

The Bronte Weekly Enterprise

VOL. 15, NO. 49.

BRONTE, COKE COUNTY, TEXAS, DECEMBER 29, 1933.

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Work on Coke Irrigation Project Survey Starts

L. H. OWEN, U. S. GEODEDIC SURVEY ENGINEER, HERE, MAKING PLANS

A belated Christmas gift from Santa Claus to Coke county has arrived. And though late, yet it is a "dandy," and it has put everybody in Coke county on the "sunny side of the house," with which to begin the New Year.

The above reference is to the U. S. Government survey of the proposed Coke County Irrigation Project.

L. H. Owen, of Fort Worth, with the U. S. Coastal Geodetic Survey, reached Bronte, Wednesday night, and early Thursday morning, opened temporary offices at the Home Motor Company, and began at once to lay out plans for organizing a surveying party who will make a complete survey.

C. C. Holder of Bronte, will be in charge of the surveying party. Mr. Holder is not only a thoroughly trained and experienced geodetic engineer but he knows more about the project than any other man, as he has made two surveys of the territory laying within the limits of the project.

Mr. Owen requests The Enterprise to state that ten experienced men are needed and anyone wanting to apply should call on him at his temporary offices immediately. But, Mr. Owen calls attention of all to the fact that this is CWA work and hence only high-class and well-qualified men are acceptable.

Just what this all means The Enterprise is not capable of say-

ing—we do know, however, that it is a gigantic undertaking and if the Government "puts it over" and it proves a success it makes Coke county the banner county of West Texas and Robert Lee and Bronte will become two of the best of the smaller towns in all the land.

It is known to all, of course, that The Enterprise has been enthusiastic through the years for this project, believing sincerely that if the system could be constructed on a basis as to cost that would not wreck those who became responsible for the payment of the construction of the system, it would be a great thing. But somehow, those who have undertaken the project thus far never did get far enough along for a definite conclusion based on cost of construction. Good men have differed and differ still as to the virtues of this undertaking.

However, as we understand this move on the part of the Federal Government, they propose, so to speak, to "hand this nice, juicy plum out to Coke county, on a silver platter"—in which event, The Enterprise says, of course, "lets take it." It seems the attitude of all the people from ocean to ocean is to hold out their hands to the government for a "hand out." So, lets do all that is reasonable and right to "pluck this juicy, luscious plum," and be duly thankful to the donor.

BLACKWELL'S DECEMBER TRADES DAY, SATURDAY, WAS GREAT DAY

Saturday was Trades Day at Blackwell.

And that means that it was a great day—a great day for everybody; for the business men of the town and for everyone of the large numbers that attended.

They were there from far and near. Three things contributed to the unprecedented attendance. It is said to have been the largest crowd that has assembled in Blackwell in many years for any purpose. In the first place the Commercial Club under which the monthly Trades Day

is held had arranged a program of entertainment—people always will go where there is entertainment for them. In the next place the business firms of the town had offered trades day bargains—real bargains in merchandise. In the third place, the club and the business men of the town advertised the fun and bargains that were in store for those who attended. As a result the people were there—they were there from far and near.

Both the managers of the club and the business men are pleased with the outcome.

Heart To Heart Talks

BY ULMER S. BIRD
THE GREATEST OF THESE

"A word fitly spoken is like apples of gold in pictures of silver."—Proverbs 25: 11.

Language may be a beautiful thing. It may be valuable.

A poet with words fitly spoken at the end of his pen may inspire a nation, stir up a war, or turn a race toward God.

But words, whatever their beauty or strength, become a sounding brass, or a tinkling cymbal—merely a lot of noise, unless they represent love in action.

"But the greatest of these is love."

There is no doubt that without the works of charity and helpfulness done within the last few years we would have by now been in the midst of communism or worse.

The steadying hand has been the hand of brotherly love.

Hungry people have been fed in every city. Men who still have financial resources have united with those who have not, in trying to give the men without a job a chance. The situation has not been fully met, but enough has been done to keep us out of revolution and anarchy.

Guns could not have done it. Machinery could not. The gospel of love, preached throughout the years, has come to our aid in our time of need.

GIVES "COLLEGE PARTY"

Miss Mary Louise Holder, daughter of Mr. and Mrs. C. C. Holder, who is a student in Baylor College for Women at Belton is spending the holidays at home with her parents.

Quite a few of the young ladies and young gentlemen of Bronte are students in colleges scattered over the country. Many of them are at home for the holidays. Miss Holder conceived the happy plan of being hostess to the boys and girls at home from college. She named her party "A college party," which by the way is an apt and unique name for her entertainment as only the boys and girls at home from college were to be guests, Thursday evening.

The diversion of the evening consisted of games and each one "boosting" his school, of course.

A delicious refreshment plate was served to the number present.

HIS MOTHER, HONOREE

Sunday, December 24, Mr. and Mrs. Paul Good of Robert Lee entertained with a lovely Christmas dinner, in honor of Mr. Good's mother, Mrs. Kate Good of Bronte.

The table was set for the occasion—the place cards being arranged for Mrs. Good and her children, as she used to have them at home when they were small. The honoree was presented with a gift as she began with instructions for dinner—she had an old-fashioned switch which she could have used on the guests.

The menu was served in three courses.

The day was indeed enjoyed by all present, Mrs. Good expressing her appreciation to her children for their thoughtfulness of her.

Other guests included Mr. and Mrs. C. N. Baker and little son, Billie C., Mr. and Mrs. Homer Good and two little sons, Bobby Jean and Jack. Mr. and Mrs. Walker Good and little daughter, Sammie Lee, Mr. and Mrs. Nolan Kennedy, Sonora, and the little children of the host and hostess, Katie Sue and Eddie Paul.

THEIR LITTLE BABY DIES

Juanita Fay Alexander, the little baby daughter of Mr. and Mrs. Monroe Alexander died at the family home, three miles northwest of Bronte, Friday, December 22, 1932. Interment was in Bronte cemetery, Saturday afternoon, following religious services at the graveside by Elder J. A. Branaman and the writer. Little Juanita Fay was born April 15, 1932, making her to be one year, eight months and seven days old when death took her out of this world of suffering and pain.

The little one was stricken with diphtheria and hence her suffering was not of many hours duration. All was done that could be done but to no avail.

Baby Juanita is survived by her parents, two brothers and three sisters, her grand parents and other relatives who sorrow over her untimely going. May they all have comfort in this hour.

Mr. and Mrs. L. C. Hudman and little son of Ralls visited relatives here this week.

Marvin Simpson and Miss Mildred Rawlings Married Christmas Day

Two Coke County Pioneer Families United By Marriage On Christmas Day

Monday afternoon, at 4 o'clock, December 25, 1933, at the ranch home of the bride's parents, Mr. and Mrs. A. J. Rawlings, seven miles southwest of Bronte, Miss Mildred Rawlings and Mr. Marvin Simpson were united in marriage. Rev. J. W. Leggett, pastor of the Methodist church at Robert Lee, celebrated the nuptials, reading the beautiful ring ceremony.

The bridal party entered the living room to the strains of the Bridal chorus from Lohengrin by Wagner, played by Mrs. Cortez Russell, sister of the bridegroom, and took their places at an improvised altar where the vows were solemnized. Mrs. Russell played softly "I Love You Truly" while the vows were being taken.

Her only niece, little Miss Katherine Rawlings, was the bride's only attendant. The little attendant wore a colonial dress of tea rose tulle over peach satin and carried a colonial bouquet.

The bride wore a Cannes blue velvet made in flowering princess style with semi-train and carried a bouquet of white roses with shower of lilies of the valley. Her going away suit was a Vogue model in black with white accessories.

The decorations were holly, poinsetta, carnations and Arizona fir, with red tapers for lighting.

A three-tiered wedding cake was cut by the bride and served with a moulded ice to 30 guests who were the immediate relatives of the wedded pair.

The bride is a member of one of the most prominent families of Coke county and West Texas.



MRS. MARVIN SIMPSON

She is a graduate of the San Angelo High School and received her B. S. degree from the College of Industrial Arts at Belton and is also a graduate of the Department of Journalism of that institution. She was a member of the Lass-O staff, college paper where she acquired distinction as a writer. Since her graduation she has done some journalistic work. At present she is a teacher in the Robert Lee school where she is a popular member of the faculty because of her personality and her capability as a teacher.

The bridegroom is a son of Mrs. W. K. Simpson of San Angelo. His father was one of the most widely known and beloved pioneer Methodist ministers of West Texas. Mr. Simpson is engaged in the mercantile and ranching business at Robert Lee. The marriage of these two popular West Texas people has united two of the oldest and most popular families in the West.

After a wedding trip which will take them to Mineral Wells, Fort Worth, Austin and San Antonio Mr. and Mrs. Simpson will be at home at Robert Lee.

WORK ON BUTTERFIELD TRAIL IN COKE COUNTY STARTS IMMEDIATELY

"When it rains it pours!"

The above is true with reference to both fortune and bad fortune.

"Showers" of fortune are falling on Coke county, as the old year passes and the New Year is about to be ushered in.

Judge W. R. Ely, member of the State Highway Commission, felt the pull of the Christmas spirit. Hence, Wednesday when County Judge O. E. Gerron of Robert Lee, some of the county commissioners and others of the private citizens of the county, visited Judge Ely in his office at Abilene and suggested that the building of the Butterfield Trail through Coke county be gotten under way at once, the genial judge almost "giggled" with delight.

County Judge Gerron as spokesman for the Coke delegation submitted the matter to the Highway Commissioner, reminding that such public work in Coke county at this time would bring employment to the hundreds of idle men over the county. Judge Ely heartily agreed and advised the delegation that he would take immediate steps to start the work.

The Butterfield Trail leads out

from Abilene to the southwest, crosses the north-west part of Runnels county, through Coke to Bronte, Robert Lee and on to Sterling county. Some fifteen miles of the Trail has been finished and ready for the topping, leading out of Abilene. The highway body at its last sitting let a contract for the grades and drainage structures down almost to the Runnels county line.

The first work will be to get the survey across the portion in Runnels county and get the right of way. Judge Ely stated that he would instruct County engineer Garrett at Ballinger to make the survey through Runnels without delay. Soon as the survey is made and the right of way is secured, then watch for "the dirt to fly." For there will be no delay in letting the contract and getting work started.

So, Bronte is to become known as "the town where the highways meet." The survey of the Bronte-Ballinger state highway has been made and the designation out of Ballinger has been made by the state highway body. Thus, when the program of road building for Coke is completed

(Continued on last page)

THE BRONTE ENTERPRISE
D. M. WEST, EDITOR AND BUSINESS MANAGER

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"Uncle Bill" Kellis May Make Apologies

"Uncle Bill" Kellis, editor of the Sterling City News-ord, ardent Al Smith supporter in 1928 and ardent Franklin Roosevelt supporter in 1932 and still an ardent Roosevelt supporter opened the phials of his vitriolic editorial wrath again last week and poured out upon any and all who might in anywise dissent from any policy Roosevelt might advance. After praising Roosevelt's policies one hundred per cent, "Uncle Bill" turns upon Roosevelt's critics as follows:

"But there are critics at work who are trying to hamper the good work he has already done. The men of Wall street loaned 100-cent dollars to the people when money was easy. When the pinch came, they wanted their 100-cent dollars paid back in 200-cent dollars. When they saw that the president was in a fair way to reduce the value of the 200-cent dollars back to the level of 100-cent dollars, it broke their heart and they are 'hollerin' about it. * * * * * These critics are the Shylocks of the land who not only want their principal and interest, but they are clamoring for their 'pound of flesh.' They are a lot of darned fools who are ready to demand 'hard money,' (which means that it is hard to get,) and refer to the best money the world ever saw as 'Boloney Dollars.' These critics are interested only in making money scarce and hard to get. They care nothing for the man who works for a living."

Ahem!
The above certainly makes interesting reading, coming as it does from the pen of "Uncle Bill," especially, in the light of events that have gone before.

When "Uncle Bill" quotes the term above, "Boloney Dollars", everybody—even to small school children—knows whom "Uncle Bill" is quoting—that the term was coined by Alfred E. Smith, in his discussion of the fallacy of the inflated dollar, as he sees it.

So, the only logical conclusion is that "Uncle Bill" now includes Al Smith in the "darn fool" class. Hence, what an unspeakable calamity would have befallen the country, in 1928, had the unflinching Americans elected, for the sake of having legal booze flowing in the country again, and for the sake of "party regularity," one from the "darn fool" class to afflict the land for four years as president. Then, too, the language of "Uncle Bill" makes the implication that "the darn fools" are not only "darn fools" but are the "henchmen of Wall Street." A "henchman," as we understand the term, is an unscrupulous fellow, who will do the biddings of his master, right or wrong. In that event, this republic would be in a deplorable condition had the people followed "Uncle Bill" and his tribe in 1928 and elected for president of the country "a darned fool and henchman" of Wall Street. Gods of Greece, how glad we are that the country was saved from such a catastrophe!

Many will wonder if, within the next four years, "Uncle Bill" and his political tribe will not rise up and brand Roosevelt as "a darn fool."

Anyhow, it is still a "free country" in some measure, and one does not necessarily have to subscribe to everything a national leader may do in order not to be classed as "a darn fool and henchman." Every good thing Mr. Roosevelt does, consistent with justice to all, for the common good, every real American will rejoice—but, that is vastly different to the suggestion that in order to be a loyal American citizen one must subscribe to every suggestion and policy proposed by the president.

And "Uncle Bill" and his political school facing about, as they seemingly have, will no doubt, make real Americans more free to hold to their independence of thought as to political leaders and measures more than heretofore—and, it may be, knowing his intellectual honesty as we do, that "Uncle Bill" will come out and make apologies for the hard and harsh things he said against those who would not support Al Smith in 1928, since "Uncle Bill" is now convinced, it seems that Al is not only in the "darn fool" class but is "a henchman of Wall Street."

As further evidence of the unreasonable extremes to which men may go in a spirit of blind partisanship, regardless of the country's good, Senator Tom Heflin of Alabama, was refused a place on the Democratic ticket last election because he stumped his state against Al Smith—he lacked only a small number of votes carrying his state against Smith. He has announced again for congressional honors. If there were nothing against Heflin except his antagonism against Smith he should have been given a place on his party's ticket.

We have received a copy of The Coolidge News, published at Coolidge, Arizona, with the name of our good friend, Prof. Max Williams at the mast head as editor. We perused its pages, and found them, as we expected, after looking first for the name of the editor, brim full of ably written, bristling news items, with editorial page, dealing with local issues that affect Coolidge and its section of country. And while there was fair consideration from those who might disagree with him, yet every line was pregnant with the one ideal, namely, "Forward march, Coolidge." The advertising columns were well filled with ably prepared ad copy, which from the printer's viewpoint, were tastily set and pre-

sented the advertiser in good light before the buying public of that section. One thing The Enterprise will guarantee to the citizens of Coolidge: If they will support The News, under its present management, their town and country will be "put on the map."

Mr. and Mrs. J. A. Butner are spending the holidays with their children at Olney. The Enterprise is glad to report that Mrs. Butner who was stricken with partial paralysis, a few weeks ago, is now much improved. The many friends of Mr. and Mrs. Butner wish her a speedy and complete restoration to health.

It's subscription time. Thanks.

S. A. KIKER, WILL BE OUT FOR COMMISSIONER

The holidays are past—the New Year is about here and things are settling down to the old routine.

The above is true with reference to "settling down" except relative to politics. "The pot is beginning to boil." The Enterprise hears of several who will "throw their hats in the ring" and ask the "deer peepe!" to let them become the servants of the county.

However, we have had expression definitely from but one man—he is S. A. Kiker. Mr. Kiker is serving an unfinished term by appointment, following E. T. Holman deceased. Speaking to The Enterprise in answer to the direct question: "Mr. Kiker, will you be a candidate to succeed yourself for County Commissioner?" replied:

"Yes, I have decided to be a candidate. I do so, first, because I feel that I am just now getting to where I can render the people of our precinct, and the county at large, the best service. Since my appointment a few months ago I have been getting acquainted with the duties of the office, in our precinct and the entire county and getting acquainted with and conferring with the people all over the county. I know the office and its duties now as well as the needs of our precinct and the county at large. So, you can say to the people that at the proper time I will have my announcement before the voters. I do not know whether there will be others seeking the office or not. That does not concern me. I have tried faithfully to do my duty and if the people want to re-elect me on that basis, I will appreciate it and will do my best to serve faithfully."

So, there you are.

Mr. and Mrs. Murray Gilreath and daughter, Miss Doris, spent the holidays with relatives at Hamlin.

RUNNELS SONG MEET TO BE AT WINTERS

Bronte Enterprise: Please announce that we are having a called session of the Runnels County Singing Convention at the Winters Baptist church, next Sunday afternoon, December 31, at 2:30 o'clock. We are expecting a large crowd of good singers.

Fred Bedford, President of Convention

Mr. and Mrs. H. T. Fletcher of Cibola and Mr. and Mrs. J. D. McCleskey and little son, Jack Morris of San Marcos, were holiday guests of the parents of Mr. McCleskey and Mrs. Fletcher, Dr. and Mrs. R. R. McCleskey, and other relatives.

Mr. and Mrs. J. A. Revell of Sterling City were guests of Mrs. F. O. Key and the Cumbies during the holidays. Mr. Revell is a nephew of Rev. R. M. Cumbie and Mrs. Revell is a sister of Mrs. Key.

J. H. Rutherford of Oak Creek who submitted to a major operation at a San Angelo hospital three weeks ago was returned home Sunday. It will be good news to the many friends of Mr. Rutherford and family that he is fast recovering and that he bids fair now to be restored fully to his usual health and strength.

Mr. and Mrs. George Thomas were Christmas guests of Mrs. Thomas' parents, Mr. and Mrs. J. A. Baldwin, at McCamey.

Word comes this afternoon of the death of Ward Pettit in California. The body will reach here on tonight's train. The Enterprise has none of the particulars.

It's subscription time. Thanks.

A HAPPY, PROSPEROUS NEW YEAR
TO
All Our Friends and Patrons

We trust that 1933 leaves you only Glad some Memories. But, however the old year has been, we wish for each and all that the Glad New Year may bring to you peace and happiness and that every day of the year may have in it that which will gladden your hearts.

We Deeply Thank You

Everyone for the business fidelity you have shown us since we assumed our present business relations. None ever had more loyal friends than you have been and we thank you out of our hearts.

WE WANT THE BUSINESS OF EACH AND ALL FOR THE NEW YEAR AND WILL APPRECIATE SAME.

CAPERTON & IVEY SERVICE STATION

EMMET CAPERTON and CUMBIE IVEY, Owners
BRONTE TEXAS

Mr. and Mrs. Ray Ivey and smaller children and Mr. and Mrs. Chester Ivey spent the holidays with Mrs. Ray Ivey's mother, at Mertzon—they report a delightful time.

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

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ATTORNEY
P. O. BOX 678
Room 205 Central National Bank Building
Phone No. 6524
SAN ANGELO TEXAS

EILWIN GERRON
Attorney-At-Law
Office in Courthouse
C. W. CHEATHAM
Dentist
X-Ray
BALLINGER, TEXAS

MRS. F. E. BROWN DIES

Information of the death of Mrs. F. E. Brown, which occurred at Austin, December 19, did not reach The Enterprise in time for it to be reported in last issue.

Mr. Brown who makes his home with Mr. and Mrs. C. C. Holder, went to Austin and carried the body to Springfield, Missouri, the old home of Mr. and Mrs. Brown, and interred it in the family burial place.

Deceased is survived by her husband and a son, Herbert Williams of Kansas City. She was a lady of gracious mien and made many friends in Bronte during the time of her residence here. The husband and son have the sympathy of the many friends of Mr. Brown in and around Bronte in this hour of their sorrow.

Mr. and Mrs. W. B. Cobb of Eldorado were guests of Mr. and Mrs. Fred McDonald Tuesday.

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

A Thank You

AND

HAPPY NEW YEAR GREETINGS

TO

Our Friends and Customers

We combine both in one—for, we do greatly appreciate our friends, both socially and in a business way. And, likewise, our hearts go out in deepest good wishes not only for our friends, but for everybody throughout our land. May

The Glad New Year

Bring life's best and happiest to each and all and to our country at large.

T. C. PRICE & COMPANY

BRONTE TEXAS

1934 Greetings

TO
OUR FRIENDS EVERYWHERE

MAY ALL THAT IS GOOD AND DELIGHTFUL BE YOURS FOR
1934

We Deeply Thank You

Each and all for your continued business favors through the year and earnestly solicit a continuance of same for the New Year.

CITY DRUG STORE
MRS. L. JOHNSON, Owner

BRONTE TEXAS

FOR FAILURE PROOF BANKING STRUCTURE

Speaker Outlines Threefold Cooperation Between Bankers, Government Officials and the Public to Maintain Bank Standards

TWO elements beside the bankers themselves are required in order to give the nation universally the type of banking it should have, Francis H. Sisson, president of the American Bankers Association, declared in a recent address. He said that the efficiency of government officials upon whom the people rely to supervise the banks properly, and the patronage of the people themselves are factors in the kind of banks a community shall have.

"There can be no question that the people of the United States should have banks immune from failure and wholly free from bad or questionable banking," Mr. Sisson said. "It is not enough, as President Roosevelt has said, that while some bankers had been incompetent or dishonest, this was not true in the vast majority of our banks. A situation should exist in which there is not even a small minority of bankers open to question. There should be no room for dishonesty or incompetency to exercise any influence in banking anywhere.

"While bad faith and bad management enter the human factor in all types of business, their effects in banking should be surrounded by such special safeguards as to render them no longer a factor in bank failures. The responsibility for bringing this about, however, cannot rest upon the bankers alone, for the means to accomplish it are not wholly in their hands. There are other essential elements.

"One is the efficiency of government supervision. Since we rely so greatly upon supervision, it may, unless it is of the highest order in safeguarding the public interest, create a sense of false security. Supervision should render bad banking impossible, but it has failed to do so. There was supervision by presumably the highest type of bank supervisors in every one of the instances of questionable banking that has shocked the attention of the country during the past three years. Therefore a thorough strengthening of supervision is clearly called for if the people are to rely on it to the fullest extent for the protection of their interests.

The Public's Part

"Another essential factor in maintaining good banks involves the part played by the public in banking. There is certainly a responsibility on the people themselves to support that type of banker whose rigid adherence to sound principles makes a sound bank, rather than to give their patronage to the easy going banker who may be easier to do business with, but whose methods create a weak bank.

"Bank customers are charged with a great responsibility in protecting the safety of their banks in respect to their utilization of the assets of the banks as borrowers. Banks have failed because many of their loans and securities, created in good faith by bankers in cooperating with the business interests of the country, proved unsound under subsequent conditions. An unsound loan is created by the borrower as well as the banker. A bank is only as sound as its community, and this applies also to the banking structure as a whole in relation to the economic condition of the nation as a whole.

"A bank is truly a semi-public institution, but in a reciprocal sense—it has its obligations to the public, but so has the public equal obligations to the bank. No one who has not sound banking principles at heart has any business in a bank whether as a banker or as a customer.

"The banker is a semi-public servant. He is charged with the heaviest of responsibilities and obligations that occur in our economic life. But he can meet these fully only through the cooperation of good laws, good public officials who are empowered to exercise authority over his bank, and good business methods on the part of business men generally who utilize his bank. Only through such cooperation by all elements in our nation's community life can we be assured of a failure-proof banking structure.

"The Administration at Washington has taken hold of this problem with a firm grasp of essentials and is exercising splendid leadership toward the desired end. The strongest feature of the government program will be found in recognizing the joint responsibility of the public, of business and of government officials together with the bankers themselves in creating the kind of banking the nation should have."

THE BEST YEAR OF ALL TO All Our Good Friends

IS OUR WISH FOR YOU FOR 1934—MAY PROSPERITY, AND HAPPINESS COME TO EACH OF YOU.

Remember Us

When in town and you are hungry—come to see us. We appreciate the fine business given us since entering our present business—always glad to see you whether you want cafe service or not.

CITY CAFE & CONFECTIONERY

D. K. GLENN, Owner

BRONTE

TEXAS

Mrs. Maggie Scott and son, Edward, returned Thursday, from Eunice, New Mexico, where they spent the holidays with relatives.

Mr. and Mrs. Taylor Shelton and Mrs. O. H. Willoughby are shoppers in San Angelo this Friday.



Mr. and Mrs. Robert Herron and children are visiting relatives at Eunice, New Mexico, during the holidays.

Mr. and Mrs. Waid Rees and Mr. Rees' brother, Sidney, from Center Point were guests of Mrs. Rees' parents, Mr. and Mrs. Robert Knierim, during the holidays.

Good Friends, A Happy New Year!

We join in the glad spirit of the New Year and wish our friends and everybody else the best in life everywhere for 1934—may the good things of life abound to all.

We Are Thankful

To our friends for their continued business favors. And for the New Year we promise you the same High Quality Merchandise at the Lowest Possible Prices.

ED STEVENS GROCERY & MARKET

ED STEVENS, Owner

BRONTE

TEXAS

A PROSPEROUS AND HAPPY 1934

TO

EVERYBODY

Especially, to Our Friends

MAY ABUNDANCE OF MATERIAL THINGS, HEALTH AND HAPPINESS ABOUND TO ALL OUR PEOPLE.

We Deeply Thank You

To each and all for all past business favors. SEE US FOR ANYTHING DONE IN A FIRST-CLASS GARAGE.

HOME MOTOR COMPANY

ROBERT KNIERIM, Manager

BRONTE

TEXAS

HERE'S HOW—WITH PINEAPPLE!



Another food innovation—theiced pineapple cup, made from crushed canned pineapple or tidbits—has been added to the housewife's list of cooling afternoon refreshments.

It made its appearance recently at winter resort beaches in the wake of announcements of nutritional studies which revealed canned pineapple as a valuable source of vitamins A, B and C and five essential minerals. In addition, it is being served as a breakfast

fruit and as an appetizer or dessert at dinners. Eaten regularly, the dietetic studies showed the fruit also aids digestion and in the prevention and correction of acidosis and nutritional anemia.

Teaching Hawaii about pineapple might seem like carrying coals to Newcastle. But after all, it took America to give the hula dance, the ukulele and the beach at Waikiki an international reputation.

OUR WISH

FOR

OUR FRIENDS AND PATRONS

For 1934

Is that each and all may have prosperity, good health and much happiness throughout the days of the year.

Please, Accept Our Thanks

For all the patronage accorded us during the ice season of the year. We cherish your friendship and business confidence.

HOLDER ICE COMPANY

C. C. HOLDER, Manager

BRONTE

TEXAS

"Mary Anne can't come to the party"

A BRIGHT little party invitation lies askew on the table. From a corner of the room, where Mary Anne sits digging her fists into her eyes, comes the despairing cry of childhood robbed of its golden moments. "But WHY can't I go, mother?" Her mother makes no answer, but turns with tight lips to her sweeping. Mary can't go because her clothes aren't fit. Her little dresses are clean, yet—but frayed and pale from many washings. Her shoes are skuffed and battered. Other children in the neighborhood will be gayly and neatly dressed. And Mary Anne would be cruelly out of place. So Mary's mother sends regrets. How sharply the little tragedies of our own childhood stand out—even today! They are not lightly brushed aside. Child authorities tell us that such incidents are, all too often, the deep-rooted cause of shyness and a lack of confidence that last through life.

Mary Anne must have new things. And now is the time to buy them—WHILE PRICES ARE LOWER THAN THEY ARE EVER LIKELY TO BE AGAIN. One of the chief aims of NRA is to rebuild proper values for the things that touch our daily lives . . . the labor of men and women . . . the products of manufacturers . . . the homes of people. The Government intends to make everything WORTH SOMETHING AGAIN. Clothing belongs in this list. Under the code for the clothing industry all labor values are going up. Sweatshop conditions will never again be permitted. Pay rolls have advanced. Cotton goods are up 90 per cent. Woolens have advanced 49 per cent. Yarn is up 143 per cent. So clothes must go up, too. This change has not yet been completed. There are still low-priced stocks of children's clothing to be had at amazingly low prices. But these stocks are strictly limited! Now is THE TIME TO BUY!

"TAKE STOCK" OF HEALTH DEPT. HEAD ADVISES

Austin, Texas, December 28. —At the close of the old year, and looking forward to 1934, Dr. John W. Brown, State Health Officer, reminds Texans that this is inventory time and that it is quite as important to "take stock" of one's physical assets and liabilities as it is of one's financial resources. "We would not think of running our automobiles without having them thoroughly gone over, every now and then. But we neglect to have this very important thing done to the wonderful human mechanism we carry around with us in our bodies. We can buy spare parts for our automobiles—engines, batteries, wires, all the rest of the paraphernalia that goes into the making of a serviceable car, but when the heart, the kidneys, the nervous system, or other parts of the human machine show signs of wear and tear, we can't replace them with new ones. But we can find out how to take care of our own mechanism, so that we can conserve and prolong its usefulness. "One of the best ways to do this is for each person to go to his or her doctor, at regular intervals, for a thorough medical inspection of the human machine. If a weak spot has developed in some part of the system, very often the doctor can advise as to ways by which the encroaching weakness or disease can be checked.

"The boys and girls who are growing up today are getting accustomed to these periodical examinations through the regular inspections they have in school. And every young mother knows that the best way to keep her baby and her other young children well is by having them under regular medical supervision. So, it is the grown-ups who need this advice, and I urge each individual who has not had an examination recently to begin the New Year by following the custom of the wide awake motorist. Have him check up on all parts of the machine. Then do as he tells you to do."

Mr. and Mrs. A. J. Callaway have moved from their farm near Fort Chadbourne to the ranch near Odessa. Mr. Callaway who has been ill with rheumatism for some time is improving. The Enterprise expresses the hope that the change of climate. They order The Enterprise will prove beneficial to his prize to follow them that they may keep advised as to the happenings "back at home."

Woodrow Leonard is home for the holidays from the School of Mines at El Paso, where he is in his junior year as a student.

This NRA Ad is Paid For by the Undersigned Business Men and other Citizens Who are 100 Per Cent Behind the National Recovery Act Program:

FIRST NATIONAL BANK, Bronte, Texas
KEENEY'S VARIETY STORE
P. C. PRICE & COMPANY
PLANTERS GIN COMPANY
HOME MOTOR COMPANY
W. MODGLING, Grocery & Market
J. W. WALL, Boot & Shoe Repairing
B. E. MODGLING, Magnolia Agent
C. N. BAKER, Service Station

SAN ANGELO TELEPHONE COMPANY
LOYD HOLMAN, Service Station
E. B. FLETCHER Farmer and Ranchman
W. H. MAXWELL, Jr., Continental Oil Agent
CUMBIE & CO., Groceries and Produce
J. A. PERCIFULL, Barber
HOLDER ICE COMPANY
THE BRONTE ENTERPRISE
F. L. CLARK, Barber

BUTTERFIELD TRAIL
(Continued from page one)
Bronte will have five inlets and outlets of all-weather roads—the first of which will not be completed until there is no objection to go. The highway body furnishes its money for road construction. Then why not grand old throw its hat in the air and give some hilarious yells to a Comanche Indian. Notice is now served on Sterling City, Shep, Buffalo Gap, and Abilene that when the Trail is opened to the traveling public grand old Coke is going to take

a day off, turn out en masse and visit you—we want to "play neighbor" with everyone of you. It is known that The Enterprise was not enthusiastic about the building of the Trail when the money was to come from bonds voted by the county—but, now, since it is to be built without expense to the local taxpayers, we welcome it.

SEE US FOR—
New and Used FURNITURE
Nolan Furniture Co.
Sweetwater, Texas

DR. Rea of Minnesota

Well Known in Texas
Ballinger,
Central Hotel
Saturday January 6th
ONE DAY ONLY
Hours—10 A. M. to 4 P. M.
Dr. Rea, specializing in stomach, liver, intestinal and rectal diseases as complicated with other diseases without surgical operation.

Has a record of many wonderful results in stomach ulcer, liver, bowels, kidneys, bladder, skin, heart, lungs, asthma, rheumatism, pellagra, blood diseases, goitre, and many so called incurable diseases.

Dr. Rea uses the hypodermic injection method for small tumors, suspicious skin growths, piles, varicose veins, tubercular glands. Has a special diploma in diseases of children, treating such diseases as slow-growth, bed-wetting, deformities, malnutrition, large and infected tonsils.

Dr. Rea's purpose and plan is to treat all available cases at this time and to prepare with proper data medical treatment to be furnished later when treatment is desired. Dr. Rea does not discourage operations when properly advised. Remember the date and bear in mind that his treatment is different.

Consultation, Examination, and Diagnosis Free, medicines at reasonable cost to those acceptable cases where treatment is desired. Married women re-

PUREBRED Bronze Tom, \$3.00; Hens, \$2.00. Write Mrs. J. E. Renfro, Bronte, Texas. 4t.

Dr. Rea Bros. Medical Laboratory, Minneapolis, Minnesota. Since 1898.

HAPPIEST GREETINGS
TO
All Our Friends and Patrons
FOR

1934

We do not want the old year to die and the New Year to be born without expressing in this public way our sincere appreciation to all our patrons for their continued patronage. For the New Year we pledge the same efficient and courteous service.

Thank You

May peace and plenty, good health and happiness abound to each and all through the New Year.

E Z BARBER SHOP
F. L. CLARK, Proprietor

BRONTE

TEXAS

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.

WE WRITE FIRE, HAIL AND TORNADO INSURANCE

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