

The Bronte Weekly Enterprise

VOL. 18.

BRONTE, COKE COUNTY, TEXAS, SEPTEMBER 10, 1937.

NUMBER 36.

Presiding Elder Preaches Here Sunday Morning

Pastor J. H. Thompson of the Bronte Methodist church announces that Presiding Elder L. U. Spellman of San Angelo will fill the local Methodist pulpit Sunday morning at 11 o'clock. All are cordially invited to hear this fine pulpiteer.

Rev. Thompson also states that he is through with his summer evangelistic work and will be at home regularly with his congregation at all hours of worship for the remainder of this conference year. The West Texas Conference to which the Bronte Methodist church belongs will be held in San Angelo this year. The date is October 20, only six weeks away. Bishop H. A. Boaz will hold the conference. Many from Bronte, who are not Methodists, will want to attend this conference, as it does not meet in this section very often.

Bronte Ball Team Leads First Half Concho Basin

Bronte's baseball team has "been going places" this season in its winnings of games in the Concho Basin League of which the local team is a member. The Concho Basin League is composed of San Angelo, Rowena, Ballinger, Winters, Robert Lee and Bronte. Miles was in the league until a few weeks when it withdrew and disbanded.

That Bronte's team is "bringing home the bacon" is evidenced in the fact that in the first-half of the season's games as scheduled, Bronte won 18 out of 20 games. This will put Bronte in the final play, regardless as to winnings in the last half of the schedule. It is not and cannot be known until the schedule ends, which will be next Sunday afternoon, September 12, who will meet the Bronte Buccaneers in the final struggle. Ballinger and Rowena play at Rowena Sunday afternoon and Winters plays Bronte on the Bronte diamond. The winnings in these two games will determine who has to face the Bucs in the final struggle.

The game between Winters and Bronte Sunday afternoon is to be a doubleheader. The Bronte Buccaneers not only invite, but insist that friends at home and elsewhere, come out and witness the "grand flesh-broiling fiesta" they expect to administer to the aggregation from that town that suggests "the cold regions at the north pole." The "Bucs" say that they are just beginning to get hungry for "flesh." Therefore, they say they are going to make it so "hot" for the visitors, they will wonder if they have not been transported to some region so hot that it is sizzling and boiling and spurting liquid fire.

The final game between the two winning teams will be played three best out of five, beginning Sunday afternoon, September 19.

Names of the players on the Bronte team are: Blackie Adams, Dan Scott, Pete Spoons, M. Corley, D. Spoons, Schuman, Tredway, Lambert, Barber, Eubanks, Luke Scott, Hammond, Jones, J. Corley, Hannah, Buford.

Rev. Stuckey Preaches Last Sermon Here

Rev. Lewis Stuckey, retiring pastor of the local Baptist congregation, resigning Sunday morning as pastor delivered his last sermon Sunday evening. Rev. Stuckey accepted the call recently extended him by the First Baptist church of Hempstead.

Rev. and Mrs. Stuckey departed Thursday for their new home and new work, with the best wishes of hosts of friends following them.

Coke Court Buys Robert Lee School Bonds

County Judge McNeil Wylie informs The Enterprise that the commissioner's court has bought the issue of the Robert Lee Independent School district's bonds.

The issue is \$30,000, 30-year bonds and bear 4 per cent interest. This does good two ways—it gives the county a safe investment for its school funds. These funds have been realized from the sale of the county's school lands in Cochran county. The county yet has some two labors of its land to sell. The increasing interest in oil development near the county's lands makes the court not much interested in selling the balance of the land just at this time. Yet in all the sales of land the court has made, a half interest in the royalty has been retained. Therefore, if oil is developed the county's schools will be sufficiently rich for all time to come to have school facilities equal to the very best—if oil is struck, then the county's school fund is in fine condition.

The total of the cash sales of the land of the county equal about \$51,000.

Abilene Boosters Visit Bronte With "Peppy" Program

Three bus loads of boosters of the Young Men's Chamber of Commerce from Abilene "blew in" to town Tuesday, as full of "pep" as an "Arkansas tick" is of bear meat.

Theirs was just a "pop call," not even letting Bronte know that they were coming—but the fun was fast and furious while they were here. The Abilene High School Band of about 30 pieces turned loose a stream of melody that "set the ol' home town to singin'." Then, they gave the town and all Bronte-land a typical West Texas invitation to come to their West Texas Free Fair, after which they said "good-bye" and left us "almost out o' breath," we had such a good time while they were here.

Come again "fellers," when you can stay longer.

FARM FOR SALE

167 acres, 130 acres in cultivation; one and a half miles northwest of Bronte; 50 acres terraced, balance good sandy land; can be bought on terms. If interested see or write

H. P. Hudman.
Bronte, Texas. 364t pd.

Oak Creek-Marie Agricultural Assn. Organized

Thursday night, September 2, the Oak Creek-Marie Agricultural Association was organized at Oak Creek.

Quite a good crowd of interested farmers from the two communities attended and the organization was perfected with growing enthusiasm.

J. D. Motley of Ballinger, secretary of the Ballinger Chamber of Commerce, F. P. Hill, soil conservation agent and T. A. Barton, county demonstration agent of Rannels county, were present and made addresses and aided in launching the new organization. Sam Seay of Marie was elected president, George Cope, Oak Creek, vice president and Gray McKown, Oak Creek, secretary.

The next meeting of the organization is the first Friday in October. Mr. Seay says that it will be greatly appreciated by all the farmers of the two communities will attend, as they are seeking to aid the farmers in improving their condition.

VISIT MONTEREY

Mr. and Mrs. L. T. Youngblood and daughters, Misses Virginia and Mary Ruth, spent the weekend in Monterey, Cal. They departed Saturday and returned Monday night. At Del Rio they were joined by Mr. and Mrs. W. W. Culehon and all went on together to Mexico city.

Mr. Youngblood says that it was a most enjoyable trip for every member of the party. Monterey is a city of some two hundred thousand inhabitants and was founded back in the fifteenth century. But, Mr. Youngblood says that the modern part of the city is not surpassed by any of the larger cities of the United States in the matter of modernly constructed and kept residences.

Mr. Youngblood stated that of course the cops and some others of the citizenry had hearty laughs about the "ignorant foreigners," who were not acquainted with "city ways." But, everybody, both the cops and the citizenry were the very embodiment of politeness and courtesy.

VISIT GRAND CANYON

Mr. and Mrs. Albert Rawlings and children returned home Saturday from a two weeks vacation trip through New Mexico, Arizona and in Old Mexico. They visited at Phoenix, and returning, they visited the Grand Canyon. Returning to El Paso they visited Juarez. They report a wonderful trip. They arrived at the Grand Canyon just at the sunset hour and they say that the sublime beauty of the variegated colors of the canyon beggars human description.

Mrs. Carrie Williams and Mrs. R. L. Keyes spent the weekend in Dallas at the Exposition.

Dr. and Mrs. J. D. Leonard are on an extended visit to the Exposition at Dallas and other places.

Little Miss Ruth Stevens, daughter of Mr. and Mrs. Ed Stevens returned Thursday night from a visit of several weeks with her aunt at Luling. While there she visited the Exposition at Dallas.

TURNEY HALL BABY BURNED TO DEATH AT SWEETWATER

The friends of Mr. and Mrs. Turney Hall, at Bronte, Robert Lee, Blackwell and elsewhere sympathize with them deeply in the tragic death of their little year-old baby daughter, Mary Lee, at Sweetwater Sunday morning. The little one was burned to death.

For several years Mr. and Mrs. Hall resided in Robert Lee. Mr. Hall is an auto mechanic. They had just moved to Sweetwater and temporarily were living in their trailer house. Sunday morning Mrs. Hall arose and lighted an oil stove. Leaving Mr. Hall and the baby girl sleeping she went only for a moment into the home of her brother, in whose yard they had their trailer house, to get her purse. It is supposed that the stove exploded. Mr. Hall leaped out of bed not knowing what had happened and rushed out doors, meaning that the baby was in the trailer house he rushed back in, barefooted, and tried to rescue the baby but could not. Mr. Hall is in a Sweetwater hospital suffering from burns he received. The bottoms of his feet are severely burned and it is not known yet what the outcome will be. The little one was buried late Sunday afternoon at Roscoe.

Tennyson P. T. A Gets Ready for Its Year's Work

The officers of the Tennyson Parent Teachers Association met Monday, September 6, for the purpose of selecting the various committees.

The following were decided upon as chairmen of the various committees:

Program: Mrs. P. R. Jones.
Publicity: Mrs. J. P. Arrott.
Hospitality: Mrs. H. W. Stewart.

Membership: Mrs. Neal Baker.

Publications: Miss Margaret Cleek.

Finance and Budget: Mr. J. B. Clark.

Room representatives: Primary room, Mrs. Monroe Arrott.

Intermediate room, Mrs. J. B. Arrott.

Intermediate room, Mrs. J. B. Arrott.

Officers of the Tennyson P.T.A. are:

President, Mrs. Tom Green.

Vice-President, Mrs. Monroe Arrott.

Secretary, Mrs. Ben Brooks.

Treasurer, Mrs. C. W. Sparks.

The first regular meeting of the year will be held Tuesday, September 28, at 3 o'clock in the afternoon. Every one is urged to attend.

Sheriff Frank Percifull went to New Mexico first of the week to return his father, "Uncle Doc" Percifull, to Bronte. The elder Percifull has spent the summer with relatives in New Mexico and thus got away from the excessive heat of the summer. Mr. Percifull returned with his father Tuesday night, and stated that the rains out in that part of the country were excessive. The many friends of "Uncle Doc" are glad he is home again and feeling as well as he does.

Hon. G. Y. Lee of Eden was in Bronte Thursday morning, en route to Sweetwater to attend a farmers meeting. Mr. Lee has always taken interest in the things of interest to the farmers.

Formal Opening Exercise Bronte Schools Monday

Though the Bronte schools do not formerly open for their 1937-1938 sessions until Monday September 13, yet there has been much activity this week in school circles. The work of registration began Monday morning and has been in progress throughout the week.

The formal opening exercises will be held Monday morning, beginning at nine o'clock.

Following is the program of the opening exercises:

Song: America, by the audience.

Invocation, Rev. J. H. Thompson.

Talk, Mrs. R. E. Cumbie, president P.T.A.

Talk by a representative of the school board.

The faculty for the 1937-1938 school year is as follows:

New teachers are Miss Joe Ann Vanderford, head of English department, from Shield; Miss Grace Katliff, lower English and Spanish, from Eldorado; Miss Sybil Ellis, Commercial Department, from Frost; Miss Mildred Tyborn, fourth grade, Rawley, and Miss Elizabeth Kuykendall, first grade, from Cherokee.

The teachers retained from last year are:

Miss Nell Lowry, first grade.

Mrs. Geo. Thomas, second grade.

Miss Faye Kirkpatrick, third grade.

Miss Mary Roach, fifth grade.

Sixth grade teacher has not been selected as we go to press—he must also be band director. Likewise the teacher who is to be scoutmaster has not yet been elected.

Mrs. Walter Bowden, music in intermediate grades.

Mrs. D. Mull, intermediate English and high sixth.

W. W. Mullens, coach and principal and several classes in the seventh grades, including history, arithmetic and geography.

O. C. Brinell, high school mathematics.

Mrs. Lucy Warner, high school history.

W. T. Henry, vocational agriculture.

Miss Margaret Christie, home economics.

There have been enrolled this week, 518 pupils. There is a scholastic enrollment of 562.

Superintendent Nathan Johnson and the board of trustees are pleased with the outlook for the school for the incoming year.

ERECTING SKATING RINK

B. A. Bell and Charley Baker are busy as the proverbial one-armed paperhanger. They are erecting a large skating rink.

The rink is on the bank of the Kickapoo creek, out on highway 70 towards Sweetwater. Messrs. Bell and Baker said that they put the rink as far as possible from the residence section of town so that it would not disturb any one. They expect to have the rink ready for opening about September 15.

W. L. May from Las Cruces, New Mexico was here last week visiting relatives and friends. Mr. May lives in the irrigated district and he thinks it is a wonderful thing.

The Bronte Enterprise
D. M. WEST
Publisher-Manager

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CITATION BY PUBLICATION

THE STATE OF TEXAS: To the Sheriff or any Constable of Coke County, Greeting:

You are hereby commanded to summon the Unknown Heirs or Assigns of Joe A. Palmer, whose residence is unknown, to appear at the next regular term of the County Court of Coke County, Texas, to be held at the Court House thereof, in the City of Robert Lee, on the first Monday in October A. D. 1937, being the 4th day of October A. D. 1937, then and there to answer a petition filed in the said court on the 30th day of August, A. D. 1937, in a suit numbered 278 on the docket thereof, wherein the State of Texas is Plaintiff and Joe A. Palmer, and his unknown heirs and assigns, are Defendants; the cause of action being alleged as follows:

The State of Texas is now constructing and laying out a State Highway in Coke County, Texas, and the Commissioners Court of Coke County, deeming it advisable to secure said land for such right-of-way, and after attempting to secure said right-of-way with no avail, has been compelled to institute condemnation proceedings to condemn said lands as follows:

25 feet off the West End of Lots No. 7 and 8, Block No. 79, Original Town of Bronte, Coke County, Texas.

You are further commanded to so summon such defendants, and to serve this citation by making publication of this citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your county; but if there be no newspaper published in the county, then in any newspaper published in the county nearest that where in the land lies or is situated.

Herein fail not, but have you before said court, on the first day of next term thereof, this writ, with your return thereon, showing how you have executed the same.

Witness Willis Smith, Clerk of

Coke County, Texas.
Given under my hand and seal of said Court in the city of Robert Lee, this the 30 day of August A. D. 1937.
(Seal)
Willis Smith, Clerk of County Court of Coke County, Texas. 35-4t.

o o o o o o o o o o o o o o o o
A. O. Strothers
Attorney-at-law
o Office over Owens' Drug
o Store
o WINTERS, TEXAS
o o o o o o o o o o o o o o o o

Your Privilege
Foresighted persons who desire to do so, have the privilege of making arrangements for their final rites in advance of necessity—just as reasonably as they make their wills, provide insurance, and buy cemetery lots.
KING-HOLT
Funeral Home
908 EIGHTH ST.
PHONE 82-RING-2
• PROMPT •
AMBULANCE SERVICE

TEXAS COTTON FESTIVAL, ABILENE GORGEOUS AFFAIR

Abilene, Aug. 31.— Cities and towns of West Texas have been asked to send Duchesses to participate in the coronation of King Cotton and the Texas Cotton Queen at the Texas Cotton Festival, scheduled here October 5 and 6 during the West Texas Free Fair.
To compose the Texas Cotton Festival court along with the two hostess princesses, Eloise Ely, daughter of Judge and Mrs. W. R. Ely, and Marjorie Munger daughter of Mr. and Mrs. L. S. Munger, the Duchesses will take part and become guests of honor in a round of social events, climaxed by the coronation of the Texas Cotton Queen and King Cotton. Names of the King and Queen will be disclosed on the day of the coronation.

In honor of visiting Duchesses, the Texas Cotton Festival Ball is to be held in one of the downtown ballrooms on the night preceding the Coronation. The Coronation Grand Ball will be the finale to Texas Cotton Festival on Coronation Night.

The Texas Cotton Festival, as a part of the West Texas Free Fair, is to be one of the most elaborate affairs of its kind ever to be held in West Texas, and the only one of its kind attributed to cotton.

Staged on setting 253 feet in length with a gorgeous palatial background, the Coronation will be held along with "Arabian Nights," a colossal pageant with a cast of 400 people.

In charge of the Coronation are Howard McMahon and Mrs. Earnest Grissom.

CCC ENROLLMENT

Probably the largest call for C C C enrollees that has been made in many months will be made in October. To fill this call many of the former restrictions have been removed. Formerly, every boy selected was from a family that was receiving some form of government aid. Now boys from families not on relief, but who need the allotments to maintain a normal standard of living may be accepted. Moreover, boys who have no dependents may be sent and their allotment will be deposited to their credit in the bank.

Any youth who is interested in enrolling may obtain further information at the local relief office on Monday, Tuesday, or Friday.

COUPLE FINDS LOST SON IN PRISON

A middle-aged North Texas couple visited the Huntsville penitentiary last week looking for their missing son, and hoping they would not find him. After months in which they heard no word, some one told them that he had gone to prison under an assumed name for passing three bad checks. They found him there.

The warden showed the father, then the mother a picture of the prisoner. For a moment the woman broke down. "Please don't tell anyone," she begged. "It's the first time anyone in our family has ever been disgraced."

But they left determined to try to get him out.

Baffled that his son should

Office Phone 5300 Res. Phone 5942-4

Dr. P. L. Whiffen
DENTIST
San Angelo Nat. Bank Bldg.
SAN ANGELO TEXAS

o o o o o o o o o o o o o o o o
GEO. T. WILSON
ATTORNEY
o 204-5 Cent'l Nat'l Bank
o DIAL 6524 San Angelo
o o o o o o o o o o o o o o o o

have done what he did, the man told the prison physician as he left, "I want you to give the boy an examination"—tapping his head—"he's not right up there." —Exchange.

FRESH JERSEYS FOR SALE

Good grade, good milkers and butter cows—will sell at right prices. I also have some heifers. See me or telephone through Norton exchange. O. H. Smith, Maverick, Texas 36 3tpd.

Bring your cotton to Winters and
EAT AT THE NEW CLUB CAFE
Then both of us will be happy.
SANITARY, PROMPTNESS, COURTESY
BOYD HOLBROOK, OWNER
WINTERS TEXAS

HERE'S THE ANSWER TO "WHAT SHALL I WEAR?"
Autumn . . .
Footwear
HERE'S THE NEWEST of the NEW FOR FALL WEAR!
Suede is in High Favor for the Coming Season!
Step in Our New Shoe Department
Step Out in Style and Comfort
Suede shoes for women—they're going to be style-leaders this fall. We're happy to present these lovely shoes, so fine in style, so wonderful in comfort, so low in price.
Our New Showing Includes
Black Suede with patent heel—Combination Color Suede—Black Suede with lace top, Black Suede with Step-in tongue, Black Suede patent trim, lace. Other colors—other styles.
\$2.45 - \$3.95 - \$4.95 and
\$2.95

Forward-March
LEADING THE SHOE PROCESSION INTO THE NEW SEASON WITH
The latest and most exciting shoes we've ever had! New and higher cut, they bring more fashion to the shoes—more comfort to the foot—and more grace to the step. Made of the finest quality leathers and suedes—in well fitting lasts—with all heights of heels.
Black and brown suedes. Many types of leather.

Back to School
Shoes for Boys — Shoes for Girls
In our preparation for Fall-selling, we have not forgotten to provide for those who go back to school.
We have the shoe for your comfortable—economical wear.
Our showing for boys includes a very attractive shoe in gun metal—best quality composition sole—Goodyear welt. Sizes 2 1-2 to 5 1-2. You will like this good looking—long wear shoe—and the price is only \$1.95
Other shoes—other leathers—other styles for boys and girls.
Walking is Fun in These Comfortable shoes

Higginbotham Bros.
& Company
BALLINGER, TEXAS

Folks, We're Making The Prices!
If you don't think so, compare our prices below with prices everywhere else.
STRICTLY CASH — We Need the Money
COME IN AND SEE OUR NEWLY ARRANGED STORE
Look What We offer!
SPECIALS FOR SATURDAY
AND ALL THROUGH NEXT WEEK
COFFEE, BULK, a pound for 15c
FLOUR, Cake, (can you equal it?) 48 lbs. \$1.65
MATCHES, 6 boxes for 20c
HOMINY, 2 1-2 lb. can only 10c
BAKING POWDER, K. C. 50 oz. We sell regularly 35c
RICE 2 lbs. for 12c
CRACKERS, 2 lbs. for 20c
We are right at one gin and not far from the other gin—while waiting for your cotton to be ginned visit us and get our prices.
U. F. TAYLOR'S GROCERY
AND SERVICE STATION

CLOTHES

for Class and Campus



For the Young Man
BOYS' SUITS

All Wool in Plain or Fancy Backs.
Single - Double Breasted Models
in an Assortment of Patterns

SIZES 8 TO 10
WITH TWO
PAIR OF PANTS

\$16⁵⁰

Young Men's Slacks

Novelty weaves. All Colors. Ideal for that snappy young man with a collegiate manner.

\$1.49 to \$4.95

BOYS' DRESS

SLACKS

New, Fancy Patterns. Ideal for Dress or School. Size 8 to 16.

\$1.95 to 3.95

BOYS' SCHOOL PANTS

Washable Cotton, Sanfordized Shrunken. Looks and wears like wool. An Extra Special Value at Only

\$1.49

Hawk Brand Cotton Pants

JUST THE THING FOR BOYS.
Grays, Blues, Stripes. All Sizes and Lengths

98c

Boys' Khaki Pants

And Shirts. Famous Hawk Brand, Sanfordized Shrunken and Fast Color. Finest Quality. Ideal for School. Shirts 98c.

\$1.39

Shirts and Shorts

FOR MEN AND BOYS
Full Cut. Large and Roomy Sizes
Fast Color Broadcloth.

25c

PER GARMENT

Boys' Overalls

STRIPED and SOLID BLUES.

ALL SIZES - 6 to 16

69c & 98c

Men and Boys' Shirts

New shipment of Men's Shirts with Boys' Shirts in all sizes and colors. new patterns. Fast colors. Attached collars. Only

98c

Extra fine quality material. Fast color

79c

Johnson's
DEPARTMENT STORE

SAN ANGELO TEXAS

FEED and COAL

Announcement

We have bought the A. F. McQueen stocks of feed and coal at the PLANTERS GIN and have taken charge of same. And we will carry a

Full Line of Feed

And be able to take care of your needs in this line at all times. We will always buy at the best price and will sell to our customers at the closest margins of profit consistent with safe business.

Coal

We will have an abundance of the best in time to take care of all your needs for the winter. See us before buying your coal. We could make it to your interest for you to book your orders with us now and when a car of coal arrives you could get it direct from the car and save handling.

We thank you each and all for your continued business favors and shall strive always to merit same.

Cumbie & Co.

THREE CARLOADS OF NEW FALL

Furniture

JUST UNLOADED

including practically everything for the modern home. In addition to the three solid cars of furniture we have stock ed heavy with those famous lines, including Electrolux Refrigerators, Philco Radios, Maytag Washers, Ranges, Heaters and other home necessities.

These were all bought before recent prices advanced, some as much as 20 per cent, and we pass these savings on to our patrons, forgetting advanced prices, and offering the opportunity to save money on any item for the home.

WONDERFUL VALUES! LOWEST PRICES!
EASY TERMS! BUY NOW

Out they go!

LIVING ROOM SUITES

\$37.50 and Up

Two to Four Pieces

All the new fashionables styles! in modern, conservative, and period models—a host of new popular suites in every wanted color! What a chance to save!

Great Bargains!

Three Pieces

BEDROOM SUITES

\$37.50 and Up

Here you will find all that is new, smart and fashionable! Our entire stock of bedroom Suites has been drastically reduced for this price-smashing clearance! Beautifully veneered—in a wide range of favored woods! You must see them!

What Savings!

DINING SUITES

\$16.50 and Up

Five to Ten Pieces

Ranging from the simplest dinette to the most elaborate dining room suite! They're all here, all priced way lower than you would expect for such proved quality pieces! Now is our chance to save money!

KING-HOLT

BALLINGER, TEXAS

BALLINGER'S TRADE INVITATION

THESE BALLINGER BUSINESS FIRMS EXTEND CORDIAL GREETINGS TO THEIR BRONTE FRIENDS AND WANT TO SAY THAT WE ARE GLAD TO HAVE YOU FOR OUR NEIGHBORS.

WE EXTEND TO YOU A PERSONAL INVITATION TO VISIT BALLINGER OFTEN AND FEEL AT HOME. WE ARE ALWAYS GLAD TO SEE YOU. IN THE MERCHANDISING LINE IF YOUR HOME TOWN MERCHANTS CANNOT SUPPLY ALL YOUR NEEDS, WHICH IS SOMETIMES THE CASE, YOU WILL FIND IN BALLINGER AN IDEAL PLACE TO SHOP. THESE BALLINGER FIRMS CARRY COMPLETE STOCKS OF QUALITY MERCHANDISE WITH PRICE RANGE AS LOW AS ELSEWHERE. TRADE WITH YOUR HOME-TOWN MERCHANT FIRST ALWAYS, BUT THE THINGS HE CANNOT SUPPLY WE INVITE YOU TO BUY IT IN BALLINGER.

Balance Your Home Grown Rations
With
Paymaster Cotton Seed Meal and Cake
IT PAYS TO FEED
Paymaster

West Texas Cottonoil Company
BALLINGER, TEXAS

Ballinger Floral Company
Welcomes you to OUR FAIR and invites you visit our shop
WE APPRECIATE YOUR PATRONAGE
1006 8th St. — Phone 263

WE THANK
THE PEOPLE OF BRONTE
For the business given us our first year in Ballinger and May we continue to serve you.
RADIO ELECTRIC SERVICE COMPANY
WILBUR C. REDWINE

MAKE THE
Manhattan Cafe
YOUR HEADQUARTERS WHEN IN BALLINGER
PLATE LUNCHESES — 25c and 35c
Short Orders — Sandwiches — Cold Drinks
OUR BRONTE FRIENDS ARE WELCOME

Ballinger and San Angelo
Marble and Granite Works
F. W. WELLHAUSEN, AND SILAS IZARD, Props.
Ballinger, Texas, — San Angelo, Texas

Saddles - Harness
Quality Footwear
REPAIRING AND DYEING
Return Postage Prepaid
L. B. Rudder
BALLINGER, TEXAS

COME TO
Our Fair
and when in Ballinger be Sure to Visit
Piggly - Wiggly

Morrison Gin
ROUND and SQUARE
BALES
Ginning 25c per hundred
Olenn Morrison
Mgr

Have 1 Shoe Rebuilt
THEN COMPARE IT TO THE OTHER.
It is the same as shaving one side of your face.



Let us restore new wear and appearance of those comfortable shoes.

Goodyear Shoe Shop
BALLINGER, TEXAS

You are Invited
TO THE
Runnels County Fair
AND
Sam Behringer's
AIR CONDITIONED GROCERY
WE WILL BE LOOKING FOR YOU

SEE THE W. A. NANCE RADIO SHOP
Opposite Post Office

FOR 6 OR 32 VOLT WINCHARGERS AT FACTORY PRICES PLUS FREIGHT

Complete Stock of R. C. A. Victor, Crosley, Majestic and Many Other Brand Radios. 10 Tube Model as Low as \$19.95 and 11 Tube Cabinet With A Fine Cabinet for \$49.95.

ALSO 32 VOLT RADIO, 32 VOLT IRONS AND LIGHT GLOBES

Complete Stock of Supplies for the Radio and Wind Chargers

We are closing out our 1937 Electric Refrigerators at Wholesale. First Come First Served.

Radio Repairing, Ever-Ready Batteries, Prone 109

W. A. NANCE

WE WELCOME OUR
BRONTE FRIENDS AND NEIGHBORS
Texas Compress Company

Welcome, Fair Visitors
Come to Ballinger, Attend the Fair and Bring Your Produce to

Western Produce Company
Your Business Appreciated
RUEL H. BOSWELL, Mgr.

TELEPHONE 258 BOX 727

GULF SERVICE STATION
Morgan Wrecking Company
Used Parts for All Cars
BRUNSWICK TIRES

M. H. MORGAN, OWNER BALLINGER, TEXAS

Look Look! — Coming Soon
SARATOGA — September 12, 13 and 14
"THEY GAVE HIM A GUN" — "DAY AT THE RACES" — "GOOD EARTH" — "PARNELL" And Many others.
ALWAYS APPRECIATE YOUR PATRONAGE
RITZ THEATRE
PHONE 170

HUDSON TERRAPLANE
Doss Body and Trim Shop
Seat Covers, Awnings, Glass
FENDER WORK
BALLINGER, TEXAS

WE APPRECIATE the BUSINESS GIVEN US BY OUR
BRONTE FRIENDS
May we continue to serve you with the same high quality merchandise and work.

Jennings Battery Company
PHONE 264

WE HEARTILY WELCOME
Our Bronte Friends to Our
Fair October 12, through 16
COME BY TO SEE US
Banner Ice Company

A Lovely Permanent
Brings out the beauty of your hair . . . Accents your costume . . .
TRY ONE OF OUR PERMANENTS
You're sure to like our expert service and reasonable prices.

Charme Beauty Shop
OVER BETTIS & STURGES — PHONE 79

GENERAL BLACKSMITHING
DISC ROLLING, ELECTRIC AND ACETYLENE WELDING

Also handle the latest thing in H. P. Williams large buzzard wing sweeps.

PATTERSON SHOP

WHEN IN BALLINGER
Be Sure to Visit
Warren Grain Company
DISTRIBUTORS OF
BEWLEY'S BEST FLOUR
And Bewley's Anchor Stock and Poultry Feeds
NEXT DOOR TO MOORE PRODUCE

J. R. Hash Machine Shop
General Machine Work
WE SPECIALIZE IN GIN AND TRACTOR WORK
SATISFACTION GUARANTEED
PHONE 422

Your Entertainment is Always Assured While in Ballinger
AT THE
TEXAS & PALACE
THEATRES

Blackwell News Corner

Mrs. Charles Ragsdale, Reporter

Editor's note: Beginning with this issue The Bronte Enterprise will have a department in its columns devoted to Blackwell and the Blackwell section of country. We have secured Mrs. Charles Ragsdale as reporter and editor of the Blackwell page, which she and we have chosen to designate as "The Blackwell News Corner."

Mrs. Ragsdale will also have charge of all the affairs affecting the interests of The Bronte Enterprise in and around Blackwell. Mrs. Ragsdale needs no introduction to the people in and around Blackwell. She has resided in Blackwell from her earliest girlhood. Being the daughter of a newspaper man she has considerable acquaintance with newspaper work. She with the writer desires to make "The Blackwell News Corner" a newsy and readable department of The Enterprise. Any courtesies shown Mrs. Ragsdale in news gathering or otherwise in her work will be greatly appreciated both by her and the undersigned.

D. M. West.

Referring to the above, I promise both Blackwell and The Enterprise to do my best to make "The Blackwell News Corner" to reflect the community life of our town and community by faithfully gathering the best I can and recording the events of interest that occur among us. As we are not a community large enough to support a paper printed in our town, I feel The Bronte Enterprise is next to "a home town paper" for us. Blackwell and Bronte have been practically as one community for a long time. And now as we have an all-weather highway connecting the two towns we are more nearly as one community than ever before. In our industrial, commercial, social, educational, moral and religious interests we are as one. Therefore I shall strive to make "The Blackwell News Corner" of The Enterprise to serve Blackwell the same as The Enterprise serves Bronte and the other communities of its territory.

To the above end I seek, and will appreciate, the kindly cooperation of each and all in giving me the news items and reports of any happenings in Blackwell and surrounding country.

Mrs. Charles Ragsdale.

Mr. and Mrs. Tom Carlisle were week end visitors to Dallas, where Mr. Carlisle attended to business and they visited the Exposition.

Mrs. Jack Stewart returned Monday from Eunice, New Mexico, where she accompanied Mr. Stewart who has a job there.

R. H. Reaves was a business visitor to Bronte Tuesday.

SWEETWATER M. E. LADIES MEET IN BLACKWELL, WED.

The Methodist ladies of the Sweetwater Zone held an all-day meeting in Blackwell, Wednesday. There was a goodly attendance of ladies from Sweetwater and other places over the zone and an interesting program was rendered.

The Blackwell ladies served a sumptuous covered dish lunch at the church.

PRESENT PASTOR'S WIFE BEAUTIFUL NEW QUILT

Speaking of surprises, no one in these parts has been more surprised than was Mrs. Luther Kirk, wife of the pastor of the Blackwell Methodist church, last week, when the ladies of the church made her a present of a beautiful new quilt.

One of the pleasing features was the complete surprise to

Mrs. Kirk. Mrs. Carl Whitaker furnished the top and the ladies supplied the cotton and lining. The quilt was quilted at the church and Mrs. Kirk worked with the other ladies perfectly innocent that she was quilting on a quilt that was to be hers.

LITTLE DAUGHTER BORN

A baby girl was born to Mr. and Mrs. Jon D. Franklin, Sunday, September 5, 1937. Mother and babe are doing excellently. Mr. Franklin is vocational agriculture teacher in the Blackwell school.

P. T. A. ENTERTAINS WITH FIRST SOCIAL MONDAY EVENING

The Blackwell Parent-Teachers Association was hostess at a social at the school building, Monday evening which was a most happy occasion.

It was held as a get-together meeting for the teachers, patrons and pupils—more that the new teachers might have opportunity to meet the people of the town and community and that the teachers who have returned might greet their friends and pupils.

A program was rendered, following which games were enjoyed by all present.

Refreshments of punch and cookies were served.

About one hundred were in attendance.

P. T. A. HOLDS ITS FIRST MEETING

The P. T. A. met Thursday afternoon at 3:00 o'clock at the school house. Mrs. Evert Bryan, the new president, presided. Other new officers are Mrs. Walter Leach, secretary; Mrs. Cecil Hargaves, Treasurer, Mrs. Frank Youree, Chairman of the program committee.

Mrs. Stone, Chairman of membership committee.

Mrs. Franklin chairman of the ways and means committee.

Mrs. Stone, Mrs. R. H. Reaves and Mrs. Emmitt Bryan were appointed to revise the By-Laws and Constitution to comply with the State and National By-Laws and Constitution.

It was suggested that everyone work toward getting a fence around the school house so the grounds can be beautified. If everyone would help it could soon be accomplished.

Do not forget to pay your dues of fifty cents per member to Mrs. Stone.

There were fourteen present.

Mr. and Mrs. Cecil Hargaves and son Bobby, made a business trip to San Angelo Friday.

Return From California

Mrs. Joe Smith and Mrs. Alsop of Blackwell, Mrs. Roy Mathews of Sweetwater; Mrs. Eunice Thompson and Mrs. Jack Grammer of Overton have returned from a two weeks visit to New Mexico and California. They visited their father H. T. Gray and brother Orval Gray, at Deming New Mexico, and a sister Mrs. Iva Whitaker of Midland, California and Mrs. Owens Galbraith of Los Angeles who was formerly Ruby Smith of Blackwell. They reported a wonderful time.

BLACKWELL SCHOOL OPENING OMENS GOOD SCHOOL YEAR

The Blackwell school opened Monday morning for its 1937-1938 session. The spirit and enthusiasm of the opening day omen well for a good school year.

The formal opening exercises were held at nine o'clock. Following is the program of the opening exercises:

Invocation, Rev. Luther Kirk.

Scripture reading, Rev. J. H. Dean.

Address of welcome, R. H. Reaves.

Special song, Euterpeans.

Talk, J. G. Robins.

Reading, Mrs. Frank Youree.

Talk, by Mrs. Stanfield, County superintendent.

Reading, Mrs. Roy Johnson, president P.T.A.

Introduction of teachers, by Supt. LeRoy Stone.

Following are the teachers and the grades they will teach:

Miss Neva Nell Neeper—1st grade.

Miss Vera Frye—2nd grade.

Miss Gertrude Mae Frye—3rd grade.

Miss Ethel Hollingshead—4th grade.

Miss Mollie Lee Pynta—5th, 6th, 7th grades.

Mr. Emmet Bryan—5th, 6th, and seventh grades

Mr. Lloyd Pyle—5th, 6th, 7th grades.

Mr. Don Franklin, Jr., Vocational Agriculture.

Miss Gurdette Williams—Home Economics.

Miss Jewel Dickson—English.

Mr. Arnold Richards—Commercial Department.

Prof. LeRoy Stone—History and Mathematics.

There are 250 enrolled to date and there will yet be quite a number to enroll.

Registrations are practically completed and the classes have entered into their work. The prospects are excellent for a great school year, as there is a fine spirit on the part of parents, pupils and teachers.

One gift received by the school that is very much appreciated was a copy of the Texas Almanac and Industrial Guide for each room in the school. This thoughtful gift was from Dr. E.

A. Dann, owner of Dr. Dann's Health Home at Sweetwater.

NOTICE ABOUT BOOKS

Prof. LeRoy Stone requests us to state that there are several books out of the school library that have been borrowed by individuals. Prof. Stone says that if the books are returned this week there will be no fine—but after this week the fine will be collected.

DEEPLY APPRECIATIVE

On behalf of Mr. and Mrs. Turney Hall at Sweetwater, other relatives and ourselves we hereby express our deepest appreciation and gratitude to all our friends in Blackwell and elsewhere for all their kindly sympathy in the tragic death of their sweet baby girl, Mary Lee, in Sweetwater Sunday morning. Your kindly sympa-

thies and earnest solicitude are a great source of comfort to them and us.

Gratefully,
Mr. and Mrs. Chas. Ragsdale.

EASY PAYMENT PLAN

Last week The Enterprise carried an ad for F. S. Kreyer, the Jeweler at San Angelo. Mr. Kreyer is offering some real bargains in Gruen watches and other high class gifts in his line. He is selling this merchandise on the "Easy Payment Plan." The ad should have stated that fact last week. So, if you are interested you can get real bargains on easy payments.

Mr. and Mrs. Gerald Webb, and Baby, little Miss Geraldine, of Pecos, spent a few days here this week, with their relatives, the Homer Clarks and Baldwins and others. Mr. Webb is manager of a gas company at Pecos.

Dr. Edwin A. Dann

Dr. C. H. Elliott

CHIROPRACTIC

MASSAGE

ELECTRIC TREATMENTS

COLONIC IRRIGATION

X-RAY

DANN'S HEALTH HOME

207 Pecan Street

(Across from Sears Roebuck & Co.)

PHones: Office 3291; Res. 2837 SWEETWATER, TEXAS

SHAMROCK CAFE

IS NOW UNDER NEW MANAGEMENT

GOOD FOODS — WELL PREPARED

COURTEOUSLY SERVED

COME TO SEE US OFTEN

A. F. WELLS

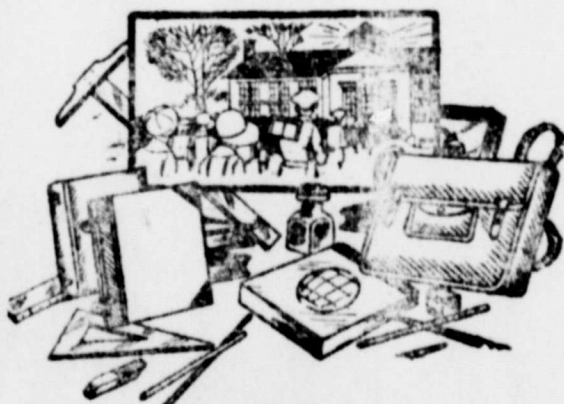
PROPRIETOR

BACK TO SCHOOL

Vacation Days are Over!
School Days Again!

A LITTLE HARD TO GET BACK ON THE LENE BUT YOUR SCHOOL WORK WILL BE A LOT EASIER IF YOU USE

MASTERPIECE



HANDY SCHOOL

Cases 19c

Special Sturdy wood frame with waterproof paper covering, leather handle and nickel finish lock.

Masterpiece Filler Pads

With Blotter

10c

Note Books Loose Leaf Complete

With Filler 10c

Free Candy With School Goods

Opening Special Free Balloons

FREE

Your name or initials in gold letters on note book and satchels bought at Clements'.

Pep Squad Attention! Get your red anklets now, sizes 8 1-2 to 10 1-2, 20c

CLEMENTS' 5c - \$1.00 Store

BALLINGER, TEXAS

BAPTISTS WILL HOLD DISTRICT RALLY

Held with Coleman First Baptist Church, Friday, September 17th.
10:00 A. M. Devotional and Purpose of the Meeting, by District Missionary.
10:20 A. M. Texas Forward

Movement, a Real Challenge, Dr. R. C. Campbell.
10:55 A. M. Place, Power and Program for Laymen in the Church, Earl B. Smith.
11:30 A. M. Sermon—Dr. W. Marshall Craig.
12:10 A. M. Closing Remarks, by Dr. A. D. Foreman, District Chairman.

Greetings and Welcome TO The Teachers OF THE BRONTE SCHOOLS FOR Their 1937-1938 Sessions

May it be a most successful and happy year everywise to each and all.

We Carry School Supplies

Keeney's Variety Store

FRANK KEENEY Owner



The Neoelectress

First Prize Super-duty Frigidaire

FUNK & WAGNALL COMPANY - Publisher

Won by Mrs. Ben D. Parker of Abilene

Advertising Manager: West Texas Utilities Co., Abilene, Texas.

Dear Sir:

The purpose of the contest that your Company arranged is one that should appeal to every American woman, for it is true that the facilities for the effective management of the home have, within the past few years, become so varied and so numerous — let us hope, forever — that of the classless drudgery formerly a concomitant of that necessary field. Science and invention, I am sure, will shortly find ways to eliminate the few remaining tedious duties. It is, therefore, indeed high time that the term formerly associated with household drudgery be relegated to the class of forgotten things.

Accordingly, I have examined with the greatest interest all the entries that you will be so pleased to receive. I can not be certain, naturally, that any of them would be the one term that will be received by American women as a pertinent and acceptable substitute for the outmoded term *housewife*. I think, therefore, that your plan to offer a selected list of prize-winning terms in the near future, thereby suggesting possible lines which may lead to a term — perhaps altogether new — that may be generally accepted.

I regard that a great many of the entries seemed to be altogether too flamboyant and fanciful for even brief consideration. Others, also the contrivances we had not realized it. Some terms already employed in our language will be different meanings. Others were altogether dependent upon the context in which they were used.

As regards the word *neoelectress*, the contest led me to seek a term that was not only in every respect, but that would be formed with due regard to etymology and with a recognition of the fact that the chief agency in the relief of household drudgery is electricity. This word I found in the dictionary, but it is, I believe, of Abilene, Texas.

For second choice, I have selected the entry of Mrs. F. B. Probandt, of San Angelo, whose word is *domestician*. My third choice is the entry of Mrs. W. B. Bourland, of Oklahoma, whose word is *homeologist*. The remaining selections, in the order of my preference, are attached hereto.

Very truly yours,
Charles Earl Funk
Charles Earl Funk

Ten Winners of Smaller Appliances

- Mrs. Lee White, Dalhart
- Mrs. O. R. Bodens, Childress
- Mrs. Jane Yeager, Rochelle
- Mrs. R. C. Roberts, Vernon
- Mrs. W. N. Pipkin, Matador
- Mrs. S. G. Jones, Abilene
- Mrs. J. Dexter Eoff, Ballinger
- Mrs. Anna Mick, Mason
- Mrs. R. H. Bounds, Stamford
- Mrs. R. R. Trimble, San Angelo

Second Prize

MRS. F. B. PROBANDT
San Angelo

Choice of Hotpoint Electric Dishwasher or Thor Electric Washing Machine

Third Prize

MRS. W. B. BOURLAND
Oklahoma

Stamford, Missouri

To all entrants we express gratitude for their help in selecting a new name for the modern West Texas woman, and wish there could have been prizes enough to go all the way round!

West Texas Utilities Company

It will be great to hear Dr. R. C. Campbell, Mr. Earl B. Smith, and Dr. W. Marshall Craig. Surely every pastor will want to come and bring some Laymen with him. The above meeting will mean much to pastors as well as Laymen. This will probably be the greatest ever held in District 16. Let us not disappoint the speakers. They will be expecting us.

COMMITTEE

"NEOELECTRESS," NEW SUBSTITUTE WORD FOR "HOUSEWIFE"

Abilene, Tex., Sept. 3—What is believed to be the first concerted effort in the nation to eliminate from popular usage a name the majority of women resent, "housewife," today had resulted in the substitute word, "Neoelectress."

It was defined as meaning "a modern home maker alert to this new electric age" and had the approval of Dr. Charles E. Funk, noted lexicographer of New York, who selected it from more than a thousand substitute names submitted in a campaign conducted by the West Texas Utilities Company over its 40,000 square-mile territory.

Mrs. Ben D. Parker, Abilene woman and a dog fancier, submitted the word. N-e-o, she pointed out, means "new." L-e-e-t-r-e-s-s, she said, suggests feminine usage of electricity.

The campaign was based on the theory that the word "housewife" has become obsolete due to the improved status of women.

"It is true," Dr. Funk said in announcing his selection of neoelectress, "that the facilities for the effective management of the home have, within the past few years become so nota-

ble as to remove—let us hope, forever—much of the ceaseless drudgery formerly a concomitant of that necessary field.

"My search for the winning name (neoelectress) led me to seek a term that was not only new in every respect, but that would be formed with due regard to etymology and with a recognition of the fact that the chief agency in the relief of household drudgery in electricity."

Winner of second prize in the contest was Mrs. F. B. Probandt of San Angelo, who entered the word "domestician." Third place was awarded Mrs. W. B. Bourland, of Oklahoma, with the entry, "homeologist."

Decision of Dr. Funk also were based on letters explaining usage of words.

Mrs. Parker's award for her first place entry will be a super-duty Frigidaire; Mrs. Probandt receives her choice of a Hotpoint electric dishwasher or a Thor washing machine; and Mrs. Bourland will be presented with a Sunbeam Mixmaster.

Honorable mention and choice of smaller electric appliances will go to ten women; Mrs. Lee White, Dalhart; Mrs. O. R. Bodens, Childress; Jane Yeager, Rochelle; Mrs. R. C. Roberts, Vernon; Mrs. W. N. Pipkin, Matador; Mrs. S. G. Jones, Abilene; Mrs. Dexter Eoff, Ballinger; Anna Mick, Mason; Mrs. R. H. Bounds, Stamford; and Mrs. R. R. Trimble, San Angelo.

STRAY YEARLING

Black steer about a year old, white-faced; swallow fork in left ear; has been on my place, about seven miles north of Fort Chabourne, since last November. Prove ownership, pay for upkeep and this ad. See me, or write, R. J. White, Blackwell, Texas, Route No. 1. 352t.pd.

WINTERS CAFE HAS

NEW MANAGEMENT

In this issue of The Enterprise is the announcement of the Shamrock Cafe in Winters, under new management. The new owner and manager is Mr. A. F. Wells.

Mr. Wells is an experienced hotel and cafe man. He is genial and pleasant and makes those who visit his place to "feel at home." Mr. Wells says that he is there to give his patrons the very best in cafe service and cordially invites the readers of The Enterprise to visit his place.

ERROR IN OFFICER'S NAME

Last week in the writeup relative to the Farmer's Gin Company at Norton, The Enterprise gave the name of J. D. Good as president of the Company—that was an error. We knew better at the time, but through our thoughtlessness wrote it that way. White Turner is the president of the Farmers Gin Company, and has been perhaps since it was organized—at least, for many years. J. D. Good is secretary-treasurer of the Company.

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TRAILER PARTS In Stock

Everything for building or repairing Trailers.

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COOL COOL
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THURS., FRI., SAT., SEPT. 9—10—11

James Oliver Curwood's Greatest Achievement:

"GOD'S COUNTRY AND THE WOMAN"

Starring George Brent—Beverly Roberts Plus Comedy.

DON'T FORGET: WE HAVE OUR NEW SCREEN UP.

MON. & TUES., SEPT. 13-14

"THE MAN IN BLUE"

With Ralph Morgan—Robert Wilcox—Nan Grey—Edward Ellis.

Plus "The Cocktail Party" Comedy and "The Big Race" Cartoon

ALAMO THEATRE

Robert Lee, Texas
SUN. & MON., SEPT. 12-13

Will Rogers in "DAVID HARUM"
DIONNE QUINTUPLETS IN "REUNION"

WEDNESDAY ONLY SEPT. 15
"CHARLEY CHAN AT THE OLYMPICS"

SPECIALS

PRICES ARE GOOD UNTIL THURSDAY NIGHT, SEPTEMBER 16 LOOK FOLKS THE PRICES ARE RED HOT:

- FLOUR Two Flag Brand, 48 lbs. \$1.35
- FLOUR Two Flag Brand, 24 lbs. .70
- FLOUR Purity Brand, every sk. guaranteed 48 lbs. \$1.65
- FLOUR Purity Brand, every sk. guaranteed 24 lbs. .78
- LYE, Greenwick, 13 oz. can for .08
- PEAS, Pure Made, 15 3-4 oz. 3 cans for .25
- BRAINS, canned, 5 1-2 oz. .08
- OATS, K. B. 3 lb. package for .18
- BROOMS, Regular 60c for .35
- BAKING POWDERS, Gold Label, 32 oz. .20
- TOILET TISSUE 4 Rolls for .25
- SYRUP, Steamboat Brand 1-2 Gallon for .33
- SPUDS 10 lbs. for 21c
- SUPERSUDS, large size, cake plate free 23c
- SPINACH, No. 2 can for 9c
- COCOANUT, bulk, a pound for 21c
- PICKLES, Sour, a quart for 19c
- TOMATOES, 3 large cans for 23c

W. Modgling's Market & Grocery