selected.

## The Twelve Days of Christmas

On the twelfth day of Christmas  
My true love said to me  
Twelve drummers drumming,  
Eleven pipers piping,  
Ten Lords a-leaping,  
Nine ladies dancing,  
Eight maids a-milking,  
Seven swans a-swimming,  
Six geese a-laying,  
Five golden rings...  
Four calling birds,  
Three French hens,  
Two turtle doves  
And a partridge in a pear tree.

## A Christmas Message from Texas Safety Association

A LOOK at the high annual toll of human lives and disability injuries from traffic accidents in our state could lend substance to the idea that we live in a jungle ... that we must kill or be killed!

CERTAINLY Christmas cannot subscribe to this idea, for man's spiritual enlightenment determines his concern for those in the world about him. The only possible Christian attitude in driving then must be:

"I am my brother's keeper."

BUT WHAT about the attitude of those who feel we live in a jungle? The instinct for self-preservation is inherent in all of us, but this does not mean in our present-day civilized society, we must kill or be killed. A better interpretation of this law would be: "I am my brother's keeper, especially since there are so many times when he is mine."

When a driver takes his place behind the wheel, in a very real sense, he invokes this verse from Deuteronomy, fifth book of the Old Testament: "I have set before thee life and death; therefore choose life." THE COMMANDMENT: "Thou shalt not kill" applies as much to the man or woman driving a car as it does on every other occasion throughout the day and night. It applies perhaps in greater degree, since so many people drive cars and because the average person overlooks the fact that an automobile can be a deadly weapon.

THE TEXAS Safety Association asks your help in reaching the minds and hearts and souls of men with this message for the Christmas season: Life is not to be thrown away on our streets and highways; it is still sacred and precious, as the Lord intended it to be. "Traffic safety is a moral responsibility."

Texas Safety Association, Inc.

## 1968 News Reflects Continued Progress

This year has been another eventful one in Muenster's history and reflects again the steady progress of the community. In fact, the dominant feature in several local happenings is their indication of growth and progress.

For instance, the annual scholastic census taken in January shows a gain of 28 for a new high of 768. And when Fall classes started the enrollment made a jump of 48 for an all time high of 797.

More good news is the arrival of a doctor and a dentist as new residents. Dr. Antonetti succeeds Dr. Hejduk, who died in 1967, and brings the hospital's staff of local doctors back to 2. Dr. Graham, the town's new dentist, fills a need that has existed here for many years.

Another new-comer of the year is Father Placidus Eckart, who succeeds Father Alcuin Kubis as pastor of Sacred Heart Church.

Rainfall has been very abundant and has produced some of the best hay and pasture in the community's history. Rain at harvest time hurt some grain yields, nevertheless the overall crop was about normal.

A matter of special community pride is the outstanding success of the MHS Hornets in their football season. They won district and bi-district titles and had a season record of 11-1.

The community received nation-wide recognition during the Jaycee national convention when the Muenster chapter won top honors on its park improvement project. Earlier the project received the state's top honor to become the state's project in the national contest.

Among other notable events of the year are the city's extensive paving project — 41 blocks of new paving and resurfacing. More pavement serving the area is the four lane highway from Muenster to Lindsay, completed this year. A city improvement now nearing completion is a big new sewer plant meeting new rigid standards of anti-pollution. A federal grant of \$28,680 assists the financing.

Other happenings include adoption of a city sales tax followed soon by an increase in the state sales tax. Result: Sales tax here jumped from 2 to 4 per cent.

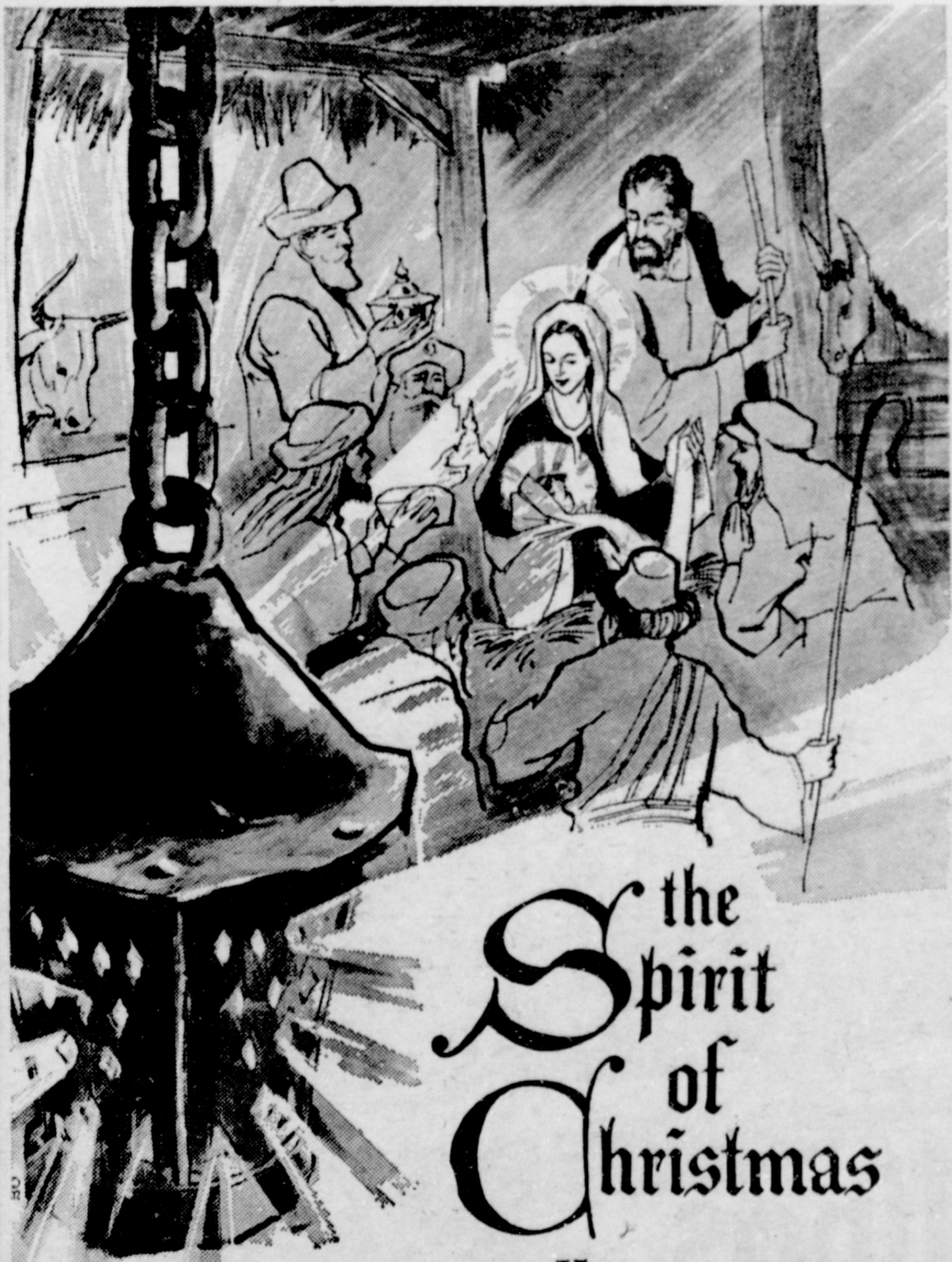
In the election local voters went strong for Nixon. Another gratifying fact: Death was less demanding than usual. Miller Funeral Home had 17 funerals since Jan. 1. In 1967 it had 25.

The following is a more detailed summary taken from the Enterprise file of the past year.

Dec. 22, 1967 — City building permits for 1967 total \$372,500. Buford Whitt, 58, dies of heart attack while hunting. Early morning fire destroys interior of Tommy Knabes' mobile home. Forestburg dedicates restored community center. Lewis Lauderdale of Saint Jo dies. Ice storm causes minor damage. Alvin Hartman is re-elected fire chief. Edward Thetford, Marysville native, dies in crash of Odessa. Local Chamber of Commerce holds

annual banquet. J. M. Weinzapfel receives Land Bank's award for service in agriculture. Classes, clubs and organizations hold Christmas parties. Families get together for holiday reunions. Lindsay Athletic Association plans volleyball tournament. City council buys two smoke masks for fire department. Mrs. Don Christian and sons are hospitalized in Fort Worth after

(Continued on page 2)



## the Spirit of Christmas

May the light of love and understanding that bathed the world on the eve of His Birth shine upon you and kindle your heart with everlasting joy. Let us rejoice as we cherish the blessings of this holy season.

## Muenster Memorial Hospital

DIRECTORS:  
Al Trubenbach, Albert Dangelmayr, Alphonse Felderhoff, Norbert Felderhoff,  
J. H. Bayer, Robert Bayer, Paul Fetsch, Ru us Henschelid, Ray Voth  
ADMINISTRATOR: David Bright



As the story of the first Christmas unfolds, may the light of love and understanding shine upon you and bring you everlasting peace and happiness. Best wishes for a joyous holiday.

HOFBAUER'S  
Food & Locker Service  
Muenster



May happiness and contentment lead you, as the Star led the Wise Men to the Manger.

Our thanks for your continued good will.

Clyde D. Fisher Beer Distributor  
Falstaff, Jax, Lone Star, Miller's, Hamm's  
Muenster

Wife to husband on Christmas morning: "You angel! Just what I need to exchange for just what I wanted!"

Someone has come up with a novel Christmas Club — you say up to pay for last year's gifts.

### Review

auto accident. Santa treats children at KC and VFW Auxiliary parties.

Dec. 29 — Moisture measure for the year is 27.82 inches. Increased postal rates become effective Jan. 7. County DPS sets new law on driver license. Thirty curb projects point to plans for extensive city paving. Mike Stoffels of Subiaco is named on All District football team. Family reunions continue to highlight holiday season. New church wardens elected at Lindsay are Damond Fuhrmann, Henry Fleitman, and Billy Zimmerer. SHH biology lab gets carnivorous plants. New arrivals: boys for the James Sickings and Leslie Kuhns; a girl for the Herbert Cunninghams Jr.

Jan. 5, 1968 — City election on sales tax set Feb. 3. Scholastic census starts this week. Muenster firemen answer 82 calls during past year. New postal rates go into effect Sunday. Less than half of Cooke County voters are registered for '68. Bill Pratt, Jo Hillis and Earl Taylor announce for re-election. Mrs. Jake Pagel sustains broken vertebra in fall. Donald Hellman and Leroy Sandmann write home about Christmas in Vietnam. Former residents, the Eddie Krahl and children, return to Muenster after living in Farmington, N. M. Mr. and Mrs. Sammy Dobbs leave Muenster, move to Gainesville. Kathy Walterscheid and Dennis J. Hess marry here. New arrival: a son for the Rodney Walters.

Jan. 12 — Muenster schools close as ice covers area. Muenster State Bank deposits make strong gain in 1967. State-wide drive starts to promote voter registration. Veronica Rollman is hospitalized after highway accident near Lindsay. Army Nurse Jane Hoehn receives raise in rank to lieutenant colonel. Richard Hesse, back from Germany, is civilian again. Final rain measure for 1967 is 27.89 inches. Relatives attend funeral of Leo Cutaia. SH School solicits cancelled stamps in Mission work. Final rites are held for John A. Popp at Gainesville. Mrs. Al Yosten flies to California to attend uncle's funeral. Muenster basketball teams beat Lindsay in district openers. Carla Rose, daughter of Mr. and Mrs. Tony Flitman, born Jan. 4, is Muenster's first 1968 baby and receives shower of gifts in stork derby sponsored by Hospital Auxiliary. Mr. and Mrs. David Reiter announce a son born Jan. 10.

Jan. 19 — Long illness of Miss Anna Markowitz, 88, is ended by death. Ray Endres Jr. receives Soil Conservation Service merit certificate. SH School's first college night will be held next Tuesday. Muenster Mutual Fire Insurance Association reports gains during past year at 75th annual meet-

ing. Shirley Klement wins homemaker title at MHS. Harold Schmitz of Lindsay suffers stroke and partial paralysis. VFW Auxiliary plans to again sponsor March of Dimes. Juanita Smith and Conrad Walterscheid marry here. Casa Manana director gives drama workshop at Sacred Heart High. Gareld Payne, MHS Band director, is new choir master and organist at St. Mary's in Gainesville. Clear Creek Watershed reelects Berry, Muir and McCall directors. New arrivals: a boy for the James Whitts; girls for the Richard Herrs and Robert Alberses.

Jan. 26 — Benedictine Sisters end contract with Muenster Memorial Hospital effective Feb. 1. Death of Mrs. C. G. Clayton, 73, ends long illness. Resident officer, Don West, is assigned to city effective Feb. 5. Sister Gerarda is selected to help write new math series. January rainfall is most for that month since 1949; total to date is 3.87 inches. College Night at SHH draws 150. Final rites are held for Ed Klump, 89. Muenster Dress Factory has 100 on payroll. SH Tigers will play in Ennis Tournament for TCIL title. Jake Pagel is recovering from broken hip surgery. Harold Schmitz of Lindsay is transferred to Baylor Hospital in Dallas. SHH seniors select "The Lark" as class play. MHS Band elects Debbie Russell president. Don Wilson and Danny Wilde are on leaves before going to Vietnam. Sister Georgia is among 100 nuns at Dallas workshop. Muenster Library report shows progress made in past year; 214 new members sign up; books checked out total 10,450. New arrivals: a boy for the Gilbert Yostens; girls for the Jimmy Zimmerers and C. J. Hellmans.

Feb. 2 — Alvin (Butch) Walterscheid, 22, of Hereford dies in auto accident. Final rites are held in Subiaco, Ark., for retired Abbot Edward Burgett, 82. Arthur Kingery dies at Garpevine. Electric Co-op creates marketing department staffed by Bob Smith and Johnny Pagel. Muenster girls and Montague boys win championship in District 26-B junior basketball tournament. MHS seniors select "The Skull" as class play. Mrs. Joe Paul Fuhrmann is elected president of Lindsay St. Anne Society. FHA girls model clothing they made for PTA pro-

gram. SHH Tigers drop two games in TCIL tournament. Clinton Endres, back from Vietnam, has Army discharge. Willie Fisher who saw action in Vietnam where he was wounded is separated from the Army at Fort Carson, Colo., where he was stationed since Feb. 1967. Mary Knabe joins Evelyn's Styleroom. TCU teacher heads drama workshop for local students. January ends with 4:67 inches moisture. Linda Rohmer is district winner in Voice of Democracy essay contest. New arrivals: a boy for the Norman Koelzers; a girl for the James Strittmatters.

Feb. 9 — Three die in highway accident: Mrs. Anthony Grewing, James Klement and Sheila Voth; Doug Otto sustains broken arm and lacerations. Strong majority adopts one per cent sales tax for Muenster in special election; vote is 203 to 24. District gains 27 in school census with new count of 768. Robert Walterscheid and Donald Sandmann, back from Korea, are civilians again. Nine local nuns attend religious conference in Dallas. Felderhoffs fete Sister Mildred in farewell reunion before she leaves Muenster. County registers 10,488 voters. VFW Auxiliary reports \$214.86 for MOD campaign. New arrivals: a boy for the John H. Kubiceks; a girl for the Leroy Berends.

Feb. 16 — Mercury drops as snow and sleet blanket area; temperature is 22. Muenster's official voting strength is 947. Linzie Branch, 59, dies of heart attack. L. B. Bruns goes to Florida with group to see ultra school plant. City and school tax collections are 94 per cent complete. Students' work to be shown at Sacred Heart School open house Feb. 18. Medders will keep Colonial Acres. Local firemen sponsor distrophy drive. Father Aloys Fuhrmann is at Lindsay as assistant pastor. Harold Schmitz is transferred from Baylor to VA Hospital in Dallas. Muenster Library gets 300 new books. City's annual dinner fetes employees and guests. Wilber Vogel ends overseas civilian job and flies home from England. New arrivals: boys for Messrs. and Mmes. Jim Myrick, Lloyd Prescher and Harold Knabe.

Feb. 23 — Winter makes strong comeback with freezing (Continued on page 3)


Here's hoping that Santa brings lots of good things your way! Thank you.



Merry Christmas

Al Horn Paint & Body Shop  
Muenster

Merry Christmas



We join Santa's Yuletide song, wishing you a Happy Holiday season and expressing sincere thanks for your patronage.

JIMMY LEHNERTZ  
Gulf Oil Distributor, Gainesville



MERRY CHRISTMAS

May your Christmas be filled with the warmth of good cheer, good fellowship!

Muenster Machine Shop  
David Haverkamp, Muenster



A Joyous Christmas

Our wish—that the meaning of Christmas be deeper, its friendships stronger and all hearts filled with its peace and good will.

We appreciate the business the Muenster people have given us the past year and hope we can continue to serve you.

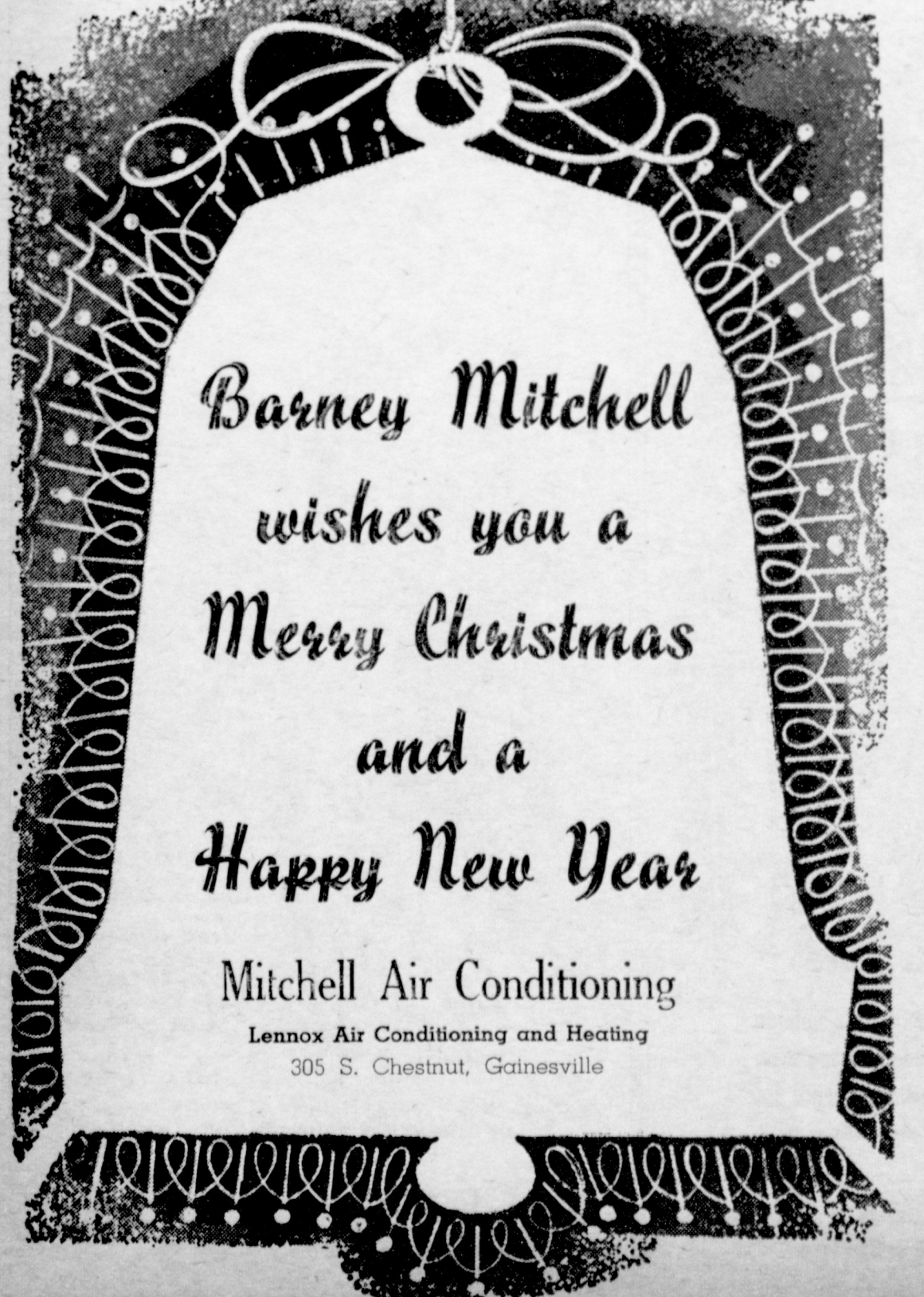
The Bargain House  
Mr. and Mrs. J. R. Giffen, Saint Jo



Greetings

To you and your family, our wish is for all the merriment and excitement of this festive season... all the joy and warmth of a Yuletide celebration. And may we thank you for your much appreciated patronage.

Cooke County Distributors  
Schlitz & Pearl Beer Urban Endres & Bob Vogel



Barney Mitchell wishes you a Merry Christmas and a Happy New Year

Mitchell Air Conditioning  
Lennox Air Conditioning and Heating  
305 S. Chestnut, Gainesville



Everyone's singing out in merriment and joy, announcing to the world that it's Christmas! And it's our time to thank you, customers, for your patronage.

**PAGEL'S STORE**

Mr. and Mrs. Maurice Pagel, Muenster



**GREETINGS FOR Christmas**

To you, sincere greetings and thanks... with every good wish that the joy and delight of the Yuletide will be yours.

**Hacker Bros. Well Service**

Henry, Paul, Kenneth, James, Freddie Muenster

**Review - - - -**

ing rain, sleet and snow; thermometer plunges to 20. Funeral services are held Monday for John B. Schmitz, 83, of Gainesville formerly of Muenster. Muenster and Saint Jo firemen set up radio contact. Don Flusche gets auctioneer diploma at graduation in Nashville, Tenn. Forty-five boys report for track team at Muenster High. District coaches name Sammy Sparkman on basketball dream team. Lindsay CYC elects Sharon Beyer president. Mrs. Jos. F. Neu, 96, of Lindsay breaks hip in fall. Barbara Fuhrmann of Lindsay wins second on soil essay in Elm-Red district. Robert Embry is married to Carol Bullard in Dallas. Joyce Klement and Thomas Bayer marry here. The Earl Fishers celebrate their silver wedding anniversary. Joe Lutkenhaus observes 90th birthday. New arrival a daughter for Mr. and Mrs. Bob Fitch.

Mar. 1 — Dr. Alfredo Antonetti of Wichita Falls is Muenster's new doctor. Observance set for Public School Week; Science Fair will feature exhibits at open house. Andrew Schoech is elected president of North Texas Subiaco Alumni Association. The community's first volley ball trophy is brought home by SH Alumni ladies who won consolation in Priarie Valley tourney. Teachers from four schools attend SHH science workshop. Funeral services are held for Mrs. Alys Graye, 74, of Marysville. Ervin Hamric is recovering from eye surgery performed in Dallas. Robert Haverkamp is home on vacation from North Africa oil field work. Mike Endres is elected president of SHH student council. FFA Chapter gets award at district banquet. Barbara Fuhrmann wins again; essay and poetry among tops. Mrs. Rex Anderson returns from flying trip to England.

Mar. 8 — Funeral services held for Mrs. Joe J. Wimmer, 49, life-long resident of Muenster. Over 400 visitors see open house and science fair at Public School. Cuba's loss is Muenster's gain as Dr. Alfredo Antonetti opens his office here. Wilmer Walterscheid gets electronics diploma at A&M First and seventh graders at both local schools will get TB schick tests. Jaycees invite voting for Man of the Year. Muenster native, Roy Burkhardt dies in New Mexico. Milk Plant plans new product and more capacity. Rain measures .54. Heart Fund drive nets \$391.61 here. Fourteen SHH students take membership in honor society. District president is guest at VFW Auxiliary meeting. SH Alumni men and Center men win champ and consolation trophies in volley ball tourney. New arrivals: boys for the Truman Wolfs, Mark Kutas and Carl Walterscheids.

Mar. 15 — Maximum credit on fire insurance continues in city. Revised count of local voters is 1073. Area gets more rough weather with cold rain. Doris Schmitt is spelling champ at Sacred Heart School, will enter county bee. Loan and grant are okeyed for Lindsay sewer. Special services are set to observe St. Joseph's day. Four deacons, Aubrey Tuggle, Dr. Larry Tisdale, J. W. Morrison and J. B. Cason are ordained at Muenster Baptist Church. CDA court adds 13 new members at formal reception rites. Sister Mildred finishes nurses course in Fort Worth. Hornets are 2nd in 3-way meet on Saint Jo track. SHH track team scores big with two firsts and one second at Nocona relays. Ted Wiesman returns to make Muenster home again. Sports banquet honors 26 athletes of Lindsay High. New arrival: a boy for the Thomas Sickings.

Mar. 22 — Federal grant for \$28,680 is okayed for Muenster sewer project. Ted Henschel is elected new Jaycee president. More rain leaves 2.79 inches of moisture. Muenster 4-H boys display six champions at county livestock show. MHS and Lindsay High win top spots in county Science Fair. Jim Gehrig reports arrival in Vietnam. Muenster Public School juniors edge Saint Jo in dual track meet. The Jim Dennisons move from Muenster to Bonita. Garden Club meet features exchange of plants and seeds. Rattlesnake hunt set for weekend near Red River. New arrivals: boys for Messrs. and Mmes. Bernard Hesse, Howard Mollenkopf, Don Reed and Alfred Hess.

Mar. 29 — Roy Monday joins Hess Furniture Company in partnership; Roy, his wife Jane and their son Craig move to Muenster from Dallas. Peggy Endres is district winner in 4-H Foods Show. Awards will feature Jaycees' sixth annual banquet. Twelve entries from Muenster Public School place in District literary events in 18-B Interscholastic League. Funerl services are held for B. C. (Ted) Redman, 75. Tom Hess smashes mile record for Red River Relays; set new record with 4:40.5. Quality shows in FFA project show. Myra-Gainesville free phone calls will begin May 1. Muenster Boy Scouts receive charter for current year. Rainard Walterscheid arrives from N. Africa for a vacation visit. Sacred Heart grads will present operetta with cast of 140. Frank Streng, 75, dies in Louisiana. Donald Hess leaves for Vietnam. Future Homemakers have full program lined up for National FHA Week. Lindsay students are tops in literary events in Interscholastic League meet and get trophy. Lindsay wins on Rural essays sponsored by CSL. Mrs. Albert Flusche, 77, dies in Electra. Windthorst hosts Catholic State League meet. Robert Haverkamp ends vacation here and returns to N. Africa. Muenster musicians attend diocesan workshop. Muenster Public Library Board has three new members; Mrs. Kenneth Selby, Dolphy Joe Hellman and Dr. Larry Tisdale. Hospital Auxiliary introduces Dr. Antonetti. New arrivals: a boy for the Alvin Fleitmans; girls for the Johnny Pagels and Harold Flusches.

April 5 — Three from Muenster are hospitalized and two released after treatment following two-car collision; Robert Fisher and Walter Grewing are transferred to a Dallas hospital; Rita and William Fisher and Joe Moster are dismissed from Muenster hospital after treatment; Robert Walterscheid is not injured. Jaycees name Ed Schneider, local scoutmaster, Man of the Year and Dr. Larry Tisdale outstanding Jaycee at awards and installation banquet. MHS wins district title in one-act play. More rain brings year's total here to 12.63 inches. Muenster boys have 28 entries in Fat Stock Show. Doris Schmitt is Cooke County's spelling champion. Cooke County Electric Co-op members receive \$47,672 in capital credits. VFW Auxiliary reelects Mrs. Don Flusche president. Mrs. John P. Neu, 95, is birthday honoree. SHH seniors visit HemisFair. The Larry Joe Walterscheids and daughter move to Moore, Okla. Mrs. Rex Anderson returns from tour of Greece. The Jerry Sickings and two sons move from Muenster to Myra. Alumni teams get two more trophies in volley ball tourney. Public School junior trackmen edge Saint Jo in two close meets. Home-School Society hears superintendent of diocesan schools. The Gene Hoedebecks attend her mother's funeral in Alva, Okla. Cub Scouts are oragnized here, sponsored jointly by KCs and VFW. New arrivals: boys for Messrs. and Mmes. Keith Tompkins and Jim Hoselton.

April 12 — Mrs. Joe Sturm, 78, dies. Pipes are added to SH Church organ. Voting is light in no-contest ballots; Richard Grewing and Aubrey Tuggle start new terms on city council; Ray Wilde and Robert Bayer are school board members; Albert Dangelmayr, Al Felderhoff, Norbert Felderhoff, Rufus Henschel and Ray Voth are directors of Muenster Hospital board; Herman Hartman is school trustee at large. Lindsay signs loan contract for sewer system. Don Flusche is new commander of VFW Post. Sam Pedigo, 68, of Saint Jo dies. O. E. Whisnand, 67, former Cooke County sheriff dies. MHS takes third in senior division of district track. Local FFA teams are second and fourth in land judging. FHA Chapter has Mother-Daughter Banquet. SH first graders present program for parents and rest home. Muenster entries get two firsts in district tennis. The Augie Knabe family moves back to Muenster after living in Saint Jo. Lindsay is fourth in district track. Lindsay's Carolyn Block is county winner in 4-H Dress Revue. Funeral services are held for Al Kuntz, 84, of Lindsay. New arrivals: a boy for the Leroy Schmitz; a girl for the Victor Sickings.

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April 26 — J. E. "Earl" Robison, 65, county commissioner, dies of heart attack. Rain-fall this week measured 3.43 inches. Muenster Telephone Corp. records show \$55,000 invested during past year. Three (Continued on page 4)

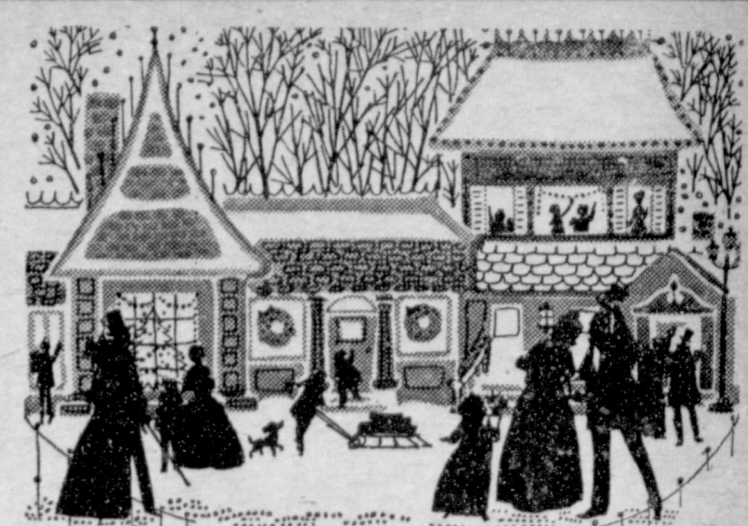
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**GREETINGS**

At this joyous time of year we extend our greetings to our friends, whose confidence we highly value. Thank you.

**Hoedebeck GMC**

Gene Hoedebeck, Muenster



**GREETINGS**

To our fine patrons, sincere thanks, and warmest greetings to your and yours for a Merry Christmas.

**Home of Fashions**

Mrs. Gary Hess, Muenster



**Christmas Wishes**

At this wonderful time of the year we wish you and your families the merriest and happiest Christmas ever, plus a special "Thanks" for being special to us!

**Stockmen's Feed Store**

Harold, Gus, Wayne, Dale, Buster Muenster



A Child lies in a manger. A Star shines brightly upon the earth, reflecting the glory of His birth. May this eternal light of love shine into every heart, bringing peace to all men and a holy, happy Christmas to you and yours.

**Milk Producers, Inc.**

MILK PRODUCTS PLANT, MUESTER



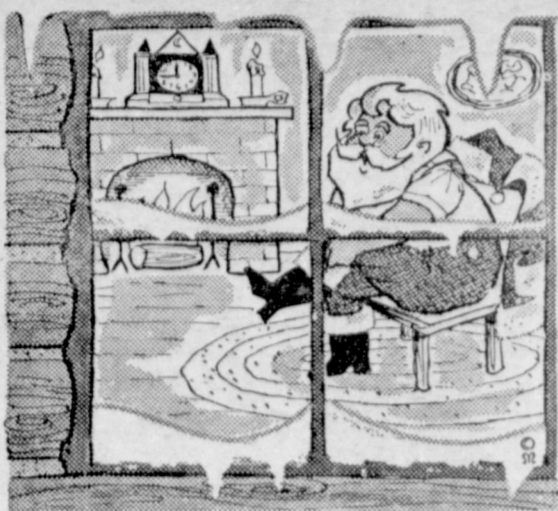
**Best Wishes for Christmas**

Christmas is a special time filled with merriment for everyone. We hope yours is exceptionally happy since you made us happy by being a customer and becoming a good friend.

**Muenster Livestock Auction Commission Co.**

Bill Miller and Bill Hamer, Muenster

It's Time to Wish you a very



**MERRY CHRISTMAS!**

Good cheer to our wonderful friends and customers. We're grateful to one and all.

**SANDERS JEWELRY**  
West Side Courthouse, Gainesville

**Review - - -**

FFA teams qualify for state judging contests. Edgar Dyer, vocational ag teacher at MHS is year's outstanding conservation teacher in Region 5. Gains are revealed in Muenster State Bank report. Daylight saving time will start Sunday. Sammy Dobbs quits local SCS office, moves to Gainesville. Firemen provide emergency labels for use on phones. MHS one-act play receives two high ratings in region. Joe Voth becomes US citizen at 88. Ronnye Russell and Dan Hamric will manage local swim pool. Library receives its 3500th book. Lindsay has wins in regional TIL literary events. Joe Wilcox kills rattlesnakes out Marysville way. SHH science department adds science equipment made by Father Andrew. Kathleen Streng and Walter Lutkenraus marry at Lindsay. Gloria Gieb and Thomas Furhmann marry here.

May 3 — Jack Jones is appointed Precinct 4 commissioner to succeed Earl Robison. V. M. Ramsey, 91, dies. Gareld Payne presents cast of 139 children in Cinderella operetta. Jaycees begin organizing for Little League. Stan Endres is cited as Boy of Month by Optimist Club. Final rites are held for Charles O. Cash, 78. Some 700 members and guests gather for annual meeting of Cooke County Electric Co-op. Annual awards banquet honors MHS scholars and athletes. Father of H. H. Homely, dies at age 82 in Weatherford. Wins in county qualifying local 4-H'ers to go to district competition. First pack meeting of local Cub Scouts is attended by 93 boys, parents and leaders. Sixty-two in Head Start class here end year with graduation. Mr. and Mrs. Dolphy Joe Helman enjoy all expense paid flying trip to New York courtesy of Full-O-Pep Feeds. Mr. and Mrs. Lenny Zimmerer are at home in Dallas following marriage; she is the former Miss Mary Ann Goodwin. Sister Corrine Koesler is chosen for study of German at Montana University. Lindsay girls win regional track meet. New arrivals: boys for the Jimmy Eberharts and Charles Hales; twin girls for the Adam Wolfs and a girl for the Leonard Haverkamps.

May 10 — Five cent tax cut is included in Muenster Hospital budget. Community has light turnout for primary election. Widening contracted for seven bridges on Hy. 82. Open house at Telephone building observes five years of dial service, recognizes Mrs. J. S. Horn, 92, first operator; Helen Hess and Gene Walterscheid for service. Doris Schmitt is third in district spelling bee. Tommy and Ronnie Herr will open miniature golf course at Gainesville next week. Donald Vogel is A&M graduate. Two-month illness of Alex Knauf, 62, ends in death at Colorado Springs, Colo. Next Wednesday is orientation day for SH beginners. SH students take three of six top awards at Writers' Meet. Three Lindsay 4-H'ers qualify for

district contests. Muenster and Lindsay have May Queen crowning ceremonies. Dr. J. W. Middleton leaves Muenster, opens Bowie Chiropractic Clinic. Marysville homecoming draws 350. More than 700 attend Catholic State League Insurance Union dinner here. Marcia Cler and James Denison say wedding vows here and her grandparents Mr. and Mrs. Nick Yosten celebrate golden wedding anniversary. MHS seniors visit HemisFair. New arrival: a boy for the William Flusches.

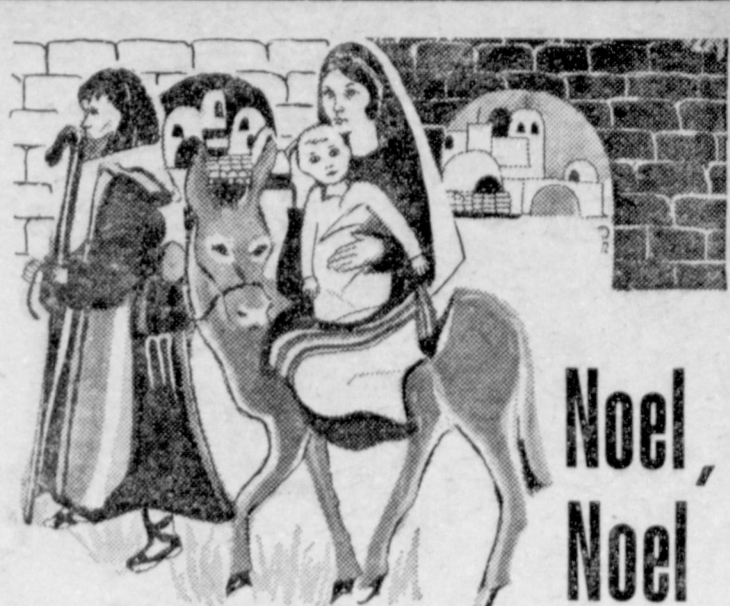
May 17 — Banquet honors soil conservation champs. Muenster Jaycees Park Project is judged best in state at Austin meeting... win state and division awards and will become Texas' entry in national convention at Phoenix, Ariz. Linda Rohmer is 1968 history essay winner in contest sponsored by Houston's University of St. Thomas. Last week of term begins at local schools. Shirley Klement is valedictorian, Ramona Voth is salutatorian at MHS; Linda Rohmer is valedictorian and Joan Sicking is salutatorian at SHH. Muenster 4-H'ers win in district advance to state contests at A&M. Auction sale will end forty year career of Muenster Machine Shop as Louie Roberg retires. SH Church is getting stained glass windows installed. Muenster entries get top prize in Junior Art Show at Cooke County Junior College. Lindsay High has banquet and prom. Tim Mosman is on leave before Vietnam. Marine Robert Russell reports arrival in Vietnam. Mr. and Mrs. H. H. Houtchens are new residents occupying the Louis Roberg farm home which they bought; the Robergs move to Gainesville temporarily. Mother Day reunions hold social spotlight. CYC reflects Cynthia Bindel president. SH Alumni men takes champ trophy in season's volley ball finale at Myra. Shiloh Baptist Church holds annual homecoming. Mr. and Mrs. Al Wiesman leave on extended European tour. Library is ready for reading program and tots' story hour. Relatives attend First Mass of Father Jerome Duesman at Pilot Point. Shirley Vogel and Marvin Tischler marry here. New arrival: a girl for the David Walterscheids.

May 24 — Extended illness of L. A. Bernauer, 80, ends in death. Local schools will

will graduate 43 from high school and 68 from eighth grade in commencement programs Sunday. Tom Williams resigns coaching position at SHH. 53 beginners have orientation day at Sacred Heart School. Bayer Brothers Concrete gets sewer contract. More rain keeps farmers out of ripening grain fields. Gloria Yosten returns from European trip. Mrs. Dennis Taylor (Claudia Endres) gets nursing degree. Mrs. Ervin Hamric is elected president of Hospital Auxiliary. Mr. and Mrs. Rufus Henscheid are touring Europe. Mr. and Mrs. Paul Walterscheid win trip to Acapulco. Student program is surprise for Father Andrew Wewer observing his silver sacerdotal anniversary. Teams are organized for Little League boys and girls. Lindsay graduates 15 high and 25 elementary students. New arrivals: girls for Messrs. and Mmes. Arthur Hess and Robert Vogel.

May 31 — Harvest waits for dry fields... weekend rain brings month's total to 5.82 and year's total to 22.24. Muenster loses resident deputy Don West. Long illness of Mrs. J. W. Fletcher, 78, ends in death. Swim pool will open Saturday. Arlin Naegeli is new SCS man succeeding Sammy Dobbs... he and his wife and infant son will move here next month. Eight Little League teams will open season Tuesday. The Harold Flusches and daughter move to Muenster from Dallas. Sara Fleitman gets Masters Degree. Charles Ashford receives degree as radiologic technologist. Margie Fuhrmann and William Wimmer marry at Lindsay. Betty Jo Owen and Thomas Hollis say vows in Memphis, Tenn. Gene Hartman opens own barber shop in Denton. Mrs. Tom Donohue dies in Missouri. Four girls' softball teams set games Tuesday and Thursday. Diplomas and awards are presented by both local schools. SH scholars and athletes are honored at banquet. Miss Joan Fisher is back from flying trip to several foreign countries. Mr. and Mrs. Tom Williams move to Fort Worth. Mrs. R. T. Brock is named Woman of the Year by Twentieth Century Club of Saint Jo. Local trackmen shine at Garland Junior Olympics. Funeral service is held for the infant son of Mr. and Mrs. Bonnie Prescher. County Brucellosis program nears end. New arrivals:

(Continued on page 5)



**Noel, Noel**

As we celebrate His Birth, we wish for you the blessings of friendship, love and understanding... the true spirit of Christmas.

**MILLER'S CLEANERS**  
Gainesville



*Joy to the World*

Joyfully let us look to the Birth of the Holy Child. May the divine message of His coming bless the world.

**Stice Furniture Co.**  
Gainesville



**Christmas is here!**

We're sending our warmest wishes to you and your family for a very, merry Christmas! Thank you for your patronage.

**Commerce Street Store**  
Pete Briscoe, Gainesville



*Merry Christmas*

We're singing a song of cheery Yuletide wishes for you and your family, filled with our warm thanks for your loyalty, good will and patronage throughout the year. Hoping you all have a gay holiday!

**Parkview Superette**  
South Side Hy. 82, Lindsay



**Christmas Blessings**

Once again the spirit of Christmas radiates its promise of hope, love and peace throughout the land. As you reflect upon the Miracle and glory of the Holy Birth, may you be comforted by the faith, gladdened by the message and sustained by the inspiration of Christmas, now and always. May holiday joys and blessings be yours.

**Gainesville Coca Cola Bottling Company**



**PEACE ON EARTH** As Wise Men journeyed to Him bearing gifts, so shall we journey through life, in quest of the peace He promised.

**Otto's Garage and Shamrock Service Station**

Kenny Otto and John A. Otto, Gainesville

**Review**

boys for the Ronnie Herrs, Melvin Schoechs and Sammy Biffles; a girl for the Allen Reiters.

June 7 — Harvest waits as rain continues ... year's total is 25.01. Contract is awarded for 27 blocks of city pavement. Father Andrew Wewer observes silver jubilee as priest in special services. J. H. Embury, 80, of Saint Jo dies. Demonstration shows local Renner project on Al Felderhoff farm. Memorial services by VFW and Auxiliary honor deceased of armed forces. James Kupper and David Walter are graduates of NTSU. Karen Stormer is St. Louis U. grad. Gerald Pels gets degree at University of Houston. Overhaul of city well stops hard water. Lt. Com. Max Rumelhart is graduate at Duke University; next assignment is Guam; family will visit here before going overseas. Carmen Hess marries David Mietchen in Lawton. Larry Wimmer and Pat Fette say vows in Dallas.

June 14 — Robert Bayer is named Democratic nominee for Prec. 4 commissioner. Martin Klement is elected grand knight of local KC council. David Haverkamp starts in shop business as Louie Roberg quits. Ed Pautler, 58, dies of heart attack. Fred Hennigan quits garbage hauling. Carl Walterscheid heads J&L Supply. Cemetery collection nets \$326. Homes are being built for Alois Rohmer, Maurus Rudwiger, James Mollenkopf, Ludwig Kieninger and John Neu Jr. Outlook improves in local harvest following dry weather. The David Brights and Herbie Millers move into their new homes. Mr. and Mrs. John Aytes and three children are here from N. Africa before move to S. Africa. Sharlene Wimmer and Duwayne Schilling marry. New arrivals: a boy for the James Krahs; girls for the Paul Sandmanns, Raymond Sandmanns and Manola Penas.

June 21 — Harvest nears end ... average yields are surprisingly good after five months of exceptionally wet weather ... wheat yields here have been estimated at 20 to 25 bushels and oats turned out better than expected. Seven acre area is annexed by city. Swim classes start July 8. The John Steels move to

Gainesville. The Mel Stephens family of five moves here from California ... he is an airline pilot out of Dallas. Service and reunion here observe Father Paul Hoedebeck's silver jubilee as priest. Donna Prescher and Lendon Bauer marry at Valley View. Charlotte Wolf's School of Dance recital is applauded by large crowd. Julianne Christine and John Turner marry in Cambridge, Mass. Muenster's annual homecoming draws big crowd of Father's Day. New arrivals a boy for the Thomas Williamses; girls for the Clyde Fishers and Frankie Hesses.

June 23 — Jaycee Park Project gets national award at national convention in Phoenix, Arizona. Father Alcuin Kubis will leave SH Parish July 7 after almost eight years as pastor ... successor is not named at this time. Parade, game and fireworks are booked for July 4 celebration. Muenster Hospital sets new record in admissions during May and June. Rain measures 1.30 inch. City starts one per cent sales tax Monday. Mrs. Rilla Worley, 78, dies. Lindsay is ready for annual homecoming Sunday. The Marvin Morrisons and two sons, formerly of Muenster, move from Chicago to Commerce, Tex. Cynthia Insell and Michael Henderson marry. Mrs. Theresa Shriver, SH Parish housekeeper, has retired and has gone to Hondo to be with her daughter and family. Ruth Yosten and Pat Klement marry. Open house fetes Max Flusches on 50th wedding anniversary in Denton. New arrival: a boy for Capt. and Mrs. Henry Victor.

July 5 — Father Placidus Eckart is named pastor of Sacred Heart Parish succeeding Father Alcuin Kubis who goes to Little Rock, Ark. Tom Hess, SHH senior, is first in mile run at State Jaycee Meet in Abilene. Robert Kaylor is appointed Muenster's resident deputy; will move wife and two children here by July 15. Eighty attend course here on methods of teaching religion. Lynton Coursey is hospitalized in Dallas following crash of his light plane on his farm south of Muenster. Tuesday was Muenster State Bank's 45th anniversary of community service. Frank Crowley, congressional candidate, sponsors air show at Gainesville. Mary Ann Hermes, LVN, of Lindsay joins Muenster Hospital staff. Paula Richardson and August Fleitman marry here. Dads join Cubs on overnight outing. Margorie Schoech and Pvt. Peter Wall marry in Virginia. New arrivals: boys for the Bill Vicaries and Dr. and Mrs. Alfredo Antonetti Jr.; a girl for the Charles Davidsons.

July 12 — Katy Railroad considers abandoning tracks through this area ending 81 years of service. 159 register for Red Cross swim classes

... life saving classes begin next week. July rainfall to date is 1.73 inch. Ten women are enrolled in Nurses Aid class taught by Mrs. Dave Walterscheid RN at local hospital. CDA sponsored July 4 program is big event with a parade of pets, bicycles, and tricycles, a women's softball game and street dance. Funeral services are held for Joe Noggler, 32. Firemen answered 12 small fires the past six months. Story hour ends at local library with party and refreshments; 142 children participated in the program. Mrs. Elizabeth Kubis, 84. Lindsay resident 76 years, dies. Mr. and Mrs. Troy Borden move here from Greenville. Brother Thomas Moser is in NTSU theatre production. Sister Agnes Voth observes golden jubilee of profession. Two from SHH attend student council workshop at SMU. Farewell honors Fred McTaggart's before they move from Myra to Grand Saline. New arrivals: boys for Messrs. and Mmes. James Wolf, Robert Fuhrmann, Richard Schumacher, George Streng, Vincent Taylor, and Vincent Becker Jr.; girls for the Clarence Hudspeths Jr. and Tim Siegers.

July 19 — Although Muenster expects to lose its railroad, city council wants overpass to stay. Voting strength in county's four precincts is equalized by re-districting ... Marysville is added to North Muenster precinct. Twenty-five register for Red Cross Life Saving course. City Council requests county ban on selling fireworks. Mrs. Glenn Richardson joins city staff as secretary succeeding Mrs. Arnold Henschel. Mrs. James Walterscheid gets MS degree in PE at NTSU. SH trio wins honors at cheer leader school in Fort Worth. Funeral services are held at Lindsay for George Hellinger, 46. Final rites are held at Denison for Al Schnitker, 72. Jake Biffle Sr., 84, dies at Myra. Carolyn Block models in district 4-H dress revue. Teddy Gremminger wins Kraft's Jade Ring Award. Judy Todd is bride of Pfc. Glenn Fleitman in Leonard nuptial. New arrivals: boys for the Gus Gerends and Samuel Berrys.

July 26 — Local schools set opening date for August 26. Twelve nuns are assigned to Sacred Heart for school year. Three new teachers named on Public School staff. Neil Tibbets, county agent, receives national award for service records. James Mark Hellman gets Vet Degree at A&M. Jaycees work on annual fish fry set for Aug. 2. Leonard Reiter is injured by powered hand saw and needs over 100 stitches to close gash in abdomen. Nine women finish nurses aid course. Charlotte Wolf leaves on European tour. Judy Sicking is touring Europe. Delegates attend Catholic State League convention in Corpus Christi ... Lindsay's Kenny Bezner and Barbara Fuhrmann are first place winners in Rural Life essay contest. The Ludwig Kieningers move into their new home. The Richard Watkins family moves to Fox, Okla. The Richard

Herr move to Henrietta. Red Cross badges are issued to 23 School. MHS pair attends in Life Saver course. Spec. 4 Donald Hess is wounded in Vietnam. Mrs. Dan Hamric finishes summer course in El Paso. New arrival: a boy for the Wayne Trubenbachs.

appointed coach at SHH School. MHS pair attends twirling school at SMU. Rain here is above average the past seven consecutive months. Angela Laake is dismissed from Muenster Hospital after being patient since May 22

Aug. 2 — Joe Felderhoff is

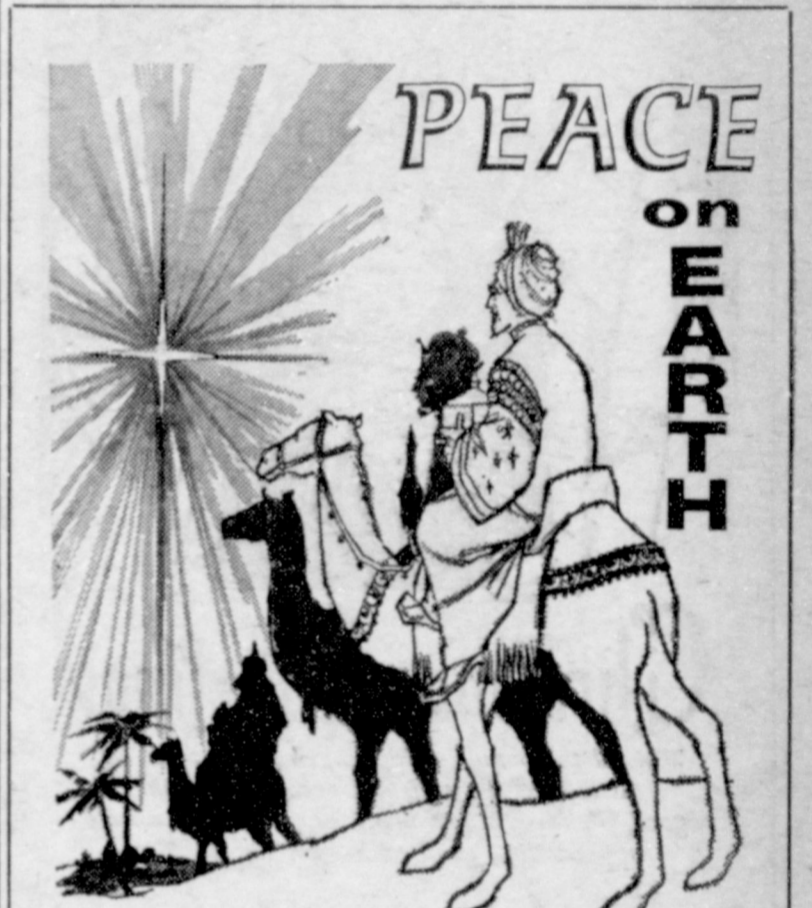
(Continued on page 6)



**To Wish You**

all the joys and blessings of this glorious holiday season ... is the tradition we treasure. Merry Christmas.

**Tom & Jerry Barber Shop**  
Tommy Herr and Jerry Wimmer, Muenster



**PEACE ON EARTH**

At Christmas, a special prayer: May mankind be blessed with "Peace on Earth." And a special wish: May your personal Christmas be a most happy one.

**Endres Hay Company**  
Mr. and Mrs. Paul Endres, Muenster



For You  
for Christmas  
A Brand New  
Gainesville  
National Bank



Joy TO THE World

A glad, glorious Christmas comes, and with it best wishes, grateful thanks to you.

**Palace Cafe**  
Catherine Herr  
Muenster



At Christmas

May the true spirit of the holiday season bring blessings and joys to you and your family. May your hearts be forever light with faith, joy and contentment.

**Joe Walter Lumber Company**  
Gainesville

### Review

and undergoing bone surgery twice on a broken arm. Alvin Hartman is attending fireman training school at A&M. Over 50 attend annual party for adoptive parents and their

children in Muenster Park Lindsay pre-school class of 31 graduates. The David Goodmans and two daughters are new residents here ... he succeeds Richard Watkins on Apco job. The James Fights family moves to Gainesville

following his AF discharge. Lawrence Dankekreiter Jr. marries Fort Worth girl. Carmen Hess is bride of Lawton man. John Hellman marries French girl in Paris. Services are held for Noah Pittman, 72, in Saint Jo. Badges are awarded at Cub Scout party in City Park. Local 4-H'ers win on record books in county judging. The Jerry Henscheid family of Irving goes to California where he will work for several months. New arrivals: a girl for the Norbert Walterscheids.

enroll 777, a gain of 28 over last year. Lindsay enrolls 336 on first day. Dentist begins setting up office. Adam Wolf, Ken Stormer and Tim Stormer get private pilots license. Spec. 4 Donald Hellman gets Bronze Star with V device for heroism in Vietnam. Community shelter for county is completed at Gainesville. Football teams begin practice. Pvt. Tommy Flusche is Vietnam bound. Dr. Allen Schmitt returns to Saint Jo to Head of Elm Clinic. City council revises midnight curfew in Muenster. Mary Lou Swirczynski marries Joseph Donnelly in Dallas. Over 200 attend Swirczynski reunion here after wedding ... Sister Angeline Swirczynski, 92, makes first plane trip to be present. Reunion honors Tony Klements on 25th wedding anniversary. Jeannie Doughty, 4, breaks left leg. Laurie Ann Endres, 3, has eye surgery. New arrivals: boys for the Donnie Trubenbachs and Pryor Days; a girl for the Bill Terry.

SH Home-School Society starts term with election of officers; Alvin Fuhrman is new president. Mrs. Jerry Hoenig breaks right arm and has bone graft surgery. Deputy Sheriff Robert Kaylor and family move to Muenster. School classes organize and elect officers. Dorothy Zimmerer and Robert Billner marry at Lindsay. New count of Lindsay students is 337. Faye Embry and Airman Tommy Cash marry at Gainesville. Over 150 children attend library party ending summer reading program. The John Aytes family reports getting settled in Johannesburg, South Africa. New arrivals a boy for the Gary Hillises; girls for the Burt Hamrics and Sonny Walterscheids.

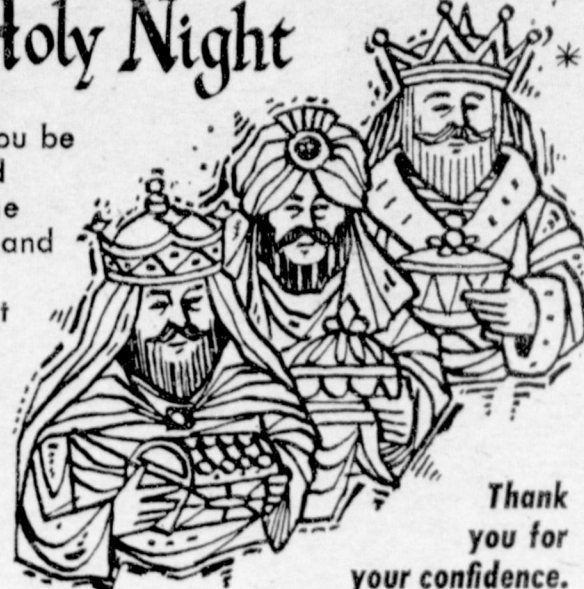
Sept. 6. — Barn and contents lost in fire at Bruno Fleitman farm. Hornet potential shows in practice tussle with Chico. Miss Frances Bernauer, former resident, dies in Decatur. Grand jury raps county officials for using county's employees and equipment to do work for individuals. Physics equipment is added to SH High. Rain measures .12. Callisburg edges SH Tigers in scrimmage test. J. B. Wilde is a patient at Bethania Hospital in Wichita Falls, transferred from Muenster.



**Christmas** *May the Christ Child born in Bethlehem so many years ago bring His message of Peace and Good Will into every heart on this joyful Christmas Day.*

**Cooke County Implements**  
Your Case Dealer, Gainesville

## O, Holy Night



May you be blessed with the peace and joy of the first Noel.

Thank you for your confidence.

**Hess Sinclair Station & Hess Dozer Service**  
Muenster



## Christmas Greetings

For all the bountiful blessings of Christmas, let us rejoice! To each and every one of our good friends and patrons, we extend, with sincere appreciation, good wishes for the holiday.

**Flusche Welding & Machine Shop**  
J. P. Don, Harold, Muenster

Aug. 9 — Dentist will open office here next month. J. M. Weinzapfel is named district chairman of Good Roads Assn. Three young burglars are caught at Pangel's Store before getting away with several cases of beer. Jack Jones enters race for commissioner of Prec. 4. Jaycees serve 628 at fish fry. Bayer Brothers end partnership in concrete and farm business. Dr. Purtell quits at Saint Jo Hospital to go into practice at Racine, Wis. Long illness of Matt Fuhrmann, 79, ends in death. Staff assignments are listed for 20 teachers at Sacred Heart School. City gets 41 blocks of new pavement. The Teddy Millers move from Grapevine to Plano. Reception honors new dentist, Dr. Gerald H. Graham and wife who arrive from Missouri. Fire destroys barn and 1028 bales of hay on Adolph Fuhrmann farm at Lindsay. Brother Thomas Moster hosts altar boys at annual splash party. New arrivals: boys for Messrs. and Mmes. Robert G. Klement, Gunther Goetz and Walter Wolf.

Aug. 16 — Funeral services are held at Lindsay for W. J. Schmitz, 58, Lindsay native. Cynthia Bindel's essay is again tops in national contest sponsored by NCWC of State League. Reading program ends at local library. Local Knights of Columbus organize blood bank for Muenster Hospital. Both schools set registration days ... SH on Sunday and MP on Wednesday. \$218,347 budget gets approval of Public School board. The Al Wiesmans, Mrs. Ben Seyler and Sisters Mary John Seyler return from European tours. Assignments are listed for 21 teachers and 11 additional employees at Public School. Twenty-four Boy Scouts have weekend outing at Camp Texoma. Rain measures .73. Lindsay students will register Aug. 21. The Clive Gobblers are in California on first vacation in 18 years. The John H. Wimmers are honored on silver wedding anniversary. The Bill Strengs host kin on 30th wedding anniversary. The Johnny Anderles move from Windthorst to Myra. Local kin attend wedding of David Hundt and Mary Evelyn Weaver in Dallas. New arrival: a girl for Mr. and Mrs. David Hess.

Aug. 23 — Muenster Schools

## Glad Tidings

At Christmas, greetings and wishes for the gift of happiness during the holiday season. Thanks for the past patronage!



**Your Pest Control Center**  
Clive and Willie, 759-2766

## It's Christmas!



It's that time of year when Santa's gifts are given out. And when best wishes for a happy holiday are given out to one and all. Thanks for your patronage!

**Luke's Fina & Butane Service**  
Dan Luke, Muenster

## Joy at Christmas



We heartily hope that the true joy of Christmas may light the way for you and yours throughout the year. And we take this wonderful opportunity to thank you for your loyal patronage.

**Yosten Sand and Gravel Co.**  
MUENSTER



## A Joyous Christmas

The glowing light of the wondrous star shone down upon a humble stable at Bethlehem, revealing to the Wise Men, and to all, the Hope and Promise of the world. We wish for you, on this Christmas Day, hearts happy and joyous as the Wise Men's.

**Cut Rate Bottle Shop**  
South Side U.S. 82, Lindsay

Review - - - -

ster Hospital. J. W. Fleitmann opens metal shop. Louis Roberg opens liquor store. The A. V. Grants and daughter are back from visit in Germany. Clifford Pels and Rose Mary Brown marry in Arkansas. The Charles Dennys celebrate silver wedding anniversary in San Antonio. Some 25 youngsters participate in Jaycee Fishing Derby. New arrivals: a boy for the Don Mullers; a girl for the Julius Hermes Jr.

Sept. 13 - Banquet kicks off United Fund drive; John D. Meurer is local chairman; Henry Weinzapfel is assistant. Long illness of Mrs. Ted Gremminger, 68, is ended by death. Willie Fisher's car is recovered hidden in timber with only slight damage. New section of Highway 82 between Muenster and Lindsay is in use. Budget of \$765,320 is adopted by Cooke County. FHA Chapter elects Jan Wilde president. Margie Hess and David Huchton marry at Lindsay. Sylvia Stoffels and William Harrison marry in Houston. Father Aloys Fuhrmann is transferred from Lindsay to Arlington as assistant. SHH editors plan Mosaics and name editorial staff. Earl Cunningham completes duty in Vietnam. Jerry Taylor makes temporary profession at Subiaco and becomes Brother Roger in religious life. Mrs. Harold Knabe breaks left arm. New arrivals: boys for the Werner Beckers, Vincent Forrester and Beldon Snyders.

Sept. 20 - City council okays budget of \$78,550, up allotment to city library. Mary Pels is vocational nurse graduate. Mrs. Joe Bauer, 73, dies at Gainesville. Frank Wolf, 86, dies in Colorado. Hornets humble Fannindel 58-12. Tigers trip Saint Jo 17-6. Direct phone line will improve Muenster contact with officers. Frank Raab, 94, dies at Lindsay. Lindsay Knights shine in surprise win over Callisburg. Local teams win in firemen drill at Saint Jo convention. Pfc. Leonard Hacker is transferred to San Antonio army hospital from Japan hospital to receive treatment for injuries sustained in Vietnam. Father Thomas Buegler, former local pastor, retires from parish work in Arkansas. New arrivals: a boy for the Richard Zimmerers; a girl for the Frank Schillings Jr.

Sept. 27 - J. B. Wilde, 73, lifelong resident of Muenster, dies after long illness. Sales tax increases Oct. 1 to four per cent. Drought is relieved by 2.12 inch soaker. Discussion units on Great Books is being organized. Hornets slip past Chargers 16-14 in Big D grid classic. Tigers win 21-14 over Alvord. FFA chapter elects Sammy Sparkman president. Sgt. James Wiesman, back from Vietnam, is civilian again. Kin from here attend funeral of Mrs. Leo Herr, 62, in Oklahoma. Freddie Williams of Forestburg is elected District 5 FFA president. Antionettis show Cuba films for Hospital Auxiliary. Angelina Hess and Cyril Yosten marry here. SHH plans gala homecoming program for Oct. 5.

Oct. 4 - Felix Becker, 80, Muenster resident for 74 years dies after extended illness. Field Day will show local Renner project. Adult education classes are being planned. Pre-school class has 54 registered. Hill Campbell, 89, of Gainesville dies. Windthorst Trojans trample Tigers 46-0. Grewing Brothers Herman and Anthony purchase Gulf Station from Bob and Conrad Walterscheid. Earl Walterscheid will open electric shop tomorrow. Sister Benedict Knabe goes to Belgium for several months' stay at motherhouse. Linda Lutkenhaus and Robert Coursey marry here. Paula Herr and Spec. 4 Roy Reiter, on leave from Korea, marry here. Sandra Sicking and Larry Knabe marry here. FFA grass judging team is fourth in county contest. New arrivals: a boy for the Tommy Knabes; a girl for the Herbie Jakubecs.

Oct. 11 - Dental office will open Monday in Muenster Hospital. Hornets run wild in 50-14 decision over Collinsville. Tigers wallop Fort Worth Falcons 20-0. Large crowd sees Renner Pasture System on Al Felderhoff farm. Tim Hess, 16, dies in Lawton, Okla. Contacts to come from eight schools for SHH College Night. Rain measures 1.77. Diane Hess is Tiger Queen at gala SH Homecoming ... over 200 ex-students attend reunion and buffet. More than 500 applaud Hospital Auxiliary sponsored Gay 90s Review. Three antennas are added to local cable TV tower. 4-H Clubs organize and elect officers. The James Mollenkops move into their new home. Three Benedictines Father Louis Deuster, Father Bonaventure Maechler and Brother Henry Fuhrmann celebrate golden anniversary at Subiaco in special ceremonies. Ray Owen sustains six broken ribs in oil field accident. New arrival: a girl for the Wayne Schmitts.

Oct. 18 - Religious and social event observe Columbus Day by local KC council ... Lee Toothaker receives this year's Good Neighbor Award. New type lights on church

grounds flood SH Church. Hornets crush Sadler-Southmayd Rams 74-0. Tigers lose 46-13 to Anna Coyotes. SH class attends Dallas Journalism Forum and Nixon Rally. Tony's feed lot has 60 steers in feeding project. Adult education classes are organized with Mr. and Mrs. James Shelton as teachers. The Allen Reiter family moves to Dallas. Six local PP&K winners advance to McKinney meet. Funeral is held at Pilot Point for Miss Christine Roewe, 80. SH School observes National School Lunch Week. New arrivals: boys for Messrs. and Mmes. Henry Popp, Gary Cler, Tommy Gressett; girls for the Augie Knabes, Tommy Zimmerers and Larry Joe Walterscheid.

Oct. 25 - Muenster loses two residents: Emmet Fette, 50, dies suddenly of heart attack; Mrs. Frank Klement, 81, dies after long illness. Hornets trample Lake Dallas Falcons in 40-0 stampede. Tigers drop game 27-2 to Collinsville Pirates. Some 125 students and parents join for SH College Night. Hot line is ready to sheriff's office. Rain measures .95. Both schools will have Halloween Carnivals. Daylight Saving Time ends Sunday. Kaye Klement is DAR winner at SHH. Melvin Sicking is member of USS Essex recovery ship for astronauts of Apollo 7. Lindsay will host annual Christ the King services. Muenster entries fail to advance in PP&K zone contest. Band Parents elect Eddie Fleitmann president. The Maurus Rohmers move from Gainesville to occupy their new home here. J. T. Cole is new president of Cooke County Farm Bureau. Mrs. L. A. Bernauer who suffered heart attack is dismissed from hospital. U.S. Army Captain James Mark Hellman and Rose Mary Januse are married at Bryan ... Muenster and Lindsay relatives attend. New arrivals: boys for the Kenneth L. Ottos and Gordon Hickeys; a girl for the Wendell Richeys.

Nov. 1 - Voters will go to polls next Tuesday. Muenster gives \$1221 in United Fund drive. Hornets open 9-B season with 34-0 win over Valley View. Notre Dame of Wichita Falls crushes Tigers 62-13. Top 4-H members get awards at county achievement banquet. Hospital Auxiliary to sponsor "Political Party" - dance and breakfast - tomorrow as Hospital benefit. Chief Warrant Officer J. P. Janicki returns from Vietnam, joins family in San Antonio. Msgr. Paul Charcut dies suddenly in Dallas. Mr. and Mrs. Joe Hoenig return from flying trip to Germany where they spent four weeks with relatives. Carolyn Block of Lindsay is County Gold Star Girl. John Paclik of Gainesville is Gold Star Boy. The W. W. Ottos

(Continued on page 8)



Merry Christmas

Here's to you, our good friends and patrons... our sincere appreciation for the privilege of serving you and best wishes for a happy holiday season.

The Manhattan Clothiers Gainesville



As you sing out in Yuletide cheer, we sing out with thanks for your patronage.

We wish you a Merry Christmas

Driv-In Cleaners & Laundry Gainesville



To wish you the joys of Christmas

In the fine and happy tradition of the holiday season we wish to extend our greetings to our customers, old and new. May you enjoy the festivities and delights of this special time as your families gather in joyous celebration. Thank you for your loyal trust and support. Your warm friendship makes us feel very proud. Merry Christmas.

Louis' Liquors

Mr. and Mrs. Louis Roberg, Muenster



MERRY CHRISTMAS

Time to wish all of our good friends and loyal customers a merry holiday season full of peace and happiness. We extend our heartfelt thanks to you and your families for your loyal patronage during the year.

Waples Painter Company

Gainesville



A CHRISTMAS PRAYER

...and on earth peace, good will toward men." So may your days be blessed with the joys of Christmas.

Wilson & Wilson Gainesville



Sincere Good Wishes

We hope that you spend your holiday happily, in the company of those you hold dear. May you enjoy the peace, love that is Christmas!

Parker Electric 112 S. Rusk, Gainesville



Christmas Greetings

As we rejoice in the story of the first Christmas, may the happy spirit of the holiday light up your home with peace, good will. Thanks to all you wonderful people for your loyal trust and support.

Gilbert Endres Distributor

Budweiser, Bush Bavarian, Michelob Muenster

Review - - -

move to Gainesville and the Johnny Reiters move to the Otto farm. New arrivals: boys for the Johnny Pagels, Dale Adairs and Henry Grewings, Jr.; girls for the Herman Stoffels and Leon Neus.

Nov. 8 — Richard Nixon, newly elected president, is favored in local voting; Congressman Graham Purcell defeats Frank Crowley, Walt Parker is state representative winning over Zeke Martin; Smith defeats Eggers to become governor and Robert Bayer gets county commissioner job by landslide over Jack Jones. Gareld Payne completes Master of Music Education degree at NTSU. Muenster Bank reports big deposit

increase. Hornets romp to 73-9 win over Lindsay. Tigers lose 46-12 to Dallas Christian. MHS classes pick queen candidates for homecoming. Miss Donna Brewster is new county assistant home demonstration agent succeeding Mrs. Cheryl Harrison. Supporters and band greet Purcell on helicopter visit here. Spec. 5 James Gehrig returns as civilian from second tour of Vietnam. W. O. Candidate Thomas Mosman is honor student of his class in flight training at Helicopter School, Fort Wolters. Damage is light in home fire at Houtchens farm. Local 4-H leaders host county meet here. Family joins for 40th wedding anniversary of John Fishers.

Nov. 15 — Hornets continue perfect record, rip Saint Jo

34-0 and will meet Windthorst in 9B title game. Bill Hamer of Gainesville joins William J. Miller as co-owner of Muenster Livestock Auction as Carl Mullins, former partner quits the business. Parish gives \$496 to cemetery fund. Tom Hess runs for NTSU at Kansas meet. Gala homecoming awaits MHS grads. Buffalo stampede from Haltom City hits Tigers 46-0. Thirty-four members join KCs in first degree here. SH High students place in Wichita Falls Speech Tourney. Spec. 4 Donald Hess earns Bronze Star with V Device and Purple Heart for valor and injuries in Vietnam. Herman Martin home at Lindsay has unusual Christmas display. Local VFW Post wins state awards. Linda Tubb marries in Illinois. Flora Mae Sims is bride of Charles Knabe here. Don Rohmer has lead in University of Dallas drama. Six new homes are under construction here. The Alois Rohmers move to their new home. Santa visit is booked here for Dec. 21 by Jaycees. Joe Wilcox is among first in Cooke County to bag deer. New arrivals: boys for the Charles Neus and Raymond Hoenigs; girls for the Pat Stelzers, Ronnye Russells and Virgil Henscheids.

Nov. 22 — Hornets win 9-B title; rap Windthorst 28-0; go for 9-B clear title in final with Era before entering bi-district play. Mrs. Joe Walterscheid, 85, dies after long illness. KCs remember 76 deceased members in memorial service. Traditional events booked for Thanksgiving here. Book Fair with student displays at Sacred Heart School draws big crowd. Greenhill of Dallas takes season finale from Tigers by 14-13 in last minute score. Cheryl Owen is homecoming queen at Muenster High. Basketball starts Friday night for SH teams. Willie Fisher receives Purple Heart for injuries while in Vietnam on duty. Clara Hess resigns as queen over Lindsay homecoming as Valley View Eagles fly over Knights 36-0. Thanksgiving clothing drives are completed here and at Lindsay. Alfons Reiters observe 30th wedding anniversary. Henry Schad, 90, of Gainesville dies. Muenster Junior footballers close 3-3 season with loss at Era. HD Club packs Christmas gifts for State Hospital in Wichita Falls. New arrivals a boy for the Rody Klements; a girl for the Eddy Dunhams.

Nov. 29 — Hornets will play Lake Dallas Broncos for bi-district title in Denton on Thanksgiving afternoon. Joe Luke, 72, dies suddenly of heart attack while visiting his wife, a patient at Muenster Hospital following a heart attack. City Christmas lights go on Monday. Muenster KCs to host major initiation for 47 candidates. Walter Grewing returns to Dallas for bone graft surgery on arm broken last April. Moisture measure

tops 10 year record ... community gets first snow of season. Hornets shade Era 38-30 in season classic, for perfect record. Barbara Bezner and George Taylor marry at Lindsay. Mrs. J. S. Horn honored on 83rd birthday. Editorial staff is named for SHH Cordis. Local group attends biennial meeting of NCCW at Denton. Relatives attend funeral of Dick Otto, 48, in Wichita Falls. Some 300 attend open house at Golden Years Rest Home marking its fourth anniversary. New arrivals: a boy for the Dave Flusches; a girl for the Duwayne Schillings.

Dec. 6 — Hornets win bi-district title with 38-6 win over Dallas Falcons and meet Celina at Gainesville tonight in regional play-off. Emmette Andress, 76, dies after long illness. SH 4-H'ers rank tops in county Share-The-Fun contest and advance to district meet. Sunday initiation admits 47 new members to Knights of Columbus. Thanksgiving is day for family gatherings and attendance at local dinner and bazaar. Family honors Tony Felderhoffs on 40th wedding anniversary. Nine local hunters get deer each at Van Horn. Kathleen Pagel and Charles Ivers marry here. Deborah Ann Fette and Clinton Endres set wedding Dec. 28. New arrivals: a boy for the Leon Fuhrmanns; a girl for the Donald Pelzels.

Dec. 13 — Celina raps Hornets 40-0 for regional title. Hornets receive two championships for district and bi-district wins, and dominate all-district teams with 17 positions out of 47; Windthorst is second with 10 positions. Santa's first visit here this season is to treat VFW Auxiliary members' pre-school tots at party Thursday; other scheduled visits are at a community party sponsored by the Jaycees on Dec. 21 and at the annual Christmas party given by


the Knights of Columbus for their children on Dec. 22. Gainesville and Muenster Jaycees deadlock 6-6 in benefit flag football game here. Peggy Reiter wins first on Sew it with Wool in Denton contest and will go to state contest in Lubbock. Jaycees send Christmas gifts to eight local servicemen in Vietnam. Parochial teams drop six games in week's basketball action. Cathy Medders of CCJC is tops in original poetry at San Marcos meet. Names are revealed after parish votes in seven groups for parish council. MHS has 25 boys and 25 girls out for basketball. MHS teams start cold with one win and three losses. St. Nick keeps annual date with Dangelmayr clan. Johnny Strengs are settled in new home. Eleven SHH drama students are in Denton speech tournament. Michael Fuhrmann and Carol Ann Floyd set wedding Dec. 28. Carol Henscheid and Lenton McClendon set wedding Jan. 28. VFW Auxiliary lists six winners in Voice of Democracy Essay contest; Donna Marie Rohmer is top winner and will enter district contest. SHH drill team places second in County Christmas Parade. New arrivals: a boy for the Billy Paees; girls for the Rufus Henscheid and Harold Neus.

Dec. 20 — Frank Bindel, 67, dies in his sleep. Rose Ann Knabe, 19, daughter of the Albert A. Knabes, is found dead after car crash in Missouri where she was with the Job Corps. Father William Lane, 71, formerly of Gainesville dies in Fort Worth. Ed Hennigan 62, of Plano, former resident, dies. Barns and contents belonging to Ray Kupper and Paul Sicking are lost in fires. Five, including Mrs. Floyd Vaughn of Muenster and Donna McMillian of Forestburg, are injured in car wreck. Santa Claus is coming

to town tomorrow afternoon by plane through arrangement of Jaycees. Alvin Hartman is re-elected fire chief. Boy Scouts receive 53 promotion and merit badges in court of honor. KCs will treat kids to Santa party Sunday. Lindsay piano pupils give recital. Crowd packs Lindsay Gym for Christmas pageant and PTC party. CDA members

cheer shut-ins with Christmas baskets. Linda Wilson and John Hensley set Jan. 18 wedding. B. A. Harrys will celebrate golden wedding anniversary at Forestburg Sunday. Schools have Christmas parties before dismissal for the holidays. New arrivals: a boy for the Kenneth Klements; girls for the Frank Stoffels and David Strittmatters.

**Silent Night,**



**Holy Night**

In the awesome stillness of that Holy Night, the Christ Child was born. May the true meaning of Christmas fill your heart and home!

**Koesler Jewelry**  
Mr. and Mrs. Norbert Koesler, Muenster

**Christmas**

To all our loyal customers, may peace, joy, contentment ring out clearly through your Christmas.



**B & B SALES**  
301 W. Broadway, Gainesville

As we sing out with joy at this holiday season, we express our thanks to all our good friends and customers for their loyal and steady patronage.



**MERRY CHRISTMAS**

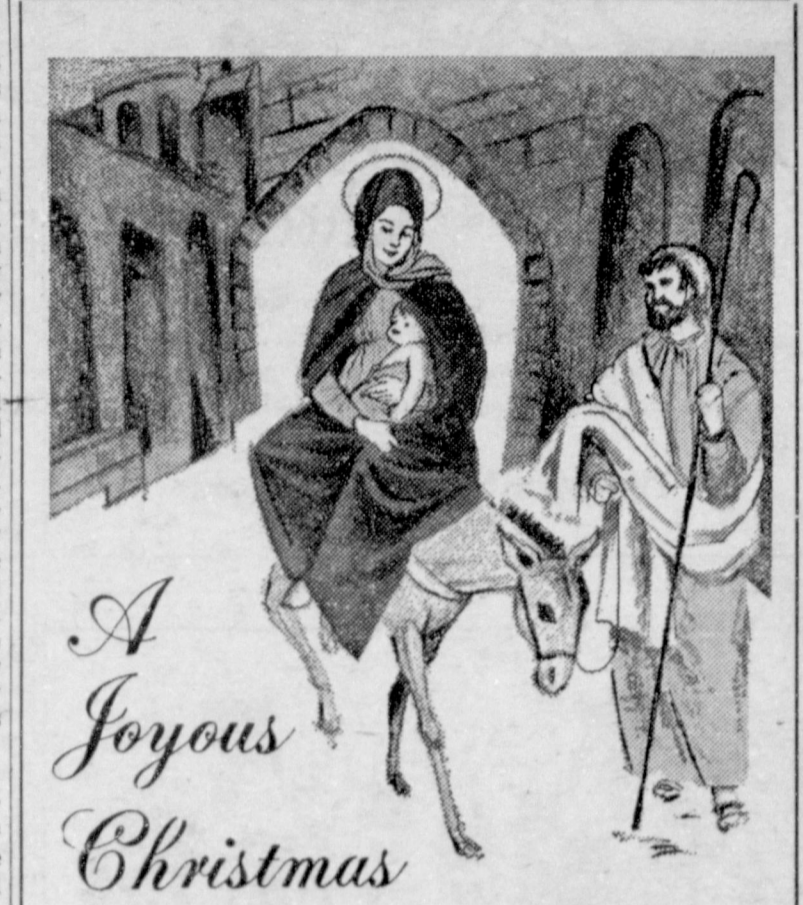
**Community Lumber Company and A-OK Motel**  
Rody Klement and Jerome Pagel, Muenster



**Merry Christmas**

Christmas is in the air everywhere! Family and friends join to rejoice, trees are being trimmed, carols are sung, gifts exchanged, bells ring out a merry tune and hearts are filled with peaceful happiness. These are the very special joys of the season. May each and every one be yours. And we add our grateful thanks as we wish you a Merry Christmas.

**Cooke County Electric Cooperative Assn.**  
Muenster



**A Joyous Christmas**

To all, a wish for a Christmas richly blessed with peace and joy. And to our patrons, our heartfelt thanks for the privilege of serving you.

**Henry Popp Metal Sales and Employees**  
West Highway 82, Gainesville



# Texas Has Biggest Christmas Tree

The world's largest Christmas tree is erected in Zilker Park on the south bank of Town Lake in your Capital City, Austin.

This tremendous, Texas-size spirit of Christmas is 165 feet tall. It's not of fir, or spruce, or pine. It is composed largely of metal.

You've heard of the fabulous Moonlight Towers of Austin. Well, this is an expansion of that idea — magnified a thousand times over — with not a few lights but thousands of them.

Long, sturdy cables, wrapped with electric wires bearing 3,500 colorful red, green, blue, yellow and white light bulbs, fan out conically from the tip of the tower... spreading a glow of 82,500 watts of candlepower. Their coverage, teepee style, over such an expansive area, is so great that motorists drive their cars under the gigantic "tree."

It's truly a sight to behold... an attraction that can be seen for miles and miles... and draws thousands of motorists, day and night, to witness its magnificent splendor.

## Tough Editor

Weekly editors were as hard a lot in 1928 as they were at the turn of the century. Sample the following ad from The Altoona Tribune, a Kansas weekly.

"Ten cents straight will be charged for all obituary notices to all business men who do not advertise while living. Delinquent subscribers will be charged fifteen cents per line of obituary notice. Advertisers and cash subscribers will receive as good a send-off as we are capable of writing, without any charge whatever. Better send your subscription as the hog cholera is abroad in the land."

# MUENSTER ENTERPRISE

VOLUME XXXIII

MUENSTER, COOKE COUNTY, TEXAS 76252 DECEMBER 27, 1968

NUMBER 5

## Danger Potential Seen in Jogging

Medicine is not an exact science. It's practice is an art. Its practitioners differ widely on procedures, remedies, treatments, almost all aspects of their profession.

Take the subject of jogging. Many physicians believe jogging to be healthful and beneficial for the over-50 businessman who leads a sedentary office life.

Not so, declares Dr. Harry J. Johnson, chairman of the medical board of the Life Expansion Institute, which counsels more than 20,000 executives each year on how to live the good and healthy life.

According to Dr. Johnson, who recently lectured at the 26th annual management conference of the Merchants and Manufacturers Association in Palm Springs, the jogging fad carries a considerable built-in "danger potential."

"Fortunately," Dr. Johnson explains, "jogging is a fad and it won't last long... if business executives would walk briskly 20 minutes twice a day, they would get all the exercise they need."

Johnson also pointed out at the conference that business executives, despite all the scare stories, enjoy better than average health. "The men to worry about," he said, "are not the top-level executives who as a class show the lowest incidence of heart disease, but the men on the way up. They are the ones who push too hard."



## A Joyous Christmas

Take these flowers, gemm'd with dew-drops,  
As a loving gift from me:  
May thy heart reflect their brightness  
And thy Christmas joyous be!

## Flowers Speak Language of Love In Modern or Victorian Era

Like holly, ivy and mistletoe, flowers share in the legend and lore of Christmas. In terms of the Victorian era, the floral legend is an especially meaningful one.

A Victorian lady who received a bouquet from her admirer could either smell it or read it as if it were a letter. Often, it was a letter.

Young engaged couples, strictly chaperoned, found a way to communicate words

## A Christmas Song

Among the visitors to Bethlehem one Christmas season was a young American minister, Phillip Brooks. He visited the Church of the Nativity, said to be built over the stable where Jesus was born. Later, he walked beneath a clear sky, sprinkled with thousands of glittering stars and he felt in his heart the true meaning of the spirit of Christmas.

Mr. Brooks never forgot this wonderful feeling that had come to him in Bethlehem. And, he searched for some effective way to share the feeling with boys and girls in his Sunday School in Philadelphia.

Three years after his visit to Bethlehem, he was inspired to write a beautiful poem, which he titled, "O Little Town of Bethlehem."

He asked Mr. Redner, his church organist, to set the poem to music, a task Mr. Redner accomplished on another glittering Christmas Eve.

The two men, along with members of their Sunday School, sang this great Christmas song for the first time the following Christmas morning.

## Test our Knowledge A-L-P-H-A-B-E-T

How many different words can you make with the letters above? Six is fair, 12 is good 18 is excellent, and anything over 20 is brilliant. People's names don't count.

According to word experts at Milton Bradley, a leading game company, word games not only entertain but also help us to build up our vocabulary.

What is the maximum number of words that can be made from the above letters? No one can say for sure. But below (and upside down) are some of them.

What is the maximum number of words that can be made from the above letters? No one can say for sure. But below (and upside down) are some of them.

## The Value of A Smile

Not long ago there appeared in the newspapers the story of a little boy who had been struck by the broken end of a live wire, which touched one side of his face, burning and paralyzing it. In court the boy's lawyer asked the little fellow to turn toward the jury and smile. He tried. One side of his face smiled, but the injured side just puckered up in a hideous and pitiful contortion. The jury took just twenty minutes to award the boy twenty thousand dollars. That amount was thus certified as the legal value of a smile.

This brings forth a grand thought. If a smile is worth twenty thousand dollars after you lose it, it must be worth that much while you still have it. A friendly smile, and a genuine interest in our fellowmen are the essentials for success in life. The fellow who has that ability, and is energetic, can go places.

## How Many Wise Men? There Are Many Answers

Three wise men?

In New Testament stories of the Nativity, only St. Matthew tells of "wise men from the east" — and how many wise men followed the star to the manger is not stated. The tradition that there were three probably comes from St. Matthew's description of three gifts — gold, frankincense and myrrh.

Another explanation for the number three is the legend that the wise men symbolized all humanity, in turn represented by the races of Shem, Ham and Japhet, according to the editors of The New Book of Knowledge.

Early traditions mention varying numbers of wise men. Twelve was the number traditional in the Eastern church, while in the West, mosaics and paintings show-

ed sometimes two, sometimes three, four or more wise men.

During the sixth century, the idea that there were three came to be gradually accepted. In legends, the wise men were given names. Melchior, Gaspar, Baltasar.

Although St. Matthew did not use the name "Magi," he implied it when he wrote of "wise men," for "magi" was commonly used in Palestine to mean "great, illustrious."

Today, Nativity scenes show three wise men or Magi present at the manger along with the shepherds, who hastened to Bethlehem on the night Christ was born. Some historians, however believe that the visit of the Magi didn't take place until much later — perhaps a year or even two years after the birth of Christ.

## CHRISTMAS CHEER

May the light of Christmas shine on you and your loved ones. May its bright warmth fill each day. We appreciate your loyalty!



MUENSTER PHARMACY

J. D. Hanna and Bob Pels

# May CHRISTMAS

fill the hearts of men everywhere with the good will that its true meaning offers to all. And may the joy and blessings of that first Christmas be yours.



## Yuletide Greetings

With deep appreciation of your loyalty and good will, we're wishing you all the pleasures of a fine old-fashioned Yule. Be merry!

HAMRIC'S Muenster

# The first Noel...

May the spirit of the first Christmas light your life and bring you everlasting joy. To one and all we're sending a wish for a wonderful holiday... brimming with laughter and good cheer for you and your family. Let gifts and gladness be yours in abundance.

Muenster Butane Company  
Paul, James and Clyde Walterscheid

Muenster State Bank

Serving the Muenster Community Since 1923

Member FDIC

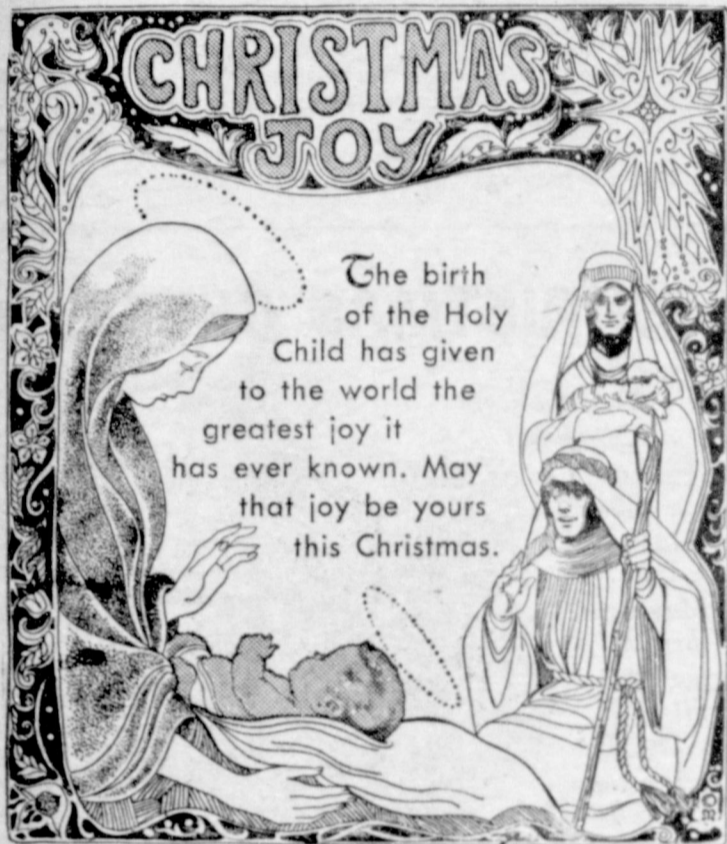


We wish you all the joy of a very Merry Christmas.

Our thanks for your friendly favors and loyal trust, support.

**Muenster Electric**

Earl M. Walterscheid, Muenster



**CHRISTMAS JOY**

The birth of the Holy Child has given to the world the greatest joy it has ever known. May that joy be yours this Christmas.

**EVELYN'S STYLEROOM**

Evelyn & Mary, Muenster

**Peace**



**on Earth**

May the spiritual blessings of the season be bestowed on you and yours.

**Biffle Bros. Supply**

Your Massey-Ferguson Dealer, Gainesville

**Drunken Driver Can Not Sober up On Black Coffee**

AUSTIN, Dec. 10 — Black Coffee doesn't sober up drunks — it just keeps some of them awake, the Texas Safety Association noted today while warning the state's drivers not to be misled by false notions about drinking and driving.

"Many drivers wrongly believe they can end an evening's drinking spree with a couple of cups of black coffee, get into their cars and drive home safely. This dependence upon the non-existent sobering effect of black coffee just puts wide awake drunks behind the wheel," Robert F. Miller, Vice President for Traffic Safety said.

"Contrary to popular belief, coffee will not overcome the effects of alcohol — only time and body process can accomplish this."

The Safety Association official also dispels the notion that a full stomach helps folks sober up. It may tend to slow the rate at which alcohol is absorbed into the blood stream, but it doesn't keep the alcohol from reaching the brain — it only delays it.

The most important factors contributing to alcoholic influence are the amount of alcohol absorbed into the blood and the amount of time allowed for the elimination of this alcohol.

Mr. Miller emphasized that the Safety Association is not taking issue with the merits of coffee as a beverage, nor is it presumptive enough to suggest that no adult driver can have one drink with his dinner and an hour later get behind the wheel of his car and drive safely.

"In fact, a research study reported by the Secretary of Transportation to Congress, shows the driving ability of any normal adults is not often severely influenced by having two drinks in two hours.

Mr. Miller pointed out that a chart, based on body weight has been published by the Baton Rouge Area Council on Alcoholism to show levels of intoxication in relation to consumption. The chart indicates that the average adult driver in good health weighing 120 pounds may have three drinks in a four-hour period and

**I'm Blessed Indeed, The World Is Mine**

Today, upon a bus, I saw a lovely maid with golden hair, I envied her, and she looked so gay; O I wish that I was so fair. Then suddenly she rose to leave, and I saw her hobble down the aisle — She had one foot and wore a crutch, and as she passed, a smile; Oh, God, forgive me when I whine. I have two feet, the world is mine.

And then I stopped to buy some sweets; the lad who served me had such charm. He seemed to radiate good cheer, and his manner was so kind and warm. And I said, "it's nice to deal with you, such courtesy I seldom find." He turned and said, "Oh, thank you, sir," and then I saw that he was blind. Oh, God, forgive me when I whine! I have two eyes, the world is mine.

And then when walking down the street I saw a child with eyes of blue. He stood and watched the others play—it seemed he knew not what to do, So I stopped a moment and then I said, "Why don't you join the others, dear?" He looked ahead without a word, and then I knew he could not hear. Oh, God, forgive me when I whine, I have two ears, the world is mine!

With feet to take me where I go, with eyes to see the sunset's glow. With ears to hear what I would know, Oh, God, forgive me when I whine! I'm blessed indeed, the world is mine!

(Poem used often on Don McNeill's Breakfast Club show.)

rarely be under the influence of alcohol. If he adds a fourth drink, he may possibly be affected; but with a fifth drink in that four-hour period, he is definitely intoxicated and his driving ability will be affected.

An adult weighing 160 pounds could have four drinks in a four-hour period and be legally sober in most states. If he adds another drink, he becomes possibly intoxicated. Two more, or a total of seven, drinks in that four period and he becomes definitely intoxicated.

A nadult driver weighing 200 pounds could have as many as five drinks in a four-hour period and rarely be under the influence of alcohol. If he adds a sixth drink, he is possibly influenced and with another two to three drinks, he is definitely intoxicated.

In the body weight charts, one drink is figured as one ounce of 100 proof liquor or 12 ounces of beer. A person is presumed to be intoxicated when the blood alcohol concentration reaches .10 or more.

While the body weight charts show how much the average adult driver may drink before he is definitely intoxicated, Mr. Miller warned that other factors such as health, fatigue, emotional condition, food intake, type of alcoholic beverage and drinking habits, also effect levels of alcohol influence.

He also cautioned drivers that during the period the body is eliminating alcohol,

they may be easily convinced that they are no longer feeling the effects of alcohol and that they are sober.

"This may be a delusion," he added. "The individual is falsely comparing his peak feelings of impairment with the declining impairment that he feels as his body eliminates the alcohol from his blood. He is not sober. He is only making a dangerously false comparison."

"The Safety Association is releasing this information as a recent Texas medical study shows that 68 percent of persons killed in one-car crashes and 42 percent of those killed in multi-car accidents had blood alcohol concentrations of .10 or more at the time of their death."

"To be sure and safe," Mr. Miller concluded — "don't drink if you have to drive."

The housewife wanted her husband to address Christmas cards. The family was coming; there were shopping, gifts, the tree to trim, cooking, cleaning all to do. Arranging the cards, stamps and address book on the table she pulled up a chair and said, "Come on, dear, let's get these out of the way."

He glanced at the array, turned away and went to his den. She heard drawers opened, banged shut, and he returned with a high stack of cards, stamped, sealed and addressed.

"They're last year's," he said. "I forgot to mail them. Now let's go out to dinner and relax. You've been working too hard."

A little old lady confided to the local banker that she kept her money at home, hidden in a coffee tin. "But," her banker friend objected, "you're losing the interest." "Oh, no," the old lady insisted. "I'm putting away a little extra just for that."



ASTROWORLD CHIT CHAT . . . Singer Lesley Gore and one of the star Muppets, Rowlf, are two of the stars of a one-hour television special show, "Pied Piper of Astroworld", which will be shown on 259 ABC stations Saturday morning, Dec. 28. Soupy Sales stars as the Pied Piper in the show staged entirely in Astroworld, next to the Astrodome in Houston.



We would like to extend our warmest holiday greetings to our friends. Thank you, Merry Christmas.

**TOM'S FINA STATION**

Tommy Dankesreiter, Muenster



It's the season of rejoicing, of peace on earth, good will to men. We welcome the opportunity to greet our friends and customers, whose loyal good will we greatly value.

**T. C. Schneider, Agent**

Humble Oil and Refining Co. Gainesville

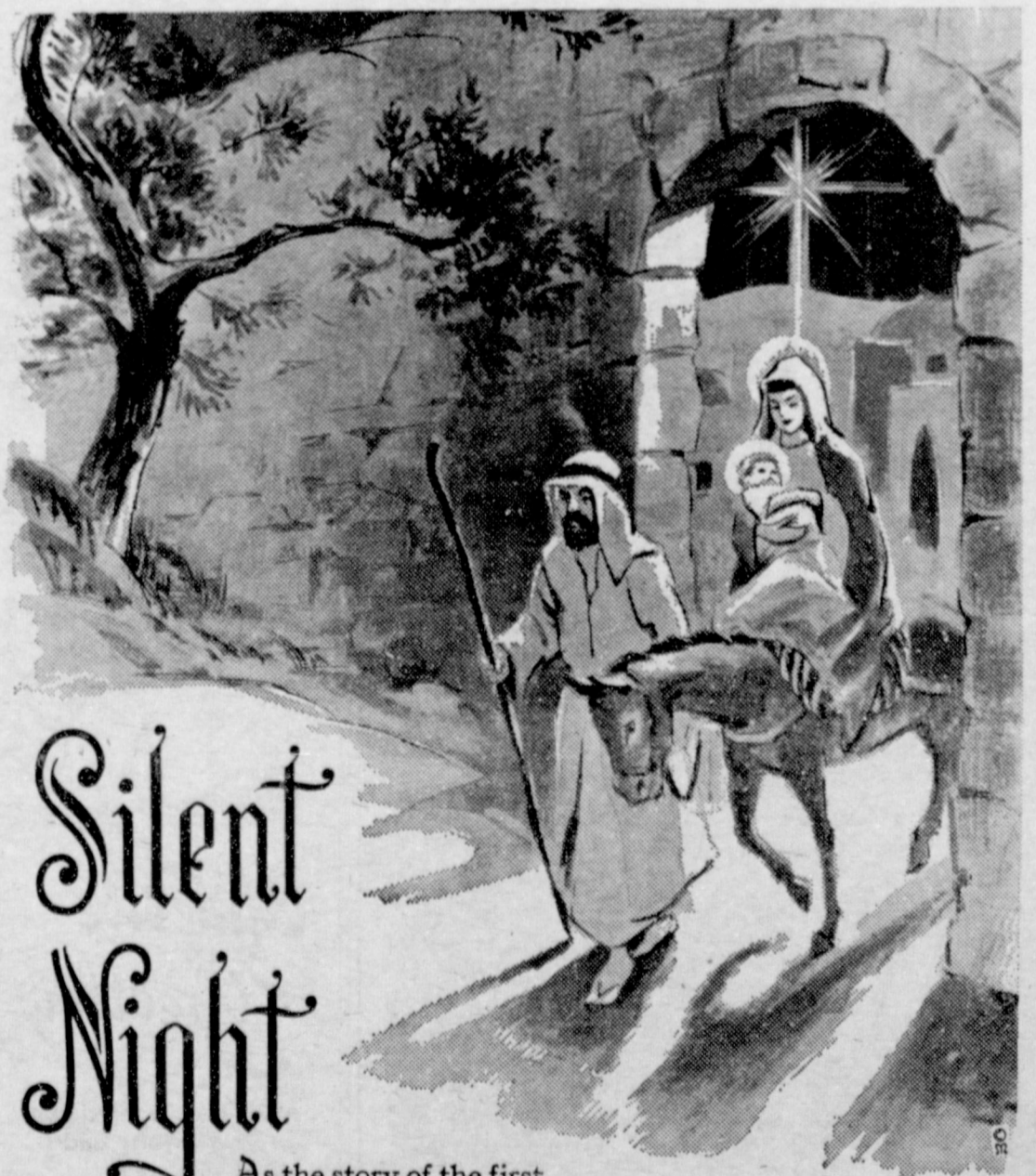


**Greetings**

At this beautiful and joyous time of the year, we would like to take the opportunity to say "Thank You" for your patronage. Have a Merry Christmas.

**MYERS, CHEANEY & THOMPSON**

Your John Deere and New Holland Dealer Gainesville



**Silent Night**

As the story of the first Christmas unfolds in churches and homes across the land, may you and yours share in its hope for "Peace on Earth, Good Will to All Men."

**GREWING BROTHERS**

Well Service & Tank Trucks

RICHARD STEVE WALTER

Ask any woman her age, and nine times out of ten she'll guess wrong. Enjoy yourself. These are the good old days you are going to miss in 1984.

The minister returned home dejected and told his wife he had just given a sermon instructing the rich to aid the poor.

"And," asked the wife, "did you convince them?"

"I was half successful," the minister said, "I convinced the poor."

### Christmas Has Taken Its Toll

A businessman came seeking the counsel of an old man of many years. "I fear for the future," said the younger man. "Evil is everywhere. One need only pick up a newspaper or listen to the news and it's plain that the world is ridden

with strife and men of evil are taking over. What can we do against all the bad men in the world?"

The old man smiled. "Are you one of the evil men?" he asked.

"Certainly not," replied the businessman.

"Good," said the old man, "then we have a start against all the evil men you fear. And what of your neighbors, business associates and friends? Are they all bad?"

"Well, no. They are good, hardworking citizens," was the reply.

"Excellent," said the old one. "Then there is a group of good people left in the world. We can take hope. Now, in your community, who builds the buildings, drives the trucks, does the laundry, bakes the bread, teaches the children, grows the crops, and tends the stores? These must be the evil men of whom you speak."

"No, these are not the evil ones. They are mostly good people who turn out a fair day's work."

"I think you get the point," said the aged one. "Other communities and cities are very much like yours. They were built and are run by good people. About ninety-five percent of the citizens of this country are good people. The fact that evil is news is proof that it is unusual and is the exception. Millions of people live right, and millions of college students are good serious students. For this reason it is news when people do wrong and when hippies dress and act unusual. It is the bottom five percent that do the evil things reported in the news."

"People today are more kind, more helpful, more concerned about their fellow man than ever in history. More voluntary charities exist than ever before."

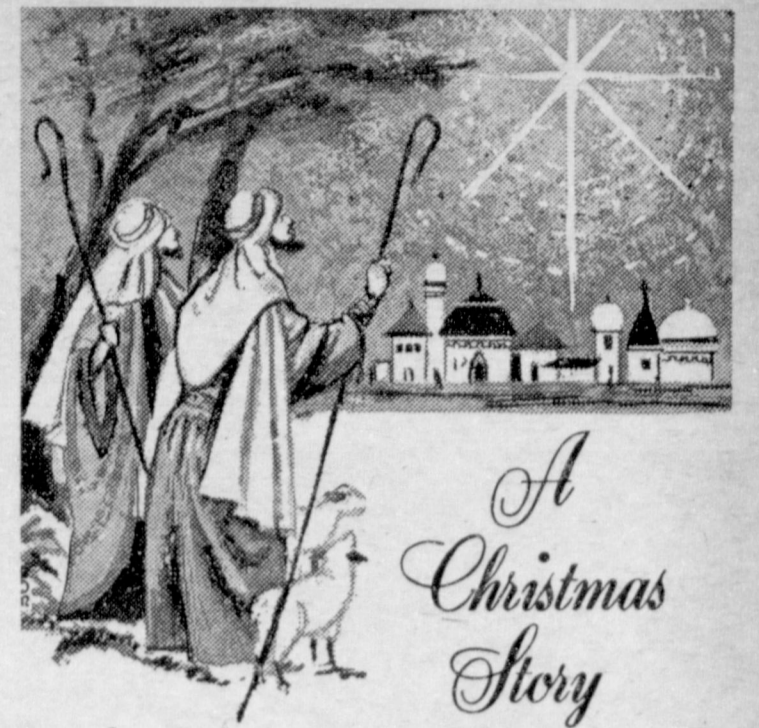
"People are basically good. They are this way partly because a baby was born in a manger a long time ago. His life and His teachings have helped change men's lives away from evil. The Christmas spirit He started is not dead. It lives in the hearts of men."

"This very minute, thousands of our good young men are sacrificing and putting their all into a fight against evil for another people in another land. They are striving to bring about the things angels sung about nearly two thousand years ago — Peace on earth, good will toward men."

"Yes, my friend, people are good. Christmas has taken its toll. Take heart in the knowledge that men will continue to be better because there is a Christmas."

—Phil Porter.

He who has no Christmas in his heart will never find Christmas under a tree.



### A Christmas Story

Let the Divine Light that shone brightly upon the shepherds on the day of our Saviour's birth bring joy to you and your family this season.

**J. W. Fleitmann, Inc.**  
Welding and Repair Shop  
East Highway 82, Muenster



### CHRISTMAS GREETINGS

We're taking this opportunity to say "Hello" and to thank our customers for their patronage. Have a merry Christmas!

**Muenster Milling Co.**  
Mr. and Mrs. Arthur Felderhoff



### To Greet You at Christmas

The carolers sing out our greetings to you for a most happy holiday season! Thank you for letting us serve you all through the year.

**THE CURTWOOD**  
HOTEL COURT AND RESTAURANT  
Gainesville



May the joyful spirit of the first Christmas ring in your heart today.

**Geo. J. Carroll & Son**



# Greetings for Christmas

The most cherished of gifts bestowed upon us by the outgoing year is the confidence of those we have been privileged to serve. Ever appreciative of this pleasant relationship, we want to express to our many good friends our sincerest wishes for a joyous Christmas season and a very happy New Year.

**Golden Years Rest Home**

Mrs. Dick Cain, Muenster



This season, it is our wish that your spirit be moved by the inspiration and hope that distinguished the first Christmas. And that its meaning then . . . of peace and good will toward men . . . will be its meaning now for you and your loved ones.

**Endres Motor Company**

YOUR FORD DEALER  
Urban Endres and Marty Klement, Muenster

**Poinsettia Care**

There are certain precautions that homemakers should be aware of if they receive a poinsettia for Christmas. They will last longer if they have plenty of light, kept in a cool place and given proper watering. You will enjoy your plant longer if it is kept away from radiators, TV sets or other sources of heat. A windowsill location often can furnish both light and cool temperature — provided it is not over a radiator.

Proper watering is necessary to prevent the leaves from dropping. The soil should be watered thoroughly until water runs from the bottom of the pot, then allowed to become rather dry before watering again.

Oilman's wife at Christmas party: "Where is that cute blonde who was serving cocktails a while ago?"  
 Hostess: "Oh, are you looking for a drink?"  
 Wife: "No, I'm looking for my husband."

**Meanest Mother?**

She recalled the painful years when she was growing up.

"I had the meanest mother in the whole world," this anonymous person wrote.

"While other kids ate candy for breakfast, I had to have cereal, eggs and toast. When others had Coke and candy for lunch, I had to eat a sandwich. As you can guess, my dinner was different from other kids."

"My mother insisted on knowing where we were at all times. You'd think we were on a chain gang. She had to know who our friends were and what we were doing. She insisted that if we said we'd be gone for an hour, that we would be gone one hour or less."

"I am ashamed to admit it, but she actually had the nerve to break the child labor law. She made us work! We had to wash all the dishes, make beds, learn to cook and all sorts of cruel things. I believe she lay awake nights thinking up mean things to do to us."

She always insisted on us telling the truth, the whole truth and nothing but the truth. By the time we were teenagers she was much wiser, and our life became even more unbearable.

"None of this tooting the horn of a car for us to come running. She embarrassed us no end by making our dates and friends come to the door to get us. I forgot to mention while my friends were dating at the mature age of 12 and 13, my old-fashioned mother refused to let me date until I was 15 and 16."

"My mother was a complete failure as a mother. None of us has ever been arrested, or beaten a mate. Each of my brothers served his time in the service of his country. And whom do we have to blame for this terrible way we turned out? You're right, our mean mother."

"Look at all the things we missed. We never got to take part in a riot, burn draft cards and a million and one things that our friends did. She made us grow up into God-fearing, educated, honest adults."

"Using this as a background, I am trying to raise my children. I stand a little taller and I am filled with pride when my children call me mean. You see, I thank God He gave me the meanest mother in the whole world."

From this, I would say the country doesn't need a 5-cent cigar; it needs more "mean" mothers... and dads.

—Phoenix, Ariz., Gazette

At the height of the Christmas rush, a girl, shopping for a gift for her brother, noticed an attractive pair of men's pajamas and asked the price. "They're \$37.50," answered the clerk.

"For \$37.50," declared the girl as she headed for the necktie department, "they should have a man in them!"



John Gove, product specialist for Amphenol Industrial Division of the Bunker-Ramo Corporation, Chicago, is shown here with his "Amphetree," a glistening Christmas tree constructed of more than 100,000 gold and silver-plated Amphenol electrical connector contacts. Tree ornaments are brightly colored test jacks, normally found on electronic test instruments. A close look at the photograph also reveals an "Amphelaus" and "Amphepup"—Santa and the toy Christmas puppy—made entirely from the Division's connectors and tube sockets. The miniature Santa and puppy took seven days each to construct, working both evenings and weekends. The Amphetree? Mr. Gove reports only that "It took considerably longer."

Father: "You talk too much, quiet."  
 Son: "Yes, pop, but you've got more to keep quiet about."



**GREETINGS**

We wish you the great gifts of faith renewed and spirit uplifted by the joy and promise of His Holy Birth.

**Browning's Jewelers**  
 201 E. California, Gainesville

**TONY'S SEED & FEED, INC.**  
 Larry, Joe, Tony, Thelma  
 Gene, Glenn, Dickie, Don, Robert  
 Muenster

**O, Come All Ye Faithful**

Rejoice in the celebration of His birth on this day!

**Hoelker Grocery**  
 Lindsay

**A MERRY CHRISTMAS TO ALL!**

What is Santa carrying in his bag? All our best wishes for a happy holiday season, plus our sincere thanks for your confidence in us!

**OWEN FURNITURE**  
 Dixon and Broadway, Gainesville

**JOY to the WORLD**

May the joys of the holiday abound, bringing you and your family a glorious season of peace and contentment. Our gratitude to you, friends and patrons.

**Hudgins Sewing Circle**  
 309 E. California, Gainesville

"And, lo, the Star which they saw in the east, went before them, till it came and stood over where the young Child was. When they saw the Star, they rejoiced with exceeding great joy." As the light of Christmas shone for the Wise Men long ago, so may it shine now, in every heart and home.

**Joy to You this Christmas**

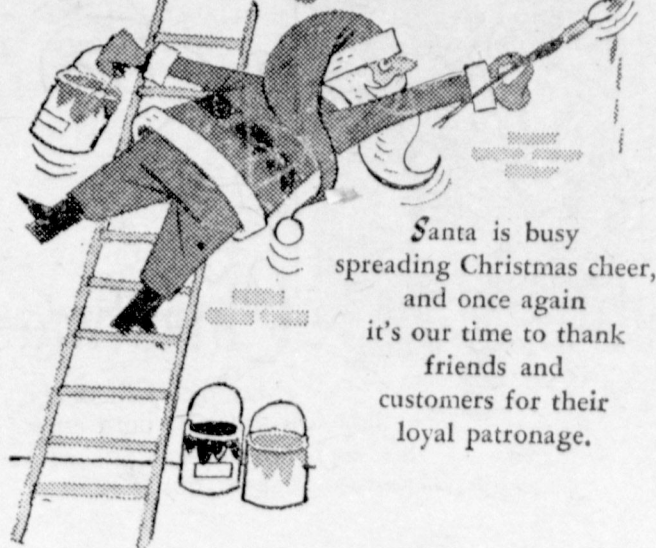
**B & B Appliance Center**  
 Commerce at Broadway, Gainesville

**CHEERY Greetings**

We put aside our business to greet all our fine patrons with sincere best wishes for a Merry Christmas and to express our deepest appreciation for your continued friendship and many kindnesses.

**THE CENTER**  
 COFFEE SHOP BAR LOUNGE  
 Adam Wolf, Muenster

# MERRY CHRISTMAS



Santa is busy spreading Christmas cheer, and once again it's our time to thank friends and customers for their loyal patronage.

**JIMLIN LOUNGE**  
Highway 82, Lindsay



ACTING OUT THE STORY of the Nativity, youngsters play the role of angels in the Christmas pageant at St. Croix, Virgin Islands. Traditional wherever the holiday is celebrated, the Christmas pageant has history in religious drama. Photo by Henle — Photo Researchers, from editors of Encyclopedia Americana.

## What Is Christmas?

What do you say if someone asks you to tell him about Christmas?

Will you begin with Christmas trees and jingle bells, ribboned packages in gold and red and green? Will you speak of mince pie and ham and turkey, and snow and mistletoe and holly and candles brightly burning? Would you mention organ music from a church at twilight and the sound of carols in the night?

And what point in your narrative would you suggest to the searcher that Christmas is found somewhere amid the trappings and traditions of this particular holiday?

If you would describe Christmas, begin at the beginning. The origin of Christmas is simple and uncomplicated, really. It is the birth of a Child at Bethlehem. Everyone knows the story. It has been repeated, unchanged, in every tongue, for generations.

Christmas is the message of Bethlehem — the realization that Christ is born and Christ is with us, today and always the hope, the light, the promise and the fulfillment.

Christmas is a simple, meaningful phrase: "For on this day is born unto the world a Savior..."

None of us shall find Christmas until we search our individual heart and soul.

## How It Started

When is a sheep not a sheep? When it's dead; then it's mutton. So a pig is pork, a calf is veal, a steer is beef, a deer becomes venison, when they are on the table to eat.

The reason is found in a great historical event which occurred nearly nine hundred years ago. In the year 1066 the Normans, led by William the Conqueror conquered what

is now England, and became the rulers of the land. As they were French, the French language became the official and spoken language of the court and the ruling classes.

However, the common people, the Anglo-Saxons who were the original inhabitants, kept on using their own tongue. Many of them were servants of the conquerors. They had the care of the live animals which they called by the Saxon names such as ox, cow, pig, calf, sheep, deer and so on.

But when the animals were killed for food they were killed to be eaten by the French masters. Naturally the conquerors gave the meat the French names instead of the Saxon. So while the Saxon servant who cared for his masters called a sheep a sheep, the Frenchman called it mouton. An ox was boeuf, and so on. The names have remained. —Our Dumb Animals.

## Can You Pass This Test?

Out at the Pecos Junior High recently, I was having coffee with a couple of the coaches while I got a little sport news and they decided to give me a three minute test they had given their students. I, of course, accused them of ulterior motives in trying to find out just how ignorant I really am, but finally agreed to take the test. It really isn't very hard and you might like to try it.

1. Read everything before doing anything.
  2. Write your name in the upper left hand corner of the paper.
  3. Count aloud from one to ten.
  4. Write the alphabet on the back of this paper.
  5. Count aloud from ten to one.
  6. Write your name on the back of this test.
  7. Spell your name aloud.
  8. Circle the number 4 in statement 4.
  9. Write your age to the right of this sentence.
  10. Spell your name backwards aloud.
  11. Write the number of people present in this room at the right of this sentence.
  12. Write the name of your hometown under this sentence.
  13. Write the instructor's name at the right.
  14. If you think you can pass this test place a check mark at the left of statement 2.
  15. Write your address at the right of statement 7.
  17. Write the name of this school anywhere on the left.
  18. If you have done everything correctly say "I Have."
  19. Now that you have done what you were told in statement 1, do only statement 2.
- You guessed it, I'm sure! I goofed and flunked the test. According to the instructors, I did exactly like their students and simply cannot follow instructions to the letter. In case, you don't know what I did, I took the whole test in a little less than three minutes and while I was feeling so good about the whole thing, they told me to go back to statement 1 again and sure enough! I hadn't done it at all.
- Pecos Enterprise.

## True Religion

What is true religion? In the home it is kindness. In the business it is honesty. In society it is courtesy. In work it is thoroughness. In play it is fairness. Toward the fortunate it is congratulations. Toward the unfortunate it is compassion. Toward the weak it is help. Toward wickedness it is resistance. Toward the penitent it is forgiveness. Toward God it is reverence, love, obedience.

—Author Unknown



## Christmas Joy

At the scene of His birth, the world was blessed with a glorious message. May the eternal joy of Christmas Day live in your hearts!

**FARRAR'S**  
Gainesville



# At Christmas...

We pray that the miracle of His birth in a humble manger will once more spread its wonders, its promise across the land, bringing peace on earth, good will to men. In the joyous spirit of the holiday we offer our thanks to our customers for your many kindnesses. We greatly value and enjoy the privilege of serving you. Merry Christmas.

**Tuggle Motor Company**

Your Plymouth Dealer A. T. Tuggle, Muenster

# Silent Night

Christmas comes, and renews the glorious inspiration of that Holy Night long ago. To all, we wish a holiday season rich in many joys and blessings.



**Jack & Don Howeth**

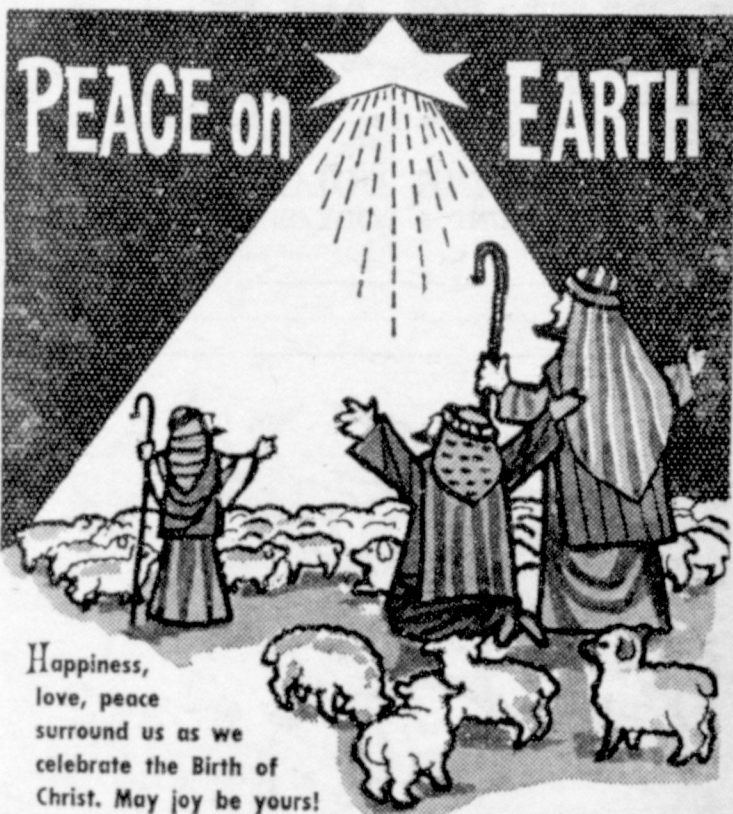
Gainesville



## Greetings

Now's the time to thank you for your continued good will, and wish you and your family a happy holiday!

**J. M. Weinzapfel Insurance Agency**  
J. M. Weinzapfel, Herbert Meurer, Earl Fisher  
Muenster



Happiness, love, peace surround us as we celebrate the Birth of Christ. May joy be yours!

## Grewing Gulf Station

Anthony and Herman Grewing, Muenster



## A JOYOUS CHRISTMAS

As the peace and joy of the first Christmas shines across the years, we wish bountiful blessings for you and yours. And to you, our sincere thanks for your patronage and good will.

**Bill's Liquor Stores**

No. 1, Highway 82, Lindsay  
No. 2, Downtown Lindsay

**The 'Cracks' That Saved the Wall**

When Michelangelo had completed his painting on the ceiling of the Sistine Chapel in Rome, he made a careful examination of the supporting walls, and was alarmed to see that they were in danger of crumbling, thus destroying his work. He appealed to the authorities to construct a series of buttresses which would shore up the walls and make them safe. But the authorities

paid no attention to his requests. Nearly a year passed, and the artist became convinced that perseverance alone was not enough. He would have to figure out some supplementary method of persuasion. During the next few days he had his ladders brought back into the building, presumably to "retouch" parts of the painting. Working at night he painted cracks into the picture so realistic that when the building committee came

to view the painting again, they were horrified at the result of their neglect. They immediately ordered the necessary brick reinforcements. Anyone who has visited the Sistine Chapel will remember seeing the brick buttresses, and also the painted cracks, which are still there as a testimony to the painter's imagination.

**Treasure Chest**

As the head of the American Petroleum Institute has said, "...a barrel of crude oil is a veritable treasure chest." The scientists have developed the amazing total of some 2,500 different products from oil and oil derivatives. They run the gamut from cosmetics to toys, rubber goods to fabrics, anticorrosives to agricultural sprays, detergents and medicines. Yet this is only the beginning. It is believed that there may be as many as a million different molecules in crude oil — and each is a potential building block for a new product.

In addition to all this, the demand for energy, of which petroleum is a prime source, seemingly has no limits, either here or abroad. The emerging nations, such as those of Africa, will need ever-rising supplies of oil as their civilizations develop and they gradually build their living standards.

Thus, the oil industry — and those who make their careers within it — can confidently look forward to a bright and demanding future — a future filled with challenge and opportunity. The most will have to be made of the world's oil resources. And that is exactly what is being done in this country now. Today, due to advanced recovery techniques and enlightened conservation measures, oilmen can recover as much as 80 per cent of the oil in a reservoir, where a few decades ago as little as 20 per cent was all that could be produced.

The story of today's world is, to a very imposing extent, the story of oil.

**It Ain't the Gift**

It ain't the gift a feller gets, it ain't the shape ner size, that sets the heart to beatin' an, puts sunshine in yer eyes.

It ain't the value of the thing, ner how it's wrapped ner tied; its something else aside from this that makes you glad inside.

It's knowin' that it represents a love both deep an' true, that someone carries in his heart an' wants to slip to you. It's knowin' that some folks love you, an' tell you in this way ... jes' sorter actin' out the things they really long to say.

So 'tain't the gift a feller gets, ner how it's wrapped ner tied, it's knowin' that yer folks like you, that makes you glad inside. — Amon.

"I cant' get my report card back," said the boy to the teacher.

"You gave me an A in something and they're still mailing it to relatives."



Tom Ewell, top, stage and screen comedian; Rosemary Prinz, star of TV's "As the World Turns;" and Will Mackenzie, of Broadway's "Hello, Dolly!" cast, take principal roles in "The Apple Tree." The three-part musical spoof of Woman Through the Ages will play the State Fair Music Hall in Dallas, Dec. 26-29, as a part of Cotton Bowl Week entertainment for visitors.

"How are you this morning?" "Well, then, why don't you notify your face?"  
"All right."



**Mobil Service Station**  
Willie Walterscheid, Muenster

May the spirit of the first Christmas be born anew in your hearts to bless you with its glorious message, at this holy time.

**Ronnie Herr Conoco Agent**  
Gainesville

We'd like to extend to you the sincerest and heartiest "Thanks" and good wishes for this bright and sparkling season. May your holiday be full of joy.

**Ott's Furniture Co.**  
Gainesville

**EDDIE DULOCK**  
PAINT & BODY SHOP  
801 E. Main, Gainesville

... for Christmas is here! One of the season's bright pleasures is exchanging holiday greetings. This pleasure is ours as we say, "Thanks" to our many loyal customers.

**Babcock Brothers**  
Joe Wilkinson, 116 W. Main, Gainesville

In the holiday spirit we take time out to thank our customers for their loyalty, friendship and patronage throughout the year. It's always our joy to serve!

**KADEN, the Florist**  
Flowerphone HO5-4354, Gainesville  
Represented in Muenster by Mr. and Mrs. Nick Miller

As we look back upon the scene of His Birth at this holy time, may the glorious message that blessed the world at the Nativity be rekindled in your heart to brighten your life with happiness and understanding. Best wishes for a Christmas rich in the joys of the season.

**The First State Bank**  
Member Federal Deposit Insurance Corporation  
Gainesville

**Ode to Form 1040**

**Taxpayer's Lament**

A constituent of Rep. George Hansen (R-Idaho) sent him a poem expressing the plight of the taxpayer which the Congressman read on COMMENT, the weekly news radio program of the Republican National Committee. The poem follows:

"Now, he's a common, common man,  
Tax him! Tax him all you can.  
Tax his house and tax his bed,  
Tax the bald spot on his head.  
Tax his bread and tax his meat,  
Tax his shoes clear off his feet.  
Tax his pipe and tax his smoke,  
Teach him government is no joke.  
Tax the farmer, tax his fowl,  
Tax the dog and tax his howl.  
Tax his plow and tax his clothes,  
Tax the rags that wipe his nose.  
Tax his pig and tax his spueal,  
Tax his boots down at the heel.  
Tax his cow and tax his calf,  
Tax him if he dares to laugh.  
Tax his barns and tax his lands,  
Tax the blisters on his hands.  
Tax the water and tax the air,  
Tax the sunshine, if you dare.  
Tax the living, tax the dead,  
Tax the unborn before they're fed.  
Tax them all and tax them well,  
And do your best to make life hell!"

**From Sublime To Impossible**

It must be recognized that all people are not the same, certainly not males and females. Between these two, there has been a fairly well recognized difference for quite a number of years, and it is doubtful if anyone, even a federal bureaucrat, would really want to change the situation. Nevertheless, the Equal Employment Opportunity Commission has ruled that newspapers may no longer separate classified job advertisements under male and female headings. The American Newspaper Publishers Association has joined a major newspaper in bringing suit to set aside this ruling, which would quite obviously make it more difficult for a person seeking employment to scan job listings and find positions for which he could appropriately apply.

As one spokesman for the newspaper industry puts it, "If one government bureau is able to declare there is a common labor market for a common sex, some other bureau surely will declare there must be common or desegregated rest rooms." And so, bureaucracy moves inexorably from the sublime to the ridiculous to the totally impossible.

Teacher: "Bobbie, your composition is the worst in the class. I'm going to send your father a note telling him about it."

Bobbie: "You'll just make him sore. He wrote it."

A Christmas concert was given by a German orchestra for the American Occupation Forces in Germany. The GI in one seat fidgeted and fumed in boredom through Bach, Brahms and Beethoven. Then the orchestra played the melodious strains of Heilige Nacht (Holy Night) and the lad whispered "Gee, what a relief to hear some good old American music."



**CHRISTMAS TIDINGS**

We're so thankful for your goodwill and patronage the year long! Our warmest greetings to you and those dear to you!




**SPORT'S**  
Gainesville



**The Christmas Story**

*In a lowly manger, hewn from the rocky hillside of Bethlehem, a Child was born . . . and herald angels sang. To the manger came humble shepherds, in wonder and rejoicing. Three Wise Men journeyed from the East, bearing precious gifts. And over all shone the miraculous light of a Star. In the words of the Christmas story, that light lives and shines across the ages, bringing hope and promise to all mankind. May the spiritual joys of the season bless you and yours, abundantly on this Christmas Day and forevermore.*

**Your County Officials**

**Bill Pratt**  
County Sheriff

**Robert Bayer**  
Commissioner Precinct 4

**W. C. "Bill" Boyd**  
District Judge

**J. H. Riley**  
County Clerk

**J. E. "Earl" Taylor**  
Commissioner Precinct 3

**Wm. W. Carroll**  
County Judge

**Tom Blount**  
County Auditor

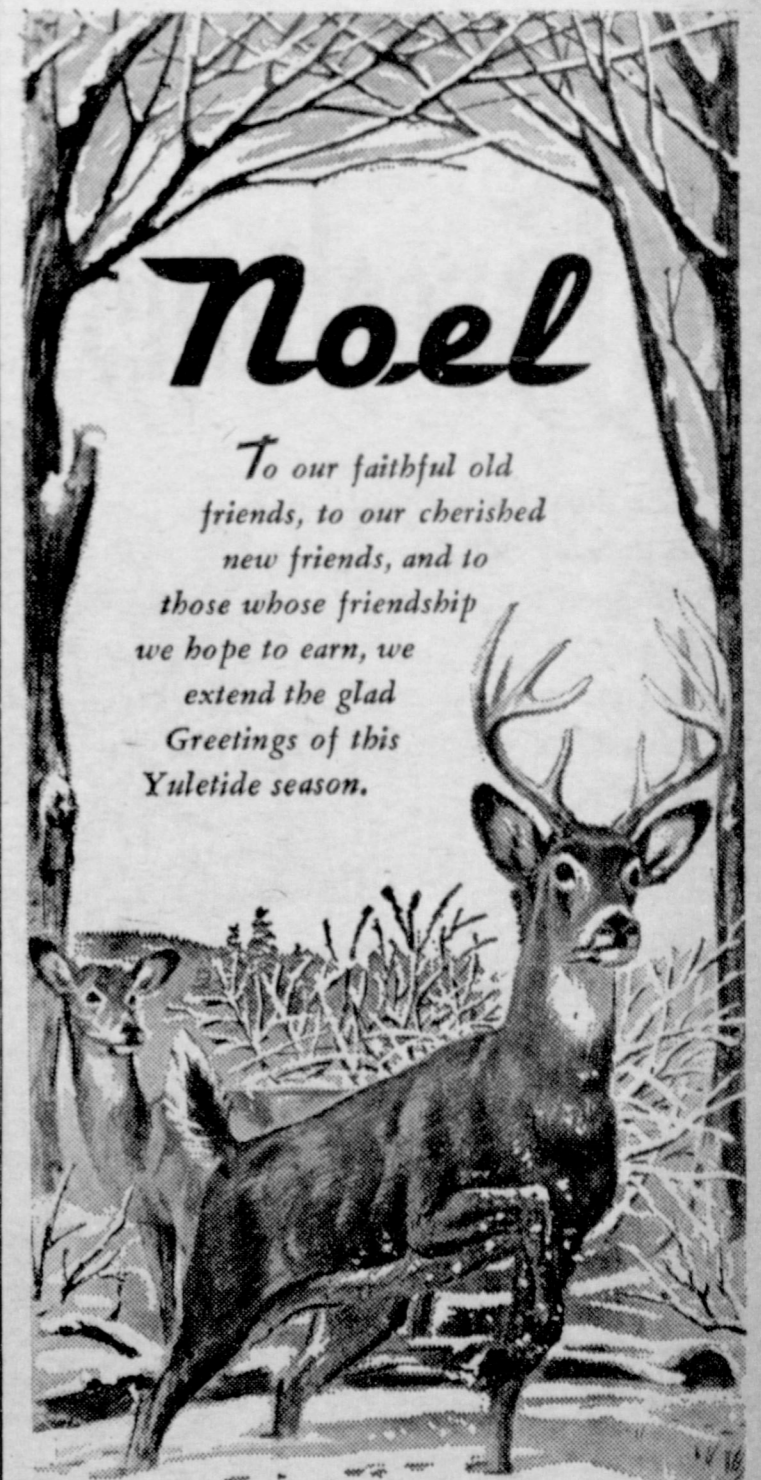
**Jo Hillis**  
Tax Assessor-Collector

**Anna Mae Shorter**  
District Clerk

**Ruby Davis**  
County Treasurer

**E. F. "Kit" Carson**  
County Superintendent

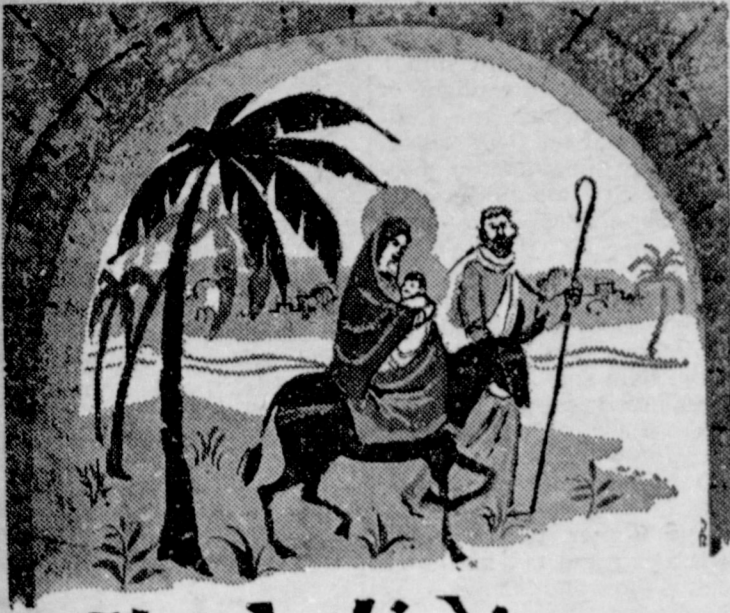
**Bill Sullivant**  
County Attorney



**Noel**

*To our faithful old friends, to our cherished new friends, and to those whose friendship we hope to earn, we extend the glad Greetings of this Yuletide season.*

**Watts Bros. Pharmacy**  
Gainesville



## glad tidings

Christmas holds a special joy! May it come your way, and bring peace and happiness to all those dear to you, in the glad spirit of this holy Day.

**SCHAD & PULTE**  
Gainesville

## A Special Christmas Gift

An old man with snow white hair was telling his modern teenage grandchildren some things he had learned about Christmas. Here is what he said:

The most cherished Christmas gifts I have ever given were at a time when I was so poor I couldn't afford to buy anything. To make up for what I thought was the terrible hardship of poverty, I wrote a note with the little token gifts I gave. To each person dear to my heart I put on paper some of the things I felt toward them, such as why I respected and appreciated them; what I thought their good qualities were; why I was proud of them; and how they gave me pleasure. Some I told how their lives were useful and of real worth.

I discovered that when I wrote down my feelings it caused me to treat them in a way that showed how I felt. This in turn seemed to make them feel useful and worthwhile. It made us all happier.

Through the years, though fortune has smiled on me, none of the expensive material gifts I have given have meant as much to any of us as these few words from the heart. Each of my dear ones have kept the little notes, and with what seems to be swelling hearts and moist eyes they find reason to read and re-read them. The paper is now brown and worn, but through the years the familiar words have on occasion helped us over some rough spots.

Thinking about it, I have come to realize that this is what the season is all about. In 2000 years the real meaning of Christmas hasn't changed. Christ did not give material gifts. He gave His time, His energy, His life, a little at a time, to others. Christ is remembered, and Christmas is celebrated because of His spiritual gifts.

To those who are really dear to you, give a spiritual gift — a gift of longed-for words that can make spirits soar and hearts sing. No material gift can mean as much.

—Phil Porter

The newly weds were giving their first Christmas dinner. Since her husband was a novice at carving, the wife insisted on his learning to carve from her cookbook lest he display his ignorance. At the proper time the turkey was placed before the inexperienced host who was plainly at a loss to know how to proceed.

"Go on, dear, carve it," whispered the loyal wife. "You know exactly how to do it from the directions in the book."

"Of course I do," came back the answer, "but I can't find any of the dotted lines!"

## When Do We Get Old

Physiologists tell us that in all mammals, except man, the period of life is five times the period of growth. A dog gets its full growth in two years, and lives ten; a horse five years, and lives twenty-five. On this basis a man should live from one hundred to one hundred and fifty years.

But William James, an eminent psychologist, said that most men are "old fo-

gies" at twenty-five. It is true that most men at twenty-five are satisfied with their jobs. They have accumulated the little stock of prejudices that they call "principles" and close their mind to new ideas. They have ceased to grow.

When a man ceases to grow, no matter what the years, then and there he begins to be old.

But the really great men never cease to grow. Bismark, who died at eighty-three, did his greatest work after he was seventy. Titian, the celebrated painter, lived to be ninety-nine, painted right up to the end. Goethe passed on

at eighty-three and finished his "Faust" only a few years earlier. Gladstone took up a new language when he was seventy. Laplace, the astronomer, was still at work when death caught up with him at seventy-eight. He passed on crying, "What we know is nothing; what we do not know is immense."

These men, and thousands like them, died young. They were still unsatisfied, still growing. —Suggested by an editorial by Bruce Barton.

You'll notice it's the older fellows in the crowd who burn their draft cards. The young ones need them when they try to buy beer.



**Newland Furniture Co.**  
201 N. Dixon, Gainesville



May every joy and blessing of this holy season come to you and your loved ones, bringing peace and happiness . . . making hearts and spirits bright. Merry Christmas!

**Ben Franklin Store**

Anthony and Leona Luke, Muenster



## GREETINGS

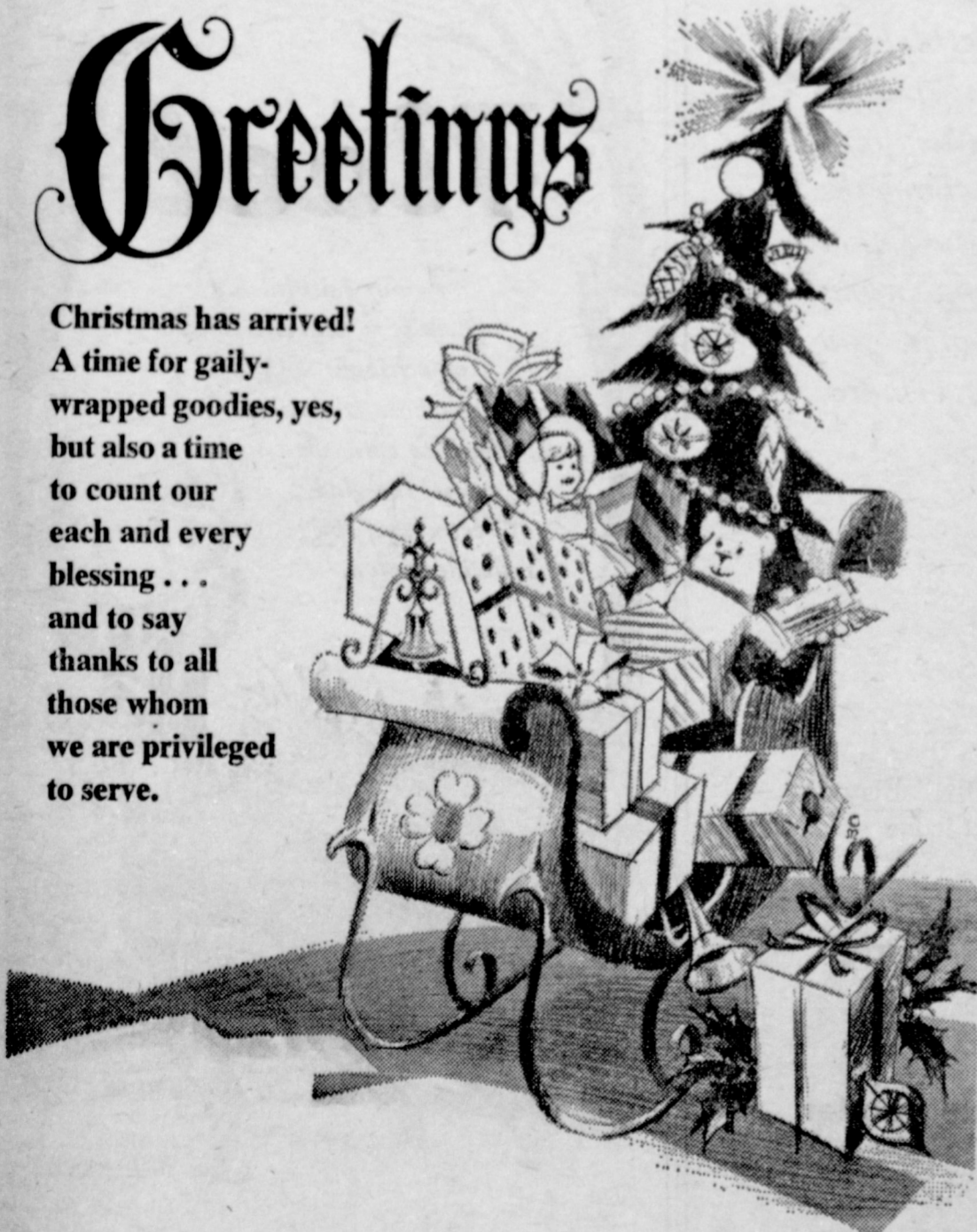
The beauty and spirit of the season brings to mind most wonderful gifts . . . friendship, loyalty and good will. We thank you for yours and wish you a Merry Christmas.

**Miller Humble Station**

W. J. Miller, Muenster

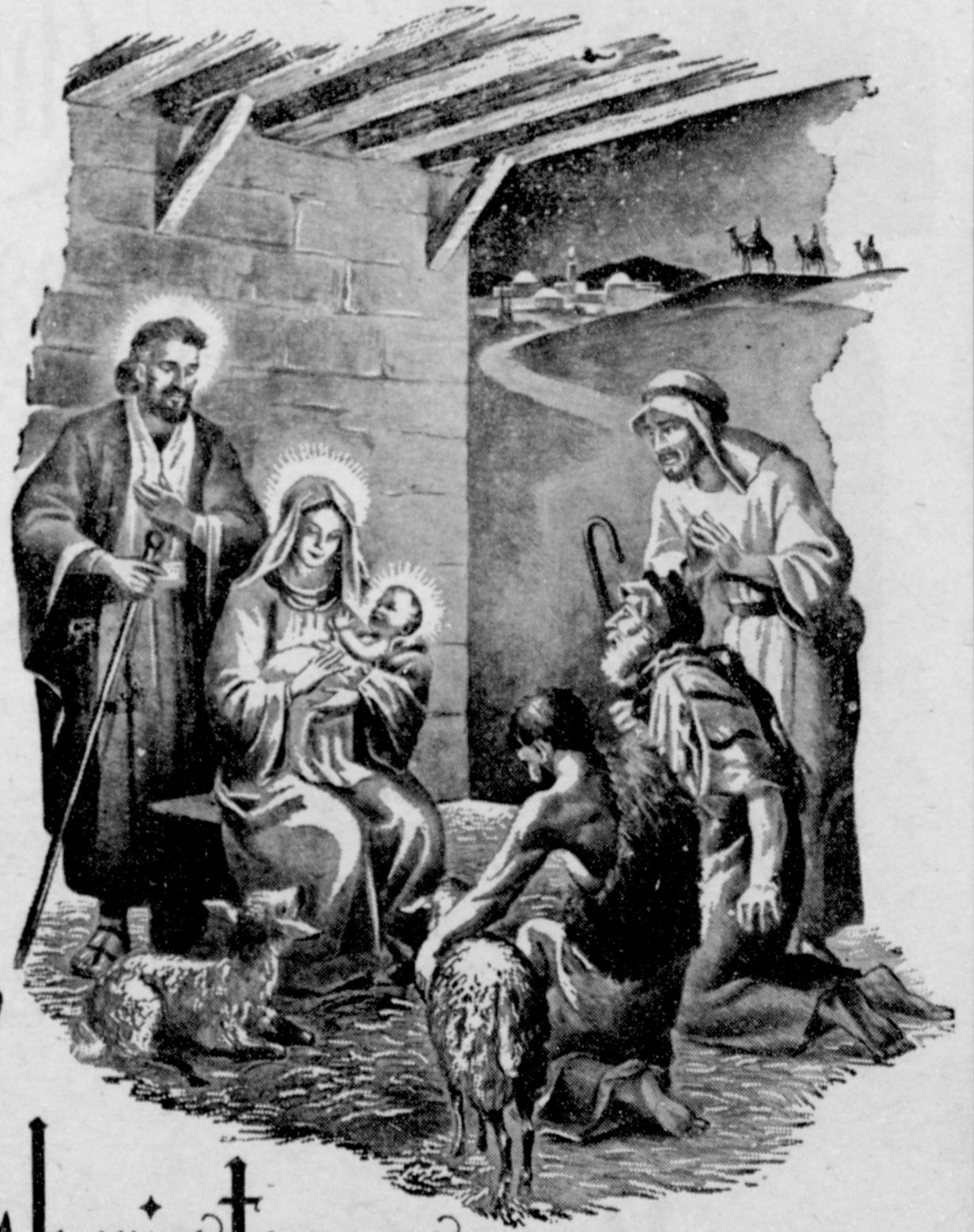
## Greetings

Christmas has arrived! A time for gaily-wrapped goodies, yes, but also a time to count our each and every blessing . . . and to say thanks to all those whom we are privileged to serve.



**Shamburger Lumber Company**

Dick Trachta, Mgr., Muenster



# Christmas...

The magnificent promise of the Christmas story has inspired the dreams and prayers of men through the centuries. Wherever mankind kept to the spirit of brotherly love, there the meaning, the symbolic beauty of Christmas remained.

It is our fervent hope that this Christmas will bring us still closer to the fulfillment of the promise of Peace and Good Will in all lands. In this spirit we wish a Merry Christmas to all.

**Sacred Heart Church and School**

Father Placidus Eckart, O.S.B., Pastor  
Fathers Andrew Wewer, O.S.B., and Benedict Buegler, O.S.B., Assistants  
Brother Thomas Mosler, Teacher and Director of Altar Boys  
And Our Staff of Twelve Benedictine Sisters and Five Lay Teachers