

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, DECEMBER 16, 1938.

NUMBER 49.

Home Department Members Enjoy Delightful Party

There was an informal party at the Home-making Department of the Bronte schools, at 7 o'clock Tuesday night, December 13, 1938.

Card games were played by all, followed by a few other games. Afterwards refreshments were served to the following:

Clementina Parker, Merle Ash, Irene Lloyd, Marjorie Perciful, Helen Beaty, Jenell Moore, Charlene Lasswell, Leotta Alderman, Ronda Muston and Mrs. Wilson, the sponsor.

The hostesses of the party were Ione Lasswell, Agnes Cryer, and Wanda Muston.

After the party everyone went to the movies. A happy and delightful evening was enjoyed by all who were present.

Beauty Shop at Sweetwater, Has Christmas Specials

The Blue Bonnet beauty shop at Sweetwater, owned and managed by Mrs. Edith Todd, carries an announcement in this issue of The Enterprise, making special Christmas holiday prices on some lines of their beauty work.

The Blue Bonnet is one of the very best beauty shops in the west. Mrs. Todd is a capable and experienced operator in beauty culture and always does most excellent work. And likewise she has no operator who is not an artist in the art of beauty culture.

The announcement in this issue is directly to the ladies of Blackwell, Fort Chadbourne, Bronte and surrounding communities. Mrs. Todd extends a sincere and genuine invitation to all the ladies to visit the Blue Bonnet shop when in Sweetwater, and if beauty work is needed the Blue Bonnet will be glad to render the service one may want.

Miss Lillian Bowen, beauty culturist of Dallas, who gave lectures and demonstrations of beauty culture at the Cumbie & Wilkins department store in Bronte, first part of the week, departed Thursday afternoon late for Sweetwater, and from there she will go home for the holidays. Miss Bowen already had many friends in Bronte and in her brief stay this week she added many more friends to her circle of admiring friends in and around Bronte, who will always be glad when she comes this way again.

Percy Myers has returned home from San Angelo, where he spent several weeks in a struggle with a severe attack of pneumonia. Percy's many friends are glad to see him home again and recovering rapidly as strength.

90 PER CENT F. H. A. LOANS

Last week The Enterprise carried an ad for the Wm. Carey Lumber Company of Ballinger, in which we stated that 50 per cent F. H. A. Loans would be made. That was an error. Instead we should have said 90 per cent F. H. A. loans. We regret the error, but glad it is more in favor of those who may need F. H. A. loans.

Movies Is the Topic at Meet of Bronte P. T. A.

About 50 were in attendance at the Bronte Parent-Teachers Association, Tuesday afternoon, at the school auditorium.

The topic was the movies. Mrs. Carrie G. Williams spoke on the question of the movies. Miss Crystal Vanderford discussed with reference to current movies for the children. The president's message was given by Mrs. Alfred Taylor and led the group in a sing-song of Christmas carols.

Following the program Mrs. R. E. Cumbie, president of the P. T. A., presided over a brief business session.

Under the direction of Prof. J. H. Hamblen, band director, the junior school band gave several opening numbers.

HIDE AND SEEK

Baseball is called our national pastime but the game of hide and seek is more deserving of the title. Everyone plays — only they don't enjoy it in its modern version.

Today's "game" goes like this. Most of our taxes—now 63 per cent of them—are hiding in the price of every purchase. All of us, as consumers, do the seeking—wondering meanwhile why our dollars buy so little.

The National Consumers Tax Commission shows how desperate the "game" has become. In a survey at its Chicago headquarters, this organization, crusading against hidden taxes, revealed the average family living on \$500 to \$2,500 a year pays, blindly, in indirect levies an amount equal to the Federal tax on a \$7,500 income.

It found that the family's hidden taxes—totaling \$160.50 or 12 per cent of all expenditures—rank in size only behind food and housing costs. The food bill is \$428.76, housing takes \$294.65.

The figures of the commission—which has nearly 2,000 local women's groups already active in its crusade—show that the public is "it" and will stay "it" until aroused consumers not only seek but tag unfair and unnecessary taxes.

Grapefruit Juice For Severe Colds

Word comes from the Lower Rio Grande Valley of Texas telling the many wonderful advantages to humanity in the consumption of grapefruit. Among things beneficial to those using fresh or canned grapefruit is that it will clear up a muddy complexion, it is a good laxative, it is an aid to relieving indigestion and diabetes. It contains the elements necessary and needed in growing children to give them a good strong set of teeth and bone structure that is highly resistant to disease and decay. The use of grapefruit juice will keep off colds and influenza.

If you are suffering from a cold or flu the following will work four cases out of five. The last thing before going to bed squeeze out six ounces of juice (or pour out of can) into a large glass. Drop a teaspoonful of common baking soda into the juice and drink quickly while it is bubbling. This should be repeated for two more nights.

New Home Ec Teacher For Bronte Schools

Mrs. Marie Briant Wilson of Grand Falls has been secured by the board of trustees of the Bronte schools, to succeed Miss Maurice Itaper as instructor in the Home Economics Department of the Bronte schools.

Miss Raper resigned a few weeks ago due to the fact that she was going to marry.

Mrs. Wilson is a graduate of C. I. A., Denton, and has also done post graduate work. She graduated in 1938 and did post graduate work this year. Mrs. Wilson was a teacher in the Monahans High schools for three years. Mrs. Wilson was a member of several college clubs while in college, among which were Alice Freeman Palmer Literary Society, Round Table, and Mary Schwartz Rose Club.

Mrs. Wilson is an enthusiast in her work and already has her work in hand and is going along most excellently. She is pleased with Bronte and the Bronte schools and expresses the belief that her work will not only be pleasant, but with the cooperation she is already getting from members of the class, her work will really be worthwhile.

Mrs. Wilson's husband is recreational advisor in the Grand Falls school. The Enterprise bids welcome to Mrs. Wilson and wishes for her, not only successful work in her department of the school, but we also wish that she may have a most delightful stay in Bronte. Mrs. Wilson is domiciled at the West apartments.

Mrs. Edith Todd of Sweetwater was a guest of Mr. and Mrs. D. M. West Tuesday night. It was a genuine delight to the host and hostess to have this gracious woman as a guest.

TAIR CONDITIONED TEXAS THEATRE

BRONTE, TEXAS

"Motion Pictures Are Your Best Entertainment"

Friday-Saturday, Dec. 16-17

Irving Berling's "ALEXANDER'S RAGTIME BAND"

With Tyrone Power - Alice Faye Don Ameche Comedy and News

Tuesday Only, December 20

Charlie McCarthy Edgar Bergen in "THE GOLDWYN FOLLIES" (in color) With Adolphe Menjou Comedy

ALAMO THEATRE Robert Lee, Texas

Friday-Saturday, Dec. 16-17

Clark Gable - Myrna Loy in "TEST PILOT"

Sunday, 1:30 - Mon. Dec. 18-19

"ALEXANDER'S RAGTIME BAND"

Wednesday Only ROBERT TAYLOR and Margurit O'Sullivan in "THREE COMRADES"

The Above Pictures Are All "SPECIALS"

THE YULETIDES OF THE YEARS THAT ARE GONE

D. M. WEST

The joy bells are ringing in the skies,
There is gladsome music everywhere,
For, it is the happy Yuletide ending
Of another swiftly passing year.

It is the natal day of the Christ child,
Who was born in Bethlehem in poverty,
And lived and served and suffered and died,
That a sinning and sorrowing world might be free.

So, it is a time of gladsome spirit—
A time of gift-giving and of love,
For dear friends and loved ones—
A spirit that was born from above.

And as we hear the welkin ringing,
With the melodies of the angel band,
We hark back to the long-gone years,
When the glad Yuletide to us was grand.

It was then that she was with us,
Our own darling, dimple-cheeked baby girl,
When the glad Yuletide's annual coming,
With joy set our hearts all aswirl.

There were weeks and weeks of planning,
Dreaming dreams only as childhood can,
Of old Santa's strange, strange coming,
And eagerly and happily making every plan.

The Christmas tree was always arranged,
In its convenient and accustomed place,
So that old Santa could find it,
Without our even seeing his face.

Then when all was in readiness,
We would lie down to pleasant sleep,
Whispering a prayer to dear old Santa,
And asking Jesus our souls to keep.

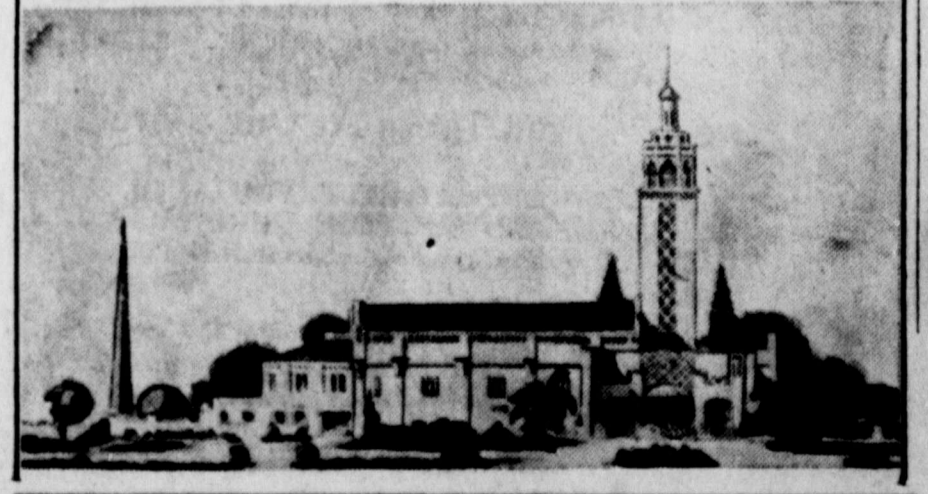
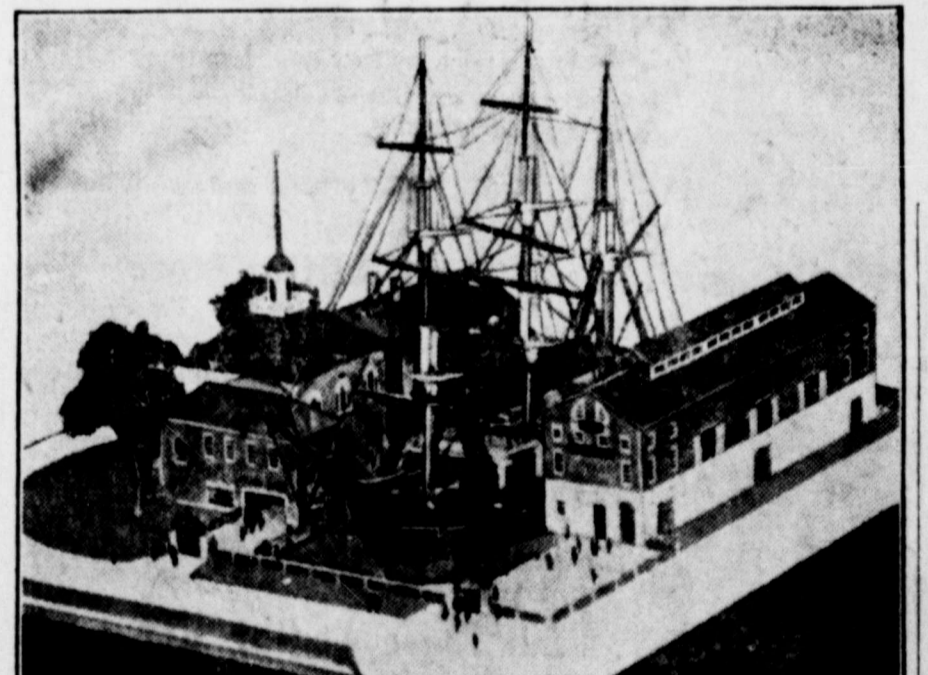
Then how happy the awakening,
On the glad morning of Christmas Day,
And the gladsome prattle and laughter,
As with her gifts she would romp and play.

But, now, how strangely different,
Have been the long, passing years,
Instead of Yuletide being joyous,
It has been a time of memories and of tears.

But the Yuletides of the years that are gone,
Linger to bless us, like the glad angel's song,
For, though she is not now with us,
Yet we know she is with the glad angelic throng.

Christmas-Tide, 1938.
Bronte, Texas.

Typical State Buildings At New York Fair 1939



SANTA CLAUS SPEAKING:

"Hello, World!"



This is to advise everybody within trading distance of Bronte that there is on display at the place named below a full and complete line of

Gifts for Everybody

"And we mean everybody—from 'gran'pa' and 'gran ma' including 'pa,' 'ma,' sister, brother and baby—and even 'sweetheart.'" A suitable, practical gift for all those who are older also.

Toys for the Children

And who would leave the little ones out? What does Christmas mean to anyone as it does to the little children? But, what is Christmas to the children without the toys?

SEE OUR CHRISTMAS LINES BEFORE YOU BUY

City Drug Store

MRS. L. JOHNSON, Proprietor
BRONTE, 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

Old Walt the jingle rhymester
Has covered lots of ground,
Has tuned his harp to music,
Full many a chord has found;
But while his rhymes have music
And oft a moral bore
The Muses never taught him
To sing of J. E. Davis Co.'s store.
(Blackwell, Texas)
Fresh Coconuts 2 for 15c

**Practical Gifts
for
EVERYBODY**

Santa Says: "Take the advice of one who has done nothing but give Christmas Gifts forever and give practical gifts."

Father Says: "Give me things I really need and want, such as shirts, sweaters, ties, hose, etc."

You Will Find These At Our Store

Mother Says: "I am twice as happy when I am given practical gifts, such as slips, gowns, house shoes, hose, etc."

You Will Find These At Our Store

Sister Says: "I am counting on Santa to bring me something that will pep up my wardrobe, such as gowns, undies, pajamas, hose, etc."

You Will Find These At Our Store

Son Says: "Don't give me any of those 'sissy' things—make mine things to wear or use, such as shirts, ties, hose, etc."

You Will Find These At Our Store

IN OUR GROCERY DEPARTMENT YOU WILL FIND EVERYTHING NEEDED FOR THE CHRISTMAS DINNER, AND AT THE LOWEST POSSIBLE PRICES.

T. C. PRICE & CO.

BRONTE, TEXAS

SETH THOMAS CLOCKS

With quarter-hour Westminster Chimes 22.50 to 37.50
Mantle Clocks 13.95 up

Plymouth Clocks 10.00 to 13.50

GRAN CURVEX DUKE \$50

CARLYLE ... Yellow gold filled case, Guildite back. 15 jewels \$37.75

JASON ... Yellow gold filled case, Guildite back. 17 jewels \$37.75

MARQUET DUETTE

THE SET \$30

GRAN CURVEX REGINA \$42.50

VICTORIA ... Yellow or white gold filled case. 16 jewels \$39.75

ANITA ... Yellow or white gold filled case. 17 jewels. Precision movement \$39.75

14000
24 DIAMOND BRIDAL SET

No Interest
No Carrying Charge
AS LOW AS **\$1** DOWN!
AS **\$1** WEEKLY!

F. S. KREYER
9 West Beauregard

Blackwell News
MRS. CHAS. RAGSDALE

Hostess to M. E. Ladies
The Methodist Ladies Missionary Society met in the home of Mrs. W. W. Youngblood. Mrs. Austin Jordan and Mrs. I. T. Huckabee gave the December program. Coffee and cookies were served to 8 members. There will not be any more meetings until the second Monday in January.

Born to Mr. and Mrs. Oliver Thompson, Monday, a 7 1-2 lb. baby girl. The baby was named Olivia Baun.

White Hat Stock Sale
About 3000 people were at the White Hat Ranch Monday to attend the White Hat Hereford sale. There were 9 states represented. Dinner was served cowboy style. The sales were close to \$27,000. The highest sale brought \$2,200. Jack Frost is the owner of the ranch.

Blackwell Postmaster Urges Early Christmas Mailing This Year

Mrs. Maurine Steuart, local postmaster, joins U. S. Postal Department in urging early mailing of Christmas packages this year. Every year at Christmas time, the mails are clogged and delayed from too many folks waiting until the last minute to mail their packages.

Considering the punishment it undergoes at Holiday times, our mail system is indeed efficient.

Every post office, large or small, at Christmas time is perhaps the busiest place in town. We each can help in keeping the mails free by mailing our gifts just a little earlier.

Here are a few rules to observe:
All parcels must be securely wrapped and tied. Articles easily broken should be marked plainly "Fragile."
Use Special delivery stamps to insure quick delivery on perishable articles.
Make sure your address is

complete and plain. Do not mail Christmas cards in dark colored envelopes.

Greeting cards should be sent by first class mail for best results.

No parcel may be more than 100 inches in length and girth combined, nor exceed 70 pounds in weight.

Mrs. Otho Gray of Overton is visiting relatives in Blackwell.

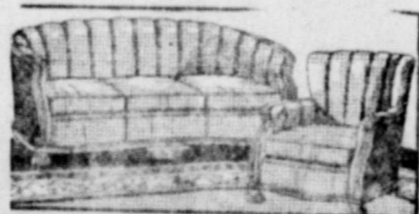
Eastern Star Meet

O. E. S. Chapter met in stated session Tuesday night. After the program "A White Christmas" with offerings for the Home at Arlington. A social hour was spent around the Christmas tree followed by refreshments. Was enjoyed by 10 members.

FOR SALE — 100 aged ewes with month old lambs; good shape. Price, one ewe and one lamb, \$5.75. May be seen on my farm 1 1/2 miles East of Juniper School. Phone 7506, Rowena Exchange, Charles Olsak.

Make It A **Furniture** Christmas

Shop Where Your Christmas Dollars Buy More!



Living Room Suites

A living room suite will be appreciated and enjoyed by the whole family after the holidays are only a memory.

Bedroom Suites

Many beautiful designs — something any lady will appreciate as a gift.



Robert Massie Co.

San Angelo, —Everything For The Home— Texas

SENSIBLE GIFTS

Picture Frames

METAL, GOLD AND SILVER IN A SELECTION OF 100 FRAMES.

Bring your picture early so we will be able to complete them before Christmas.

Art Supplies

- OIL SETS —CRAYOLAS
- WATER COLOR SETS —ART CANVAS
- SCHMINCKE PASTELS
- SCHMINCKE PRE-TESTED COLORS
- LINOLEUM BLOCK AND CUTTERS
- SPEED BALL PENS —CHINESE PRINTS

May We Recommend A Competent Master Painter or Decorator?

SAN ANGELO PAINT & PAPER CO.

26 W. Twohig WE DELIVER Dial 6534
San Angelo's Complete Paint Store



The **PREFERRED** Gift for Graduation



Brooks Jewelry Co.
9 East Twohig
SAN ANGELO, TEXAS

LETTER TO SANTA

Dear Santa:
I am writing you a letter. Please bring me a Shirley Temple doll, a doll buggy, and a sewing machine that will really sew so I can make my doll dresses. I have tried to be a good girl. I am seven years old, in the second grade and love to go to school.

From one who loves you,
Peggy Gene McCleskey.

FOR SALE—One span of good work mules. Price (\$200.00) two hundred dollars, cash. Spurgeon Smith, Blackwell, Texas. (45-tf)

Do you need a good oil cook stove? Come to Bronte Furniture Exchange.

BUT STILL, IT'S HOME

It's only memories of a tumbled down shack, where lives a couple of old, Who are watching and waiting for their daughter's return. Who has gone to live in a house of gold.

The old house seems vacant, as father and mother sit by the fireside alone; But some day when their daughters return, it won't be just a shack, but home.

It doesn't matter where we roam; We will always go back to that tumbled down shack and say, "Ah, but this is home."

By Myrtle Saunders (nee Myrtle Walls), Prescott, Arizona.

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.

Very Special Prices on Living Room Suites, and Bed Room Suites, Secretary Desks, and Floor Coverings.

See and Save!

C. R. FOX & COMPANY FURNITURE

11 West Beauregard San Angelo



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

Holiday Specials

at

Blue Bonnet Beauty Shop



THROUGH THE HOLIDAYS WE ARE EXTENDING OUR LOW PRICE OFFER ON THE FOLLOWING:

PERMANENTS FROM \$8.50	
TO AS LOW AS	----- \$2.00
SHAMPOO	
AND SET	----- .50
FACIALS \$1.50 TO	
AS LOW AS	----- .75

COMPLETE LINE OF MARTHA LEE COSMETICS AND FACIALS GIVEN.

We cordially invite the ladies of Blackwell and Bronte and the surrounding communities to visit us when in Sweetwater

We Appreciate Our Friends

A HAPPY YULE-TIDE TO EVERYONE

Blue Bonnet Beauty Shop

Mrs. Edith Todd, Owner

Sweetwater,

Texas

