

The Bronte Weekly Enterprise

VOL. 15, NO. 2.

BRONTE, COKE COUNTY, TEXAS, FEBRUARY 3, 1933.

Subscription only \$1 the year.

DEDICATED TO THE MEMORY OF LITTLE MINNIE BLANCHE WEST

We sit alone in our sorrows
Pining for her we loved best,
Knowing in God's tomorrow
We, like she, will take our rest,
No More sickness and heart aches,
No more sorrow and pain,
All will be joy and suashine,
When Heaven's bliss we attain.
Her playmates and friends will miss her,
As well as you parents, so true,
But all will try harder to meet her
Far beyond the skies so blue.
Let us look onward and upward,
She beckons us, come, meet her there,
Her bright beautiful home in Heaven,
She is anxious with us to share.

Lottie Gladys Ivey.

Continental Oil Company In Big Campaign To Increase Sales—Read Ads In Enterprise

About the biggest venture in a business way with the beginning of the New Year of which The Enterprise is apprised is that of the Continental Oil Company.

This big oil company has inaugurated the largest advertising campaign of Conoco products of any business institution in all this country that is seeking public patronage.

There is no need for The Enterprise to speak any word of Conoco products—for these oil products are almost a household word in all the homes of Bronteland. With W. H. Maxwell as local distributor for the Continental Oil Company and the Taylor Service Station and the Abbott Service Station as local dealers the virtues of these products are well known. We only write to call the attention of our readers to the fact that Continental Oil Company is spending almost double the amount for advertising that they spent last year. And this in the face of the fact that times are regarded generally as almost oppressive due to the financial stringency.

And, too, we remind our readers that this big company is taking the very same amount of space in the columns of The Enterprise that they are taking in the metropolitan dailies. This shows their faith in the paper as an advertising medium for this immediate section and that they want the business of the people of this section one hundred per cent just as they want the business of the larger communities.

And, too, the local distributor of Conoco products, Mr. W. H. Maxwell Jr., and the two local service stations, handling Conoco products, join in this big "push" for more business. Read the big ads of the Continental and of the local "boys" and you will understand the nature of this "big push" campaign for more sales of Conoco products.

And, by the way, read about the \$5,000 offer for a name—and greater still, try your hand on offering a name and a slogan. You might win and then—oh, boy! how your "poor kin" will love you and, even, your wealthy (?) editor might recognize you, by trying to borrow a few hundred from you.

Plant that garden.

Plant that garden.

A SUPPER TO SING FOR!



If the sugar-plum tree should come to life!

And honey-dew come from the magic pitcher—wouldn't supper times be jolly for five and seven years olds!

A supper that has all the charm of the sugar-plums and the honey-dew has for dessert a cup of crushed canned pineapple, cool and sweet. Never was anything so good to eat nor so good for growing boys and girls. For nutrition has recently found

it to be a valuable mineral, essential to a valuable source

of vitamins A, B, and C—a discovery that makes the task of mothers much simpler. The delicate flavor and color of pineapple are especially appealing to children. Pineapple is a food which rightly belongs in their own world of magic goodness. When it is served simply—a generous bowlful of crushed pineapple—it is a treat which young Mary and Johnny find suited to their most epicurean tastes. Two slices a day or a cup of crushed fruit is the amount recommended to aid in the maintenance of health and growth.

DINNER PARTY

Mr. and Mrs. Cecil Glenn and Mr. and Mrs. O. H. Willoughby, entertained with a dinner party on Tuesday evening at seven o'clock.

The decorations for the beautiful Glenn home, when the dinner was given, were unusually attractive carrying out the Valentine motif in detail.

Red vases of Carnations and fern, were used about the rooms with the centerpiece of the dining table being formed from the chosen flowers. Silver candlesticks held tapers of red, which was the only light used in the dining room.

The hours following the turkey dinner were spent in playing table games.

Those present were: Messrs. and Mmes. R. R. Petty, H. O. Whitt, Clint Wilkins, Frank Keeney, F. S. Higginbotham, L. T. Youngblood Irving Cumbie, A. N. Rawlings, Clint Duncan, B. P. Williams, M. A. Butner, T. H. Rogge.

Mmes. Lucy R. Warner and Cova Collier, Miss Gladys Glenn, Messrs. Al Jennings, Bill Stroud and Henry Gulley.

WOMANS PROGRESSIVE CLUB

Mrs. O. H. Willoughby will serve the Womens Progressive Club, again as president, for the two ensuing years by choice of the members during a business hour of the meeting on Thursday afternoon January 26, at her offices chosen are: Mrs. V. J. Coe, vice-president; Mrs. Irving Cumbie, secretary; Mrs. P. P. Williams, treasurer; Mrs. R. J. Keyes, reporter.

Mrs. Milton Wylie was hostess for the afternoon.

"Anniversaries of Lee and Stonewall Jackson" was the program subject. With an event or deed in the life of either, as roll call.

Mrs. Cecil Glenn spoke on the "Life of Robert E. Lee."

An interesting paper on the "Life of Jackson" was read by Mrs. Floyd Bridges.

Vocal Solo—"Carry me Back to Ole Virginney;" Mrs. Irving Cumbie.

Song—"Dixie;" by the Club.

An ice course was served at the close of the program.

Guests other than members included: Mrs. Walter Byers, Mrs. F. S. Higginbotham, and Mrs. Frank Guitard, of Waco.

Mrs. L. T. Youngblood will be hostess to the Club on Thursday February 9.

STOP GAS PAINS! GERMAN REMEDY GIVES RELIEF

Acting on BOTH upper and lower bowels Adlerika washes out all poisons that cause gas, nervousness and bad sleep. One dose gives relief at once. Leading Druggists—In Blackwell by Hunt Drug Store.

Bronte's Red & White Store In New Location; Holds Opening Day Tomorrow

The job of the proverbial "old hen with one chicken" was a delightful vacation compared with the rush that I. M. Cumbie, manager of Bronte's Red & White Store, has been in since this New Year began.

As the old year passed out and Mr. Cumbie balanced his books for the old year, he had a dream for the New Year relative to his business for 1933, and his dream was not that of profits, but how he might better serve his customers for the coming year. In keeping with his dream Mr. Cumbie decided to launch out. He leased the fifty-foot building on the opposite side of Main street from his place of business. He put a group of carpenters, painters and others to work. They converted the building into a place of attractiveness and neatness and cleanliness until it would do credit to a city of many thousands of population. Mr. Cumbie has moved into his new place, has brought on a much larger and more varied stock of fresh and cleanly groceries, vegetables and meats than ever since he has been in

business in Bronte.

And, now, Mr. Cumbie and his force of fine clerks are "all dressed up" and want everybody to come to see them. Saturday February 4, Cumbie & Company will "hold open house" to all their friends and everybody else in and around Bronte. They will serve refreshments throughout the day. They want everybody to come and see "Bronte's Modern Store," as to both its attractiveness and the sanitary way in which they handle human food that passes over their counters.

There will be souvenirs for kiddies in addition to the refreshments—"and groceries," says Mr. Cumbie, "will be sold so cheap throughout the day that the people will hardly be able to believe it." And to confirm his statement Mr. Cumbie has an announcement of his Opening Sale in this issue, giving prices which speak for themselves.

This is your invitation to the "Open House Party of Bronte's Red & White Store," next Saturday, February 4.

LITTLE BABE DIES

The little baby of Mr. and Mrs. McCall died at their home on the Humlong ranch Thursday afternoon. The little one had measles and pneumonia. Interment will be this afternoon in the Bronte cemetery at 3 o'clock. The sorrowing parents will have the sympathy of all in their bereavement.

CARD OF THANKS

We are deeply grateful to all our dear friends and the good people generally of Bronte for their kindly sympathy and tender ministries in the illness and death of our dear husband and father, L. G. Young. Friends in such hours as you were to us, make such sorrows easier to be borne. You did for us all that human sympathy and kindness could bestow. May God bless each of you.

Mrs. L. G. Young and children.

Anderson Eubanks is home from a stay of some weeks on the plains. Mr. Eubanks had a severe spell of pneumonia while away from which he has not got strong yet.

WATCH LOST

Somewhere around Ernest Gideon's Gin, Tuesday of this week. \$10.00 reward.

Homer Clark.

Plant that garden.

ROOSTERS FOR SALE

A FEW YOUNG WHITE WYANDOTTE ROOSTERS. IF INTERESTED SEE ME AT ONCE AS I WISH TO GET THESE OFF MY POULTRY YARD.

MRS. D. M. WEST

BRONTE

TEXAS

PART TIME AGRICULTURE CLASS IS TO BEGIN

Prof. R. R. Petty, director of the vocational agriculture department of the Bronte school, is doing a very helpful thing in the part time class he is to start Thursday night, February 9.

This class is for the benefit of young boys from the age of 14 to 21 years. The class will be taught every Thursday night at the vocational agriculture building of the school. There will be twelve lectures, or classes. The work in the class will be the discussion of farm problems—practical problems, such as the farmer confronts every day. The particular problems to be under consideration by the class will be decided at the first class meeting next Thursday night.

Let every boy who should be in this class take notice—and let the fathers of all such boys take notice.

VOCATIONAL BOYS' CALVES IN FINE SHAPE

It isn't long now till the Fat Stock Shows—the Coke County Fat Stock Show at Robert Lee and the West Texas Fat Stock Show at San Angelo. The former is March 3 and the latter is March 5, 6 and 7.

The whole wide world is put on notice now that there is going to be real, sure enough competition this year along the lines of fine, fat, worth-while calves from this part of Coke county at both shows.

The calves of the vocational agriculture boys of the Bronte school are looking fine and are making excellent gains. The calves range in weight from 900 pounds to 1050 pounds. They are much better than last year due to longer period of feeding and better care and management.

Some of the calves will be sold at Robert Lee and the others will sell at San Angelo.

Ramsey's Nursery, Austin, Texas has been selling home-grown trees of the highest quality for 57 years. Their products give returns in health and beauty, and help fight the depression. This is a good time to plant Fruit Trees, Pecans, Berries, Shade Trees, Evergreens, Roses, Flowering Shrubs, Bulbs. Write for their free catalogue of reduced prices. Adv. 49 tl.

AFTER HALF CENTURY

In 1874 a traveler named Rohifa crossed the Libyan desert in the direction of Kufra, which the Italians recently captured from the Senussi tribes. Rohifa wrote a message giving his own name and the date, enclosed it in a bottle, buried it in the sand at a place called Regnfd, and returned to civilization. The bottle and the message have now been discovered. The Arctic embalms its secrets for hundreds of years, the bodies of men in the ice, their writings, their foods, their property; but who would expect such fidelity in the burning sands of the wilderness, where wood and horn and glass and even fingernails split in the heat, and hair falls out?

TRY THIS!
When children won't eat—and won't gain weight—

The youngster who has no appetite, probably has stasis. A little syrup of figs will soon correct this condition—then watch the child eat—and gain!

Mothers should never coax a child to eat. Nature knows best. Remove the cause of a youngster's poor appetite—get rid of stasis. Children who don't eat are sluggish. Read what the "California treatment" is doing for sluggish, listless children in every part of the country!

A POUND A WEEK. Your child will eat well from the day and hour you conquer sluggishness. But that girl or boy with furry tongue and a bad breath should not be dosed with salts!

Begin tonight, with enough pure syrup of figs to cleanse the colon thoroughly. Less tomorrow, then every other day, or twice a week, until the appetite, digestion, weight, complexion, tell you the stasis is gone. When a cold or other ailment has again clogged the system, syrup of figs will soon set things to right.

When appetite fails, tongue is coated white, eyes are a bilious yellow, California syrup of figs will gently stimulate the colon muscles—and the child you used to coax to eat will fairly devour his food.

The claims made for California Syrup of Figs are true and it will do the same for you—IF you get genuine CALIFORNIA Syrup of Figs. Don't accept any substitute.

QUICK RELIEF FROM COLDS
Mistol
FOR NOSE AND THROAT
Essence of Mistol
ON HANDKERCHIEF AND PILLOW

made PURE
ST. JOSEPH'S ASPIRIN
is as pure as science can make or money can buy

kept PURE
St. Joseph's Aspirin is protected against the deteriorating influences of moisture by its moisture-proof cellophane wrap that seals in the purity and full strength of each tablet.

World's Largest Seller at **10c**

★ ASK FOR IT BY NAME ★

St. Joseph's GENUINE PURE ASPIRIN

The 60c size of St. Joseph's Aspirin has been reduced in price to 40c. This size contains more than 3 times as many tablets as the 10c size. The 30c size contains three times as many tablets as the 10c size. It's economy to buy the larger sizes.

ACIDITY
NEW FACTS ABOUT HEADACHES, SLEEPLESSNESS, DEBILITY, ETC.
Acidity is a danger signal. Don't be satisfied merely to correct the condition in your stomach. Your entire system is concerned. Take **GOLD MEDAL HAARLEM OIL CAPSULES**. They stimulate your kidneys so that they free your whole body of more acids. See if they don't relieve ALL your acidity troubles. Insist on GOLD MEDAL 35¢.

News Review of Current Events the World Over

Chancellor Chamberlain Says Great Britain Wants War Debt Cancellation—Inflationists Lose in Senate—Lame Duck Amendment Ratified.

By EDWARD W. PICKARD

GREAT BRITAIN has been invited to discuss with the United States the war debts with a view to revision and possible reduction. The invitation having been extended by the Hoover administration with the almost certain concurrence of President-Elect Roosevelt. The conference, if the British accept, will be held in March; and it will be followed immediately by similar conferences with the nations that are not in default in payment to this country, namely, Italy, Lithuania, Czechoslovakia, Finland and Latvia. But Secretary of State Stimson, in sending out the invitations, omitted France, Belgium, Poland, Hungary and Estonia, the nations that have defaulted; and this, too, it is understood, met with the approval of Mr. Roosevelt, who will be President when the negotiations are under way.

However, there were indications in Washington that Mr. Roosevelt will have arranged separate conferences with the defaulters. England is especially interested in having France included in such arrangements as may be made, believing a final settlement of debt and economic subjects cannot well be reached unless France is taken into account.

Representative Rainey of Illinois, Democratic floor leader in the house, seemed to be roused by the news.

"The conferences won't amount to anything, in my opinion," Rainey said, "because the American people are not going to stand for a reduction in the debts."

"The debt conferences should be linked with the world economic conference. The thing to do is to bring about a removal of international trade barriers so that trade can be revived. The conferences already projected hold only a possibility of opening up trade routes and giving the debtors a chance to pay."

England accepted the invitation, and her stand on the war debt question was stated plainly by Chancellor Neville Chamberlain in an address before the Leeds Chamber of Commerce. Briefly, the British government will ask either cancellation or reduction so drastic that it will almost amount to the same thing. If this cannot be obtained, said Chamberlain, the settlement reached must be final and must not involve resumption of the German reparations. "To disturb the Lausanne agreement," he said, "would be to reopen old wounds and to destroy for an indefinite period all prospect of agreement on matters affecting the happiness and prosperity not merely of Europe but of the whole world."

Undertaking to explain the matter to "the farmer of the Middle West," the chancellor said that if the war debts payments were to be resumed they could not be made by loans or by further shipments of gold. "Effective means of paying," he continued, "would have to be found and they could only be found by increasing sales of foreign goods to America or, what would come to the same thing, by diminishing purchases from America."

THERE will be no more lame duck sessions of congress, for the Twentieth amendment to the Constitution has now been ratified by more than 36 states and will go into effect October 15 next. Action by the Missouri legislature clinched it, and several other legislatures came into line the same day. Under this amendment both senators and representatives assume office on January 3 following their election. The President and Vice President take office on January 20 following election. The newly elected congress is automatically called into session on January 3 and on the same date one year later. The changes do not affect the terms of Hoover and Curtis or any member of the present congress.

Adoption of the amendment is something of a personal victory for Senator Norris of Nebraska who fought for it through many years. It was passed by the senate several times but always previously was blocked in the house.

INFLATIONISTS are becoming more vociferous and apparently more numerous daily in Washington, but at this writing they have not got anywhere. Their first big effort was put forth during debate on the Glass banking bill in the senate. Wheeler of Montana, Independent Democrat, offered an amendment providing for the free coinage of silver at the ratio of sixteen to one—the old formula of William Jennings Bryan—and Huey Long of Louisiana proposed another amendment authorizing the government purchase of silver and stabilization at approximately 14.38 to 1.

After violent discussion both these schemes were defeated, by a vote of 56 to 18 in each case.

During the debate Senator Tom Connally of Texas increased the perplexity of the senate by announcing he was preparing a measure to debase the gold content of the dollar by one-third and perhaps, if it were constitutional, to forbid individuals making contracts calling for payment in dollars of current weight and fineness. Both Senator Glass and Senator Fess argued strongly against all the inflation proposals, as did Reed of Pennsylvania.

After being badly mangled by amendments the Glass banking bill was passed by the senate. Its fate in the house is problematical.

PRESIDENT HOOVER vetoed the first deficiency bill, carrying appropriations of \$31,000,000 and the house upheld his action, the vote being 192 to 158. The President disapproved of the measure because he and Attorney General Mitchell held unconstitutional a provision placing control of all substantial refunds from income, gift and inheritance taxes in the hands of a joint congressional committee. Senator McKellar indicated that he would make another attempt to remove control over refunds from the treasury.

MR. ROOSEVELT, in Warm Springs, after his inspection of Muscle Shoals, was busy studying the problems that will come before him and conferred with many notable men of his party and a few who are not of that persuasion. Among his callers were several who, according to the cabinet makers, have good chances of being offered portfolios.

Among these was Bronson Cutting, the senator from New Mexico who bolted the Republican ticket last fall and helped elect Roosevelt. The gossip was that he would be made secretary of the interior if he were willing to accept the place. Senator Cutting was accompanied on his visit by Senator La Follette of Wisconsin, another "rebel" Republican.

Bernard M. Baruch of New York, chairman of the emergency national transportation committee, also was in Warm Springs helping the President-Elect prepare his program and giving advice especially on the railroad situation. There was talk that he might be appointed secretary of state, probably the only cabinet position he would take, though many still thought that position would go to either Senator Walsh of Montana, Owen D. Young or Norman Davis. Mr. Roosevelt told the correspondents he might announce one cabinet choice before going on his yacht trip, but no more than one. Presumably that will be Jim Farley, who it is conceded will be postmaster general.

FARMERS are to have the opportunity of borrowing \$90,000,000 from Uncle Sam with which to produce this year's crops, unless the bill passed by congress is killed by a Presidential veto. The measure makes available the sum named of the unused balance of \$200,000,000 of R. F. C. funds allocated to agriculture. The loans will be made for planting, following and cultivation, and the secretary of agriculture is empowered to exact from borrowers agreements to reduce acreage not to exceed 30 per cent. One million dollars is allocated for feed for farm live stock in drought and storm stricken areas.

Farm bloc members of congress defended the bill, asserting there would be widespread suffering on the farms unless such loans were authorized. Many member, however, attacked it

as paternalistic, socialistic and bound to increase farm product surpluses. Snell of New York, minority leader, declared it was utterly inconsistent with the pending domestic allotment measure, the purpose of which is to increase farm product prices and decrease acreage.

The senate agriculture committee began hearings on the domestic allotment bill Wednesday, hoping they would be completed in a week or so. The same arguments for and against it that were heard in the house were repeated.

ELIMINATION of the citizens' military training camps as an economy move was rejected by the house, which added \$2,500,000 to the War department appropriation bill to insure their continuance. Also \$500,000 was added to the appropriation for the reserve officers' corps. The measure was then passed.

The senate finance committee reported the house beer bill amended to include wine and to provide 3.05 per cent alcoholic content. This measure may get through congress before adjournment but probably will be vetoed if it does.

ALEXANDER, the handsome young king of Yugoslavia, accompanied by Queen Marie and his foreign minister, Bosko Jelfich, spent the week in Rumania visiting King Carol at the latter's country place, Sinala palace. Officially it was just a family visit, Marie being Carol's sister, but the correspondents said it was for the purpose of seeking a common front on the question of equal armaments due to come up for discussion in Geneva on January 31. The little entente powers, which include these two nations and Czechoslovakia, did not like the action of the great powers in giving Germany judicial equality in armaments without consulting the little entente, and they propose now to demand more consideration when important matters come up at Geneva.



King Alexander

King Alexander was especially anxious to get Rumania's backing on a protest which Yugoslavia plans to raise against Italy's alleged pouring of machine guns and munitions into Hungary through Austria.

Diplomats in Bucharest said an important side-issue of the royal visit would be a private conference concerned with the problem of restoration of former King George as the ruler of Greece. Such restoration, it was explained, would be immensely valuable to Yugoslavia, since a friendly Greek government would secure use of Saloniki harbor for Yugoslavia should circumstances demand.

SOUTH AMERICA'S two unofficial swarms attracted considerable attention during the week. Colombia sent a joint note to signers of the Kellogg pact asking that they call upon Peru not to violate the treaty at Leticia, toward which a Colombian flotilla was steaming to recapture the town from the Peruvian Nationalists who seized it some time ago. The place was ceded to Colombia by Peru under a treaty signed in 1922. The Peruvian government asked the League of Nations to order suspension of "all measures of force" in the Leticia area.

Secretary of State Stimson hurriedly called to his home the diplomatic representatives of the powers signatory to the Kellogg pact to consider this critical situation. He then sent a note to Peru invoking the pact and making it plain that the United States considered Peru was in the wrong in the dispute.

Bolivians and Paraguayans were fighting desperately for possession of Fort Nanawa in the disputed Gran Chaco and both sides claimed the advantage. The battle lasted for days and the casualties were numerous.

REPORTS from Tokyo said the Japanese cabinet had decided that Japan's withdrawal from the League of Nations was inevitable and had instructed Yosuke Matsuoka to restate his country's position in regard to Manchuria and then leave Geneva for home.

Foreign Minister Yasuya Uchida was understood to have informed the cabinet that application of paragraph four of article fifteen by the league under which recommendation for definite action in the Manchurian dispute can be made, appeared almost certain. The cabinet, it was said, agreed that this step would be followed by condemnation of Japan's action in recognizing the Manchukuo independent government headed by Henry Pu Yi the former emperor.

PRESIDENT EAMON DE VALERA won a smashing victory in the Irish Free State elections, his party gaining votes everywhere at the expense of that of William Cosgrave his chief opponent.

Movement to Aid Boys

Idle From Necessity

Maintaining that idle hands find mischief sooner than busy ones, the Boys Work Council of Metropolitan Detroit has mapped out a program to keep unemployed boys from crime.

In a department of recreation building a committee has undertaken to provide work benches and equipment to allow the boys to do constructive work. Trained craftsmen and carpenters will be on hand to advise and assist them.

"Although we have no funds with which to begin, we are hopeful of obtaining the loan of tools and donations of material," the local probation officer on the committee said. "We believe that many people in the city are interested in the welfare of the younger generation and will be willing to help us in our project."

It was explained that the shop does not wish to interfere with production of commercial establishments. What is done will be for the amusement and benefit of the boys themselves.

Repairing of shoes, furniture and household goods will be the first thing on the program to prevent youths from becoming shiftless and indolent.

How Doctors Treat Colds and Coughs

To break up a cold overnight and relieve the congestion that makes you cough thousands of physicians are now recommending Calotabs, the nausealess calomel compound tablets that give you the effects of calomel and salts without the unpleasant effects of either.

One or two Calotabs at bedtime with a glass of sweet milk or water. Next morning your cold has vanished, your system is thoroughly purified and you are feeling fine with a hearty appetite for breakfast. Eat what you wish,—no danger.

Calotabs are sold in 10c and 35c packages at drug stores. (Adv.)

Can't Shoot a Mosquito
It is easier to stop the barking of a dog than the singing of a mosquito.

WOMEN'S AILMENT.

WOMEN of all ages can find help for delicate organs by taking Dr. Pierce's Favorite Prescription. It overcomes backache, bearing-down pains, and the weakening drains of womanhood. Women all over the country praise it as does Mrs. Gertrude Hill of 203 Wilderman St., North Worth. She says: "I feared I would have a nervous breakdown. I was so nervous and irritable, had headaches, periodic pains, poor appetite and restless nights. One bottle of Dr. Pierce's Favorite Prescription was all I found necessary to take as after its use I felt so well and strong I knew I was in normal condition again."



Write to Dr. Pierce's Clinic, Buffalo, N. Y., for free medical advice.

Can Be Overdone
A man with a mind too open may lose some valuable convictions.

Head COLDS
Put Mentholatum in the nostrils to relieve congestion and clear the breathing passages.
MENTHOLATUM

So It Goes
Some men make money and some women take alimony.

WHISPERED Great Secret!
To her friend she confessed the secret of her flawless clear white skin. Long ago she learned that no cosmetic would hide blotches, pimples or sallowness. She found the secret of real complexion beauty in **NR TO-NIGHT** Tablets (Nature's Remedy). They cleaned and cleared the eliminative tract—corrected sluggish bowel action—drove out the poisonous wastes. She felt better, too, full of pep, tingling with vitality. Try this mild, safe, dependable, all-vegetable corrective tonight. See your complexion improve, see headaches, dullness vanish. At all druggists. Only 25c.

"TUMS" Quick relief for acid indigestion, heartburn. Only 10c.

Frostproof Cabbage and Onion Plants
ALL VARIETIES 500-45c 1,000-75c
FARMERS PLANT CO. - TIFTON, GA.
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THE BRONTE ENTERPRISE

D. M. West
Editor and Business Manager

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METHODIST CHURCH

Many are the road builders of today, and the same has been true through the ages past. There are our highways for physical travel whose builders cut down the high places and fill in the low places so as to make for humanity pleasant traveling. But there are other road builders, Brotherhood, Spiritual Intellectual and others much needed today along with the first mentioned.

Our subject for Sunday morning will be, "Road Making" 1 Sam. 27-10.

All of our services last Sunday were very well attended and very helpful to all in attendance. The Sunday School was good, and at the beginning of the preaching hour Mrs. Mattie Keyes brought us a very splendid paper on, "Our World Today," and at the evening hour Bro. Sory brought us a very helpful and spiritual sermon. Our Q. C. and social hour Monday night was a delightful occasion to all who attended.

Our young people will render a program on Friendship at Bro. BIME and Dr. TAT TAW at the Robert Lee Methodist Church, Sunday night at 6:30. So we are going along with them and visit with the Robert Lee Church and worship with them and will not have any night services at Bronte. Let's all go to Robert Lee Sunday night, for in the near future they are going to pay our visit back in visiting our church.

I will preach at Havrick Sunday afternoon at 3 o'clock.

The general public has a cordial invitation to worship with us.

Brotherly
W. E. Anderson

**SINGING CONVENTION
MEET AT BALLINGER**

Winters, Feb. 1, 1933.

Bronte Enterprise:
Please announce in your paper there will be a call session of the Pannels Co. Singing Convention meet at the First Baptist church of Ballinger Sunday February 5, at 2 P. M.

We are expecting a good crowd and a real singing.

Will thank you very much.

Fred Bedford,
Pres. of Convention

SHOE REPAIRING

Of

ALL KINDS

All Work Guaranteed

Work done promptly

I will appreciate your work

Come to See Me

A. D. MILLER

FOR ECONOMY TRY TELEPHONE

Save Time and Costly Mileage

LOCAL AND LONG DISTANCE
NUMBER PLEASE

FIRE INSURANCE IS ESSENTIAL

THESE STRESSFUL TIMES

FOR IF YOU SHOULD LOSE YOUR PROPERTY BY FIRE IT WOULD BE DIFFICULT TO REGAIN NOW—INSURANCE PROTECTS YOU.

WRITE FIRE, HAIL AND TORNADO INSURANCE

Youngblood & Williams

AGENCY

TEXAS

The RED & WHITE Stores

**OPENING, SATURDAY, FEB. 4TH
Cumbie's Red & White Store**

A Big New Store with a Complete Line of Staple and Fancy Groceries, Fruits and Vegetables.
TOY BALLOONS FOR THE KIDDIES REFRESHMENTS SERVED ALL DAY

BANANAS Nice Golden
ORANGES Ripe Fruit
APPLES EACH **1c**

FRUITS Apricots... Peaches
Plums... Prunes
Blackberries Your Choice In
Gallon Can **38c**

SALMON A GOOD GRADE 3 NO. 1 TALL CANS **25c**

CATSUP RED AND WHITE LARG BOTTLE **15c** **MACARONI SPAGHETTI** RED AND WHITE FULL WT. PACKAGE **5c**

Coffee RED AND WHITE VACUUM PACKED SERVED YOU HOT ALL DAY, TRY A CUP
1 LB. TINS **34c**
2 LB. TINS **67c**

EVAPORATED FRUITS Apples Apricots
Peaches Prunes **2** POUNDS **19c**

GELATIN RED AND WHITE QUICK SETTING 3 Packages **25c**

RICE CHOICE GRADE 2 lb. **11c** **SOAP** RED AND WHITE 10 BARS FULL WT. **25c**

Pickles SOUR MOUNTAIN BRAND FULL QUART **19c**

BEANS CUT-STRINGLESS MILE-HIGH BRAND No. 2 CAN **10c**

PORK - BEANS PER CAN **5c** **PRESERVES** ASSORTED FLAVORS 32 OZ. JAR **23c**

Syrup PURE CANE SINGLETON Per Gal **53c**

The RED & WHITE Stores

HATCHERY ANNOUNCEMENT

I WANT ALL MY FRIENDS AND ALL THOSE WHO ARE INTERESTED IN POULTRY TO KNOW THAT I HAVE CHARGE OF THE BRONTE HATCHERY FOR THIS SEASON. MY UNDIVIDED ATTENTION WILL BE GIVEN TO THE INCUBATOR AND EVERY TRAY OF EGGS ENTRUSTED TO ME, I WILL DO MY VERY BEST TO GET THE BEST HATCH POSSIBLE. FOLKS, I WANT YOUR BUSINESS AND WILL APPRECIATE IT.

Opening Day

WE WILL OPEN THE 1933 SEASON, SATURDAY, FEBRUARY 18. BOOKINGS THROUGH THE SEASON WILL BE ON SATURDAY OF EACH WEEK. IF INTERESTED SEE ME AND LETS TALK OVER YOUR HATCHING PLANS.

PRICE: 1 TRAY, \$1.50; 5 TRAYS OR MORE, \$1.00 EACH. POOL WITH YOUR NEIGHBORS AND GET A GROUP OF 5 OR MORE TRAYS.

BRONTE HATCHERY

T. M. WYLIE, JR., Manager

BRONTE,

TEXAS

HAGELSTEIN MONUMENT CO.
Memorials of Distinction
Come to the Yard—See what you buy.
731 So. 11th, Abilene Texas
606 So. Chadbourne, San An.

BALLINGER STAR MAIL ROUTE
W. J. McLaughlin, Mgr.
Daily, Except Sunday
Leaves Bronte 8:30 A. M.
Returns to Bronte 3:04 P. M.

PASSENGERS AND PARCELS CARRIED
C. W. CHEATHAM
Dentist
X-Ray
BALLINGER, TEXAS

A DESERVED WORD

To The Enterprise Readers:
This is not a paid advertisement. But it is a word of appreciation, I feel I would be very ungrateful, if I did not give it. And the one of whom I speak knows nothing about what I am doing. One of the best and most righteous principles ever announced, is: "Honor to whom honor is due."

I speak of Dr. R. R. McCleskey, masseur. Because he was a "home man" and began his work as masseur, here, I said: "Oh, well!—there is nothing to him and his method of treatment." I had been taking treatment from doctors in San Angelo. They helped me. I went to work. By being forced to do work too heavy for my weakened condition and my age, I became unable to work. Not being able to go to San Angelo, as a last resort I came to Dr. McCleskey. He has given me several treatments. I say to you, frankly, he has done me as much good as anyone who ever treated me.

We all know Dr. McCleskey as to his fine, splendid ideals of life and personal integrity. He will deal absolutely fair and honest with you. If you are suffering you should see him.

U. F. Taylor.

The Child Reader

by **MARJORIE BARROWS**
Editor, Child Life Magazine.

I met Bill's father today.

"Bill's six years old," he said. "He's a hard-headed young man and he treats fairy tales with a withering contempt. He likes real stories. He likes simple books about how things happen. Are there any new books that will fit Bill?"



Marjorie Barrows America today and many authors are writing just the sort of books they like.

Real Adventure Best.

If your Bill doesn't take to fairy tales, to legends, to fables, don't force them on him. Offer him instead Charlotte Kuhl's delightful "A Train, A Boat, and an Island"—the story of a real family's real trip to Bermuda. Offer him Helmut Washburne's fascinating "Letters to Channy"—a real mother's letters of a trip around the world written for her own little boy back home. Offer him "The Pilgrim's Party" or "The Cruise of Mr. Christopher Columbus" by Sadyboth and Anson Lowitz, two humorous and very interesting picture books that acquaint younger readers with stirring history.

Perhaps Bill wants to know more about motormen and firemen and what they really do. Mrs. Kuhl's books for small children will help him out there. Perhaps he would like "How It All Began," a book that is delightfully written and illustrated by Janet Smalley. It will tell Bill how primitive man watched the lightning and found he, too, could make fire by twirling two sticks around together. Later man found other ways of heating and lighting and at last we got our matches, gas, oil and electricity. The book goes on, in the simplest fashion, to show the beginnings of messages, of travel, clothing, houses. It is a thrilling sort of real fairy tale that particularly appeals to boys like BILL.

Travel Stories Are Good.

What happens to a real letter after it gets posted may also interest some of our very youngest readers. William Stegel, a Russian artist, tells a simple story about that in "Around the World in a Mailbag." Bob and Betty's letter to their father doesn't reach him in San Francisco. So it is forwarded to China, Russia, France, and even to Egypt. But though the various postmen do their best the letter does not finally reach him until he is back in New York again. The pictures make this book especially attractive.

Here are just a few of the new books for fairy-tale-strickers. Many more are to be found in the libraries and bookstores. Just exactly the book your Bill is looking for is waiting for him there. And it is just the right book for him at the present time.

Take him along and let him help find it!

CONOCO

THIS SPACE RESERVED FOR A \$5,000 WORD CAN YOU CREATE THE WINNING WORD?

Instant Starting Lightning Pick-up

NEW BRONZE HIGH-TEST GASOLINE



WORTHY COMPANION OF CONOCO GERM PROCESSED MOTOR OIL

\$10,000 IN CASH PRIZES
\$5,000 FOR A NAME ♦ **\$5,000 FOR BEST SLOGANS**

75 CASH PRIZES

GRAND PRIZE FOR WINNING NAME
\$5,000

74 Prizes for Slogans

...describing the Instant Starting, Lightning Pick-up qualities of CONOCO'S New Gasoline.

SLOGAN PRIZES:

- 1 PRIZE OF ... \$1,000
- 1 PRIZE OF ... \$ 750
- 1 PRIZE OF ... \$ 500
- 1 PRIZE OF ... \$ 250

- 5 PRIZES OF ... \$100 EACH
- 10 PRIZES OF ... \$ 75 EACH
- 10 PRIZES OF ... \$ 50 EACH
- 15 PRIZES OF ... \$ 25 EACH
- 15 PRIZES OF ... \$ 15 EACH
- 15 PRIZES OF ... \$ 10 EACH

Get Official Entry Blank from Conoco Stations and Dealers.

RULES:

- 1 Names must be not more than 12 letters; slogans not more than 12 words. Submit either or both on single sheet; plain white paper; one side only; but preferably on official contest information and entry blank, free at Conoco dealers and stations. Elaborate presentations receive no extra credit.
- 2 Contest closes midnight February 23, 1933. Entries must be postmarked before that date and hour.
- 3 Continental employees, members of their families and others connected directly or indirectly cannot compete.
- 4 Should more than one person submit exactly the same name or slogan, each will receive full amount of any prize such entry may win. All entries become Continental Oil Co. property, and none will be returned.
- 5 The Company reserves prior rights to phrases and slogans of its own creation, already in prepared advertising. Also it reserves the names "Continental" or "Conoco" gasoline, "Conogas", and "101" gasoline. Whether or not the winning contest name is adopted, prize money will be paid; but the Company reserves the right to use a name of its own creation if decided more suitable and more protectable under trade-mark laws.
- 6 No purchase is required of contestants. Continental Oil Co. executives will be the judges and their decisions final. Winners will be announced over radio, and prize money paid as soon as possible after contest closes.

Address All Entries to "CONTEST OFFICIAL" Continental Oil Company Ponca City, Okla.

You'll say:

"Whoa, Engine! what's got into you?"

Here's gas to excite motors. It makes them quick on the trigger . . . fast on the move. Choking is hardly required for a quick, snappy start and a take-off like a quail on the wing.

Even old motors . . . wheezy, snorting, complaining motors . . . cut capers you just can't believe. If you doubt it, just try it. It's like rich, racing blood injected into old veins.

This gasoline is so new . . . so "different" . . . so quick, fast, powerful, and economical, it's hard to give it a name. Perhaps YOU can. When you FEEL your motor's response, it may come to you like a flash.

Ask at any Conoco station for the new bronze-colored, high-test gasoline—and an entry blank. Help name it and describe it. You may win a part of \$10,000.00. You are SURE to win a grand, new thrill, and that is worth a heap. Make the test TODAY.

No Increase in Price!

ALL THE **CONOCO PRODUCTS** AT OUR STATION
LET US SHOW YOU HOW WE CAN SERVE YOU

TRY FOR THE BIG PRIZE DAY AND NIGHT SERVICE

ABBOTT'S STATION
PHONE 110

DISTRIBUTORS OF
The Famous Bronze High Test GASOLINE

WE HOPE THAT SOME ONE IN OUR TERRITORY WILL WIN THIS \$10,000 PRIZE FOR A NAME AND SLOGAN.

W. H. MAXWELL, JUNIOR

WE HANDLE ALL **The Conoco Products**

GO AFTER THAT \$10,000. SERVICE IS OUR FIRST NAME

Taylor Service Station

Lead in Practical Use Since History Began

Lead is one of the oldest known metals, and many of its present uses have persisted through the centuries. It was evidently well known in Biblical times, for it is mentioned in Exodus and several other places in the Old Testament. In the days of the pharaohs it was used to glaze pottery, to make solder and ornamental objects. Old lead pipes also have been found in Egypt. In ancient India women used red lead as a cosmetic; the metal itself was used for weights of all kinds, for purifying silver, as a charm and as an early monetary medium. The hanging gardens of Babylon were floored with sheets of lead soldered together to retain moisture necessary to vegetation; Babylonians used lead also for caulking purposes and to fasten iron bolts in the masonry of bridges, dams and the like. The ancient Chaldeans of Persia were the first to associate the metals with the planets, and their symbol for lead is the same as that for Saturn. In 2000 B. C. the Chinese made their first money of lead; in ancient Greece and Rome bronze coinage contained from 3 to 30 per cent of lead. The Romans made general use of lead for water pipes, in 15 standard sizes and regular 10-foot lengths. Lead has long been used as an article of warfare. Roman gladiators used lead knuckles to add force to their blows. Many famous warriors, including the Black Prince and Richard II, lie buried in leaden caskets.

WORKERS ENTERTAINED
Production in some English factories has been speeded by the introduction of phonograph and radio concerts.

Dr. Pierce's Pleasant Pellets are the original little liver pills put up 60 years ago. They regulate liver and bowels.—Adv.

Equally Painful

And many a man would rather have a tooth pulled than pay his taxes.

Beware the Cough or Cold that Hangs On

Persistent coughs and colds lead to serious trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a new medical discovery with two-fold action; it soothes and heals the inflamed membranes and inhibits germ growth. Of all known drugs, creosote is recognized by high medical authorities as one of the greatest healing agencies for persistent coughs and colds and other forms of throat troubles. Creomulsion contains, in addition to creosote, other healing elements which soothe and heal the infected membranes and stop the irritation and inflammation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and checks the growth of the germs.

Creomulsion is guaranteed satisfactory in the treatment of persistent coughs and colds, bronchial asthma, bronchitis and other forms of respiratory diseases, and is excellent for building up the system after colds or flu. Money refunded if any cough or cold, no matter of how long standing, is not relieved after taking according to directions. Ask your druggist. (Adv.)

IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL Lesson

(By REV. P. B. FITZWATER, D. D., Member of Faculty, Moody Bible Institute of Chicago.)
© 1923, Western Newspaper Union.

Lesson for February 5

JESUS CHOOSES THE TWELVE

Mark 3:7-35.
GOLDEN TEXT—Ye have not chosen me, but I have chosen you, and ordained you, that ye should go and bring forth fruit, and that your fruit should remain: that whatsoever ye shall ask of the Father in my name, he may give it you. John 15:16.

PRIMARY TOPIC—Jesus Choosing Special Helpers.

JUNIOR TOPIC—Taken Into Partnership.

INTERMEDIATE AND SENIOR TOPIC—Our Call to Friendship and Service.

YOUNG PEOPLE AND ADULT TOPIC—Discipleship and Its Meaning.

I. The Divine Servant Ministering by the Sea (vv. 7-12).

1. Why he withdrew (v. 6). It was because of the murderous plotting of the Pharisees against his life. Their opposition began when Jesus claimed to have power on earth to forgive sins (2:10); grew in intensity when he mingled with publicans and sinners (2:16); was fanned into a violent flame when he set at naught their false interpretations of the Sabbath law (2:23-28).

2. To whom he ministered (vv. 7, 8). It was to a great multitude representing a wide stretch of territory.

3. The results (vv. 9-12).

a. The disciples prepared a small ship (v. 9). So great was the pressure of the thronging multitudes that he commanded the disciples to provide the ship so that he might be saved from them.

b. Unclean spirits fell down before him (vv. 11, 12). They not only bowed before him, but confessed him as the very Son of God. This testimony he refused, doubtless for two reasons:

(1) The time was not ripe to proclaim him publicly as the Son of God.
(2) They were not the beings to make him known. Jesus consistently refused the testimony of those who were not in moral accord with him.

II. The Divine Servant Calling Associates (vv. 13-19).

In this way he made provision for the carrying forward of his work after he was gone. Before choosing the twelve he spent a whole night in prayer (v. 13), (cf. Luke 6:12). From among his disciples he chose twelve whom he ordained for a twofold purpose:

1. "That they might be with him" (v. 14). Fellowship with the Lord is not only the highest privilege of the disciples, but it is an indispensable qualification for witnessing. It is needful to be with him to catch his spirit.

2. "That he might send them forth to preach" (v. 14). To proclaim the good news of salvation was the supreme mission of the disciples. Concerning those who were to be the messengers of Jesus Christ, note:

a. Twelve were ordained (v. 14). This was the beginning of the process by which the Triune God was to make manifest his grace to the whole world. The number twelve is the product of the heavenly three and the earthly four, thus indicating the purpose of the Triune God to reveal himself unto the four quarters of the earth.

b. Their characteristics (vv. 17-19).

(1) They were from the middle ranks of society, the common walks of life.

(2) Men of average ability. Christ did not go to the schools for his apostles and yet he chose men of mental grasp and efficiency.

(3) Men of diverse temperamental gifts. The grouping of the apostles shows men of impulse and leadership, of the reflective and inquisitive type, and men of practical business abilities.

III. The Servant's Increasing Difficulties (vv. 20-35).

1. The suspicion of his friends (vv. 20, 21). The needy people pressed upon him so that he had no time to eat. When his friends saw his zeal eating him up, they suspected that he was losing his mind.

2. The violent opposition (v. 22-30). Added to the embarrassment of the suspicion of his friends, the Lord now had to face the sneers of the scribes.

3. Visited by his mother and brothers (vv. 31-35). We are left to conjecture as to the motive to this visit. Perhaps they likewise suspected his mental balance. It may be that they desired to take him home and nurse him back to normalcy.

Be Still Then

When you go alone in the quiet time and place with the Book, quietly pray, "Blessed Prayer-Spirit, Master-Spirit, teach me how to pray"; and he will do not be nervous or agitated, wondering if you will understand. Study to be quiet—mind-quiet, body-quiet. Remember Luther's version of David's words: "Be silent to God and let him mold thee."—Dr. S. D. Gordon.

Recalls Swift's Satire on Party Differences

Those who are beginning to wonder whether they are Democrats or Republicans, after all, will be consoled to read what Gulliver found out about the subject. The Golden Book Magazine has printed Jonathan Swift's account of the party system in Lilliput, where the two parties were distinguished only by the height of their heels: "It is alleged that

the high heels are most agreeable to our ancient constitution; but, however this be, his majesty has determined to make use only of low heels in the administration of the government and all offices in the gift of his crown, as you cannot but observe; and particularly, that his majesty's imperial heels are lower at least by a drurr (about a fourteenth of an inch) than any of his court. . . . We compute the high heels to exceed us in number, but the power is wholly on our side."

THEY HAVE FOUND A 3-MINUTE WAY TO RELIEVE SORE THROAT

All Pain And Soreness Eased In Few Minutes This Simple Way

FOLLOW DIRECTIONS PICTURED BELOW



Proves Only Medicine Helps A Sore Throat

Modern medical science now throws an entirely new light on sore throat. A way that eases the pain, rawness and irritation in as little as two or three minutes.

Results are among the most extraordinary in medical science. On doctors' advice, millions are following this way . . . discarding old-time "washes" and "antiseptics." For it has been found that only medicine can help a sore throat.

Simple To Do. All you do is crush and dissolve three BAYER Aspirin Tablets in half a glass of water. Gargle with it twice—as pictured above. If you have any indication of a cold—before gargling take 2 Bayer Aspirin Tablets with a full glass of water. This is to combat any signs of cold that have gone into your system. Keep on taking if cold has a "hold." For Genuine Bayer Aspirin will not harm you. Your doctor will tell you, it does not depress the heart. Get a box of 12 or a bottle of 100 at any drug store.

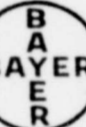
Reduces Infection, Eases Pain Instantly. Gargling with Bayer Aspirin will do three things: Relieve soreness at once. Allay inflammation. AND—reduce infection; which is the important thing in fighting a sore throat.

It requires medicine—like BAYER ASPIRIN—to do these things! That is why throat specialists throughout America are prescribing this BAYER gargle in place of old-time ways. Results are quick and amazing.

Be careful, however, that you get real BAYER Aspirin Tablets for this purpose. For they dissolve completely enough to gargle without leaving irritating particles. Watch this when you buy.



NO TABLETS ARE GENUINE BAYER ASPIRIN WITHOUT THIS CROSS



Mother of 7—Still Young



THE woman who gives her organs the right stimulant need not worry about growing old.

Her system doesn't stagnate; her face doesn't age. She has the health and "pep" that come from a lively liver and strong, active bowels.

When you're sluggish and the system needs help, don't take a lot of "patent medicines." There's a famous doctor's prescription for just such cases, and every druggist keeps this standard preparation. It is made from fresh laxative herbs, active senna, and pure pepsin. Just ask for Dr. Caldwell's syrup pepsin. Take a little every day or so, until every organ in your body feels the big improvement.

The next time you have a bilious headache, or feel all bound-up, take this delicious syrup instead of the

usual cathartic. You'll be rid of all that poisonous waste, and you haven't weakened the bowels. You'll have a better appetite, and feel better in every way. The constant use of cathartics is often the cause of a sallow complexion and lines in the face. And so unnecessary!

Would you like to break yourself of the cathartic habit? At the same time building health and vigor that protects you from frequent sick spells, headaches, and colds? Get a big bottle of Dr. Caldwell's syrup pepsin today. Use often enough to avoid those attacks of constipation. When you feel weak and run-down or a coated tongue or bad breath warns you the bowels need to be stimulated. Give it to children instead of strong laxatives that sap their strength. It isn't expensive.

Backache bother you?

A nagging backache, with bladder irregularities and a tired, nervous, depressed feeling may warn of some disordered kidney or bladder condition. Users everywhere rely on Doan's Pills. Praised for more than 50 years by grateful users the country over. Sold by all druggists.



PARKER'S HAIR BALSAM
Removes Dandruff—Stops Hair Falling—Imparts Color and Beauty to Gray and Faded Hair—60c and \$1.00 at Druggists.
Hilcox Chem. Works, Patchogue, N.Y.

FLORESTON SHAMPOO—Ideal for use in connection with Parker's Hair Balsam. Makes the hair soft and fluffy. 50 cents by mail or at druggists. Hilcox Chemical Works, Patchogue, N.Y.

SEND NO MONEY C. O. D.
Frostproof Cabbage and Onion Plants
ALL VARIETIES 500-49c 1,000-79c
STANDARD PLANT CO. - TIFTON, GA.

ADVERTISING is as essential to business as is rain to growing crops. It is the key-stone in the arch of successful merchandising. Let us show you how to apply it to your business:

Helpful Hint For Skin Health

For skin the best The Oil.



is Cuticura Soap. Use it regularly every day; it not only cleanses but keeps the skin in good condition, freeing it from all cause of irritation.

Price 25c.
Sole Agents: Potter Drug Chemical Corp., Boston, Mass.



"How these suds save work!" ... she tells mother

"REALLY—I can't understand why anyone still bothers with old-fashioned soaps! See what thick, creamy suds Rinso gives. Grease soaks loose from the dishes without any help from me. All I need to do is to rinse them in hot water—and let them drain dry. The dirtiest dishes—the greasiest pots and pans—soak spotless this easy way."

Cup for cup, Rinso gives twice as much suds as lightweight, puffed-up soaps—even in hardest water. Millions of women use it on washday for whiter clothes without scrubbing or boiling. Wonderful suds for glassware, porcelain, tile, woodwork—and all cleaning. So economical! Get the BIG thrifty package.



The biggest selling package soap in America

If You Want To

PAY CASH FOR GROCERIES

Saturday or Any Other Time, Get Prices Anywhere Else, on the Same Quality, and If We Don't Sell You We Will Be Satisfied.

CITY MARKET & GROCERY

W. MODGLING, Proprietor

DID YOU SAY CASH?

IF SO, GET PRICES ANYWHERE SATURDAY AND COME TO US AND LET US SHOW YOU WHAT REAL CHEAP PRICES ARE.

WE ARE IN THE MARKET FOR YOUR POULTRY OF ALL KINDS, CATTLE, HOGS, MAIZE HEADS, EAR CORN, COTTON SEED—IN FACT, ANYTHING YOU HAVE. WE WILL EXCHANGE YOU GROCERIES FOR ANY OF THE ABOVE AT PRICES THAT WILL SURPRISE YOU.

FRIDAY AND SATURDAY ONLY

COKE BROKERAGE COMPANY

PHONE 132

WILL SWAP

100 White Leghorn hens or pecan budding for a desirable young horse or mare medium size two to four years old.

B. R. King

College Degree Worth \$100,000, Experts Find

Statisticians and research investigators have at last run down the elusive and much discussed dollar and cents value of a college education and have fixed it at \$100,000. Their survey reveals that the average untrained boy goes to work at the age of 14, earns less than \$1,700 a year, so that his income from 14 to 30 totals \$64,000. The high school graduate, they find, starts work at 18, reaches his maximum income of \$2,800 at 50 and by 60 has earned a total of \$88,000. The college graduate, they learned, starts his career at about 22, has caught up with the high school graduate by 30 and at 60 is earning from \$6,000 to \$8,000 a year with a total earning at 60 of between \$160,000 and \$200,000. Figures from the same survey produced by the statistical department of Union Central Life Insurance Company show that out of 1,000 children entering grade school only 23 graduate from college. Lack of funds is revealed as the main reason for leaving school and educational insurance is now advocated as a means of giving a higher percentage the "break" which a college degree assures.

The Child Reader

by
MARJORIE BARROWS
Editor, Child Life Magazine.

One afternoon many years ago a wharf rat on San Francisco Bay wandered into the Oakland Public Library.



Marjorie Barrows

There, opening a bound volume of a children's magazine, he stumbled upon a story. It was a story about a boy like himself—a runaway, a gang leader of wharf rats, who had certain semi-piratical adventures, but who, after a hard lesson, learned of better ways of living his life.

Making of Jack London.

The dramatic, exciting story awoke in the young reader the uneasy consciousness of his own wrong actions. He walked out of that library resolving to lead just as adventurous a life but one that carried with it a clear conscience. So he joined the Fish Patrol, cruised about the bay, fought poachers, and before long began to write stories about his adventures.

That boy was Jack London. The experience of this famous writer occurs, in a rather less dramatic fashion, in the life of every boy or girl.

Careful investigators have discovered that next to persons, nothing has more influence on children than what they read. If a hero they admire acts under certain circumstances as they themselves would like to act, they'll remember it.

They Imitate the Hero.

And when the time comes, they'll unconsciously be influenced by that hero's action and try to do likewise. The heroine's kindness, ambition, steadfastness, loyalty, the hero's resourcefulness, quick-wittedness, pains-taking qualities, courage, magnanimity, modesty—all these examples "sink in" and are emulated both now and later. One story with hidden character-building values is worth a dozen sermons from parents or teachers.

Let us try to see that this sort of a story, full of plenty of adventure for the boy, full of interesting plots and characters for the girl, is convenient for them to pick up.

Jack London isn't the only one to be tremendously influenced by the printed word.

JOB PRINTING

Lower Prices

GLAD TIDINGS —

**TO IMPLEMENT USERS!
FARM TOOLS TOUCH
NEW LOW POINT!**

**Planters Priced Lower.
Now in the Reach of All—**

New Lines for 1933

—Buy Now for Better Farming!

Good implements means easier farming with better results. With our new spring lines of standard farm tools—we make it possible for you to get the fullest possible benefit from your farming efforts.

Double and Single Row Cultivators

Your Choice Single or Double.
GET OUR LOWER PRICES—

What are Your Needs?

WE CAN SUPPLY YOU!

SHOWING—Disc Plows, Sulkey Plows, Planters, Cultivators, Harrows—All sizes of Sweeps. Also showing complete lines of Harness and Plow Gear.

REPAIRS

To keep your implements in condition we have assembled a liberal assortment of repairs for Case and Deere.

SEE US FOR REPAIRS OF ALL KINDS!
Get our Lower Prices on Plow Points—Any Make!

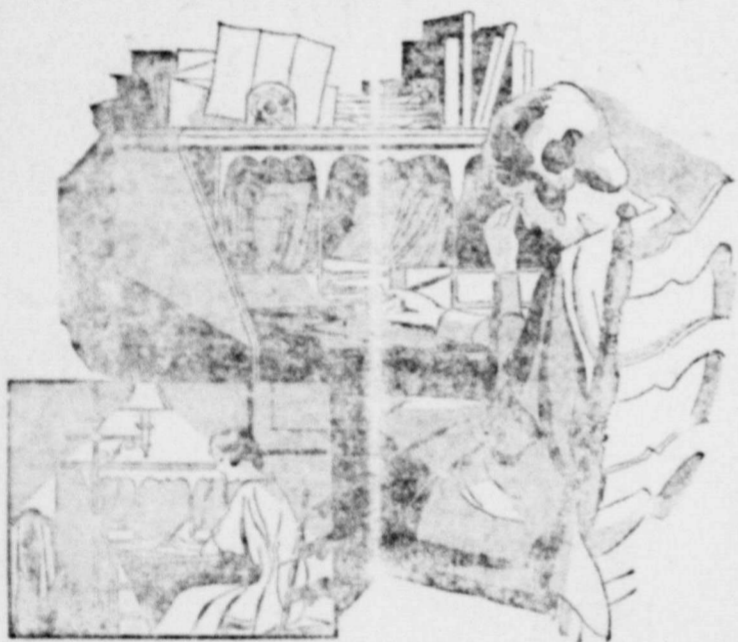
USED IMPLEMENTS

Offering many serviceable used implements, which have been placed in good condition.

Get Our Clean-Up Prices!

Higginbotham Bros. & Company

Ballinger, Texas



Better Lighting Will Ease Your Budget Worries

There are budgets that really will work . . . budgets that will show how to bring expenses within income! But they weren't created at a dark and gloomy desk . . . they were the result of calm and intelligent analysis under the cheering atmosphere of good light.

It's surprising what a difference adequate lighting makes! . . . Troubles take on a less terrifying aspect when subjected to the clear, eye-soothing brilliance of the modern electric light. It's not only much easier to work, but the absence of eye-strain keeps your mind clear and alert.

Next time you sit down to plot out the month's expenses, or to write a letter, be sure your light is adequate. You'll find the difference amazing!

A trained employee will be happy to inspect your home-lighting arrangements. There's no obligation, of course . . . and chances are that a simple rearrangement of your present fixtures, or adjustments giving you adequate sized lamps where they're needed, will be all that's necessary.

Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule . . . and adds only a small amount to your total bill?

West Texas Utilities Company