

# The Bronte Weekly Enterprise

VOL. 18.

BRONTE, COKE COUNTY, DECEMBER 31, 1937.

NUMBER 52.

## Oak Creek School Gets Enterprise \$50. Grand Award

The Subscription Campaign of The Enterprise, which was carried on for several weeks thru the schools in the circulation territory of The Enterprise, came to a close Friday afternoon, December 24, at 4 o'clock, as was scheduled from the hour the Campaign was announced, with Oak Creek school walking away with the Grand Award of \$50. "in its pocket."

Besides the liberal commissions The Enterprise pledged to pay the schools for all subscriptions secured, both new and renewals, a Grand Award of \$50. was offered to the school that secured the greatest number of subscribers according to the scholastic population. This made it perfectly fair for any school however small its scholastic enrollment. In fact, it was a plan that was really more favorable to the school with the smallest enrollment, for it did not require the greatest number of subscriptions to earn the Grand Award.

There were nine schools that originally enrolled as contestants. But, due to one cause and another, about half of the schools dropped out of the contest, leaving only four or five schools that continued their interest to the close of the Campaign.

From the first day, Oak Creek was in the Campaign with a vim and a spirit to win. Prof. and Mrs. Dale Douglas, the popular teachers of the Oak Creek school, began to talk the Campaign and encourage everybody to subscribe, if not a subscriber, and to renew their subscription, if they were already a subscriber. G. D. Luckett was made manager of the Campaign. Mr. Luckett worked at his job. Wherever he went he was talking the Campaign and taking subscriptions. Many others in the Oak Creek community were also at work, talking the Campaign and getting subscriptions wherever they could, until the day for the Campaign to close. Naturally, with that kind of interest and community cooperation, it could be expected that Oak Creek would win—and win they did. Hence Oak Creek was declared the winner Friday afternoon and the editor gave Mr. Luckett an order on the First National Bank in Bronte, in favor of the Oak Creek school, for the \$50.00 Award. And we were glad to see Oak Creek get

## AGED COUSINS MEET AFTER TWENTY YEARS

"Uncle Bud" Kiker, age 90, and Grandmother E. A. McCleskey, age 88 years, met Monday for the first time in twenty years.

"Uncle Bud" has made his home for some years at Hamlin, while Grandmother McCleskey has resided here. It just so happened that in these later years they had not visited each other. "Uncle Bud" was accompanying his son, Walter Kiker, and Mrs. Kiker to their home at Iraan. They had been to Hamlin to visit "Uncle Bud," and got him to return home with them. Though ninety years old, yet "Uncle Bud" is remarkably strong for his age. And likewise Grandmother McCleskey, though now is eighty-eight years old, she is in possession of remarkable health and has wonderful strength and vitality.

Hence it was a happy Christmas indeed for these two aged cousins as they lived life over again Monday, at the home of Mr. and Mrs. S. A. Kiker and talked of the long yesteryears.

the money, for they earned it under the rules of the Campaign. Oak Creek brought in subscriptions equal almost to 300 percent of their scholastic population, as set out in the Campaign rules. Mr. Luckett accepted the \$50.00 in the name of the Oak Creek school and said some fine words about The Enterprise and its editor, all of which was appreciated by the editor. Immediately Mr. Luckett got off a communication to Prof. Douglas at De Leon, who had departed from Oak Creek that day at noon for De Leon, to visit relatives, advising of the victory the community and the school had won. Oak Creek is doing some improving on its school property and it is presumed the \$50.00 awarded the school will be used on the improvements. Mr. Luckett in thanking The Enterprise stated that the money would be a big aid to the school just at this time.

The Campaign did not go over as big as the editor had hoped—several things interfered. In the first place, The Enterprise did not launch the Campaign sufficiently early for the schools to have time to work up interest, then, go out and do the soliciting of subscriptions. The Campaign should have started September 1, instead of November 1. The main week the editor should have been visiting the schools and aiding in getting the Campaign started he had illness in his home. Then the next week set aside for that work the rains

## MR. AND MRS. S. A. KIKER HAVE FAMILY HOME-COMING, SUNDAY

The S. A. Kiker home was a place Sunday of mirth and gladness. Mr. and Mrs. Kiker had with them at a family dining, their children, grandchildren and other relatives.

A sumptuous turkey dinner was relished by the large number present. The afternoon was spent in happy social conversation. One of the happy features that had in it the suggestion of "old-timey" entertainment, especially to the younger ones was the playing of the accordion by Mrs. Kiker.

The appointments used on the dining table were blue and gold, which centered with a large cake in which "Merry Christmas" was embossed in red letters.

Those present were Mr. and Mrs. B. E. Modgling and three children, Mr. and Mrs. Chester Kiker and three children, Mr. and Mrs. Walter Phillips and son, Mr. and Mrs. Carol Robbins, Mr. and Mrs. Elmer Modgling, Mrs. Ida McCleskey and daughter, Mr. and Mrs. Loyd McCleskey and daughter, Mrs. Lizzie McCleskey, and Norman Kiker, all of Bronte; Mr. and Mrs. Harold Good, Dickens City; Mr. and Mrs. Orb Kiker and two children of Rotan; Dave Kiker and son of Big Lake; Mr. and Mrs. Quincy Hames of Crosbyton; Mrs. R. R. McCleskey and Mrs. Homer Fletcher of Dripping Springs, Dee Thurmond McCleskey of San Antonio, Miss Lois Vowell of Robert Lee, and Mr. and Mrs. Rube Compton and two sons, San Angelo.

Mrs. R. R. McCleskey and Mrs. Homer Fletcher of Dripping Springs were holiday guests of relatives and friends. Their many friends were glad to see them again.

Mr. and Mrs. Warren Hames were here during the holidays—Mrs. Hames was with her mother, Mrs. F. S. Higginbotham, who underwent surgery at San Angelo just as the holiday season approached. The patient is reported as recovering satisfactorily.

Rev. and Mrs. A. V. Bradley and little daughter spent the holidays with relatives at Vernon. They report a most delightful time.

Mr. and Mrs. Robert White and children from Borger were holiday visitors with Mr. and Mrs. U. F. Taylor. Mr. White and Mrs. Taylor are brother and sister.

had come and the roads were so muddy, it was next to impossible to get over the country. And as the holiday season approached the teachers and pupils became so engaged in the holiday programs that they could not work at the Campaign.

But, withal, the editor is glad the Campaign was inaugurated and thanks every teacher and pupil and all others who in anywise gave encouragement to the Campaign, including the old subscribers who renewed and the new subscribers. To the new subscribers we bid welcome into the family of The Enterprise readers. May you enjoy the weekly visits of the paper.

We only regret that each school that made an effort could not win.

Mr. Luckett requested that the thanks of the Oak Creek school and community be extended to those not in the district who subscribed, in favor of Oak Creek the school to

## FAMILY REUNION HELD AT MERKEL CHRISTMAS DAY

Eight families joined together at the home of Mr. and Mrs. E. S. Sandusky, of Merkel, to have a merry Christmas Day.

Grand children and great grand children played together merrily. Everyone had plenty of fruit, nuts and candy. Gifts were exchanged and everyone had a big day.

A three-course dinner was served to the following: Mr. and Mrs. E. S. Sandusky; Mr. and Mrs. Austin Sandusky and children, Dewy, Judge and Mary Louise; Mr. and Mrs. Ed Sandusky and children, Eddie Glen, and Barbara Joyce; Mr. and Mrs. Dewy Sandusky and children, J. D., Gwendolene and Elmer Lee; Mr. and Mrs. L. W. Beaty and children, J. T., Byron, Helen and Clayton; Mr. and Mrs. Paul Blackaby and daughter, Pauline; Mr. and Mrs. Clyde Bowman, and Mr. and Mrs. Paul E. Royalty and daughter, Carolyn Louise.

## FIFTH PERIOD HISTORY CLASS HONOR THIRD PERIOD WITH PICNIC

At the beginning of the last six week term, the two American History classes challenged each other in a scholarship tournament—the loser to entertain the class having the highest average for the term. Although excellent work was done in both sections, the afternoon class lost the contest by a few points and decided to honor the winners with a picnic luncheon preceding the holidays. As special stress had been made in each class on the U. S. Constitution, the entertainers planned a clever affair developing that idea from the form of their invitations down to the last number on their miscellaneous program of songs, instrumental numbers, talks and readings.

The host and hostess were: Helen Beaty, Inella Bruton, Vanna Ruth Caperton, Geneva Clifton, Myrtle Cryer, Ruby Eubanks, La Verne Gaines, Ruby Keesece, Ione Lasswell, Winnie Dean Modgling, Frances Pruitt, Noah Pruitt, Thelma Rosser, Faye Scarborough, Gladys Waldrop, Evelyn Wrinkle, Dorothy Ruth Wylie, Sibyl Wynn, Ethel Brunson.

Guests for this occasion were: Mr. and Mrs. Nathan Johnson, Mrs. Lucy Warner, Merle Ash, Norman Alexander, Abe Caudle, Jack Chisholm, Jack Corley, Agnes Cryer, Edward Cumbie, Ivey Eubanks, AnnaJean Gideon, Earl Frank Glenn, Goldie Gray, Sibil Heidel, James Holland, Er-

## WINT PRUITTS GIVE ELEGANT CHRISTMAS DAY TURKEY DINNER

Mr. and Mrs. Wint Pruitt, and daughter, Miss Mary, were host and hostess, Christmas Day to a goodly number of relatives and friends at a Christmas turkey dinner.

The menu included a fine, fat turkey, with all the accessories, cooked and served in the good, old-fashioned southern family style.

Quite a company of guests enjoyed the hospitality of "Uncle Wint" and Mrs. Pruitt and Miss Mary, among whom the editor and wife were glad to be included.

It was a happy company of friends and relatives. All enjoyed the sumptuous turkey feast, and the afternoon was delightfully spent by all in happy social intercourse.

## MARRIED

Wednesday morning, December 29, 1937, at 7:30 o'clock, at the home of the bride's mother, Mrs. W. C. Burson, at Robert Lee, Rev. J. H. Halford of Crews officiating, Mr. J. O. McCaleb of Robert Lee and Miss Ruth Burson were united in marriage, in the presence of a few friends and relatives.

These two are two of Coke county's finest young people. The bride is a cultured young woman of charm, and is engaged in teaching school at the Ray school near Miles. The groom is a young Baptist minister. He has attended the Moody Bible institute in Chicago for two years.

Rev. and Mrs. McCaleb plan to be missionaries and will complete their training for that work.

For the present Rev. and Mrs. McCaleb will make their home at Ray where Mrs. McCaleb will continue her teaching until the school term closes next spring. The Enterprise joins with the many friends of this fine couple in wishing them bon voyage on the seas of life.

## BIRTHS

Born to Mr. and Mrs. Jim H. Hays, December 19, 1937 a baby boy.

Born to Mr. and Mrs. W. J. Palmer of Tennyson, December 20, 1937, a baby girl.

next McCaulay, Clementena Parker, Noel Percifull, MaryLee Phillips, Hortense Pruitt, Mary Jo Robbins, Maurice Scott, Glenn Simpson, W. T. Stephenson, Alfred Williams, Ronda Muston.

## One Minute Sermon BY REV. A. V. BRADLEY

### "MAKING THINGS AGAIN"

"So he made it again."—Jeremiah 18:4.

There is a great deal of gospel in this scene, down at the potter's house. We find that many things we have done are not correct, therefore, we would do our best to make it again, and see if we could not make it more perfect next time. The artist paints a picture of springtime—then he is through with that picture; he never paints it gain. But, God paints springtime over and over again. He gives us summer and autumn each year—God works by repetition and the strange thing is, we never tire of it. Some things are worthy of repetition. A gospel message, and songs that live, are examples.

So many people say, "I am not going to make any resolutions this year, I made some last year and then failed to carry them out." Perhaps so, but remember, "try, try again." No good deed is ever done without first a resolution on the part of the doer. If you have not been faithful to your church and Christ the past year, resolve now that you will seek His will, and do it the best you can. Are your past resolutions marred in your hands?—then re-read the eighteenth chapter of Jeremiah, and put your life on the potter's wheel and let it be made anew for the glory of God.

IN THE GLADSOME SPIRIT OF  
**THE HAPPY NEW YEAR**  
We Extend Greetings to All

TO

**Our Friends Everywhere**

And we wish for our friends and customers every good thing for

**1938**

To all who have given us any business in the past we say

**"Thank You"**

WE SHALL TRY TO SERVE YOU BETTER IN 1938.

**U. F. Taylor**

GROCERIES, GASOLINE and OILS


**The Bronte Enterprise**  
**D. M. WEST**  
 Publisher-Manager

**Subscription Rates**  
 In State .....\$1.00 year  
 Out of State .....\$1.50 year

Entered as second class Matter at the Post Office at Bronte, Texas, March 1, 1918, under the Act of Congress, August 12, 1871.

After today write it "1938."

After all, it should be with a feeling of solemnity that the old year passes—for, it can never come again, but is gone forever, regardless as to what it may have meant.



**From**  
**Anywhere**

No matter from whence the call originates, our service is capable of meeting the need, and meeting it promptly and economically.

**KING-HOLT**  
*Funeral Home*  
 908 EIGHTH ST.  
 PHONE 82 TRING-2  
 PROMPT  
 AMBULANCE SERVICE

**FOR SHERIFF**

In the political announcement column of The Enterprise, in this issue is the announcement of Frank Percifull of Robert Lee as a candidate, to succeed himself for sheriff and tax assessor-collector of Coke county.

Frank Percifull needs no introduction—for, he is known to every man, woman and child from one side of the county to the other. His record as a peace officer is known to all. Speaking of the matter to The Enterprise, Mr. Percifull stated that he did not have much to say about the matter, except he wanted the office; the voters knew his record and on his record he was asking to be elected again—that if the people believed he had made a faithful sheriff he wanted their vote and support in the forthcoming primary next summer. Mr. Percifull said that he did not know whether he would have any opposition or not—but whether he did or not, he wanted the support of each and all the same as if he had opposition.

The Enterprise submits Mr. Percifull's candidacy to its readers.

**FRUIT AND ORNAMENTAL TREES.** This is the best time of year to plant Fruit Trees, Pecan Trees, Roses, Flowering Shrubs, Evergreens. Our 1938 catalogue describes best of all trees and plants, and gives information about their care. 63 years of service in Texas back of our trees and guarantees. Write for free catalogue.

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 ATTORNEY-AT-LAW  
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 SAN ANGELO, TEX.

**QUALLA COTTON FOR ROBERT LEE GIN TERRITORY SELECTED**

To The Enterprise:

A group of committeemen, composed of eight men, elected to represent each community in the Robert Lee Gin territory, met in the County Agent's office the afternoon of December 29, 1937 for the purpose of selecting a variety of cotton to be presented to the cotton producers in this territory, in the effort to develop a one-variety cotton program.

The question of producing one-variety of cotton in order that the grade and staple of that product might be improved has been an outstanding one among the cotton producers in this area for some time. Some work of this nature has been done in the past but the demonstration proved unsuccessful due to the lack of co-operation on the part of some of the producers and gins.

Before this new demonstration was started, the cooperation of the gins was assured. Each community held a meeting for the purpose of electing a committeeman to represent them on the selection of variety committee. These producers assured their co-operation regardless of the variety of cotton selected. These committeemen when they met to select the variety gave much study and thought to their work. A report on variety tests of cotton in Texas—1923 to 37, compiled by D. I. Kellough, Agronomist for Texas Agricultural Experiment Station, was used mainly in making a selection. Climatic conditions, length of growing season, and soil type were some of the principal factors discussed.

The committeemen present were: R. B. Allen, Silver; Hermon Carwile, Sanco; J. C. Cobb, Graham Valley; H. A. Williams, Wildcat; Leon Cowley, Robert Lee; G. C. Casey, Valley View; Ed Hickman, Edith; Sam Duncan, Green Mountain. The fol-

**POLITICAL ANNOUNCEMENTS**

We are authorized to announce the following candidates for the office next above their names, subject to the action of the Democratic Primary, July 23, 1938:

**COKE COUNTY, TEXAS**

For Sheriff and Tax Assessor-Collector:  
**FRANK PERCIFULL**  
 (re-election)

For County Treasurer:  
**MRS. B. M. GRAMLING**  
**MYRTLE L. HURLEY**

lowing agreement was drafted and will be presented to each cotton producer in the respective communities:

We the undersigned cotton producers of this community in Coke county hereby agree to plant a proportion of our cotton acreage for the year of 1938, to Qualla Cotton Seed. This seed having been chosen by a duly elected committee composed of committeemen from each community composing the Robert

Lee territory.

The amount to be planted shall not be less than 25 per cent of the acreage planted to cotton or less than two sacks of the above mentioned seed, which ever of these is the least. We further agree that this acreage shall be picked and kept separate from any and all other cotton produced on this farm. That said Qualla Cotton will be ginned at the gins which have designated days for ginning this cotton.

IN THE GLAD SOME SPIRIT OF

**THE HAPPY NEW YEAR**

**We Extend Greetings to All**

And we wish for our friends and customers every good thing for

**1938**

**Our Bakery Policy**

For 1938 shall be as always heretofore to bake the very best bread possible for those who use our bread.

WE SINCERELY THANK EACH AND ALL FOR THEIR PAST BUSINESS FAVORS AND COURTEOUSLY ASK FOR YOUR FUTURE PATRONAGE.

**BRONTE BAK'RY**

B. F. GILREATH, OWNER

New Year Greetings to Everybody

**For 1938**

We take occasion to thank the good people of Bronte and all others on the Bronte-Ballinger route for their past courtesies, and for all business entrusted to us in the way of packages and other business.

I WILL APPRECIATE ANY BUSINESS GIVEN ME

**M. M. Evans**

BRONTE-BALLINGER STAR ROUTE CARRIER

**TEXAS THEATRE**

Extends

**HAPPIEST GREETINGS FOR 1938**

TO

**Its Patrons and Friends**

May the New Year Bring to Each and All Added Prosperity and Happiness.

**We Thank You**

Sincerely—all our Patrons and the People Generally of Bronte and the Bronte Section of Country—for the Patronage Accorded Us through the Past Year.

**For The New Year**

We Promise the Very Best There is in Entertainment—with Every Courtesy to Each and Every Patron Always.

**Texas Theatre**

WOJTEK BROTHERS, OWNERS

BRONTE, TEXAS.

1906 1938

**For Thirty-two Years**

It has been our privilege and joy to live among and associate with and work together with the good people of Bronte and the Bronte country. Hence there is no people and no community to us like the people and the community in and around Bronte.

**The Results of Our Labors Together**

Have been fruitful. We have seen developments gradually of our community from the privations of the pioneer fathers and mothers to 1938. Then, we had but few churches and school houses, and what were here were crude and soon became inadequate. By working together we now have churches and school houses and a public school system, and plant at Bronte that serves the entire country. Then, we had no roads that were hardly passable and were impassable in rainy weather—we now have our highways partly paved and soon through our cooperative efforts we will have "all-weather" roads in every direction. Therefore as we come to

**THE GLAD NEW YEAR OF 1938**

We have much in which to take delight and also to take fresh courage. And it is in this glad, cooperative, helpful spirit that we send these greetings this New Year to all our friends and the people generally of Bronte-land, and wish for you and for our community every added blessing through the coming days of the New Year.

**Keeney's Variety Store**

FRANK KEENEY, OWNER  
 BRONTE, TEXAS

### BLACKWELL NEWS CORNER

Mrs. Charles Ragsdale, Reporter

#### NOBLE WOMAN IS CALLED BY DEATH

Mrs. R. J. English, who had made her home in Nolan county for fourteen years, died at the family home in Blackwell at 2:20 o'clock, Monday morning, December 27, 1937. Deceased was 64 years of age.

Interment was in the Blackwell cemetery Monday afternoon, following religious services at the Blackwell Methodist church. Religious services were conducted by Rev. Luther Kirk, a former pastor of deceased and family, assisted by Rev. A. J. Jones, present pastor of the Blackwell Methodist church, Rev. J. H. Dean, pastor of the Blackwell Baptist church, and Rev. A. B. English, pastor of Trinity Methodist church, Fort Worth.

Deceased is survived by her husband and seven children. The children are Mrs. G. S. Crudup, Crosses, Arkansas; Mrs. E. D. Kinard, Casa Grande, Arizona; Mrs. Harvey Glass, Sterling City; Mrs. J. Roy Sanderson, Miss Nora English, Blackwell; Rev. Robert English, B. Martin; Robert F. English, Blackwell.

One brother, A. R. Griffin, Waxahachie; two sisters, Mrs. J. F. Pevehouse, Corsicana, Mrs. Leah Keathley, Frost, also survive.

Those attending the funeral

from other places were C. O. English, Dallas; A. B. English, Fort Worth; Mr. and Mrs. S. S. English, Albany; Mrs. Stafford and son, Evan English, Albany; Mr. and Mrs. D. B. English and daughters, Hatch and Small, Tahoka; Mrs. J. F. Pevehouse and son, Ernest, Corsicana; Mrs. Leah Keathley, Frost, Mr. and Mrs. A. R. Griffin and daughters LaVern and Betty Jean, Waxahachie; S. Tomlinson, Dallas; Mrs. H. C. Autrey, Dallas; Mrs. J. O. Sanford, Wingate; Mrs. Harry Sanford, Wingate; Mrs. Jack Sanford, Wingate; Mrs. Dewey Whitfield, Wingate; Mrs. Ruth McDaniels, Winters, Mrs. L. Bird, Wingate; Mrs. V. Parish, Wingate; Mr. and Mrs. J. L. Glass, Sterling City; Mr. and Mrs. W. J. Mann, Sterling City; Mr. and Mrs. A. L. Gannaway, Sterling City; Mrs. Ervin Grigsby, Sandersen; Dr. and Mrs. R. E. Glass, San Angelo; Mrs. Jane Hull, Bronte; Mrs. Frank Keeney, Bronte; Mrs. L. T. Youngblood, Bronte; Mrs. Geo. Thomas, Bronte; Mr. and Mrs. Claude Hightower, Winters.

Frank Keeney, undertaker of Bronte, was in charge.

Leases Service Station Hube Lunnier has leased the Ware Service Station from John Ware. Jim Johnson will be the manager in charge. The Enterprise is not advised as to Mr. Ware's future plans.

#### Mrs. T. B. White Honored

Mrs. Vernon Copeland honored Mrs. T. B. White, formerly Miss Mary Elizabeth Harmon, at the home of Mrs. D. T. McDonald, with a shower, Tuesday afternoon of last week.

The house was decorated with Christmas decorations. After a short program the honoree was called to the door where Santa Claus presented her with many beautiful and useful gifts.

A salad course was served to the large number of guests.

Many sent gifts who could not be in attendance.

Mr. and Mrs. Holland Reynolds of Dumas visited Dr. and Mrs. Reynolds through the holidays.

J. Daley of El Paso was a holiday guest of his daughter, Mrs. W. C. Shamblin Jr. and Mr. Shamblin.

Miss Pauline Hamilton of Amarillo spent Christmas with her parents, Mr. and Mrs. Roy Hamilton.

Mr. and Mrs. Berry Smith visited in San Angelo Monday.

Mr. and Mrs. Otho Gray of Dalton are visiting the parents of Mrs. Gray, Mr. and Mrs. J. W. Leach, during the holidays.

Mrs. Cecil Hargraves who has been ill is improved some, but is still confined to her bed.

Ollie Gaston was carried to San Angelo the latter part of last week and submitted to an operation for appendicitis. He is not doing very well at this writing.

Miss Mamie Nabors of Blanket is visiting relatives at Blackwell during the Christmas holidays.

Mr. and Mrs. N. P. Lewis and children of Roby and Miss Marie Lewis of Big Spring were guests of Mr. and Mrs. Arnold McRorey and Mr. and Mrs. Bill McRorey through Christmas.

Mrs. Ola Pate and children of San Angelo spent the Christmas holidays with her parents, Mr. and Mrs. Berry Smith.

Mrs. Roy Mathews and children of Sweetwater visited her sisters, Mesdames Joe Smith and Bell Alsop during the holidays.

Mr. and Mrs. Jack Grammer and son of Overton are visiting the aunts of Mrs. Grammer, the Mesdames Joe Smith and Ben Alsop.

## Happiest Greetings

TO

### Our Friends Everywhere A Prosperous and Happy 1938!

We would be ungrateful if we did not pause occasionally to express our appreciation to those upon whose faith, friendship and patronage the business of this bank naturally depends. Together we have swung once more "around the circle" and with each passing year we appreciate more keenly what friends mean to us. We shall continue to devote our best efforts to those who entrust their banking business to us.

According to our custom for the past thirty-two years, we will have for distribution, beginning MONDAY JANUARY 3, 1938

#### Our Calendars for the New Year

"MOUNT RANIER—TACOMA," a reproduction of original painting by H. H. Bagg. Calendars will not be mailed. Children must have written order from parent or guardian.

Permit our Calendar to find a welcome place on your wall. May the tearing of each leaf bring joyous memories of the month gone by and certain assurance of the good fortune that awaits you.

(Member Federal Deposit Insurance Corporation)

## FIRST NATIONAL BANK

BALLINGER, TEXAS  
Since 1886

### WITH THE VERY BEST WISHES FOR OUR FRIENDS and PATRONS

We Greet You for the New Year of 1938. May the Year Be

### Joyous and Happy for Each and All

And may the best everywhere come to our own West-Texas and to the country at large. In keeping with the custom, and out of our deepest desire, to let you know we appreciate the continued patronage of our friends, we

"Thank You"

And we shall strive as ever to give you the very best service in barber work. Sharp razors, sanitary work, and courtesy to all shall continue to be our MOTTO.

FRIENDS, AGAIN, WE SAY, "THANK YOU."

F. L. CLARK  
THE BARBER

It is good to pause once a year,  
And think of our friends everywhere.

THEREFORE WE

### Extend Greetings This Glad New Year

TO

## EVERYBODY

With the deepest wish that each and all may share a full measure of life's blessings through the year as it shall come and go. The

### Change In Our Business System

Of the CASH PROMPTLY on the first day of each month, we have made for the good of all. We appreciate your business very much, we assure you. And our change of business methods makes it possible for us to serve you to greater advantage—for, we have to pay cash but in doing so, we buy cheaper and that makes it possible for us to pass on greater bargains to you.

## CUMBIE & CO'PY

By I. M. CUMBIE, MANAGER

### IN KEEPING WITH THE GLAD SPIRIT OF THE NEW YEYR

We, in this way, express OUR BEST WISHES for everybody—that

### 1938 May Be a Prosperous Happy Year

For everybody in our immediate community and throughout West Texas. We also desire to express

### Our Deepest Appreciation

To our patrons and friends for their continued patronage through the past ginning season. Friends, we appreciate everyone of you. And, of course, we will be ready for the 1938 ginning season with our plant in first-class condition, and hence seek your patronage in the future.

## PLANTERS'S GIN COMPANY,

By A. F. McQUEEN, Manager

MAY LIFE'S VERY BEST COME TO  
OUR PATRONS AND ALL OUR FRIENDS IN WEST TEXAS

For

## The Glad Year of 1938

May the year bring our Norton people and to Bronte and to West Texas and to our country at large, a great measure of prosperity, with peace throughout the land, and happiness to all. We, in this way, wish to express

### Our Sincere Thanks and Very Best Wishes

To and for all our patrons at Norton during the past ginning season. Friends, we sought daily to give you first-class service and we want you to know that we cherish your business confidence and patronage, and we wish you, each and all, the very best there is in life. Our gin will be

## Ready

When the next season for ginning opens, and we shall spare no time or money to give you the very best ginning service—you deserve it and you shall have it. Thanks, again, to each and all.

C. C. GLENN  
Norton Gin Man

## TEXAS THEATRE

BRONTE, TEXAS

FRI. and SAT. DEC. 31 JAN. 1

HAPPY NEW YEAR  
Shirley Temple

In  
"WEE WILLIE WINKIE"

with  
Victor McLaglen—Lewis Stone  
Also Pink Elephant and News

TUESDAY ONLY JAN. 4  
(Money Nite)

THE SHOW OF SHOWS  
Alice Faye—Don Ameche  
in  
"YOU CAN'T HAVE  
EVERYTHING"

ALSO COMEDY—

ALAMO THEATRE  
Robert Lee, Texas

FRIDAY, SATURDAY  
"RUSTLER'S VALLEY"

SUN. 1:30 MATINEE & MON.  
"THAT CERTAIN WOMAN"

WED. JAN. 5—MONEY NITE

Jane Withers in  
"WILD AND WOOLLY"

FOR

Ambulance Service

CALL

Frank Keeney

Day Phone 49—Night Phone 19

TRAILER PARTS

In Stock

Everything for building or re-  
pairing Trailers.

PARTS OF ALL KINDS  
ALWAYS RIGHT

Wrecking Co.

Phone 2371  
BRONTE, TEXAS

ARCH NOTICE

is to remind all the mem-  
bers of the Kickapoo Baptist  
Church that next Saturday and  
Sunday is our regular day of  
worship. The church confer-  
ence will be held Saturday night.  
Some special matters or business  
will be before the conference and  
this is to request all the mem-  
bers to be in attendance. Sun-  
day will be the first Sunday of  
the new year. Let all our mem-  
bers be in attendance and thus  
let us start the work of our  
church in a great way for the  
new year.

Everybody regardless of  
church relations, or the lack of  
church relations, are cordially  
invited to worship with us.

H. M. Robinson,  
Church Clerk.

### CHRISTMAS WEDDINGS

In the late afternoon, De-  
cember 24, 1937, at the home of  
the bride's parents, Mr. and Mrs.  
J. H. Taylor, three miles north-  
east of Bronte, Mr. C. N. Kirch-  
man and Miss Dolcie Taylor  
were united in marriage, the  
writer officiating. Only the  
members of the immediate fami-  
lies were in attendance.

Sunday evening, December  
26, 1937, at the home of the  
writer, Mr. John Pairish and  
Mrs. Ila Ware Burleson were  
united in marriage, the writer  
officiating, in the presence of  
a few relatives and friends.

The writer joins with the  
two couples in wishing them in-  
creasing happiness as they en-  
ter into life, each with the one  
to whom married.

NOTICE, ALL DOG OWNERS:

All dogs will be killed that are  
seen on the C. C. Holder place.  
524th I. V. Blackwell.

# "SILVER SHOWER"

For

## The Editor

Next week both The Enterprise and the editor have a birthday. The Enterprise with its next issue begins its nineteenth year. Also next week the editor will have been with the paper for fifteen years—editing its columns and directing its policies. Hence it is our

## Fifteenth Anniversary

For fifteen years—week in and week out—missing only two issues: one issue when fire destroyed our office and plant; the other, when death came to our home—we have tried faithfully to fill the place in the life of the community that a newspaper is supposed to fill. Retrospecting the years, however, we recognize that we have fallen far short of our ideals as to what we have desired the paper to be. But, to whatever degree we have succeeded, we leave to our readers and the public to judge.

## Reader Makes Suggestion

A constant reader of The Enterprise suggests that in view of the doubly historic significance of next week, that the double event should be duly celebrated, and that since the editor and the paper have taken the leading roles for fifteen years, the people should take the leading part next week, namely, let everybody pay

## A Dollar

On his subscription—that is, if you are a subscriber and are in arrears on your subscription, pay at least a dollar; if you are not a subscriber, become a subscriber and pay a dollar. If you are near enough to The Enterprise, to do so conveniently, come and bring your dollar—if you are too far away to visit the office, send your dollar—either pin the dollar to your letter and forward, or enclose a check or money order—just any way you prefer to send it.

## "Silver Shower"

"SILVER SHOWER" is the pleasing name suggested for the above happy event. "THE SHOWER" will be sort of an "ol'-fashioned camp meetin' affair"—it will continue for a week—from

Saturday, January 1 to Saturday January 8

During this period, please, see us—or if too far away, send us your dollar, and we will give you proper credit, with receipt, in person if you call, or by mail, if you send in your subscription. It is

## A Happy Suggestion

And appeals to us—candidly, since it was suggested, we wake up at midnight and almost "giggle" over the fact that "we" are going to be the "honoree" at a "shower"—and it is no "stork," or "miscellaneous," or "prenuptial" affair, but a sure-enough, "honest-to-goodness" "Silver Shower." It appeals to us for two reasons:

In the first place, it is an honest obligation, if you are a subscriber, that you do not want to go unpaid. If you are not a subscriber, you do not want to do without the ONE paper that gives you each week all the happenings of Bronte and the Bronte country. We chronicle the births of your babies, record the marriages of your children, write words of commendation when your loved ones die—and always, without exception, we encourage the better things of the home, the school and the church. And in our fifteen years as your editor, there has not been a man engaged in legitimate and honorable business that we have not given encouragement in the way of publicity. So, we ask you sincerely:

### Can You Afford to Do Without Your Paper?

In the second place, we need the money and need it badly. You may say, "Oh, a dollar is not enough to make any difference with the editor—it will not help him enough to do any good." That is true as to only one dollar—but multiply one dollar by the 500 or 600 subscribers who are now due a dollar on subscription, and you see that it means quite a considerable sum. And, friends, the cost of blank newspaper and other printing supplies have mounted so high, that we must collect. So

### Please, Take Part in the "Silver Shower"

We will be on the streets the two Saturdays—January 1 and January 8, with our subscription receipt books. See us without fail—for it will make us both "FEEL PLUM GOOD." Try it and see what the effect will be.

# Thanks