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WINNER OF THE
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1937 - 1938

MUENSTER ENTERPRISE

BOOSTING THE
BUSIEST LITTLE
TOWN IN TEXAS

VOLUME III **5c Per Copy MUENSTER, COOKE COUNTY, TEXAS, FRIDAY, NOV. 17, 1939 **\$1.00 Per Year NUMBER 52

PROGRAM OF GOLDEN JUBILEE CELEBRATION

Listed below is a condensed program of important events scheduled for the night of November 22, and throughout the 23.

Nov. 22, 7:30 p. m. - Presentation of historical drama and pageant, "Under Benedictine Banners" by parochial school pupils under the direction of the author, Sister Agnes Voth.

Immediately following the play the crowning of Miss Gertrude Voth as Miss Muenster, queen of the golden jubilee, by the Most Rev. Bishop Joseph P. Lynch.

Nov. 23, 9:30 a. m. - Concert by the Muenster Band. Procession from hall to church by queen and attendants and clergy.

10 o'clock - Pontifical Highmass by Rt. Rev. Abbot Paul Nahlen in the presence of His Excellency Most Rev. Joseph Patrick Lynch, with Rev. Frowin Koerd, archpriest; Rev. Vincent Orth and Rev. Eugene Knoff, deacon; Rev. Jerome Polko and Rev. Conrad Herda, deacons of honor; Rev. Alcuin Kubie, first master of ceremonies; Rev. Herbert Vogelpohl, second master of ceremonies. Sermon by the Rt. Rev. Msgr. A. Danglmayr.

12:30 p. m. - Banquet for all in the parish hall basement. The Lightenup Douchboys of Fort Worth will play during the meal. After dinner, speakers and their subjects are Very Rev. Henry Felderhoff, toastmaster; Most Rev. J. P. Lynch, "Our Holy Father"; Rt. Rev. Msgr. Robert Nolan, "The Benediction"; Rt. Rev. Msgr. G. O'Donohue, "Our Diocese"; Rt. Rev. Abbot Paul Nahlen, "Our Church"; Rev. Benedict Borearding, "Material and Spiritual Development of Muenster"; Mr. C. R. Walsh, State Deputy of the Knights of Columbus.

3 o'clock - Concert by Edgar Friesenhahn's Accordion Band from New Braunfels.

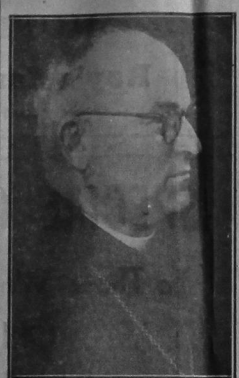
4 o'clock - Concert by Sacred Heart choir and two choirs from Dallas, the Frohsinn and the Lied-erheim.

5 o'clock - Selections by the Gainesville High School Band.

7:30 o'clock - A "double header" dance. The Friesenhahn Accordion Band will play at the parish hall and Morris Peter's orchestra will play at the Knights of Columbus hall.

In the tent beside the parish hall refreshments will be sold throughout the day and tango and other diversions will be arranged for the guests. Histories of the parish and souvenir badges will be available at the tent.

ABBOT NAHLEN



Right Reverend Paul M. Nahlen, O. S. B., Abbot of New Subiaco Abbey, is to be the celebrant of the Pontifical High Mass.

THE QUEEN



Miss Gertrude Voth will reign as "Miss Muenster, queen of the Golden Jubilee."

FATHER FRANCIS



Rev. Francis Zimmerer, O. S. B., assistant pastor here since November, 1934, is general chairman of the Jubilee Celebration.

ENTERPRISE GRATEFUL FOR USE OF PICTURES IN JUBILEE EDITION

It was through the courtesy and interest of an amateur photographer, Joe Carroll of Gainesville, that three splendid local pictures are presented in this edition of the Enterprise. Mr. Carroll, who is associated in business with his father, George Carroll, follows photography as a hobby.

Pictures of the new FMA store, the Enterprise building and the refinery were all snapped with a sensitive, high speed candid camera on tiny films slightly larger than a postage stamp. Carroll developed and enlarged the pictures in his own work room.

Most other pictures in this edition were furnished by Father Frowin after being used in the recently released history of the Sacred Heart parish.

One picture, the architects drawing of the new Muenster bank, was furnished by the Gainesville Register.

The Enterprise staff is deeply grateful to the above mentioned persons for their generous assistance in the publication of this edition.

Mr. and Mrs. Ray Klement are the parents of a daughter born Sunday at the local clinic. The child was baptised by Father Frowin that afternoon with her grandparents, Mrs. Ben Sicking and John Klement, as sponsors. She was named Janice Rosemary.

Herzliches Willkommen

Obschon wir unser, goldenes Jubiläum im zwanzigsten Jahrhundert begehen, und es in Allen zum Meisten mit englischer Sprache zugeht, so sind wir dennoch bewusst, dass unsere Gemeinde von deutschen Vor-vaetern gegruendet wurde, und deshalb, heissen wir alle die noch Deutsch als ihre Muttersprache anerkennen, in deutscher Sprache herzlich willkommen zur Jubiläumfeier.

Seit Muenster gegruendet, vor funfzig Jahren, ist Vieles hier vor-gegangen. Ein schoenes Doerflein hat sich, man moechte sagen aus Nichts, aufgebaut. Wir haben eine wunderschone Kirche, Schule, Pfarrhaus, Halle und so vieles Andere, man kann gar nicht alles numerieren. Doch sind wir nu gluecklich genug hier zu sein um die Fruechte zu ernten und zu erkuenen die erstanden sind durch das Opfer und den guten Willen derer die uns vorangegangen sind. Der Herr gebe ihnen die ewige Ruhe.

Wir freuen uns, dass noch Viele bei uns sind die sich und den Anbeginn unserer Stadt und Gemeinde erinnern und erzaehlen koennen von den Opfern und Strapazen die unsere Vor-vaeter und sie selber durchmachten, und zwar in solch heldenmuertiger Weise, um uns eine solche liebe Heimath zu bereiten. Wir freuen uns, dass ihr bei uns seit und jetzt eure Opfer gekroent seht mit goldener Krone.

Eine wunderschone Feier ist geplant fuer dies funfzig jaehrige Fest. Gott Dank zu sagen fuer Alles gute, dass Er uns durch seine guetige Hand geschenkt. Wir heissen euch alle herzlich willkommen zu dieser Feier, damit wir alle mit euch feiern die goldene Kroenung eurer Werke und Opfer.

CITY'S DECORATIONS ANNOUNCE APPROACH OF GOLDEN JUBILEE

The first displays announcing Muenster's Golden Jubilee celebration were erected early this week, the most conspicuous being that put up by the city across Main a short distance north of the highway intersection.

Business houses, too, came out with their first decorations for the event. Herr Motor Co., Jimmy's Station and Waples Painter have attractive streamers across the front and the FMA Store has artistic placards prominently displayed in its windows. No less than a dozen store windows carry a message of welcome for visitors.

Muenster Will Observe 50 Years of Progress With Elaborate Festival

MUENSTER SHIPS SIX CARLOADS TURKEYS TO EASTERN MARKET

After nine days of picking and packing this year's Muenster Thanksgiving turkey market closed Tuesday just a few thousand pounds short of its 1938 volume.

Estimates from incomplete records by "Spot" Minter, Wilson and Company book keeper, Tuesday morning revealed that the total dressed weight was about 111,000 pounds, comprising 6 well filled carloads. There were about 10,000 birds with a total live weight of 125,000 pounds.

In view of the poor quality of turkeys this year, men in charge of the packing consider their season quite successful. A large percentage of birds were culled back because of underdevelopment, still the total number of turkeys was equal to that of last year. The reason is that the trade territory was extended.

According to a report from headquarters the quality of birds is running about 12 per cent below normal, Minter said. Many farmers, realizing the condition, have declined to sell at the prevailing price. More birds than usual are being held to develop for the Christmas market. The season's peak price was 14 1/2 cents a pound for the first grade, and a total of slightly more than \$18,000 was paid out for all birds, \$7,000 of that going to members of the F. M. A.

To dress pack and ship the birds Wilson paid out about \$2,500 to a total of 127 men for 9 working days. 104 of the employees were pickers but not more than 70 worked at any one time.

All dressed turkeys were sent to Eastern markets, five carloads to New York and the other to Philadelphia.

ANOTHER GROUP OF TREES, SHRUBS SET OUT IN CEMETERY

The cemetery was further beautified this week when additional shrubs and evergreens were planted under the supervision of the Civic League and Garden Club. The work was finished Wednesday.

The plan, drawn by Proffer and Woolfolk nursery, consists of numerous tall cedars and flowering shrubs for the north end of the cemetery and cypress and red cedars for the four corners.

Expect 4,000 Attendance If Weather Permits

Pontifical Mass, Historical Drama, Group Dinner, Picnic and Dance are Program Leaders

On Wednesday and Thursday of next week, Nov. 22 and 23, the Muenster community will observe a half century of notable development with the most elaborate celebration in its history.

According to advance reports from former residents and neighboring friends the city at that time will be host to the largest number of guests it has ever entertained. Estimates here are that, with favorable weather prevailing, the attendance will be more than 4,000.

Preparations have been under way for several weeks. School children have held numerous rehearsals for a historical drama also for a part in ceremonies crowning Miss Gertrude Voth as queen of the golden jubilee and for a part in the procession preceding the Pontifical Mass the following morning.

A rebuilding program has done wonders for the parish hall, where the celebration will be held, and elaborate decorations will adorn the church. The clean-up and fix-up spirit extends even to private homes and business houses. In general, Muenster is preparing to look its best for the colossal birthday party. In the meantime ladies of the parish are organizing to serve the largest community dinner ever held here.

Since the day commemorates the foundation of the local parish as well as of the community in general, the celebration is sponsored by the parish and its outstanding event will be the Church's most sacred and colorful religious service, a Pontifical high mass.

Concerts and church bazaar features are the principal diversions for the afternoon. The celebration will end with a double-header dance held simultaneously in the parish hall and the K of C hall. A ticket purchased at either place will be honored at the other.

Anticipating a larger crowd than can be accommodated in the parish hall, the jubilee committee has arranged for the erection of a 30 x 140 tent. It will be the place for sandwiches, cold drinks, bazaar activities and general visiting.



REV. FROWIN KOERDT, O. S. B. Pastor since 1918



RIGHT REV. MSGR. A. DANGLMAYR Chancellor, Diocese of Dallas



MOST REV. JOSEPH P. LYNCH, D. D. Bishop of Dallas

High Spots in Community's First 50 Years

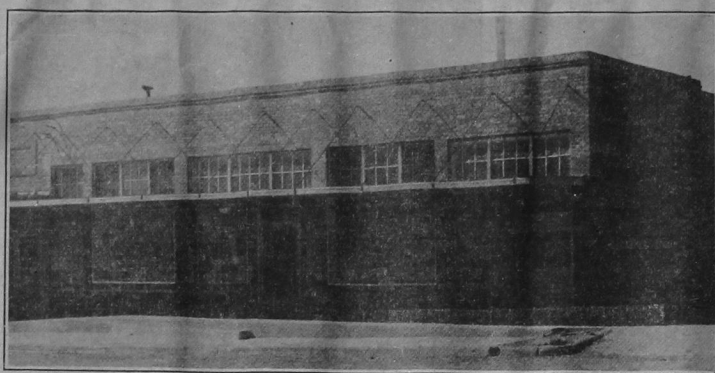
A thrilling narrative of community progress founded on industry, thrift, co-operation, and courageous determination—that is the story of Muenster as unfolded in the History of the Sacred Heart Parish, 1889-1939. The book, written by Rev. Joseph Fuhrmann, O. S. B., Ph. D., was released this week by the Standard Printing Company of San Antonio.

Confining itself almost entirely to parish activity the book gives only limited space to the development of the community in general. It does, however include short historical sketches of several leading business organizations.

Through the privation and suffering of the colony's first years the traits that proved to be the real foundation of Muenster became especially conspicuous and they remained apparent through the half century that brought the community to its present prosperity and prominence.

The Founders

To the Flusche Brothers, Emil, August, and Anton, goes the credit for originating the colony of Muenster. Induced by over-population of German Catholic communities in the Middle West the three, who had



FMA Store Building Completed October, 1939

formerly opened colonies at Westphalia, Iowa, Westphalia, Kansas, and Olpe, Kansas, began looking to unsettled lands of Texas and Oklahoma. They found encouragement from the M. K. and T. railway and ranch owners who wanted to sell out and go into industry.

The site chosen was the 23,000 acres comprising the Childers and Fisher Pastures then owned by Gunter and Wellesly of Dallas. Emil Flusche, acting for the brothers, and the owners reached an agreement on Oct. 8, 1889 and signed a contract at Dallas the following day. Forty days

later, in response to extensive publicity in German Catholic communities of the Middle West, the first settlers arrived at the spot destined to be Muenster. The place was identified by a piece of paper tacked on a telegraph pole.

Origin of the Name

In naming their town the Flusches first decided on Westphalia, after their native province in Germany and the colonies of that name in Iowa and Kansas, but learned that another town in Texas already had the name. Then they decided on Muenster, after the capital of their native province because, to them it seemed the best name to appeal to German Catholics. Muenster is a prominent city of Germany and especially famous for its Catholic cathedral.

Although Flusches' contract was drawn up on Oct. 4 and the first settlers arrived on Nov. 14, founders as well as first settlers trace the origin of the colony to Dec. 8, the date of the first Mass in the Flusche Brothers land office. According to Emil Flusche 27 men, 7 women, and 6 children attended the service.

Two days before the first mass the surveyors of Gunter and Wellesly finished laying out the townsite—their survey is followed to this day—

(Continued on Page 3)

MUENSTER REACHES NEW HIGH RECORD IN RED CROSS DRIVE

Exceeding its good record of last year, Muenster again hit a high mark in its Red Cross drive this week. Mrs. G. H. Hellman was the only solicitor.

After two busy days, Monday and Tuesday, Mrs. Hellman had collected \$72.00 and still had several more visits to make. Muenster's contribution last year was \$59.55.

In announcing the annual roll call last week, F. X. Schad of Gainessville, County Red Cross chairman, emphasized that funds are badly needed for county work, stating that since the establishment of the county health unit numerous children have had physical examinations and have been provided with glasses by the Red Cross when their parents were unable to buy them. He estimated that more than \$235 had been spent for this purpose during the year. He also offered his assurance to every donor that contributions would be used to carry on the worthwhile activity for which the Red Cross is known.

For the benefit of those who are not familiar with Red Cross work Mr. Schad explained that 50 cents

of each membership amounting to \$1.00 or more is submitted to national headquarters for use in floods, storms and other such calamities. The remainder is kept in the local fund for county welfare.

FIRE RAZES ANCIENT LANDMARK, LEAVES ROBINSONS HOMELESS

One of the oldest landmarks of the community, the Earl Robinson home on Mrs. Henry Bertram's place, about 5 miles southeast of Muenster, was destroyed by fire in the mid-forenoon last Friday. Almost instantly the flames spread through the tinder-dry old building and prevented the family from saving any of its furniture, clothing etc.

At the present time, until the family can make more desirable arrangements, it is making out as well as possible in smaller buildings of the place. Rather than accept the hospitality of neighbors the Robinsons decided to remain where they could care for the place properly.

According to opinions of some old timers the house was about 75 years old. Early settlers considered the place old when they first came to Muenster. Some idea of its age can be gathered from the cut nails and hand hewed sills used in its construction.

VIRTUES IS SUBJECT OF HYACINTH CLUB MEETING

Well attended, the Hyacinth Study Club enjoyed an interesting discussion period Monday night when it met in the home of Miss Mary Becker.

The lesson, entitled "Faith, Hope and Love" dealt on the virtues and on the corporal and spiritual works of mercy. Miss Olivia Stock led the discussion which was supplemented with appropriate short readings from the club's scrap-book.

SUNDAY SOCIAL HONORS NEBRASKA VISITORS

Mr. and Mrs. George Yosten and daughters, Grace and Lorine, of Stanton, Nebraska, who are guests of relatives here, were named honor guests at a 12 o'clock dinner Sunday in the home of Mr. and Mrs. John Yosten.

Other guests included Mr. and Mrs. Frank Yosten and family, Mr. and Mrs. Ed Pels, Mr. and Mrs. Joe Horn and Mr. and Mrs. Bernard Sicking.

A social afternoon of games and visiting was concluded with the serving of supper to the group and also to Messrs. and Mesdames Nick and Bob Yosten and families, Joe Swirczynski, John Swirczynski of

Oklahoma City, Al Swirczynski and children of Dallas, Stany and Al Yosten and Herman Swirczynski.

The dining table was attractively centered with a huge silver and white cake and places were marked for ten guests.

MR. AND MRS. G. H. HELLMAN HONORED ON ANNIVERSARY

Mr. and Mrs. G. A. Hellman were complimented with a lovely 6 o'clock dinner Tuesday given by Mr. and Mrs. Arthur Hellman in observance of their 34th wedding anniversary.

Enjoying the dinner and a social evening were Messrs. and Mesdames G. H. Hellman, Joe Otto, P. W. Hellman of Gainessville and Rudy Hellman, Rev. Fathers Frowin and Francis and the hosts.

Please Patronize Our Advertisers

IN LEAN YEARS—

When others asked for relief

Muenster Kept On Moving Forward

NUFF SED!

Ray's Barber Shop

Ray Hellman

SPECIAL GREETINGS!

To Those Who Lived In The Old Days

—who by toil and sacrifice built the substantial foundation for our thriving community.

This greeting, with sincere good wishes is extended by one who

—WAS A LAD AMONG THE PIONEERS

—has served Muenster with quality merchandise for the past 27 years.

* *

M. J. Endres

Muenster, Texas

A GOOD COMMUNITY FOR 50 YEARS AND NOW--BETTER THAN EVER

Muenster has long enjoyed a reputation for outstanding industry and prosperity. Very appropriately, it reaches the peak of its progress on its fiftieth anniversary.

THE CURRENT INTENSIVE BUILDING PROGRAM LIKE THE JUBILEE CELEBRATION, IS A TRIBUTE TO SUBSTANTIAL DEVELOPMENT OF THE PAST.

Many more years will be as notable as this. Many others will be even more notable.

And through those years this business will be active, seeking to make itself bigger and better by helping make Muenster bigger and better.

C. D. SHAMBURGER LUMBER CO.

HENRY J. LUKE, Mgr.

Muenster, Texas

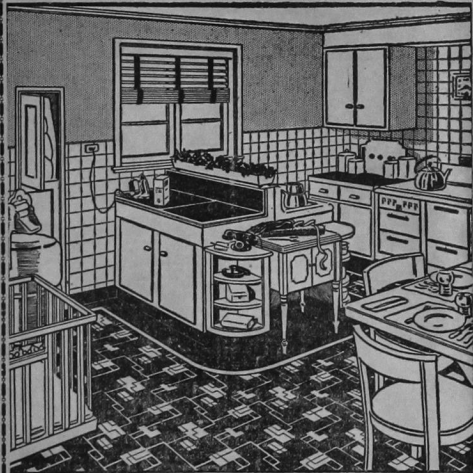
It's Nice To Be Your Neighbor, Muenster

For 21 years we've been "next door." We rejoiced with you in times of gladness — we mourned with you in times of sorrow.

We greet you on this triumphant Golden Anniversary.

Hoelker Grocery
Lindsay

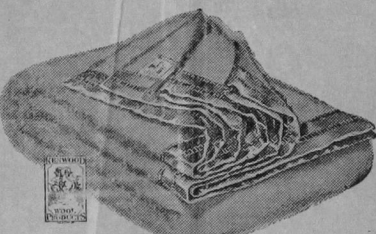
Jubilee Greetings! And Best Wishes— For Many More Years of Growth and Success



A Beauty! Isn't It-- This "Dream Kitchen of 1940"?

It has an Armstrong custom craft floor, the floor that is built to your own selection.

Tanner Furniture Co., Inc.
Gainesville



Blanket The House With Kenwoods Lovely Blankets

For that's the Blanket that has everything—looks, wear, reputation. A Kenwood Label to insure its quality; specially selected, live, fleece wool to give it buoyancy and sleeping comfort; long nap for exceptional warmth and super wear; good looks; a wide selection of exclusive dyed-in-the-wool KENWOOD colors; and last, but far from least, a very modest price for so much value.

Size 72 x 84

\$8.95 \$10.95

Clayton Dry Goods Co.
Gainesville, Texas

History---

(Continued from page 2)

and grants for business houses followed promptly. Businesses originating at that time were a hotel, two stores, a blacksmith shop, and a lumber yard.

The colonists began the new year of 1890 with plans for a church, school, and rectory, and started building within a month. Both building and furniture were primitive, the benches consisting of planks supported by beer kegs. Next came a small rectory, 18 x 20 completed in a short time at a cost of \$600. That building, enlarged in 1891 served as the priest's home until, replaced by the present structure in 1916. Also at that time a depot was built, in accordance with previous stipulations, and John Theisen, now living at Lindsay, came in as depot agent.

Disappointments

The expense and labor of community building during that early period were accompanied by discouraging personal misfortune. Late plowing and planting in 1889 combined with heat and drought the next summer to produce very poor crops. And eight deaths resulted from a typhoid epidemic originating in the stagnant water of creeks. There were no wells.

A source of great disappointment to the colonists was their delay and misfortune in securing a suitable place for religious services. The second floor of the Frank Hesse store succeeded the land office as a church and the school was used after its completion.

Late in 1891 work began on a \$6,000 frame church, but it was destined not to be used. When almost finished, in December, it was wrecked by a storm. The pioneers' next attempt was a gothic, frame building (38 x 104) blessed April 24, 1892, but less than a year and a half afterward, July 31, 1893, it too, gave way to a storm.

The colonists' next move was to salvage as much as possible from the wrecked church and use their insurance payment plus an additional \$2,000 to build a larger school building that could serve as church, school and sisters' home. That building remained in service until the erection of the present school in 1925 and served as a church until the present building (40 x 135) was completed in 1898 at a cost of \$25,000.

Less difficulty was encountered in erecting other major buildings now included in the parish group. With increasing population and a modest success in farming and business, Muenster was able to make the following additions: parish hall, 1906 and sisters' home, 1912.

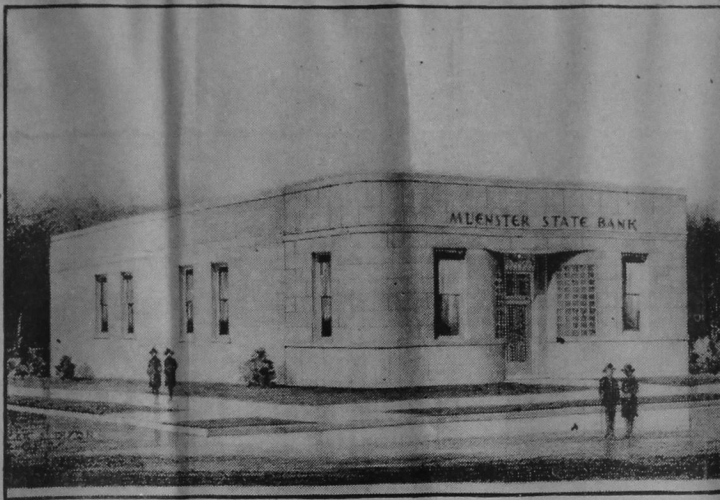
Rapid Growth

Turning from the parish development to the early settlers and their families, it is found that Muenster grew very rapidly, and finds its early years commencing date for several reasons. Letters sent by early settlers to friends back home, the colonizing reputation of the Flusches, and the generous publicity in newspapers. At the time of the first mass Flusche and a year later J. H. Richter reported that 45 families, 250 persons, occupied 8,000 acres.

In the meantime the Flusches had departed to begin other colonizing work at Lindsay, Electra, and Pilot Point.

By September 1891 the original 22,000 acres had been reduced to 9,500, and by March 1892 there were 8,000 left and 86 families were in the colony. In August 1894 the acreage was reduced to 8,000.

Little by little the original land was sold, and in the meantime, several farms comprising more desirable land than what remained of the original colony, were bought outside the colony. Muenster started spreading



New Bank Building—Now Under Construction

before the colony was completely settled and has continued doing so ever since until today it comprises at least four times the area of the original pastures.

They Stuck Together

From the foregoing it is apparent that Muenster colonists soon acquired a habit of co-operation. Perhaps it resulted from being drawn together by mutual misfortunes and responsibilities, perhaps from being forced together through inability to mingle with neighbors of different nationality and creed.

When it is recalled that many settlers, recently from Germany, could hardly speak English, and that they professed a religion disliked by surrounding neighbors, it is apparent that colonists and original inhabitants could have little in common. The natural result was that the colonists stuck together. Under such circumstances, it is easy to understand how co-operation became, and remains to this day an outstanding characteristic of Muenster. It was an essential part of the pioneer's existence. Had conditions been more favorable, it is unlikely that individuals would have come to depend so much on one another. The misfortune of colonists can be regarded as the good fortune of present inhabitants.

Insurance Co-op

Muenster co-operation made its first venture into the business field late in 1893 with the organization of the German Farmers' Benevolent Association of Muenster, the purpose being to provide mutual protection against loss by fire. No premiums were made; there was only a mutual agreement that each member be assessed in proportion to his insurance in the case of fire loss to another member. Today the company continues the same method except that small advance assessments are used to build up a fund and permit prompt payment rather than there is no loss there is no assessment.

Two weeks after the company was approved it had 34 members and a total insurance of \$32,500. Today it has grown to include 486 members, with more than a million and a half of total insurance, in Muenster, Lindsay, Valley View, Pilot Point, Electra, Scotland and Windthorst. It has paid out more than \$68,000 for losses and has assessed an average of 18 3/4 cents per \$1,000 valuation

per year. Compared with other premiums, it is estimated that the co-operative saved its members a total of more than \$120,000 in assessments, almost double the amount paid for losses.

Telephone Co-op

A second co-operative is the Muenster Telephone Company organized in 1907 to provide telephone service at a lower than normal cost. Originally it served only 50 persons

for 30 cents a month. Since then it has grown to serve more than 225 on about 150 miles of line. Until very recently the rate was 75 cents a month, but because of vast expenses in line rebuilding this year the rate was raised to \$1.00 for residence phones and \$1.50 for business phones. The rate still remains well below that of most other rural sections.

The F. M. A.

It is interesting to note that the

Just Getting Started!

This business, opened less than two months ago, is a more recent expression of confidence in Muenster's future.

FRANK'S CAFE

Frank Hoedebeck,

Muenster

next co-operative venture, which has since grown into an outstanding business, did not originate at Muenster, but found Muenster the only place able to use the plan successfully. In 1915 the Farm Labor Union was organized in many places for the purpose of assuring a greater income for farmers. Because of failures elsewhere the central organization dissolved, whereupon Muenster, in 1922, formed its local organization to carry on. Later it was incorporated under the name of Farm- (See HISTORY Page 10)

To All The Community--

Best Wishes for another fifty years even better than the last.



John Wieler
Magnolia Agent
Muenster

A Little Town With A Big Future

Known far and wide as the place where people stick together and work together, Muenster enjoys the reputation of a "small town that's going places."

WE CONSIDER IT AN HONOR TO BE IDENTIFIED AS ONE OF THE MUENSTER BUSINESS PLACES.

★★★★

Sales



Service

HERR MOTOR COMPANY

ONE OUT OF EVERY FOUR ADULTS HAS—

Sinus Disease



According to leading doctors "sinus trouble is one of the most prevalent diseases of today. This dreaded and severely painful disease is caused by and follows the COMMON COLD." All kinds of serious complications besides sinus infection follow the common cold. America's Public Health Enemy Number One, the common cold germ wages its attack to pave the way for such serious illnesses as bronchitis, pneumonia, tuberculosis and other serious health-wrecking diseases. Frequently cold infection extends into the ear or mastoid.

HEAT YOUR ENTIRE HOME FOR YOUR HEALTH'S SAKE

DURING the common cold months, or winter season, it is especially important to take every precaution to protect your health. Quick changes of temperature should be avoided. Sudden changes of temperature, such as occur when going from a warm room into a cold one, make it easy for you to "catch cold." For your health's sake, and to obtain the greatest value from the fuel you use, heat your entire house and provide adequate ventilation during the short winter season.

Lone Star Gas System

DON'T GIVE A COLD AN EVEN BREAK!

SOMETHING ALWAYS HAPPENS HERE

Day or Night, Muenster is Up and Doing. Someone is Always Active.

That's Why Ben Never Closes

Someone is always there, ready to help in case of car trouble.

For 4 years Ben has kept open day and night—except 12 hours on Christmas and 3 hours on Good Friday.

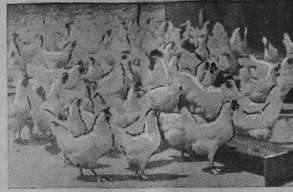
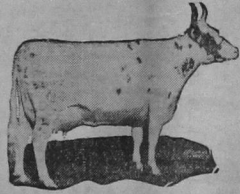
REMEMBER!

Any Time, Call

BEN SEYLER MOTOR CO.

Phone 75

Muenster



A COMBINATION-- That Can't Be Beat

Farm Lands Rich In Natural Resources
A Thrifty, Industrious, Cooperative
Citizenship

Thanks to the judgment of this community's founders, Muenster has the good fortune to be situated on some of the best farm land of the state.

But that factor was aided by another far more important one. From 1889 down to the present time men here have followed the most profitable course regardless of the work involved. Chortime interests such as dairying, poultry and livestock raising were pursued as closely as diversified farming. The combined result was a greater annual return.

At the same time thrift and cooperation was the general rule. While each person provided for his own future all persons worked together to save for one another. As a result the community now has several cooperative organizations, each of which has saved the community thousands of dollars.

**This Organization, One of the Products of
Muenster's Cooperation, Has Contributed More
Than Any Other To The Success Of The Community**

Since its organization in 1922 it has secured not only better markets for local products but also lower costs for local needs.

By opening the cheese factory it provided a better market for milk, thereby creating the dairy industry which has brought prosperity to many a home.

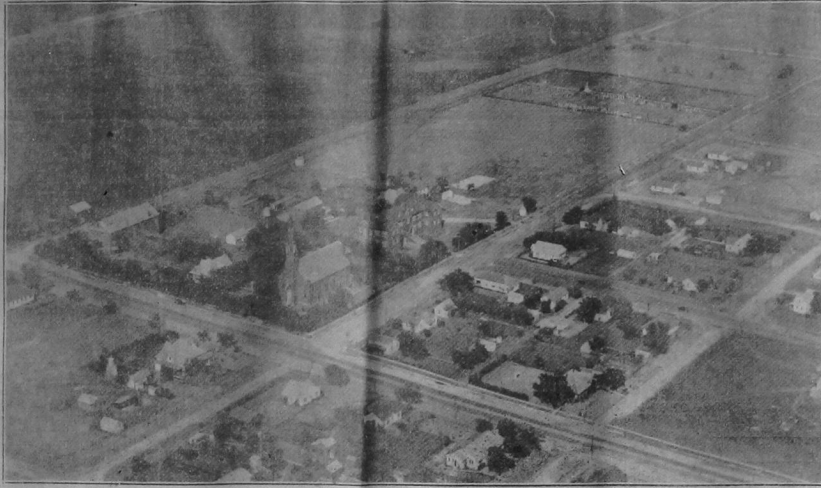
This organization's new, modern store ranks as one of the best grocery stores of North Texas.

In addition to service and savings for the community, this organization provides steady employment for at least fifteen persons.



The Farmers Marketing Ass'n.

The Cheese Factory —:— The FNA Store



Airplane View Showing Sacred Heart Parish Plant

Lindsay News
FRED MOSMAN, JR.
Correspondent

The Matt Fuhrmann home has been improved by the addition of concrete porches.

Mrs. Joe Bezner is soliciting subscriptions to the Red Cross in the community this week.

Mr. and Mrs. Henry Krebs visited in Tishomingo, Okla., last week with relatives and friends.

Mr. and Mrs. Frank Roberg have moved to Gainesville to make their home.

Misses Louise and Rose Gieb of Sherman were guests of their parents, and other relatives here Sunday.

Mike Fuhrmann is making interior and exterior improvements to the house he purchased recently. It is the former Fuhrmann Estate place.

Grandpa Frank Loerwald is re-

ported improved after an illness of several weeks. He is Lindsay's oldest citizen, being 83 years of age.

Mr. and Mrs. Pete Hellinger of Tishomingo, Okla. spent Sunday here with her parents, Mr. and Mrs. Joe Krebs.

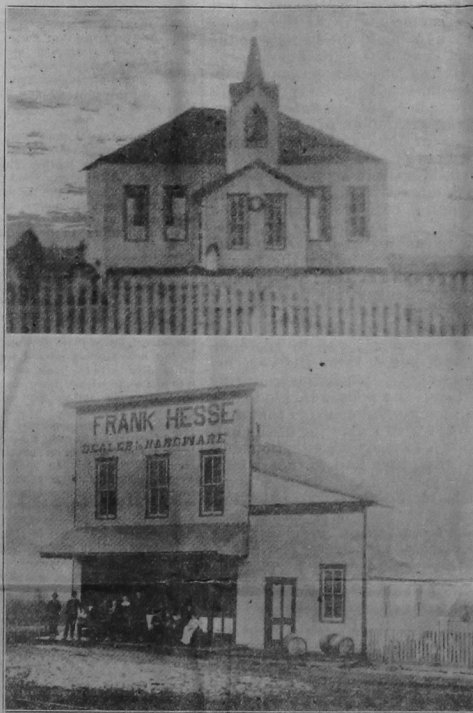
Mr. and Mrs. Henry Gieb and children moved to town Friday to occupy their brick home. They purchased it from W. H. Neu recently.

Jake and Joe Bezner, Pete Block and Ben Hermes attended the Knights of Columbus initiation at Sherman Sunday.

Mr. and Mrs. Ernest Mosman, Freddie Mosman and Miss Winnie Talty, all of Dallas, spent Sunday here with Mr. and Mrs. Fred Mosman and family.

Mrs. Joe Humdt and children, Joe Jr., and Miss Clara, were in Denison Friday evening to visit A. C. Flasche and family and witness the Gainesville-Denison football game.

Julius Loerwald closed a deal this week with Albert Krebs of Tishomingo, making him the owner of the



First Places of Worship
Top: St. Mary's Church, 1890
Lower: Place of First Services

bungalow in the east part of town. B. A. Walker who formerly resided there has moved into the house belonging to Mrs. Frank Zimmerer.

Miss Veronica Fuhrmann has returned to Corpus Christi after spending the week-end here with her parents, Mr. and Mrs. Mike Fuhrmann. She spent the past several weeks in Round Lake, Ill., with her sister, Mrs. George Hartman, and family.

SCHOOL HONOR ROLL IS ANNOUNCED AT LINDSAY

Lindsay.—The honor roll for the first six weeks of the Lindsay school term as announced by Sister Lucian, principal, is as follows:
Anne Bengfort, Catherine Bengfort, Anna Mae Dieter, Clara Hundt, Lena Mae Schmitz, Agnes and Alvin Fuhrmann, Elfreda Hermes, Leonard Bengfort, Hubert Neu, Anna Doris Geray, Catherine Roewe, Marcella Schmitz, Lucille Bezner, Rita Block and Marjorie Sandman.

NEWLY MARRIED COUPLE AT HOME AT LINDSAY

Lindsay.—Mr. and Mrs. Theodore Rauscher are at home on their farm east of the city following their marriage at Tatars on November 7th. She is the former Miss Theresa Uptmor of that town. He is the only son of Mr. and Mrs. Joe Rauscher of Lindsay.

Those from Lindsay who attended the wedding ceremony include Mr. and Mrs. Clem Hermes and daughter, Louise, Mrs. N. L. Arend and sons, Fred and John, Miss Margaret and Miss Frances Rauscher and Mr. and Mrs. Fred Bierschenk.

If You Want to Sell It, Advertise It.

To Look Your Best
For the Jubilee
Have your shoes repaired and your clothes cleaned and pressed.
Nick Miller

Out of the Pioneer Stage

In keeping with its fine record of the past, Muenster is going strong for comfort and convenience. We are thankful for the opportunity to help bring in some of those comforts.

Butane Gas Sales Co.

110 N. Dixon — OTIS COX — Gainesville

Muenster Has Been Good To Us---

And We Are Deeply Grateful

We wish our Muenster friends the best of everything. We enjoy every advance that brings them greater comfort and prosperity.

The Commerce Street Store

Gainesville

We Are Grateful

For The Privilege
Of Serving Muenster
Since 1901

George J. Carroll & Son

Gainesville

**The Past Was Fine,
Bring On The Future**

Since 1916 this business has participated in the community's advancement. We found it pleasant and profitable. We are ready for more.

Hennigan Motor Co.

Specializing in
Longer Experience, Better Equipment
Muenster

Wishing You--

Even greater success during your next 5 years.

Thanking You--

For many pleasant dealings in the past

McKinney-Block Hdw. Co.

Phone 42

Gainesville

**With Sincere
Best Wish**

For The Continued
Success Of Your
Community

First State Bank

Gainesville, Texas

Highest Cash Prices Paid for Old Gold Jewelry—White or Yellow.

A. R. Porter

101 N. Commerce Gainesville

Please Patronize Our Advertisers

50 Years---

Of continued growth, community cooperation, and community loyalty is an achievement to be justly proud of.

The Manhattan Clothiers congratulates the City of Muenster on its half century of success and proudly states that it has numbered the citizens of Muenster among its most loyal patrons for the past—

45 Years

The Manhattan Clothiers

Leo M. Kuehn

Gainesville

MUESTER ENTERPRISE

Published Every Friday at Muenster, Cooke County, Texas

R. N. FETTE, Editor and Publisher
ROSABELL DRIEVER, Assistant Editor
EUGENE CARTER, Operator-Printer.

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation that may appear in the columns of The Enterprise will be gladly and fully corrected upon being brought to the attention of the publisher.



A HEARTY WELCOME

The following is a translation of the German greeting written by Father Francis for the front page:

Although we celebrate our golden jubilee in the twentieth century when everything is English, we are, nevertheless, mindful of the fact that our parish was founded by German forefathers and therefore we invite, in the German language, to the jubilee celebration, all those who still call German their mother-tongue.

Since Muenster was founded fifty years ago much has happened here. A beautiful little city was built up, we might say, out of nothing. We have a lovely church, school, rectory, hall and many wonderful things too numerous to mention. We are lucky enough to be here only to reap and to enjoy the fruits which resulted from the sacrifice and good will of those who have left us. The Lord grant unto them eternal rest.

We are happy that many are with us today who remember the beginning of our town and parish and can tell us about the sacrifices and hardships that our forefathers, and they themselves, encountered in such a heroic way to prepare for us an attractive place to live in. We rejoice that you are with us and can now see your sacrifices crowned with a golden crown.

A grand program has been planned for this fiftieth anniversary celebration. Give thanks to Almighty God for all good things He has given us through His benevolent hands. We bid all of you a hearty welcome to this feast in order that we may celebrate with you the golden crowning of your works and your sacrifices.

THIS EDITION—

In keeping with the spirit of the Golden Jubilee celebration, the Enterprise this week offers a special edition dedicated to Muenster's half century of progress. Many long days and much midnight oil has gone

into its composition. Considering our limitations, we feel justly proud of the result.

We do not, however, desire to accept all the credit for this copy. We are deeply indebted to Father Frowin for the use of most pictures used herein, and to Father Francis for preparing that unusual feature appearing on the front page, a message in German presented for the special delight of old timers who are still fond of the mother-tongue.

We offer special thanks to the many business men whose generous use of advertising space made it possible to publish this edition. Almost without exception, their messages are splendid tributes to the people of Muenster.

It is our hope that many will keep their copies of this edition as souvenirs of the Golden Jubilee. To that end we are printing several hundred extra copies. Every home in the community, whether or not it is on our subscription list, will receive a copy. Out of town visitors may have one for the asking.

AN INSPIRING BOOK

Early this week the Enterprise office was privileged to receive one of the first copies of Muenster's new book, the history of the Sacred Heart Parish by Father Joseph Fuhrmann. By the time this paper is published the volumes will probably be available to everyone here. At any rate, it is certain that the original plan of offering the books for sale at the jubilee celebration can be carried out.

It is a splendid book in every respect. Its appearance is attractive and its text is inspiring. Beginning with the original deed of land for the Muenster colony, it traces through the hardships and sacrifices endured by early settlers to lay the foundation of today's parish, then enumerates the many achievements of the parish.

Reading through this history of Muenster, a person finds the real explanation for the unusual progress enjoyed by the community in recent years. From the very beginning—and more conspicuously during those early days—the people tackled their work with an undaunted courage that does not admit defeat. Determination of the best kind was shown in their colonization during late fall when they had to face winter with meagre provisions and inadequate shelter besides building fences, plowing, planting crops, and those other jobs usually done in moderate weather. Even more determination was apparent after the loss of their first two churches in 1891 and 1893. The present church, completed in 1928 was their third answer to the challenge of the elements.

We of this generation need to read the history in order to appreciate the price of our comfort and security. We need to read it, too, to inspire greater determination in carrying on the good work the pioneers started. They built a solid, rock bottom foundation for a career of prosperity. Fortunately, their descendants have built on that foundation and the Muenster of today, as a result, enjoys a reputation as one of the best small towns in Texas. It can be taken for granted that our generation will carry on the good work and continue to make Muenster advance in a way that would gratify its founders.

Definitely the history of the parish will add something to the jubilee celebration. The historical knowledge it imparts will bring greater appreciation for the real meaning of the event.

Perhaps it would not be out of line to predict that this history will become a text for local school children. Nothing would be more appropriate. American history is taught to inspire loyalty to the nation. Texas history is taught to inspire loyalty to the

state. Then why not teach Muenster history to inspire loyalty and enthusiasm for the home town? After all, most of the children will be local citizens before long. And the better they are as home town citizens the better they will be for Texas and the U.S.A.

Confetti

By CON FETTE

Not so long ago our bank president predicted that the rain Muenster needed so long was waiting until the bank started moving in the building. "You can expect a real gully-washer," he said, "about the time we get the vault side of the building torn off." His prediction wasn't so bad at that. The rain did wait until they started preparing to move, but until the wall was torn off. And it wasn't one of those good ole' soakers.

It just happens to occur to us that the bank, in accepting credit for a shower, will have a hard time evading blame for this long delay. If they had some on when they first said they would the shower would have been more timely. And, while the weather man had a notion, why didn't they go on and tear off that side—and bring on that gully washer. Why worry if some of the ancient framework gets soaking. Since they've mentioned new building we don't care for the old one anyway. But we do care for rain.

It is understood that some of the fellows up and down the main drag are really getting jittery. In fact, a person can take any stock in gambles he can expect to see banners, window designs, streamers, and a lot of other items besides. That's swell. It's encouraging to hear that one corner of town will not have to do all the communal bragging. On the other hand, one spot on Main has us guessing. The big shot there seems just a little too enthusiastic telling about a gigantic streamer that will stretch all the way across the street. Maybe he doesn't realize it, but he's already passed the point of landing. He's said it too much and too loud. He'd better get that streamer unless he's ready to take a lot of ribbing.

Just in case the streamer happens to be there, and in case it carries the legend that has been broadcasted, somebody is likely to become confused. "Established in 1888" doesn't seem quite right for a business in a town that was all prairie in 1889. The catch is that the proprietor, not the business, was born in 1888.

It takes all kinds of people to make a town like Muenster.

The kind of people we have the most trouble understanding is the group that criticized the recent improvement program at the parish hall. "That basement was good enough for our pioneers, and we get along with it for 35 years, so why spend any money on it now?" Wonder how many of the critics stopped to realize that the general assembly hall of this "wide-awake, prosperous community" was about the most unfinished place in town? Not such a good sample of what the community was supposed to stand for, was it? For years it was admitted that the job ought to be done, but it was always postponed because the place is used only a few times a year. This time it just happens that the jubilee furnishes the necessary incentive to do something about it.

Another thought: the hall has been a mint for the parish. Every year it houses benefit affairs that put a couple of thousand in a parish fund. The people who visit those affairs and shell out the hard cash are

entitled to more attractive surroundings. Well, anyway, we'd betcha that the persons who like the change at the parish hall outnumber the others four to one. And the majority rules, doesn't it?

Getting back to the idea of "what was good enough for the pioneers," Surprising as it seems, some will actually let that appeal to their sentiment. They seem to think it is loyalty. Actually, it is a poor opinion of the pioneers. In other words, would the pioneers, in our circumstances, decline to make improvements? The record of their work shows that they would not. If it were possible to move the pioneers fifty years forward to our day we would find that some of our conditions are not good enough for them. The dream of the pioneers was that their achievements would be constantly improved upon. They wanted coming generations to develop what they had begun.

And the inconsistency of it! Nowadays we travel in cars on pavement, use electric light and refrigeration, and in general use the developments of our time. Who wants a horse and buggy on a muddy road lit by a kerosene lamp, a cooling basket in the well or any of the other things the pioneers had to use?

Two weeks ago this column expressed its resentment over an article in another paper of the county relative to the local turkey market. Last week it received a reply—with permission for publication—from the editor of that paper. Because last week's column was prepared before the letter was received we held the letter over until this week. We present the greater part of it here. I read the write-up in your column about the letter we had in our paper week before last, regarding the turkey market. You failed to state that this was a letter from a reader and NOT the opinion of the editor of this paper. It is the policy of this paper to print letters from readers, when we know the identity of the writer. We did not know that she was referring to a firm in Muenster. She said "a firm in the western part of the county." Sometimes we print letters from readers, the opinions of which differ from ours, but you understand that a free press, which believes in free speech, does not refuse to print letters of public interest.

Please understand that The Free Press is a friend to Muenster. I think when I say this that I am expressing the same thoughts of every business man in Gainesville, Muen-

ster is a part of Cooke county. As Muenster prospers, so the county prospers. As Gainesville prospers, Muenster and the balance of Cooke county prospers. It will never be my purpose to print anything in my paper that would injure Muenster or its people.

The Free Press, Albert Herrmann, Editor.

Just to get the facts straight, the column offers the following comment: Perhaps it was NOT the opinion of the editor. We are glad to take his word for it. But he made a grave mistake in not mentioning the writer's name. As far as we know it is customary to hold an editor responsible for what appears in his paper unless he definitely mentions the name of the author.

"Did not know she was referring to a firm in Muenster." Who else could she have been referring to? Where else is there a turkey market 'in the western part of the county'?"

As for a free press and not refusing to print letters of public interest, well, that depends entirely on the editor's discretion. He is supposed to remember that some letters of public interest are unfair to certain people or certain interests. Would the editor print a scandal letter about a respected man in his home town, whether or not it was signed? Public interest or no public interest, would he air the private opinion of one person when he knew the article would cause more harm than good?

The liberty of free speech or free press is not unlimited. One person's freedom ends where another's right begins. Freedom does not guarantee the privilege of saying what might be injurious to another.

Before an editor prints an accusation he should consider its consequence.

Enterprise Ads Bring Results!

You Can't Look YOUR BEST— Unless Your Clothes Look Their Best.

Lone Star Cleaners

J. P. GOULD, Prop.
111 N. 3rd St., Gainesville
Phone 2632

Congratulations

And Best Wishes

On Your Eventful Anniversary

We offer this greeting in the same spirit of intimate friendship that Muenster people have shown us for so many years.

We hope to have the pleasure of serving you for many years to come.



PAY LESS TO LOOK YOUR BEST AT PENNEY'S

TOWN-CLAD LIGHTWEIGHT OVERCOATS

19⁷⁵

Stop at Penney's for the complete story of fall fashion! It's an economical story, too—at Penney's! Shown here is the favorite: the Bal-Raglan. Raglan shoulders, full drap back, semi-military collar—every inch a style champion!

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

Of Course I'm A Stocking Club Member!

I Joined The
'Fifth Avenue' Hosiery Club
The Minute
I Heard About It!



It's a real saving, too! Just ask for your club card at Wilfong's, then buy these sheer, long wearing stockings as you need them—and you receive your 13th pair ABSOLUTELY FREE! You're sure to like "FIFTH AVENUE" ringless chiffon and service weight hose!

79c

Others at 49c and 69c

WILFONG'S
"Gainesville's Thrift Store"

WELL DONE

Friends of Muenster

YOU HAVE EVERY REASON TO BE PROUD OF YOUR RECORD DURING THE PAST FIFTY YEARS.

WE SINCERELY HOPE THAT YOUR EFFORTS DURING THE NEXT FIFTY YEARS WILL BRING EVEN GREATER RESULTS.



Schad & Pulte

Phone 109

East Side Courthouse

Linn News
MRS. A. WALTERSCHEID
Correspondent

J. H. Cone of Nocona spent Tuesday with Diamond King.

A new laundry house has been constructed at the Buddy Reiter home.

Miss Dorothy McKinney, teacher in the Linn school, spent the week-end with homefolks at Era.

Mr. and Mrs. Sloan McCool and sons of Gainesville were Sunday dinner guests of Mr. and Mrs. Sam McCool.

Mrs. Alford Harrison has returned from Nocona, where she spent a week with her daughter, Mrs. Ernest Craven, and family.

Mrs. Ben Sicking and Mrs. Darrell McCool attended a council meeting of county home demonstration clubs at Gainesville Saturday.

Mrs. Dule Rosson, who is taking treatments at a hospital in Wichita Falls, spent the week-end here with her family.

Mr. Dunn and Miss McKinney, teachers here, were in Gainesville Wednesday to attend a convention for school teachers of the county.

The Bob Steadham and Diamond King homes have received complete interior redecorations including new wall paper, paint and varnish and minor rebuilding.

Mr. and Mrs. Charles Bradley and Mr. and Mrs. Diamond King spent Monday with their daughter and sister, Mrs. Grover Pikes, at Gainesville.

Mr. and Mrs. Price McCool spent Sunday with their son-in-law and daughter, Mr. and Mrs. Clarence Hudspeth, in the Spring Creek community, and made the acquaintance of their new grandson who arrived at the Hudspeth home last week.

Mr. and Mrs. Herman Luttmier and Mr. and Mrs. George Lutkenhaus visited relatives in Oklahoma this week. At Norman they were guests of Mrs. Lutkenhaus' parents, Mr. and Mrs. George Loeffelholz, and other relatives and friends. On their homeward drive they stopped at Turner Falls for a picnic.

USUAL GOOD WORK DONE AT MISSION CIRCLE MEET

The usual amount of commendable work was done Thursday afternoon when the Saint Anne's Mission Sewing Circle met in regular monthly session in the parochial school basement.

In addition to the completion of two wool comforts, mending and remodeling was done, a number of dresses for children made, and hospital bandages cut and rolled.

Eleven pieces of altar linens were packed for shipment to an Alaskan missionary and a box of clothes was sent to a Mexican mission in Fort Worth.

At the close of the afternoon Mrs. Felix Becker served hot coffee and doughnuts to 12 members.

C. D. A.'S HAVE MEETING AND STUDY CLUB SESSION

The most important business of the meeting of the Catholic Daughters of America, Friday evening was the discussion of plans for the observance of their silver jubilee. This event will be commemorated on January 7, with a program, the details of which will be worked out in the near future.

The date of the monthly social of the court was changed from the last Thursday of the month to this



Sacred Heart School and pupils of 1939-40

Thursday, Mrs. John Yosten will be hostess in the K of C Hall.

Following the business session, the regular semi-monthly discussion period was held with Mrs. M. J. Endros leading the lesson on "The Lord's Prayer," the second chapter of the current textbook.

The next gathering for the Saint Mary's Study Club was set for this week Wednesday. Mrs. H. F. Hennigan was named leader and two chapters of the book were assigned as the lesson.

MRS. WIELER IS HOSTESS TO GET-TOGETHER CLUB

Mrs. John Wieler was hostess to Get-Together Club members in her home last Wednesday afternoon during which progressive 42 series furnished diversion for the group.

Mrs. Clarence Wilson scored high in the games and was presented with a set of six tumblers. Mrs. John Kathman was the recipient of an egg tester as the consolation favor. Birthday gifts were received by Mrs. Paul Nieball and Mrs. William Becker.

At the close of the afternoon the hostess served a delicious plate lunch to 15 members and two guests, Mrs. Elizabeth Wieler and Mrs. Joe Pelzerhoff. Mrs. N. D. McRae was welcomed as a new member.

The meeting next month will have Mrs. J. B. Wilde as hostess in the home of her mother, Mrs. John Eberhart.

A recent check-up showed that Texas farmers have received more than 34 million dollars in 1937 cotton price adjustment payments, a few more of which are yet to be made; more than 59 million in 1938 (farm and range) conservation checks, which are being paid this year; more than 3 million in 1939 wheat price adjustment payments, and almost 5 and a half million in 1939 cotton price adjustment cash.

RESOLUTION FOR AN ORDINANCE

AN ORDINANCE PROHIBITING THE PRACTICE OF ALLOWING CATTLE, HOGS, CHICKENS, OR ANY LIVESTOCK, TO BE KEPT WITHIN THE LIMITS OF THE CITY UNLESS SUCH LIVESTOCK BE SECURELY KEPT IN AN OR-

DERLY AND SANITARY MANNER UPON THE PREMISES OF THE OWNERS OF SUCH LIVESTOCK, WITHIN A FENCE PROPERLY CONSTRUCTED TO HOLD SUCH LIVESTOCK AND TO KEEP SAME FROM BREAKING OUT AND TRESPASSING UPON THE PUBLIC HIGHWAYS OR ANY STREETS WITHIN THE LIMITS OF THE CITY, OR UPON ANY PROPERTY OTHER THAN THE OWNER OF SAID STOCK, DECLARING SUCH PRACTICE TO BE A NUISANCE; AND PROVIDING PENALTY FOR THE VIOLATION THEREOF.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MUESTER, TEXAS:

Section 1. Nuisance to allow cattle, hogs, chickens, horses, mules, and other similar livestock to be kept within the limits of the city of Muester, Texas, unless such above men-

tioned livestock is properly kept within a well bound and constructed fence securely built so as to keep such livestock from breaking out and roaming or trespassing upon the public highways or streets or upon any property other than that of the owner of such livestock, and such practice is hereby declared to be a nuisance, and punishable as such nuisance as a misdemeanor.

Section 2. Police Officers to enforce. The city Marshall and or any other police employed by the City of Muester shall have and is hereby instructed to enforce this ordinance whenever such nuisance is brought to his attention or when such nuisance becomes aware to him upon his own knowledge or when any citizen within the city shall inform him of such violation of this ordinance.

Section 3. Punishment. Any person found guilty of perpetrating a nuisance as described and prohibited in section one of this ordinance, shall upon conviction thereof, be fined not exceeding \$10.00 and each violation shall be considered as a separate of-

fense. If said fine is not properly paid, and the officer making complaint or the citizen, shall impound such livestock which shall be held to secure the fine assessed or in the event not sufficient to pay the fine the assessment shall be treated as other fines of the City and be prosecuted accordingly.

Section 4. This Ordinance being deemed an emergency Ordinance and the usual requirements calling for three separate readings is hereby suspended and upon passage by the majority of the Alderman present shall make this ordinance become a law.

Above Resolution and Ordinance was passed by the City Council with the following results. Ayes 5; No. None. Passed this the 6th day of November, A. D., 1939.

BEN SEYLER,
Mayor

City Secretary:
RAY HELLMAN.
(Nos. 51-52-1)

With Appreciation
For Countless Courtesies To Us
We Extend
Best Wishes To Muester
On It's Golden Jubilee
Emmett and All The Boys
at
Curtis Sandwich Shop
Gainesville

A City Is Judged By ●●●

●● Its Citizenship

First impressions are lasting! Strangers form their first impressions of Muester as they observe the citizenship at their various endeavors. Your congenial, industrious citizenship is your heritage of a good, lasting first impression.

●● Its Co-operation

Co-operation with religious, community and business interests is the vital spark of Muester! Without the co-operation of the entire community it would have been impossible for the City of Muester to have endured these fifty years.

●● Its Progressiveness

Your spirit of progress is the driving power behind the Muester community! Without it you would disintegrate and become a disappointing monument to those fearless pioneers whose courage and determination founded the settlement of Muester.

To the Fifty Years of Co-operative Progress by Muester Citizenship

CONGRATULATIONS!

Teague Company

Dixon at Elm

Gainesville

The
Gainesville National
Bank

**CONGRATULATES
MUESTER**

—and its citizens on their achievement in developing a truly progressive community.

★★★★

**GAINESVILLE NATIONAL
BANK**

Gainesville, Texas

RADIO SALES & SERVICE
— ZENITH —
Vernon (Doc) Turnage
110 N. DIXON

Clyde W. Yetter D.E.S.
General Practice of Dentistry
DENTAL X-RAY
SAINT JO, TEXAS

Joe Schmtz
Agent for
"State Reserve Life Insurat Co."
LINDSAY, TEXAS



Walterscheid, for the bridal party, their parents, and brothers and sisters of the couple. An informal reception for relatives honored the couple during the afternoon and dinner was served at 5 o'clock.

The reception rooms were decorated with cut flowers and a color scheme of white and pink prevailed. The bride's table was lovely centered with a tiered cake topped with a miniature bride and groom, and flanked with pink tapers in crystal holders.

The young people are as popular in their circles as their families are in social and civic circles in the community. Mr. Dangelmayr is a son of Mr. and Mrs. Joseph Dangelmayr. He and his bride are both natives of this community where they attended Sacred Heart School.

The couple is at home 8 miles northeast of the city in a new bungalow of native rock. He will engage in farming.

A pre-nuptial party honored the bride last Thursday when the Blessed Virgin Sodality, of which she is a member, entertained in the parish hall with a miscellaneous shower. Misses Olivia Walterscheid and Matilda Hess were hostesses and directed games suitable for the occasion. Refreshments were served at the close of the afternoon to 13 guests.

IDENTIFY PAIR IN VENDING MACHINE THEFTS OF LAST MAY

Two men were identified in Gainesville Friday by Muenster and

Valley View merchants as the ones who took their vending machines last May while impersonating Texas rangers. They were charged on felony complaints in justice court with theft over \$50 and were taken to another county where charges are expected to be filed.

Members of the Texas Rangers force brought the men to Gainesville after having filed similar charges in several other counties of the state.

Five machines, found in the possession of the two men in Dallas, were reported stolen from this county, and the rangers who are investigating the alleged thefts report that several hundred other machines were also found in their possession.

ARTHUR ENDRES RETURNS TO CITY AS MILL EMPLOYEE

Mr. and Mrs. Arthur Endres are expected to return to Muenster this Thursday to make their home. He will be the bookkeeper for Muenster Milling company. He was formerly connected with Kraft cheese company at Sulphur Springs.

They will occupy rooms at the Al-

Best Wishes

To Everyone for a pleasant Jubilee

George Gehrig

Hardware—Shoe Repairing
Muenster

ols Walter home until the house now occupied by John Voth is vacated when he moves near Gainesville on the Barney Voth farm.

Mrs. H. J. Lutkenhaus and children Hugo, Bill and Miss Emma, accompanied by Miss Gladys Richter, spent several days of last week near Amarillo with Mr. and Mrs. Oscar Detten and family.

To Feel And Look Your Best Visit
Lou's Barber Shop
Muenster

Enterprise Ads Bring Results!

We Congratulate You Citizens Of Muenster

On your achievement of developing a wide-awake, progressive community.

WILFONG'S

"Gainesville's Thrift Store"

Apostolic Blessing of His Holiness Pope Pius XII

WALTERSCHEID AND DANGELMAYR RITES PERFORMED TUESDAY

A wedding of widespread social interest was solemnized Tuesday morning at 9 o'clock, when Miss Elfrieda Walterscheid became the bride of Herman Dangelmayr, Rt. Rev. Msgr. A. Dangelmayr of Dallas, brother of the bridegroom, performed the ring ceremony and officiated at the nuptial high mass.

The bride wore a gown of white slipper satin fashioned with a gathered waist and full bouffant skirt that extended in graceful folds to the floor. The frock was topped with a quilted bolero jacket of the same material made with wrist-length sleeves. Her only jewelry was a gold chain and cross, gifts from the bridegroom. Her veil of sheer net

was held by a wreath of orange blossoms and fell into a slight train. She carried a shower bouquet fashioned of white carnations and valley lilies.

Attending as maid of honor was Miss Olivia Walterscheid, sister of the bride. She wore a frock of dusty pink brocaded taffeta made with a moderated bustle effect and short puffed sleeves. It was topped with an abbreviated jacket. She wore a small hat made of pink ribbon and net, and a shoulder corsage of assorted snapdragons.

Mr. Dangelmayr chose as his best man, his brother, Albert Dangelmayr.

Preceding the ceremony Anthony Luke, organist, gave the traditional wedding march and during the service assisted the church choir in rendering the mass "Missa Tertia".

Following the ceremony a wedding breakfast was served at the home of the bride's parents, Mr. and Mrs. Joe

A Visit To The Jubilee

Is not Complete Unless it includes a visit to

Joe's Recreation Parlor

J. C. Trachta, Established 1888

BULOVA
Watch values!
\$1.00 HOLDS YOUR CHOICE 'TIL XMAS!

AUDREY \$24⁷⁵

MISS AMERICA 17 Jewels \$33⁷⁵

DEAN 15 Jewels \$24⁷⁵

AMERICAN CLIPPER 17 Jewels \$29⁷⁵

Watts Brothers

Gainesville

DOZENS OF SERVANTS



For Your Home



Bringing you greater comfort and convenience, reducing the burden of domestic work.

That is our principal contribution to the progress of Muenster during the thirteen years of our service to the community.

We congratulate Muenster on its Golden Anniversary and for its continuation of the notable progress it has enjoyed in the past.

TEXAS POWER & LIGHT COMPANY

Pioneers of Transmission Electric Power in Texas

Myra News

MRS. JOHN BLANTON
Correspondent

Mrs. Lon Blanton is ill at her home since Monday morning.

Mrs. Sam Biffle who has been seriously ill for the last few weeks is reported to be unimproved.

Mr. and Mrs. John Blanton visited Miss Dorothy Blanton at Leo Tuesday evening.

Miss Dorothy Blanton, teacher in Leo, spent the week-end with her parents, Mr. and Mrs. John Blanton.

Mr. and Mrs. Fred McTaggart visited relatives and friends in Denton and Fort Worth Sunday.

Luck Piott of San Antonio arrived Saturday for a visit with his parents, Mr. and Mrs. N. Piott.

Mrs. B. M. Williams of Fort Worth was the guest Saturday night of her mother, Mrs. J. T. Biffle, Sr.

Mr. and Mrs. Andy Clark of Bonham visited Thursday with Mrs. J. T. Rosson, Sr.

Mr. and Mrs. Ray Hudson spent Sunday with Mr. and Mrs. Jess Belvin at Slidell.

Major Ware is still confined to his bed because of illness. He is reported slightly improved.

Mr. and Mrs. Howard Stout and daughter, Bobby Joyce, of Hays visited Mrs. Lena Maude Corbin and daughter Sunday.

Mrs. Leroy Porter and daughter, Betty Jo, and Mrs. B. C. Rosson made a business trip to Sherman Saturday afternoon.

Mr. and Mrs. Nat Piott, Mr. and Mrs. Boss Piott and Luck Piott spent Sunday with Mr. and Mrs. Harry Miser of Gainesville.

Miss Faye Roark spent the week-end in Denison with her sister and family and attended the Denison-Gainesville football game.

Miss Florence Reece of Fort Worth and Mrs. J. C. Reece of Gainesville visited Mrs. Boss Piott here Monday.

Mrs. Jeff Linn of Linn Community, and daughter, Mrs. Era Mitchell

DR. W. W. MICKS

Ear, Eye, Nose & Throat Specialist
Glasses Scientifically Fitted
Teague Bldg., Gainesville
MISSOURI

Phone Us Your Order

for Muenster Gasoline, Kerosene or Oil
We Deliver Promptly

Soft Drinks, Candies

The Rock Station

Paul Walterscheid

On Highway 82

4 miles east of Muenster



Saint Mary's Church—1892
Destroyed by storm July 31, 1893



First Muenster Band—1893

and children of Indiana visited Mrs. J. T. Rosson Wednesday.

Mrs. Mollie Hudson of Leo, Mrs. Fred Snuggs and Mrs. W. J. Jones of Gainesville spent Monday with Mr. and Mrs. Ray Hudson.

Mrs. A. E. Barnes entertained her parents, Mr. and Mrs. O. W. Myers of Valley View, with a birthday dinner for Mrs. Myers Sunday in her home here.

Mrs. Ernest Biffle visited Monday and Tuesday in Fort Worth in the home of Mrs. Charles McFadden and with her guest, Mrs. Grace Pratt, of Glendale, California.

Mesdames A. R. Andress, Fred McTaggart and A. E. Barnes were guests of the Lucy Lee Home Dem-

onstrations Club north of Gainesville Tuesday afternoon, for the achievement program.

Those who attended "The Womanless Wedding" presented at the Hays School Thursday night were: Mesdames Lena Maude Corbin, Mattie Meador, J. T. Biffle, Mr. and Mrs. Leroy Porter, Misses Beth Corbin, Dorothy Neely, Ethel Mae Watson and Betty Jo Porter, and David and Bill Biffle.

MYRA BAPTIST WOMEN PLAN MISSIONARY PROGRAM

The Myra Baptist W. M. S. met for a business meeting Monday afternoon at the church. Mrs. Parker Fears brought the devotional reading the 12th chapter of Romans.

Prayers were made for an all day Missionary program on the second Monday in December at the church. Ten women attended the meeting.

FOUR MILES OF PIPE LINE FOR EACH MILE OF RAILROAD TRACK

Every mile of railroad track in the United States is matched by four miles of pipeline carrying enormous flows of crude oil, gasoline, steam, natural gas, water and ammonia.

These are controlled like any other big transportation system—with main lines, terminals, branch lines, stations and schedules.

The first pipeline was laid in 1862 by a Pennsylvania refinery operator. At the time, oil was being hauled in wagons, and the line narrowly escaped destruction by angry freighters who claimed it would take away their jobs.

Year after year since then, the

something like \$1,500,000,000 annually for power and power machinery, whereas, before the World War, they sold power in the form of work animals worth several hundred million dollars annually.

GREETINGS

To every resident and friend of Muenster on the Golden Jubilee.

We hope you will enjoy every minute of this momentous event.

The Electric Shop

V. J. Luke

Muenster

SLOW BUT SURE!!

Muenster is not a boom town. It did not spring up over night nor advance on a shoestring.

It spent fifty years developing a progressive small town on a solid foundation.

It is ready and able to carry on.

*

We are proud to call Muenster our home. We are as confident of its future as we are proud of its past.

*

Fisher's Market & Grocery

Muenster, Texas

THIS LUMBER YARD

ORIGINATED WITH MUESTER

It was opened by Frank Hesse and Barney Wiesman late in 1889 when the first settlers began building their homes. Three years later it became a branch of the Waples-Painter system.

HELPED MUESTER GROW

Through these fifty years the yard has constantly assisted the people of Muenster, not only by the normal function of furnishing quality materials at reasonable prices and helping plan and finance countless building ventures, but also by contributing to community enterprises. It has truly established itself as "The Old Reliable."

KEPT PACE WITH

MUESTER'S GROWTH

Like the community, the yard has improved wonderfully in these fifty years. As community growth made greater demands on its facilities, it made the necessary expansions, also kept up with the times in building methods and materials. Today, as fifty years ago, it is more than adequate for the demands of Muenster.

The Old Reliable

Waples Painter Co.

CONGRATULATIONS

To The People Of This Community On The Progress Glorified By Their Golden Jubilee Celebration.

★ ★ ★

We are proud to announce that our contribution to this progress, the erection of a modern attractive bank building, is now under way. It is our expression of confidence in the stability of this community.

★ ★ ★

Officers and Directors of

The Muenster State Bank

A Good Bank to be with



WHO SAID SO?

Who said Muenster would fade away like so many other small towns?

We are proud to vote the opposite trend, as shown by constant development through hard times and climaxed this year by the greatest construction movement in the history of the town.

DIXIE DRUG STORE

Muenster

MUENSTER IS KNOWN FOR---

COMMUNITY COOPERATION
THOROUGH, DIVERSIFIED FARMING
SECURITY FOUNDED ON THRIFT
PROGRESS BASED ON INDUSTRY

And a dozen other factors that combine to make life more pleasant and profitable.

WE ARE KNOWN FOR---

- Feed Grinding and Mixing
(at our Mill or at your bin)
- Grain Cleaning
- Red Chain Feeds
- Poultry Feeds and Remedies
- Hauling of all Kinds
- Grain and Livestock Dealing

Muenster Milling Company

Roy and Frank, Props.

Happy Birthday To You!
Friends Of Muenster

Big News

GLORIOUS NEW STYLES IN WINTER DRESSES.

Everyone a fashion headliner, so smart looking you'd think they cost much more. Lovely new fabrics in black and charming colors. Sizes for misses and women.

\$2.98 \$3.98 \$4.98

The 25 per cent Discount on all winter coats is still in effect. If you need a winter coat you can't afford to pass up this remarkable bargain.

The Ladies Shop

West Side Courthouse

Mrs. J. P. Goslin

Miss Ruth Craven

We Extend Our Sincere
Felicitations To The
Muenster Community

Your celebration of your Golden Jubilee is an outstanding monument to your community progress and co-operation. We are glad to wish you well and express our appreciation of the many pleasant connections we have enjoyed.

Home Furniture Co.

Gainesville

History---

(Continued from page 3)

ers Marketing Association of Muenster.

A phenomenal success in membership co-operation justified the erection of new buildings and equipment until the present group was accumulated.

The association began by handling eggs, cream, poultry, pecans, hides and other farm products, later expanding to the field of grains and livestock. Then it began buying certain staple commodities, such as twine, potatoes and apples, in car-load lots for its members. Both in buying and selling the organization prospered by saving for its members the normal middle-man's profit.

In 1925 the FMA advanced a step from cream dealership to butter manufacture, and five years later to cheese manufacture, which is the organization's chief business today. During recent years the plant has averaged more than a million and a quarter pounds of cheese, paying about \$175,000 to dairy interests of Muenster and surrounding communities. The FMA's activity with cream, butter and cheese is largely responsible for the many splendid herds here.

A turkey packing program, lately in cooperation with a nationally known packer, has become an important seasonal industry. On an average Muenster ships out 8 or 10 car-loads of dressed turkeys a year. In value of birds and wages for picking, packing, etc., the industry pays out about \$40,000 a year.

The early practice of buying certain commodities in car load lots led eventually to the opening of the co-op's own store. At this time, in its new building, the store is recognized as an outstanding grocery-market of North Texas.

Discovery of Oil

For the greater part of its 50 years the history of Muenster's development is principally the story of cooperative ventures. Its growth was the natural result of gradual increase in population. Thus, until 1926, the community enjoyed a slow, steady advance as new business houses originated and the farming area extended.

Seemingly there was no limit to prosperity when oil was discovered here in 1926. A well near Bulcher in July of that year brought in a horde of promoters with generous supplies of the easy money that already flowed freely as result of national prosperity. Muenster farmers received thousands from the sale of leases and royalties. In September of 1926 the first Muenster well, at Dangelmayr's, started the excitement. At last it seemed the community would receive some compensation for its disappointment in the test well at Robert Yosten's eight years before.

Boom Times

A typical old time oil boom followed the discovery of the townsite pools at 1200 feet and 1700 feet in January and April. Oil operators and workers moved in by the dozens, shacks went up almost over night.

The boom was destined to be short lived, however. Because of small production oil men left for brighter prospects with the discovery of giant fields in West Texas. Shortly afterward, with big production in East Texas and South Texas the Muenster field was insignificant. Families moved out as rapidly as they had moved in. About 20 shacks were torn down and hauled away. The only 27 boom buildings remaining today are the drugstore-clinic, Wolf's hotel, Fishers grocery, J. B. Wilde garage, and Schmitz blacksmith shop. They were the substantial buildings built by local men rather than promoters.

Of substantial value to the community was the knowledge that oil was available here. Oil operators, though not ready to drill for small production while they could get big wells elsewhere, were reluctant to give up their leases. Year after year they sent Muenster landowners thousands of dollars to maintain their option, but did little in the way of development.

Oil Activity Revives

After big fields had had their play and the state adopted proration regulations, it was inevitable that oil men came back to continue their work here. Fortunately, by that time the oil industry had settled down. It was less a "get rich quick" adventure and more a normal business with less attraction for the unruly element.

There was intensive interest but no wild excitement connected with the revival of oil activity in 1935 in the area north and northeast of Muenster. Drilling was systematic. New homes and tool houses of substantial construction went up one by one.

The same attitude prevails today. Oil is recognized as a major industry of the community, not an exciting gamble. Last winter when the

How To Relieve Bronchitis

Bronchitis, acute or chronic, is an inflammatory condition of the mucous membranes lining the bronchial tubes. Creomulsion goes right to the seat of the trouble to loosen and loosen phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back.

CREOMULSION
for Coughs, Chest Colds, Bronchitis

best field of local history was discovered at Voth's there was not a tenth of the madness connected with the small producers of the townsite pool twelve years before.

A Big Help

Thus it is that a valuable natural resource combined with the pioneer co-operative spirit to create Muenster's phenomenal progress. At the present time the Muenster field has more than 400 wells producing an average of at least 10 barrels a day. Royalties from that production bring handsome returns to many farmers. Lease rentals bring regular payments to many more. It is conservatively estimated that at least a million dollars was brought to the community by leases, royalty sales, and production between '26 and '35. The amount brought in since that time through the same channels is probably another million.

Community expansion during recent years gives a rather convincing picture of the importance of oil. Farmers, already making a comfortable living through co-operation and hard work, were able to invest almost all their oil money in more land. Muenster people bought almost as much land since 1925 as they did the preceding 35 years.

The Refinery

Another industry, an outgrowth of the oil industry, is the Muenster refinery. Begun 2 blocks south of the depot by Cosart in 1926, it was transferred to A. G. Hutton in '28 and remodeled twice before being moved to its present location in 1930. From that time to the beginning of this year it operated in a moderate way, seldom running to its capacity of 200 barrels.

Shortly after the opening of the Voth field G. A. Mattson joined Hutton as a partner and the two began a real series of improvements. At this writing the regular payroll has been increased from 4 to 22 and the distilling capacity from 300 to 1250. The company owns its own pipe line system, keeps 4 trucks on the road constantly, and is now installing a cracking plant.

1939—Most Eventful Year

Expansion at the refinery is only one of the high spots in Muenster's golden anniversary year. As though forming a triumphal climax in a carefully planned and well executed program, circumstances combined to make this year the most eventful in all of Muenster's history. The record of achievement is a fitting triumph to close the half century that had begun with so much heartbreak and toil.

Activity started with the very beginning of the year. At Voth's a new oil pool was discovered and awaited the arrival of several operators. At the same time the rural electrification system was under way, requiring only about three months until farm homes of this and neighboring communities would receive their first adequate electrical service. Then came the series of refinery im-

(See HISTORY Page 12)

A Salute to Muenster!

Since we established our store in January, 1909, we've watched your growth and advancement—we've shared in your prosperity—and we are grateful.

We handle a complete line of groceries, fresh meats, dry goods, shoes and work clothes.

Jacob Pagel

Muenster

REALLY GOING PLACES

In Appearance As Well As
Business Progress

During the past few years hundreds of trees, shrubs, and flowers were added to dozens of places in the community.

We are grateful for the opportunity of helping in this beautification program.



Proffer and Woolfolk Nursery

Formerly Highway 5 Nursery

Gainesville

Sensational! WARDS MOST LIBERAL
CHRISTMAS GIFT OFFER... A NEW 1940 REFRIGERATOR WITH
NO MONTHLY PAYMENTS
until **MARCH 1ST**

- ★ Big handsome 6.4 cu. ft. model!
- ★ New for 1940—Never shown before!
- ★ Put it under your Christmas tree!

124⁹⁵

JUST IN TIME! Christmas gift supreme offered on the most sensational terms in Wards history! BIG 1940 ELECTRIC REFRIGERATOR has features months ahead! COMPARE WITH MAKES AT \$40 MORE! SEE its built-in Food Guardian... automatic interior light... stainless Speedy Freezer... automatic tray releases! 5-year warranty! Think of it! YOU can give this gift of gifts... by paying only \$5 now and nothing more until March 1st!

Check these Features

New covered Meat Froster, 2½-in. deep! 23-qt. bin keeps your vegetable fresh! Jiffy Cube ice tray! Double-lever release! Also 2 convenient rubber-grid ice trays! Freezes 54 cubes of ice at one time! Ten-position temperature control! Sliding shelves!



\$5 Down. Not a Penny More Until March!
\$6 Monthly starting March 1. Carrying chg. Sensational offer for a limited time only!

MONTGOMERY WARD

113-115 S. Commerce

Gainesville, Texas

Phone 383

Local NEWS Briefs

The Mary Bernauer estate home is being repainted this week.

C. K. Walsh of Wichita Falls was a guest in the John Fisher home Sunday night.

An eye infection has kept F. A. (Wimpy) Kathman confined to his home most of this week.

John Wieler is the owner of a new 1940 Ford tudor purchased last week.

G. H. Hellman, John Wimmer and Walter Becker visited in Montague Sunday on a combined business and pleasure trip.

Vincent Trachta of Oklahoma City was here during the week-end for a visit with his mother, Mrs. Annie Trachta, and other relatives.

A daughter, Gwendolyn Elizabeth, was born to Mr. and Mrs. Arnold Friske at the Gainesville hospital Sunday morning.

Mr. and Mrs. Henry Fette spent the week-end in Tulsa as guests of Mr. and Mrs. C. A. Siekman.

Ed Gossett, representative of this district in the U S congress, will be here on jubilee day and deliver a short address at the banquet.

Mrs. H. J. Lutkenhaus has fine, fat geese for sale at her home north of the city. (Adv. 52 pd)

Mrs. F. J. Schenk had the misfortune of fracturing her right arm when she fell at her home Friday morning.

Both schools, the Sacred Heart parochial and the Public school, will be closed in observance of the Golden Jubilee celebration on the 23rd.

Paul Nieball and Henry Luke attended a barbecue for American Legion members given on Armistice Day at Gainesville in the American Legion hall.

John Henscheid of Norman, Okla., arrived this week to help work on the new bank building. He expects to move his family here as soon as he can find a suitable location.

Rev. B. Hoelsopf of Lawton, Okla., will arrive next week to be Henry Luke's guest during the jubilee celebration. They were school mates in Missouri.

Mr. and Mrs. Joe Parker will move Wednesday to the J. B. Wilde rent house in the east part of town. The house they now occupy will be rented by the Lawson family who lives one door north.

Approximately 40 members of the local K of C council were at Sherman last Sunday to attend a major degree initiation. Father Edward Devers of Decatur was the only candidate of the Muenster council.

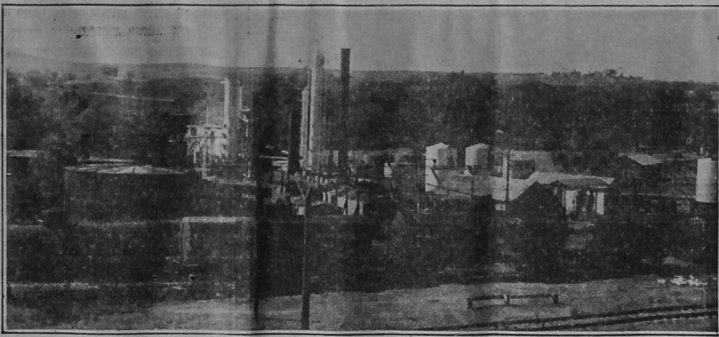
John Schilling and Pete Kleiss spent the week-end in Dallas and Fort Worth on business and enroute home stopped over for a visit in Pilot Point with Mr. Schilling's daughter, Mrs. Joe Feizel, and family.

Straw stack for sale. See Ed Walterscheid. (Adv. 52p)

Mr. and Mrs. George Yosten and daughters, Grace and Lorine, of Stanton, Nebraska, arrived last week for a vacation visit here with his relatives. They will remain for the jubilee celebration.

For Sale: All porcelain gas stove, pilot light, automatic heat control on oven. In perfect condition. J. B. Wilde. (adv. 52).

John Henry is the name of the new son of Mr. and Mrs. Buddy



Muenster Refinery as seen from the overpass.



Flusche Brothers—Founders of Muenster
August Emil Anton

Fette. He arrived at the family home Monday and was christened the same day with Mr. and Mrs. Henry Streng as sponsors.

Mr. and Mrs. Henry Henscheid announce the birth of a son, Theodore Joseph, Monday morning. Leo Henscheid and Mrs. Lawrence Zimmerer of Lindsay assisted Father Frowin as sponsors at baptism Monday afternoon.

Turkeys for sale: Baby beef type toms at \$5.00 each. Also White Leghorn hens at 50 cents each. Mrs. Alford Harrison, Rt. 2, Muenster. (Adv. 52-1).

Mrs. Ben Hellman's two sisters, Mrs. Frank Phillips of Portland, Oregon, and Mrs. Tessie Stinson of Spokane, Wash., will arrive in the city next Tuesday to be her guests during the jubilee celebration. Mrs. Hellman's daughter, Mrs. T. P. Frost, of Ada, Okla., arrived this week to spend a short vacation and attend the celebration.

Miss Mildred Walterscheid, daughter of Mr. and Mrs. C. M. Walterscheid, appeared as a guest artist at the "Bosses Banquet" given by the Business and Professional Women's club at Gainesville in the Masonic Temple dining room Monday evening. She appeared in a Spanish costume and gave accordion and vocal numbers.

If You Want to Sell It, Advertise It.

RADIO TESTING and REPAIRING
All Kinds of TUBES SENTINEL RADIOS

F. A. Kathman
At FISHER'S MARKET
Muenster

Happy Birthday, Muenster!!

May each future birthday see greater strides in your advancement.

DANGBURN'S
Better CANDIES

Louie's Cafe

L. A. Bernauer

Muenster

If You Want to Sell It, Advertise It. Please Patronize Our Advertisers

1889

An Unknown Spot On The Prairie

1939

An Outstanding Small Town of Texas

For an advance such as few others can boast, we offer Muenster our warmest congratulations. For friendly dealings during our short time in business we extend sincerest thanks.

Zimmerer & Kubis

417 N. Commerce

Gainesville



50 Years Younger Than Muenster---

But A Major Factor In Its Development

In the spring of this year—Muenster's Golden Anniversary—Adequate electrical service became a reality in rural homes of this area. Its coming was the most important single event in the series of advances over the past half century.—An appropriate close for the first era of the community's success story.

Though financed through a federal project this organization owes its existence entirely to the cooperative spirit of Muenster People. Their invited effort was responsible for a small local unit that has since been extended to many surrounding communities and into another county.

This System Is A Monument To The Progressive Cooperative Spirit Of Muenster



COOKE COUNTY ELECTRIC CO-OPERATIVE ASS'N. INC.

Muenster

We Salute You On Your Celebration Of Fifty Years Of Progress

Your fifty years as a progressive community was not accomplished without concentrated co-operation. We salute you, Muenster, and extend to you our sincere wishes that your next fifty years will outshine your last fifty. The Purity Bakery is proud to have served the Muenster community and looks forward to many more years of pleasant association with your enterprising business men.

Purity Bakery

John Hardy, Prop. — Gainesville, Texas —

History---

(Continued from page 10)

improvements, and later still the erection of modern, attractive business houses for the FMA and the Muenster Enterprise. The electric co-operative occupies half of the Enterprise building. The telephone system has been completely overhauled. Construction on a new bank has just got under way. It is almost certain that the new filling station for the corner of Main and the highway can be started before the end of this year. An extension of the rural power lines has already been contracted and should begin soon.

Home Building

Combined with all these business ventures was the most intensive home building campaign the community has known. More than fifteen new houses were built and twice as many homes were favored with improvements. The number of barns, poultry houses, garages, oil lease tool houses, etc., is well ahead of the dwellings.

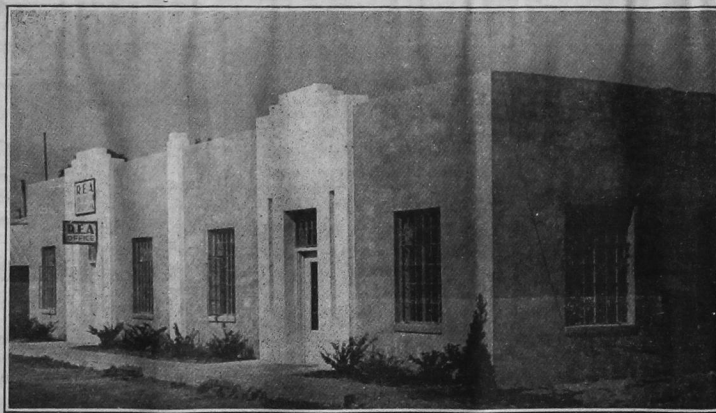
Electric Co-operative

Another co-operative undertaking, it will be noted, constituted one of the major improvement projects. The rural electric distributing system, though financed through a federal loan, was locally organized and is owned by the persons served. It owes its existence entirely to the co-operative activity of Muenster men, who first formed the nucleus of the company and then extended it to neighboring communities.

At the present time the system consists of more than 400 member-consumers on slightly over 200 miles of line. Another 225 signed-up members are due to be served soon by the 95 mile project already contracted.

Other Advances

For obvious reasons this article has been confined to the more outstanding developments and their causes in the half century transition of a spot on the prairie to one of the



Enterprise Building Completed October, 1939

outstanding small towns of Texas. Other events too are worthy of a place on the general picture. They may be regarded as major progressive steps resulting from factors already mentioned.

Among such details are to be included the advances made by the city of Muenster—all of them indirect effects of progress in the surrounding community.

The convenience of gas has been available to Muenster since 1929 and of electricity since 1926. The city was incorporated under the laws of Texas in 1927. Five years later it installed its water system and organized its volunteer fire department, which, according to reliable estimates, has saved residents enough in insurance rates to offset most of the cost of the water department. The water system was enlarged this year by the addition of a municipal water well. Previously the city bought its water from the PMA. The next major project was paving Main street in 1936. Gravel for other streets has been applied at various times as it became necessary.

Likewise in the country, roads have been favored with gravel and new bridges until they are quite adequate to the needs of the community. The principal road leading through town, highway 82, has been paved since 1937 and the splendid overpass crossing the Katy track west of town was completed a year before. Incidentally, the city of Muenster enjoyed a very welcome temporary business as the result of having three construction camps located here during as many years.

Beautification
As for improvements in appear-

ance, the city has gone far in the past few years. Pavement, graveled streets, and better buildings have contributed much, but more was done through the energy of a group of enthusiastic women composing the Ladies Civic League and Garden Club. During the past two years hundreds of shrubs, trees and flowers were planted at dozens of homes, both in city and country. A great number of homes also improved with lawns and curbs.

The most notable beautification

project was that in the cemetery. Two years ago that place had a pitifully crude and uncared-for appearance. Today, with well arranged and well kept lawn and shrubbery, it is one of the beauty spots of town.

As regards recreation, the city can boast a splendid, well lit ball park with a fair-sized grand-stand.

This, in brief, is the story of Muenster's half century of progress,—progress based upon the indomitable, co-operative spirit of its pioneers and aided by good fortune in

the presence of fertile land and valuable oil deposits. Muenster has gone far since those memorable days of 1889. It can glance back with pride. It can look forward with enthusiasm and inspiration.

**Achievement, Not Age
Is The Measure of
Success**

Anybody, anything, can have a jubilee, but the event has little significance unless it recalls a worthwhile record of progress.

Herein is the Glory of Muenster's Golden Jubilee—

It is more than just an anniversary. Recalling the thrilling story of pioneering and development, it is a fitting memorial to time well spent.



Jimmy's Service Station

Muenster

**NEW
TEXAS
THEATRE**

SAINT JO, TEXAS

**DOUBLE FEATURE
PROGRAM**

FRIDAY — SATURDAY
November 17-18

Mickey The Kid

with

Bruce Cabot — Ralph Byrd
Zazu Pitts
and

**The Man From
Sundown**

with

Charles Starrett — Iris Meredith

PREVUE SAT. NIGHT
and SUNDAY
November 18-19

Lost Squadron

with

Joel McCrea — Richard Dix
Mary Astor

MONDAY — TUESDAY
November 20-21

THE MARX BROS.

in

A Day at the Circus

with

Kemney Baker — Florence Rice

Wednesday — Thursday
November 22-23

**The Roaring
Twenties**

with

James Cagney — Humphrey Bogart — Priscilla Lane

State Gainesville

Prevue Saturday
SUN. — MON. — TUES.

**Falling In Step
With Muenster**

AFTER TEN YEARS OF SMALL BUSINESS THE REFINERY IS COMING UP FAST — DEVELOPING INTO AN INDUSTRY TRULY REPRESENTATIVE OF MUESTER'S PROGRESS.

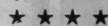
A 400 % Growth In Eight Months

That Is Our Present Record



COMMUNITY COOPERATION, ALONG WITH OTHER FAVORABLE CONDITIONS, HAS ENABLED US TO

- increase production from 300 to 1250 barrels daily.
- increase our payroll from 4 to 22 men.
- set up our own pipe line system for both gas and crude.
- keep our own fleet of 4 trucks constantly busy.
- install a cracking plant.



A Muenster Industry

Employing Muenster Men

To Distill Muenster Crude

THE MUESTER REFINING CO.

Muenster, Texas

Plaza Sunday Monday Tuesday

Edward G. Robinson

in

"BLACKMAIL"

with

Ruth Hussey

BOWS AND ARROWS—SPORT
SLAPSIE MAXIE BREVITY