

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, DECEMBER 9, 1938.

NUMBER 48.

BRONTE BOY IS A MEMBER OF THE COWBOY BAND

To The Enterprise:
ABILENE, Tex., Dec. 7.—Selective tryouts concluded, Marion B. McClure, director, has announced the personnel of the sixty-five piece Hardin-Simmons University Cowboy Band, widely traveled musical organization on the H-SU campus, Abilene.

Included in the celebrated band's personnel is Irving M. Cumbie, Jr., of Bronte. Cumbie who is a freshman, is featured in the cornet section.

This fall, the band has accompanied the Cowboy football team to Los Angeles, for the inter-sectional win over Loyola, and to Brownwood, for the traditional game with Howard Payne, won 7 to 6 for H-SU's seventh win in a row.

Earlier, the band played at the Tri-State Fair in Amarillo, at the Arkansas Live Stock Exposition in Little Rock, and for the Deming, N. M., rodeo. Marching and singing formations were featured between halves on the football game trips.

LOCAL FFA BOYS TO COMPETE IN CHAPTER CONDUCT

The Bronte Chapter of the Future Farmers of America is going to San Angelo Saturday morning December 10, 1938, to compete in a Chapter Conducting contest. Mr. J. T. Henry, the local instructor has already started his boys in training for the contest. The boys that are going to compete are: Edward Williams, president; W. T. Stevenson, vice president; Carl Best, treasurer; Carol Leathers, secretary; and Bill Baker, reporter. The boys are planning strong on winning, and if they do so they will get to compete with the district winners of other communities. Archie Pittman, Bruce Allard, and Norman Brunson will also help in the contest.—Bill Baker, Reporter.

AIR CONDITIONED TEXAS THEATRE

BRONTE, TEXAS

"Motion Pictures Are Your Best Entertainment"

Friday-Saturday, Dec. 9-10
BILL BOYD

in
"HEART OF ARIZONA"
 With
 Windy Hays — Russell Hayden
 (Happy's Greatest Adventure)
 Comedy and News

Tuesday Only, December 13
 Joan Blondell — Leslie Howard
 in
"STAND IN"
 Plus Comedy

Wed. and Thurs. Dec. 14-15
SPECIAL BABY SHOW
 and James Stewart
 and Margurit O'Sullivan
 in
"THREE COMRADES"
 Also Comedy
 Don't Miss This

ALAMO THEATRE
 Robert Lee, Texas

Friday and Saturday
"BAR 20 JUSTICE"

Sunday, 1:30—Monday
SHIRLEY TEMPLE
 in
"LITTLE MISS B-WAY"

Wednesday, December 14
"BLIND ALIBI"

MISS LILLIAN BOWEN, BEAUTY CULTURIST, HERE, NEXT WEEK

"What do you want Santa Claus to bring you?" That is the predominant question being asked little children these days, and some times adult persons as well.

The above question, when answered by every woman who will be absolutely honest with herself, will say, "I want him to make me a beautiful woman."

The Enterprise is pleased to announce that the above gift is within reach largely of every woman in and around Bronte. We are not "joking" with you, ladies. What we mean is this:

Miss Lillian Bowen of Dallas, an expert cosmetician and



MISS LILLIAN BOWEN

beautician will be in Bronte, all next week, from Monday, December 12 to Saturday, December 17, at the Cumbie & Wilkins department store, where she will give facial demonstrations and lecture those who call on her on beauty culture and the care of woman's face.

Now, Miss Bowen does not claim to be "Santa Claus," carrying around with her, in her "makeup kits" the priceless jewel every woman who thinks normally always craves, that of "feminine beauty." For, Miss Bowen is honest enough with her clientele and the ladies generally, to admit that there are some women concerning whom the Great Creator Himself failed to make beautiful—hence, she positively declares that she does not claim to have power superior to the One who makes women's faces. But, she does insist that with the wonderful developments achieved through research relative to the care of women's faces, she can and does aid women to be more beautiful and teaches those who call on her, the important technical elements and the practical application of those elements in the way that will most thoroughly and permanently keep a woman's face beautiful and attractive and also how to keep the cuticle of a woman's face healthy and wholesome so that it will always be at its best in aiding a woman to improve and maintain the beautiful features of her face.

Miss Bowen is a graduate dermatologist of leading universities of this country and abroad, where she spent several years in special study of the part of woman's anatomy which she treats in her lectures and demonstrations, namely, woman's skins. Miss Bowen is the retained traveling representative of the Martha Lee Cosmetics Company, one of the most widely known and popular cosmetics manufacturers, not only in this country, but also beyond the seas, where Miss Bowen spent some time on a tour, giving her lectures and demonstrations.

Cumbie & Wilkins are the lo-

SPEAKS LAST WORDS AT THE RITES OF HIS BENEFACTOR

Monday night, just after midnight, the writer was awakened by the ringing of his telephone. It was a family of friends, calling from Rockwood in Coleman county. They advised that their father, W. H. Rutherford, had died and requested that we attend and have part in the religious services.

Of course, we went, and when we record here our story, you dear readers and friends, will feel with us, that it was good for us to go. For, in putting away the body of the departed who was in his eighty-first year, the writer gave up one of the best and truest friends we ever had in our boyhood and younger manhood days. It was forty-one years ago that deceased and the writer became steadfast friends and since that time we have thought of him somewhat as a father. We were struggling, fighting our way

(Continued on page two)

cal dealer of the Martha Lee cosmetics lines. Last year Miss Bowen spent a brief time in Bronte, at the store of the local dealer and gave her lectures and demonstrations, during which time she made steadfast friends not only of the members of the local firm, but also of all the ladies who visited her. Miss Bowen's friends among the ladies who were her patrons, and others gave her the sobriquet, "The woman with the beautiful face," while she was here, and it was said of her that she was "a living, breathing reality of her teachings and work as to the care of her face."

R. E. Cumbie, manager of the Cumbie & Wilkins store, speaking to The Enterprise representative relative to Miss Bowen's ability as a cosmetician and beautician stated that so splendid and thorough and instructive and helpful were Miss Bowen's lectures and demonstrations last year, that he did not want the manufacturers ever to send any other representative than Miss Bowen. "Before Miss Bowen's visit here," said Mr. Cumbie, "the manufacturers on two or three occasions sent lady representatives to give lectures and demonstrations as Miss Bowen does. But none of them knew her work and I regard their visits as failures. But, when Miss Bowen came last year the moment she entered our store and made known her identity, I saw at once that a woman who knew her work and who had prepared herself for her work, and had a message for the ladies had arrived. And every day during her lectures and demonstrations, I was more firmly convinced that my impressions were well founded. And I just want to say to the ladies in and around Bronte that we are really proud of the opportunity we are affording the ladies to call on Miss Bowen next week. Especially do we invite the ladies who might not have visited Miss Bowen on her last visit here, to call next week and take advantage of the opportunity we afford them, through the courtesy and cooperation of the manufacturers of Martha Lee Cosmetics lines. We cordially invite all the ladies to call and meet Miss Bowen during her stay here. It will be well for you to book an appointment, so there will be no disappointment. There is no obligation whatever in anyway—so, we cordially invite the ladies who did not meet Miss Bowen to call now and book an appointment, as we are anxious for those who did not meet her, to do so."

Bronte School News

December 2nd, the Citizenship Club of the Seventh grade had a program planned by Billie Jean Duncan and Imogene Hudman.

A play, "Children Be Careful," was presented with the following cast of characters:

Nurse Howett — Katherine Rawlings.

Nurse Jenson — Billie Jean Duncan.

Dr. McDonald — Homer Ivey.

Dr. Lashlee — Morgan McQueen.

Jimmie Payne — Mathew Caperton.

Mrs. Payne — Imogene Hudman.

Truck driver—Hollis Stevens.

Sally—Maurine Miller.

Martha—Ora Myrtle Ivey.

Judith—Maurine Bell.

The play was given in such a pleasing way that it caused the club to think seriously about traffic rules and the danger of violating traffic regulations.

At the close of the hour Billie Jean Duncan and Imogene Hudman surprised the class by serving candy.

Officers elected to serve three months were: President, Geraldine Laswell; vice president, Cumbie Ivey; secretary, Mathew Caperton; treasurer, Katherine Rawlings.

The Citizenship Club of the Seventh Grade, with their sponsor, Mrs. D. Hull, enjoyed a skating party November 30.

After an hour of skating, races, and "falls" for the beginners, Mrs. A. F. McQueen, and Mrs. H. P. Hudman, grade mothers, served apples and candy.

The Sixth Grade Citizenship Club met Friday, December 2, 1938.

The following program of

EDITOR'S CHRISTMAS "POSSUM"

"Let the rest of the world go by," is about the way the editor is feeling with reference to Christmas, far as it concerns us.

Coming in home the other evening, after we had been to some of the surrounding towns seeking to convince some of the advertisers of those places that the wise and judicious advertisers would never pass up Bronte's "old home town paper," we were driving along, at peace with our own conscience and the whole world and enjoying the silvery beams of a beautiful full moon, when we saw an o'possum run across the road in front of us.

Memories of boyhood days, "down on the farm" came to us and we said: "Mr. 'possum, we believe you would look "good" on our dining table for lunch, Christmas Day, if you were baked to 'a beautiful brown,' and smothered in East Texas sweet 'taters." So, we stopped our car, quickly alighted and gave chase. Now, that was really a derby that would have been worth the money to see. For, some three hundred yards we chased the marsupial and "outwinded" it. Seeing it was caught if it remained on the ground, the little animal took to a mesquite tree.

To end the exciting story, yet a story which is to have a most happy sequel (we hope) sir possum is "fattenin' in the stall." So, who would say us nay, when on Christmas Day we sit down to a feast of "possum and taters," and why should we not say, "Let the rest of the world go by." Oh, boy!—"Hush, man, you'll make dat mule fro bof uv us dreely."

readings was given:

"Entertaining Miss Scoggins"

—Ruth Stevens.

Little Marjorie's Music Lesson" — Betty Jane Higginbotham.

The program was greatly enjoyed by the club members.

At a meeting of the Fifth Grade Citizenship Club December 2nd, officers were elected to serve three months: President, Cordia B. Hudman; vice president, Zelma Jean Liles; secretary, Maxine Pruitt.

The program for the meeting was given by Elna Sims and Maxine Pruitt, assisted by Mary Lou Pittman, Zelma Liles, and Oliver Gurley.

Patty Moreno became a member of the club.

New Arithmetic Work books in the Fifth Grade are being enjoyed by the entire class. Miss Ming, teacher of arithmetic, has offered a prize to the one who has the highest score when the books are completed. Each one is working for a winning notebook.

In the club meeting of the Fourth Grade, November 30, a group, with Leona McQueen as leader, gave a playlet, "The Magic Sword."

The sword had as much power in the hands of the villain, John Weldon Johnson, as it had when carried by the brave prince, Billie Gideon.

The club members enjoyed the entire play, but all rejoiced when the wicked man was turned into a "Jack-in-the-Box," and the beautiful doll, Sammie Lee Good, was rescued.

Officers were elected to serve three months: President, Bonnie Jo Brock; vice president, LaMarr Whitt; secretary, John Weldon Johnson.

AND IT'S A GIRL

Born in a San Angelo hospital to Mr. and Mrs. Ben Keyes, Friday, December 2, 1938, a sweet faced baby girl, who has been christened Miss "Eta Ann." It is taken for granted that when she grows old enough she will join "the fat 'n forty club," as she tipped the beam at seven and a half pounds.

Mother and babe are doing excellently, and "Pa" Keyes is gradually coming to himself—but, it is said that he talks rather "bigoted" about how many "young fellers" he can "lick," at a time, if they ever come "snoopin' round "trying to marry my daughter." And "Grampa" and "Gramma" Keyes—well, it is said, to be doubtful, whether they ever recover or not. "Gramma" Keyes, it is reported, has already made a request for a walking cane, a cob pipe and a bandana handkerchief to tie around her "poor tottery old head."

Congratulations to all, with every good wish that her grace may grow and grow and be as big a "heart-smasher" as were her mother and paternal grandmother, when they were girls, and just like they, marry the "feller" she wants.

Walter Good, Bronte's constable, was in Ballinger Monday, seeing that everybody "tracked the law."

C. J. Bannowsky and son, Albert, attended to business in Ballinger Monday.

L. W. Beaty and Austin Sandusky were Ballinger visitors Monday.

Beautiful Gift

FOR EVERYONE

CHECK THESE XMAS VALUES, AND COME IN AND SEE A STORE FULL OF VALUES.



Ladies' Lingerie

- Satin Gowns \$1.95
- Slips 49c to \$1.95
- Panties 10c to 50c



Ladies' Handkerchiefs

- 3 in a Xmas Box
- 15c, 19c, 29c, 35c, 59c; 65c
- Towel Sets
- Beautifully Boxed
- 49c to \$1.19

LAST WEEK'S VANETTE WINNER—MINNIE KNIERIM.
THIS WEEK'S WINNER— E _____ G _____



Men's Handkerchiefs

- In Xmas Box
- 29c - 65c - \$1.00
- TIE AND HANDKERCHIEF SET
- \$1.00

Men's Sox

- 3 in Xmas Box 79c 2 in Xmas Box \$1.00
- OTHERS 10c - 15c - 25c

- Men's Robes \$1.98 and \$2.95

The Ratliff Store

SELLS FOR CASH—SELLS FOR LESS

FURS—For higher prices bring FOR SALE—One span of good your furs and dead wool to work mules. Price (\$200.00) two CENTRAL WOOL & MOHAIR hundred dollars, cash. Spurgeon CO., Sweetwater Texas, (47-4t) Smith, Blackwell, Texas. (45-1f

IN THE SERVICE OF ITS READERS... IN NEWS, EDITORIAL, FEATURE AND ENTERTAINMENT CONTENT—GREATER THAN EVER IN ITS HISTORY...

The Dallas Morning News

"Texas' No. 1 Newspaper"

The News' staffs of reporters, artists and feature writers, augmented since July 1, give our readers the greatest coverage of local and sectional news and pictorial interests of any newspaper published in Texas.

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Dallas, Texas
Gentlemen:

Herewith my remittance \$ _____ to cover subscription to The Dallas News (one year by mail) (six months by mail.)

Name _____

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Subscription rates: By mail daily and Sunday, one year \$9.00; six months, \$5.00; three month, \$2.50; one month 85c. These prices effective only in Texas.

The Bronte Enterprise

D. M. WEST
Publisher-Manager

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

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

BENEFACTOR—

(Continued from page one) through college. He gave us money, and more than one time loaned us money, and made us a present of the first suit of clothes ever given us by a friend. And greater still, he believed in us, put his hand on our shoulder, looked us in the face and said to us: "Boy, I believe in you—do your best." And for these forty years in the four states where we have worked, the memories of his faith in us and goodness to us have been an inspiration and we have told of him for whom we mourn today, and many times, along the way when our spirit has grown weary, we have retraced our steps to the home of this good man and our benefactor and thought of him and his words and material aid, and every time we have taken new courage and a fresh grip on life and have tried to be brave and stand against all the adverse currents and have sought to maintain his fine and splendid ideals of life. So, friends and readers, briefly the above is our story of the long years of mutual faith and love between him and ourselves, in a relation almost akin to that of father and son. Hence, we pause and shed a tear at his passing, and in the loneliness of our heart, pledge, as the glad Christmas bells are just ready to ring again, that "we will carry on" as he did until we shall come to the end of our earthly journey. For, we cannot afford to do otherwise with the memories we have of men like W. H. Rutherford, who were as fathers to us and whose lives were a benediction to us then, and the memories of their friendship in the yester-years, linger with us sweet as Christmas songs from the skies.

Deceased was born in Sweetwater, Tennessee, June 12, 1857. December 5, 1877 he came with his family to Texas and located at Dallas. In 1888 he came West, locating at Rockwood where he and the wife of his youth lived and reared their family and built their material fortunes. In 1897 he bought the farm home on which they resided until the companion died four years ago. Ten children were born to them, eight of whom survive, seven sons and one daughter, all of whom were present. The children are Bruce Rutherford, San Antonio; Walter, Melvia, George, Rockwood; Mrs. Florence Carter, When; Sam, Rockwood; Dolph, Lockhart; Eibert, Rockwood; Jack, Rockwood; three sisters also survive: Mrs. L. C. Parks, Hillsboro; Mrs. W. A. Whitlock, Lockney; Mrs. J. M. McCarty, Hillsboro; and one brother, Rufe Rutherford, Claude. There are 34 grandchildren and 12 great grandchildren.

The religious services were held at the Baptist church, with Pastor A. V. Bradley, formerly of Bronte, directing the services. The services were simple, but impressively beautiful. A great throng of old pioneer citizens of Coleman county and of this part of West Texas attended and paid tribute to the memory of their friend. A quartette sang tenderly and beautifully the old songs of the church; Pastor Bradley read the Scriptures and prayed earnestly for the family circle; then the writer, the best he could, spoke to the memory of his good friend and former benefactor, speaking of "Human Greatness," bringing out the elements of genuine greatness as he knew them in the life and character of his friend, among which were "purity of life, gentleness, lovableness, moral courage, and religious devotion."

God bless his memory and may he rest in peace, there in the se-

San Angelo's Leading Christmas Store for Men and Boys!



"Male Approved" GIFT IDEAS

A man's idea of a pleasing gift is one he can use... and when it comes to wearing apparel it should be styled to such good taste there'll be no doubt about his wearing it!

SHOP FOR HIM WITH CONFIDENCE AT THE S&Q

BELT SETS

- by Hickok and Pioneer
- The new in buckles
- The sturdy in straps
- Also Tongue Belts
- \$1 to \$4

Arrow Kerchiefs

- With initials... whites or fancies... 3 and 4 to the Gift Box.
- \$1 and \$1.50

Gift Robes

"MALE APPROVED"

He won't blush at his reflection in the mirror, for this luxury leisure wear boasts not only of quality texture and tailoring, but of excellent taste and styling, as well. Step in for a look at this varied showing of new patterned ideas in gorgeous colorings.

Make your selection early—a small deposit reserves it 'til Christmas.

Wrapping and mailing station now open—free gift wrapping and mailing service for your added convenience.

- SILKS
- WOOLENS
- RAYONS
- \$10
- AND \$5.95 UP TO \$35

HANSEN GLOVES

- In his favorite color or leather—rich in appearance and distinction... with real comfort.
- Unlined... Silk Lined or Fur Lined
- \$1.95 to \$3.95

Smart Gift TIES

He's expecting them... so make it "Male Approved." Rich, beautiful silks you'll see on him every day of the year... not hidden in his dresser drawer.

\$1 to \$3.50

S & Q CLOTHIERS

Schienberg-Quicksilver Co., Inc.

127 So. Chadbourne

San Angelo

questered spot where we placed him, beside the companion of his youth, until things earthly shall pass. And we thank God for the memories he leaves us, and the legacy he has bequeathed to his children and grand children and to the world!

J. E. Stevens & Son, undertakers of Coleman, were in charge, with our good friend, J. B. Gough and his assistant, Mr. Fred Dellis, in active charge. Their services are some of the most thoughtful we have ever seen on like occasions.

CARD OF THANKS

We take this way of expressing our deepest gratitude and sincere thanks to all our dear friends and the people generally of Maverick, Norton, Bronte, Ballinger and other places for their tender sympathy and kindly ministries in the deaths of our dear mother and father, Mr. and Mrs. J. L. Lee. Mother died two weeks before father and because of father's illness we have not in this way expressed thanks to our friends. In both instances, dear friends, you did for us all that was humanly possible, and we shall always cherish only blessed memories of your many kindnesses to us. We appreciated deeply every kindly word spoken, every service rendered, the beautiful flowers and the ministries of the good people of Maverick in bringing lunch to aid in feeding those who were in attendance. God bless you everyone is our deepest prayer.

- Mr. and Mrs. Collie Lee
- Mr. and Mrs. J. T. Jones and children,
- Mr. and Mrs. S. J. Smith and children, and children,
- Mr. and Mrs. A. F. Lee and children,
- Mr. and Mrs. R. T. Lee and children,
- Mr. and Mrs. Rena Lee and children,
- Mr. and Mrs. Charley Lee and children,
- Mr. and Mrs. Ross Lee and children,
- Mr. and Mrs. S. H. Underwood and children,
- Mrs. Oran Lee and son,
- Mr. and Mrs. J. L. Lee Jr. and children,
- Mr. and Mrs. John Lee Simmons and children.

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And at prices that will be to your interest to buy from us.

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TEXAS TRADING COMPANY

1007 North Chadbourne

San Angelo

Streamlined



That's the description of the new **Roadmaster Bicycle**

With the **Master Weld Frame**

—the electrically welded frame that is 100% STRONGER THAN ORDINARY FRAMES!

Don't miss seeing the Roadmaster with the Spring Fork —the last word in bicycles.

'They Are Knockouts!'

BALL BEARING

**WAGONS
SCOOTERS
TRICYCLES**

Ask About Our Convenient Budget Plan



SAN ANGELO, TEXAS



Let Martha Lee

Help You Solve Your Beauty Problems

Dry Skin . . . Oily Skin . . . Blackheads . . . Enlarged Pores . . . Wrinkles and Sagging Muscles . . .



We invite you to visit our store the week of December 12 to December 17 to meet and consult with Martha Lee's Personal Representative

Miss Lillian Bowen

who will analyze your skin . . . giving you expert advice upon your individual beauty problems . . . with special instructions in MARTHA LEE'S method of treatment . . .

Make Your Appointment NOW for your

Martha Lee French Pack Facial

and instruction in the art of Personality Make-up (This service is complimentary to our customers, through the co-operation of MARTHA LEE)

Cumbie & Wilkins

BRONTE, TEXAS

BIBLE DAY AT THE METHODIST CHURCH

Universal Bible Sunday will be observed at the local Methodist Church Sunday at 11 a. m. This will be a part of the American Bible Society's celebration of the fact that this year they translated the Bible or a portion of it into the thousandth language.

The pastor is asking for unusual Bibles to be displayed at the close of the service. If you have a very old Bible, one in a

foreign translation, a modern translation, or one that carries with it an unusual bit of history, please call the pastor and he will get it and see that it is safely returned to you after Sunday.

You will enjoy this informative, inspirational service. And you have a very cordial invitation to attend.

The evening service will begin promptly at 7. We are having unusually good crowds at these evening services.

C. R. Hardy, Pastor.

Mighty Purchase Sale

We bought 500 new silk dresses from a leading manufacturer that are outstanding in style, fit and value. Bought for our regular stock and values up to \$6.95.

3 DAYS ONLY

2⁹⁵

Cinderella SHOPPE

Exclusive But Not Expensive

210 S. Chadbourne

San Angelo, Texas

Blackwell News

MRS. CHAS. RAGSDALE

Social and Pounding For New Pastor

A social and pounding was given at the Methodist Church Monday night honoring the new Methodist pastor, Rev. Ira T. Huckabee and family. The following program was given:

Prayer—Rev. J. H. Dean.
Leader—Mrs. P. G. Dabney.
Her subject was "Ship of Life."
Duet—Drifting—Mrs. Arnold Richards and Mrs. Clarence Harris.

Song—Pilot Me.
Song—Peace Be Still.
Song—My Anchor Holds.
Reading—"My Church"—Mrs. Cecil Smith.
Song—"The Church in the Wildwood."

A Radio Program was given, Mrs. Jack Stuart being the Broadcaster, from station ITH (I. T. Huckabee) from Methodist Church. It was enjoyed by all. After the broadcast Rev. and Mrs. Huckabee were presented with many nice gifts of food. Cookies, coffee and hot chocolate were served to about 90 guests.

Rites For Pioneer Woman

Funeral services were held Sunday morning for Mrs. Mary C. Horne 89, widow of the late A. O. Horne and pioneer of Blackwell at the Methodist church. Mrs. Horne died late Saturday afternoon. She had been an invalid for the last 20 years.

Deceased is survived by two grandchildren, Harry Horne of Blackwell and Mrs. Louise McCall of Toledo, Ohio. Rev. I. T. Huckabee, assisted by Rev. J. H. Dean, conducted the religious services.

(Continued on page 6)

99 different gasolines - try any or all

Why shouldn't I come right out with it? If people want to switch they will. Using Conoco Bronz-z-z they don't want to, and why should they? Just suppose it is 20 degrees colder today and they bought their Special Winter Blend Conoco Bronz-z-z yesterday. Just the same, they can start right up, and they won't lose out on mileage, either—because their Conoco Bronz-z-z is refinery-adjusted according to all the weather records ever made here at this exact time of year. Probably most of my customers don't even think of that, because they just know they can start. That's all—they start. That's what everybody wants—quick-starting—and so that's what I've got here . . . quick-starting Conoco Bronz-z-z.



SPECIAL WINTER BLEND **CONOCO BRONZ-Z-Z**
FROM YOUR MILEAGE MERCHANT

BALLINGER INVIT

to the

Santa Claus

and the

GAINESVILLE

Friday, Decemb

Ballinger's merchants and other citizens of that city have cooperated to arrange this fine entertainment for the people of the Ballinger trade territory. It will be an entertainment worthwhile. Every "kiddie" will want to see Santa come into town and parade the streets. All the adult "kids dies" will want to see the Gainesville circus—especially the clowns, for no

SINCE 1836

SINCE 1886

The First National Bank Of Ballinger

Has seen the happy Christmas-tides come and go. With this part of West Texas the First National has always cooperated in every movement for the betterment of our town, county and section of country. Therefore, it is with genuine delight that we extend

**A Hearty Welcome To Ballinger
To the Santa Parade and Gainesville Circus**

—Come and enjoy the happy occasion.

WE BID YOU A HEARTY WELCOME

SINCE 1886

SINCE 1886

Higginbotham Bros. & Co.

Ballinger, Texas

"The Best Place To Trade"

WELCOME

Pay Like Rent Own Your Home
50 Per Cent FHA Loans

Wm. P.
Carey Lumber
Co.

Building Materials of All Kinds
Phone 65 Ballinger, Texas

Come To Ballinger, Folks

And To

King-Holt's Furniture Store

at 4 p. m.

For

GOOD WILL CONTEST

Come To The Parade and Circus

You Will Enjoy Both

AND DINE WITH US

You'll like our coffee, steaks, lunches

City Cafe

Mrs. V. Lewis, Proprietor, Ballinger

WELCOME TO EVERYBODY

to the

Santa Claus Parade

and the

GAINESVILLE CIRCUS

December 16, 1938

man, especially, ever grew to be too old not to enjoy the clowns... The progressive business firms of Ballinger as shown below, bid everybody in the Bronte country and all the readers of The Bronte Enterprise "a hearty welcome," not only to Ballinger, but to visit their respective places of business while there.

Welcome

And while here visit us in our new location—we will be pleased to have you call. We wish you a pleasant day in the city. And if you are interested in a good used car, we have some real values... And terms can be arranged that will meet your situation.

Holt Motor Company

Make It

"A Christmas Of Flowers"

Send mother, or sister, or wife, or "sweetheart" some flowers.

We Welcome You to

PARADE AND GAINESVILLE SHOW

Ballinger Floral Co.

Welcome To All

Our friends and the people generally over the Bronte country to

The Santa Claus Parade and Gainesville Circus

This entertainment for the children and the older ones as well has been provided by the Ballinger business men. So now, we join with all of Ballinger's people in a

WELCOME TO EACH AND ALL

Farmers & Merchants State Bank

Ballinger, Texas

Office Phone 291

Res. Phone 476

Clay Building Material Co.

EVERYTHING TO BUILD ANYTHING

Ballinger, Texas

Ed. H. Lengefeld

W. O. Middleton

L. B. Rudder

Saddles, Harness, Shoe Repairing

COME TO BALLINGER DEC. 16

Bring your shoes, boots and harness for repairs, leave them with us and we will send them back to you by mail

WELCOME

Clements 5c and \$1.00 Store

BIDS YOU WELCOME

To The Santa Parade and Circus Santa has already come to our store and left a gift for all—visit our store and see the fine display of Gift Goods

Ballinger Electric Company

Joins with all of Ballinger's people in a GLAD WELCOME

To The SANTA PARADE AND GAINESVILLE CIRCUS We thank everybody for all past business courtesies and we take this opportunity to wish each and all

A MERRY CHRISTMAS AND HAPPY NEW YEAR Nineteen Years In Ballinger

C. R. FOX & COMPANY REMOVAL SALE

We must move our stock at once as
we must move soon!

We offer real values on quality
home furnishings.

See and Save!

C. R. FOX & COMPANY FURNITURE

11 West Beauregard San Angelo

PHONE 3171

P. M. ASHLEY, PROP.

Coffee—And None Better Curley's Cafe

"THE BEST PLACE TO EAT OUTSIDE OF HOME"

Lunches 25c

WEST SIDE SQUARE

SWEETWATER, TEXAS

BLACKWELL NEWS—

(Continued from page 3)

Mrs. Alsop Hostess to Society

The Methodist Missionary Society met Monday afternoon at the home of Mrs. Delos Alsop. Mrs. P. G. Dabney gave a book review. A refreshment plate consisting of coffee, cheese, sandwiches and doughnuts were served to 16 members.

Professor Leroy Stone is in Austin on business about the Blackwell School bonds that were voted on Saturday. W. W. Youngblood, Tom Holland and Everett Ellis also went. The bonds were sold.

The pastor of the Methodist church announces that Sunday morning his topic will be "LOVES LONGING." Sunday evening at 7 o'clock he will depart from the usual method of preaching and bring a "Drama Sermon" entitled, "THE MODERN PRODIGAL." The sermon will be interspersed with several special musical numbers. The first scene is "Breaking Home Ties," in which the father and son are talking. The second scene, "In The Far City," in which the son is talking to his new friend. The third scene is, "The Outcast" in which the prodigal is talking to himself. The last scene is "Welcome Home."

A cordial invitation is extended to all not worshipping elsewhere to attend these services.

FURS—For higher prices bring your furs and dead wool to CENTRAL WOOL & MOHAIR CO., Sweetwater Texas. (47-4t)

GIFTS

For All



Christmas is here again---so
the question of Gifts is

THE ONE QUESTION

Gifts To Give

We Suggest:

Toys for both boys and girls, such as tri-cycles, wagons and everything a child wishes for Christmas---gifts by name are too numerous to mention.

GIFTS FOR "DAD" AND MOTHER
GIFTS FOR 'SWEETHEART'

Keeney Variety Store

Bronte,

Mr. and Mrs. C. J. Bannowsky tive in Junction Sunday, returned attended the funeral of a relative home that night.

THE FAVORITE NEWSPAPER OF—

MORE THAN 21,000

—WEST TEXAS FAMILIES

Abilene Reporter-News



SAVE
NOW

GET MORE
PAY LESS

FOR A LEADING newspaper with a BIG SUNDAY EDITION and EIGHT PAGES OF COLORED COMICS.

SUPREME in
WEST TEXAS

—because it carries MORE WEST TEXAS NEWS than any other newspaper.

ONE YEAR \$4.95 INCLUDING SUNDAYS

Regular rate \$7.00 per year. SUBSCRIBE NOW AND SAVE \$2.05.
Only one and a third cents per day — It's a REAL BARGAIN.

WEST TEXAS' OLDEST DAILY NEWSPAPER

The REPORTER-NEWS is a member of the ASSOCIATED PRESS, the world's greatest and most accurate news gathering organization. Thousands of telegraphed words from distant points around the world keep readers of the Reporter-News in daily touch with world events.

MORE EXCLUSIVE WEST TEXAS NEWS
Complete coverage sporting news.
Exclusive territorial sport news.
Complete daily market reports.
Excellent serial story.
Radio programs and news.
Cross Word Puzzle.
Exclusive page of comics.
Special West Texas Woman's Page.
Editorials in tune with West Texas.

SPECIAL FEATURES GALORE:
Farm and Ranch news of West Texas.
"Chousin' Around" by Harry Holt.
Complete coverage of oil news.
Exclusive School News.
Walter Lippmann's "Today & Tomorrow."
"Behind Washington Scenes"
In New York" by George Ross.
"Side Glances" daily cartoon.
Political news.

Page Of Comics Daily Eight Pages Sunday Colored Comics
LATEST NEWS — EARLY MORNING DELIVERY.
Give your subscription to your home town agent or postmaster or local editor or mail your check to

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"West Texas' Own Newspaper"
USE THIS COUPON

ABILENE REPORTER-NEWS:
Here's my \$4.95 for one year's subscription INCLUDING SUNDAYS.

NAME

RT. TOWN TEXAS

Bargain rate good in West Texas only—Until Dec. 31, 1938



BRONTE HELP-UR-SELF LAUNDRY

ANNOUNCEMENT

We are pleased to announce that we are opening the Bronte Help-Ur-Self Laundry, and will be ready within a few days to give you service.

Our Equipment

Is new and therefore our service will be unexcelled. We are going to be right on the job all the time and "Service" will be our slogan.

Our Location

Is in the concrete building of D. M. West, just East of the rear of The Enterprise building. We have a good location with abundance of parking space, and the building will be warm in winter and cool in the summer.

We Are Young Men and Anxious to Build---
So, Folks, If We Give You Satisfactory
Service, We Want Your Patronage.

Smith & Vosburg

Claud Smith

Javan Vosburg



Santa Claus' Headquarters

Gifts For Everyone

SANTA CLAUS HAS ESTABLISHED HEADQUARTERS AT THE "CINDY LOU." YOU WILL FIND HERE GIFTS FOR EVERYONE.

GIFTS FOR BABY

In our Baby Department you will find everything for baby.

GIFTS FOR CHILDREN

Our Gift lines for children supply gifts for every boy or girl.

GIFTS FOR "DAD," "HUBBY," BROTHER, OR FOR HIM
Gifts that will please the men and that are useful.

GIFTS FOR MOTHER, WIFE, SISTER, "SWEETHEART"
In this department you will find gifts that always please a woman.

SEE OUR CHRISTMAS DISPLAY BEFORE YOU BUY YOUR GIFTS



"CINDY LOU" --- Gifts

WARNS AGAINST "WINTER COMPLAINT"

AUSTIN, Dec. 8. — "Babies and young children need as careful protection at this time of the year against "winter complaint" as they do during the warm weather against "summer complaint," states Dr. Geo. W. Cox, State Health Officer, in discussing seasonal disease hazards for young children.

"Winter complaint" includes influenza, tonsillitis, pneumonia, bronchitis, and other diseases of the respiratory or "breathing" system as distinguished from "summer complaint" which attacks the digestive system. Diseases like pneumonia may develop from a neglected cold, they may follow as an after effect of measles or whooping cough called children's diseases; or they may occur suddenly and with very little warning. They are more prevalent in winter than in summer and they are even more difficult to combat than digestive ailments. Nearly all the diseases are spread through the secretions from the nose and mouth.

These respiratory diseases are particularly dangerous to babies and young children. Those not in vigorous health are more susceptible to these infections. The first line of defense is to strengthen their powers or resistance against ill health; the second is to keep them under medical supervision; the third is to keep them away from others—young or old—who have coughs, colds or fevers.

The importance of keeping young children away from persons who have colds, or any other infectious disease cannot be emphasized too strongly. The utmost care should be exercised by those with colds, and who are unavoidably brought in contact with young children, not to cough or sneeze so that the spray of saliva reaches the children.

NEW LAUNDRY OFFERS SERVICE TO THE PEOPLE

As the old year draws to a close, it finds a new business rushing to get ready to open its doors to the people of Bronte and surrounding communities.

The new business is a laundry and it has been named the Bronte Help-ur-Self Laundry. Two of Bronte's hustling young men are the owners of the new laundry. They are Claud Smith and Javan Vosburg.

Owners of the new laundry have leased the concrete building of D. M. West, which is located just East of The Enterprise building. The building is well constructed and is large and commodious. There is unlimited parking space around the building which is a great convenience to the patrons of the laundry.

Messrs. Smith and Vosburg state that they are going to give the patrons of their laundry not only as good service as can be had elsewhere, but they are going to do their best to make their service "just a little better," if humanly possible.

A force of men are at work setting things in order and installing the plant. They will have four new washing machines and a mangle and therefore expect to give service worthwhile. Read their announcement in this issue of The Enterprise.

BRONTE P. T. A. MEETS TUESDAY, DECEMBER 13

The Parent-Teachers Association will meet Tuesday, December 13, at 3:15 p. m.

The subject for the program is "Movies."

Special number — Beginner's Band.

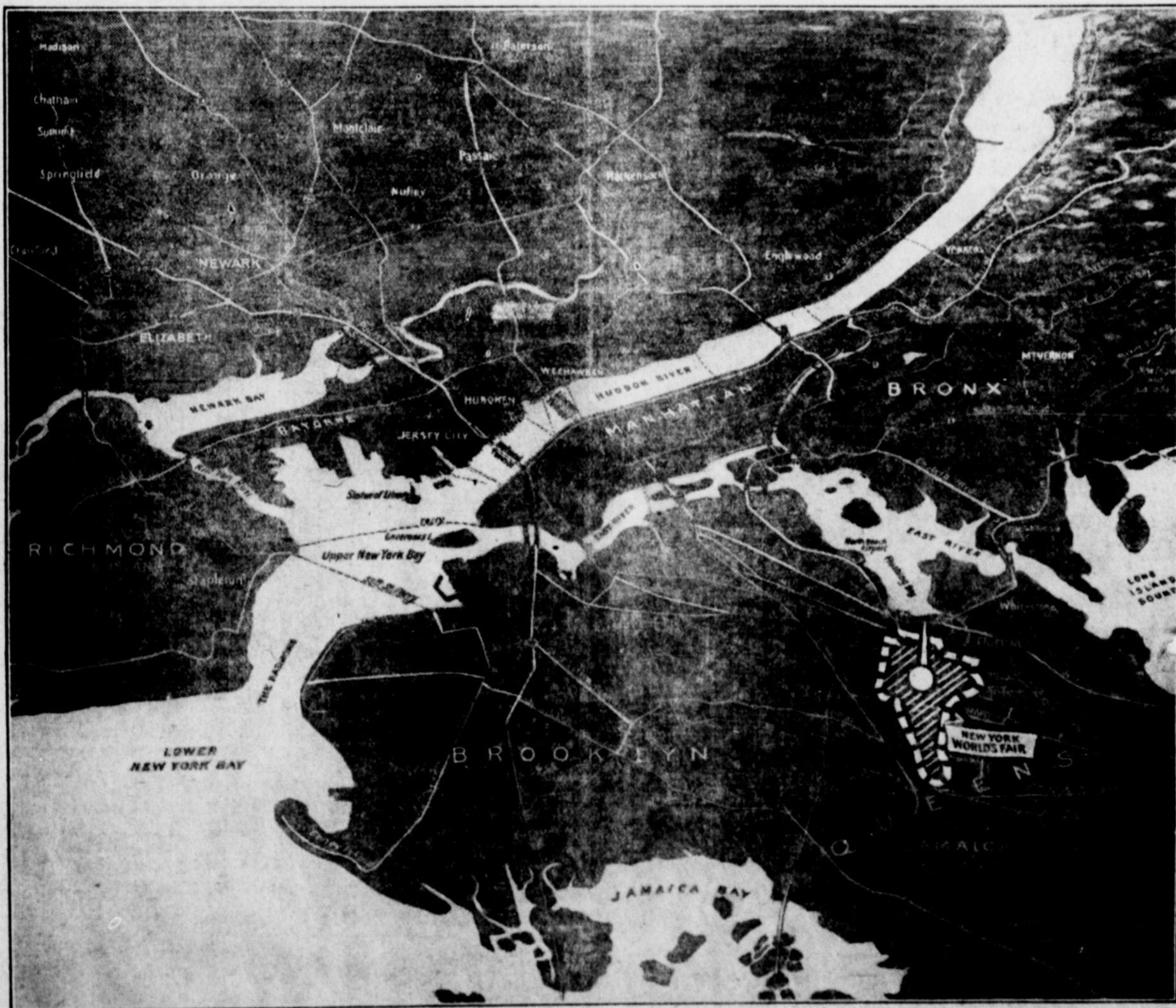
Group Singing of Christmas Carols—Led by Mrs. Taylor.

President's Message — Mrs. George Thomas.

Influence Exerted By Movies On Youth — Mrs. Carrie Williams.

Resume of Current Movies Beneficial to Students — Miss Joan Vanderford.

BY LAND, BY SEA, BY AIR — ALL ROADS LEAD TO NEW YORK FAIR



Aerograph showing main highways which lead from New Jersey, New England, Westchester and Long Island to the grounds of the New York

World's Fair 1939 in the heart of greater New York City. Tunnels, bridges, ferries, airports, water gates—all are indicated.

The night was frosty, stars shone bright
The moon was brightly beaming,
Two lovers autoed out that night,
Light hearted, both were dreaming;
She named the day and softly said,
"Don't kiss me any more
Until you promise when we're wed
We'll trade at J. E. Davis Co.'s Store." (Blackwell, Tex.)
Fresh Coconuts 2 for 15c

Brantley's SHOE REPAIRING

We Are Now Giving Special Attention to Boot Making. See us if you are interested in new boots.

116 OAK SWEETWATER TEXAS

TRAILER PARTS In Stock

Everything for building or repairing Trailers. AUTO PARTS OF ALL KINDS PRICES ALWAYS RIGHT

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LET US Carry your parcels to and from Ballinger for you.

We Do It Cheap. See Us.

M. M. EVANS Ballinger Mail Carrier

Jas. H. Craig CHIROPRACTOR & MASSEUR Office Phone 295; Res. 119 Jordan Bldg., N. Main St.

Buy All Your Gifts on Sears Easy Terms

Every Item In Stock Included—No Exceptions

26-Inch Dolls

\$2.98 Values!
1 98
Big as real babies! Adorable darlings that move their eyes and cry. They're dressed as shown here.



Train Outfits

Complete
1 00
Reversible engines, three big coaches, 102 inches of track! Strong motors. As pictured here!




49c

Riding Charlies

Wind them up for some of the funniest driving you ever saw. Go forward and backward; rear up and then run in crazy circles. Get one!



95c

Carnival Games

They're selling like "hot cakes." Dagatelle, pin games and many other types to furnish the entire family lots of fun. Make selections now.



5 45

Movie Machines

New design lens are used to project better pictures. Fitted with new Universal motors and speed controls. With approved cords and plugs!



98c

Machine Guns

Pull the triggers and these gang buster guns shoot a big spray of sparks from their muzzles. Magazines spin around while firing, too!

Metal Smokers

\$1.29 Values!
1 00
Handsomely designed and trimmed in glistening chromium. Enamel colors. Shown.



ACTIVE ACCOUNTS

PURCHASES TOTALING **\$5** AND MORE
ANY ITEM OR GROUP OF ITEMS YOU WISH

NEW ACCOUNTS

PURCHASES TOTALING **\$10** AND MORE
ANY ITEM OR GROUP OF ITEMS YOU WISH

SOLD ON SEARS EASY TERMS



Men's Warm Blanket Robes

\$3.98 Values! **2 98**

Comfortable WHITTENTON robes with two pockets, rayon girdles, cord trim. Double-breasted models in blue, maroon, brown, gray, plaids, checks. Small, medium, large sizes.



Men's Pig-Grain Capeskin Gloves

\$1.19 Values! **1 00** Pr.

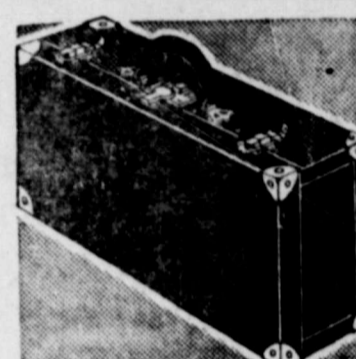
Natural color, unlined capeskin in button-tops or slip-on styles. Well-stitched backs. Available in sizes from 7 up to 10½. He'll appreciate a pair... and you'll save money at Sears.



Men's Part Wool Sweaters

\$1.49 Values! **1 00**

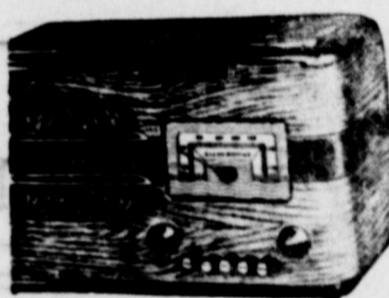
Popular among men for sports wear. Contain full 35% wool... which adds greatly to their warmth. Three popular colors in sizes from 34 to 46. Buy now for Christmas... or for yourself!



Your Choice Of Luggage

Values to \$1.98 **1 00**

A complete assortment all with scratch proof covers. Suitcases, overnight cases, hat boxes. Several styles to select from. Values!



6-Tube A.C.-D.C. Push-Button Mantel Sets

Gift Priced at **16 95**

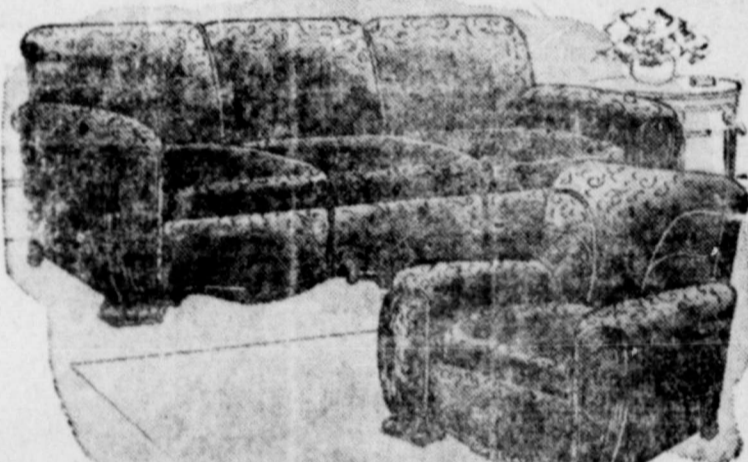
Dynamic Speakers!
For 60 cycle, 110-125-volt A.C. or for D.C. operation. Five of your favorite stations at your fingertips. Single-band reception.

2-Pc. Rayon Velour Suites

Gift Priced at

69 95 Easy Terms!

• 79-Inch Divans!
• Matching Chairs!
Semi-modern lines distinguish these suites as 1939. Sturdy construction. Displayed in a choice of colors. Just like the illustration.



Bathroom Sets

\$1.69 Values!
1 49
Thickly tufted chenille seat covers and mats. Orchid, peach, blue, green and other colors.



Electric Irons

\$2.49 Values!
1 98
Fast-heating elements. Large ironing surfaces are stainless chrome-plated. With cords.



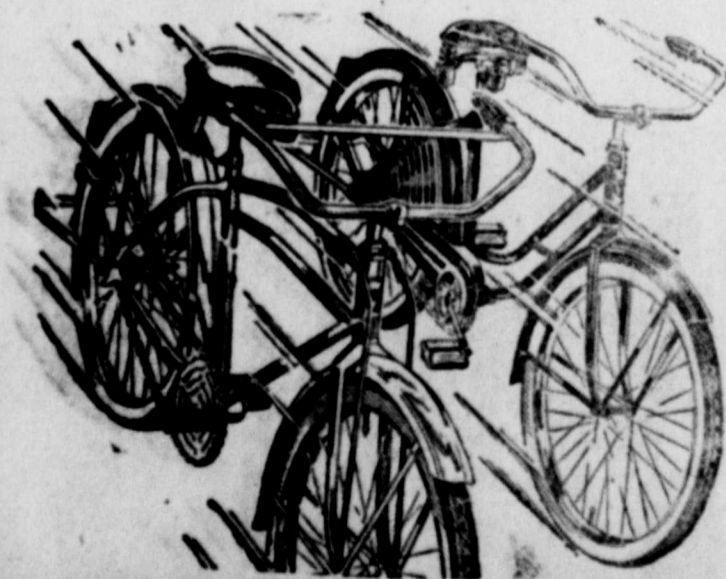
72-Pc. Silver Sets

In Chests!
21 95
Lifetime "Treasure" pattern. Hollow-handle knives. Service for 8. Anti-Tarnish chests.



Pay Only 50c Weekly!

ELGIN BICYCLES



- Alemite-Greasing!
- Air-Cooled Brakes!
- Drop-Forged Stems!
- Exclusive Reflectors!

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