

# The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, DECEMBER 23, 1938.

NUMBER 50.

## YULETIDES OF THE YEARS TO COME

At each recurring Yuletide, since the death of our darling little girl, as those who have read The Enterprise through the years, know, we have written a few verses to the memory of our dear, little one. We have done this not only in memory of her, but also to quiet our own heart—for, always as the joyous season approaches, it seems, we have always missed her more than at any other time, as she left us so shortly after the glad holiday season. Her last Christmas tree had not yet been removed when she went away and for a long, long time we let it stay as she had arranged it, and her toys and presents from the tree we yet keep and shall, long as we journey this earthly way.

Therefore, in the last issue of The Enterprise we wrote our accustomed verses, entitled, "The Yule-Tides of the Years That Are Gone." Quite a few friends have spoken to us in words tenderly beautiful, and letters of appreciation have come, about the verses, all of which we deeply appreciate. One friend had us to print her several copies of the verses on cards, to give and send to her friends. The card was in three colors, on a card with a silver background. The colors were black, green and Bethlehem blue. The verses were in black, the holly border in green and the bells in Bethlehem blue.

The Enterprise had not more than had time to circulate through the mails until we had a beautiful Christmas Greeting Card from Mr. and Mrs. J. N. Tannehill, with a personal letter, and the following verses from Mrs. Tannehill, under the caption of this article. The sentiment is tenderly beautiful and shows that when people have a common sorrow they easily and readily understand. Our sympathy goes out to these dear friends who lost their dear boy a few years ago. Mrs. Tannehill's verses follow:

Dear Friends: There will be joy bells ringing,  
There will be gladsome music everywhere,  
In Heaven our loved ones are singing,  
We will join them some day up there.

As we join them, the welkin ringing,  
With melodies of the angel band,  
We will not look back to "the Long Gone Years,"  
For, the Yuletide to us again will be grand.

For, then they will be with us,  
Our darling boy, your baby girl,  
When the glad Yuletide's annual coming,  
Shall set our glad hearts all aswirl.

The tree will be already arranged,  
At the throne, in its accustomed place,  
No trouble for us to find it,  
'Twill be lighted by our Saviour's face,

May our souls be in readiness,  
When we lie down to our last peaceful sleep,  
Lisp a prayer to our dear Saviour,  
Asking Him our own souls to keep.

Then, how happy will be our awaking  
On that gladsome resurrection day,  
As we join the songs and laughter,  
With our loved ones evermore to stay.

Not then, will it be strangely different,  
As have been the long, passing years,  
Instead of the yuletides being sorrowful,  
The gladsome meeting will erase all our tears.

Then, Mrs. Tannehill adds the following brief note:  
Written by one who knows, Oh, how well, the meaning of  
a vacant place in your home and your heart. May these few  
lines bring a spark of joy to the hearts of you and Mrs.  
West. I wish you a happy Christmas and a glad New Year.  
Mrs. Newt Tannehill.

Thank you, dear friend.

## BLACKWELL POSTMASTER AND EMPLOYEES GREET PATRONS

The Enterprise carries among its Christmas Greeting cards in this issue the greetings of Mrs. Jack Stuart, postmaster at Blackwell, and all the employes of the post office there.

This is a fine and happy sentiment. Mrs. Stuart, speaking to the editor as she gave the order for the insertion of the Greetings, stated that she and every member of the force of the postal employes there were deeply appreciative to every patron of the post office for their uniform and constantly kind consideration as patrons of the office. "There is so much in the daily grind of life in the business relations of people that there can come that which harasses. For those whom you must serve in your business relations with them, to become displeased at your efforts, certainly makes life unpleasant. For-

tunately for me and the others of the Blackwell post office employes, in our relations with the patrons of the office, the people have been so very kind and considerate of us as those who handle their mail, that we just want in this public way to express our deepest appreciation, and to wish for each patron and their families and loved ones a most merry Christmas and that the New Year may bring to each and all a full measure of the things that will make life happy for them."

This paper's representative on his visit to the Blackwell post office took note first of the neat, tidy and cleanly appearance of the interior of the building itself. Of course, the postmaster being a lady it could be supposed no otherwise than that the building's interior would be faultlessly clean and neat as a lady's parlor. We noted, too, the simple arrangement of the equipment of the building for

(Continued on last page)

## Gladsome Greetings

To our readers and friends everywhere:

The Enterprise sends glad greetings, with our deepest wish for a Merry Christmas to all, and that the Glad New Year of 1939 may come to each and all freighted with life's best and happiest things.

The Christmas bells are ringing merrily,  
Ringing, singing their sweet melody—  
And their song is a gladsome note;  
Let its glad refrain burst from every throat!—  
For, it is a song of peace and good will;  
May its music our souls greatly thrill,  
And may your own heart catch the gentle song,  
And may deepest joy be yours the whole day long—  
May life's fairest, sweetest and best,  
Be that with which your life shall be blessed—  
May the joy bells ring for you, not only today,  
But may the angels always for you play,  
And ever sing for you their gladdest song,  
As on life's highway you journey along.

There will come days dark and dreary,  
And your spirit will be sad and weary,  
But, may "the silver lining" of every cloud,  
That shall come, your pathway to enshroud,  
Be reflected in the skies of your life,  
And thus turn into joy all the strife,  
That shall fall athwart your life's way,  
And may joy and gladness be yours every day,  
As your journey through life you pursue,  
And thus may your skies every day be blue,  
Until the purple curtains of life's night shall fall,  
And you shall hear the angels' tender call—  
Thus, may your life be strangely blessed,  
Until life's sun shall set for you in "the Golden West."

## TRAINING CLASS IN SCOUTING FOR MEN, SET

A training course for fathers of scouts, business and professional men, and all men interested in the advancement of scouting will be held at the high school building Wednesday, December 28, at 7:30 p. m. L. M. R. Rogers, fieldscout executive of the Concho Valley Council, Boy Scouts of America, with headquarters at San Angelo, will be present and serve as instructor. The following troop committeemen will also be present: N. B. Hudman, H. O. Whitt, B. F. Bridges, B. H. Mackey, Frank Keeney, B. B. Covey and W. H. Maxwell. There will be three sessions of the training course, and they will probably be held every week or every two weeks.

Troop 52 has been without a scoutmaster since the close of school last year. However, B. B. Covey, superintendent of Bronte schools has consented to act as scoutmaster, and with the cooperation of scouts and their parents and a realization of what scouting exemplifies by the citizenship as a whole, rapid advancement of the troop is predicted under his leadership.

Field Executive Rogers talked to the high school boys Tuesday afternoon from 3 to 5 o'clock in the interest of scouting. He explained the merit badge program and cited opportunities boy scouts have over others, and as an example stated that scouts were chosen to accompany the Martin Johnson expedition in Africa due to their knowledge of

(Continued on last page)

## Bronte School News

Monday evening the Seventh grade enjoyed a party given by their room Mothers, Mrs. H. P. Hudman and Mrs. A. F. McQueen.

Christmas decorations throughout the house seemed to tell of Santa Claus and good times.

Table games of bingo, Chinese checkers, and touring gave entertainment.

All too soon the games were put aside when Mrs. D. Hull, sponsor of the seventh grade, announced that the hostesses, assisted by Mrs. Ed Stevens, were ready to serve.

Soon all the group were so "refreshed," and the class sang Christmas carols and pep songs before departing with many expressions of thanks to the grade mothers who had made such a happy evening possible.

### Fourth Grade

The fourth grade is enjoying games bought with prize money from Parent-Teacher contests.

The club program for this week was sponsored by Faye Kiker and Laura Kathryn Wylie. Many interesting facts were given about Christmas.

### Fifth Grade

Christmas is here, that's what the fifth grade Citizenship Club thought when the last program was given.

Mary Alexander, Zelma Liles and Mary Cresap gave the program, assisted by Billie Labenske, Mary Pittman, Wilma McCutchen and Billy Bell.

The Christmas playlet, "Christmas Parties," gave an excellent contrast between the

(Continued on last page)

## Clitus Smith New Residence Near to Completion

The new residence being erected by Clitus Smith, on the next lot east of his residence in the east part of town, is nearly completed.

The building is a modern 5-room structure and when finished will be a beautiful little cottage.

Mr. Smith is erecting the cottage for rental purposes, which is something that is needed in Bronte at this time, as there is a shortage of desirable residences as rental property.

## ATTENTION ALL FARMERS

On Wednesday, December 28, a meeting will be held at the High School Auditorium in Bronte, Texas, at 3:00 p. m. and at the Court House in Robert Lee, Texas, at 7:30 p. m. to elect committeemen for the Coke County Agricultural Conservation Association for 1939.

All farmers in this county are eligible to vote for committeemen. It is to your interest to be present at one of these meetings. Please be there.

The County Agent's Office will be closed Saturday, December 24, and Monday, December 26, for the Christmas Holidays. Please do not call at the office on these dates, as no one will be there.

Signed: Anderson W. Jewell,  
Secretary Coke County A. C. A.

**EVERYTHING FOR  
THAT CHRISTMAS DINNER  
CAN BE FOUND AT OUR STORE**

Months ago, friends, we thought of your Christmas dinings and bought everything you will need to make the accustomed Christmas Dinner to leave with all your family and guests

**A Most Pleasant Memory**

Of the delicious edibles on your Xmas menu.

**CUMBIE & COMPANY**

**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

**Blackwell News**

MRS. CHAS. RAGSDALE

**Euterpeans Meet**

The Euterpeans met in the home of Mrs. W. C. Shamblin with Mrs. Richard Copeland as co-hostess.

A Sacred Program was given. Leader—Mrs. Leroy Stone. Roll call—My favorite verse in the Bible.

Business session. Choral practice—Thirty minutes.

Sketch: The Christ Child—Mrs. Arnold Richards.

Vocal solo—I'm A Pilgrim—Mrs. Oxford Raney.

Biblical Poem — Selected — Mrs. Joe Oden.

Stories and Origins of Familiar Hymns. (a) Silent Night, Holy Night. (b) Away in a Manger. Mrs. Joe Smith.

After the program there was a Christmas tree. A delicious salad course was served to Mrs. J. T. Huckabee, guest, Mrs. Joe Smith, Mrs. Leroy Stone, Mrs. Joe Oden, Mrs. Roy Hamilton, Austin Jordan, Mrs. Ernest Bryan, Mrs. Clarence Harris, Mrs. Henry Raney, Mrs. Roy Sanderson, Mrs. Cecil Smith, Mrs. Frank Youree, Mrs. Will Youngblood, Mrs. Oxford Raney, Mrs. Arnold Richards and hostess.

Mr. and Mrs. Noble Whitaker and son, Noble Dean, of Heath, Montana, are visiting relatives in Blackwell during Christmas. They reported ice and snow when they left.

Mary Frances Russell who is attending McMurray at Abilene is visiting her parents at Blackwell during the Christmas holidays.

Mrs. Samp Raney of near Sweetwater died Monday night. Burial was in the Blackwell cemetery Tuesday afternoon. Deceased was formerly Ella Modrall of Blackwell. She is survived by her husband and six children.

**Drilling Well at Cemetery**

Joe Smith is starting to drill a water well for the Blackwell cemetery. This is something the Blackwell people have looked forward to for many years.

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.

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

**TRY EVERY  
BRAND OF  
GASOLINE**

I'm safe saying that. My own customers won't do it. That's what they're through doing. Maybe they thought it was just another one of their guesses the first time they drove in here for my Special Winter Blend Conoco Bronz-z-z. Now they know they've got the right one, and every cold morning tells them so, and they're getting swell mileage along with starting that never misses. I've even got one man that always had heat in the garage, but keeps it off now, and saves the expense, and tells me the car never used to start up near as fast as it does on Conoco Bronz-z-z. He's one of the ones that keep sending me in other people, which is a heap sight better than my trying to out-yell all the different brands of gasoline.



**SPECIAL  
WINTER  
BLEND**

**CONOCO BRONZ-Z-Z**  
FROM YOUR MILEAGE MERCHANT

**THANKING**

Everybody for the patronage given us during the ginning season just closed—Friends, we appreciate your patronage.

**WISHING**

Everybody a most Merry Christmas and a Prosperous and Happy New Year.

**PLANTERS GIN COMPANY**

A. F. McQueen, Manager

**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

A  
Merry  
Christmas



And  
Happy  
New Year

from

**McNEAL WYLIE, County Judge**  
Coke County, Texas



And  
**A GLAD.  
NEW YEAR**

We extend Gladsome Greetings to all our friends who are readers of the Bronte Enterprise.

We wish that life's fairest and best and happiest may be the portion of each and all for

**The Glad Year 1939**

In this connection let us express our deepest appreciation for the business confidence and patronage accorded us through the years we have been engaged in business.

**LEVY BROS.**

DEPARTMENT STORE

Sweetwater, Texas



AND

**A PROSPEROUS AND HAPPY 1939**

To all our friends and customers throughout West Texas, at this glad time when the spirit of gladness is in the air, we join in the happy spirit and wish for you and yours

**Lifes Best and Happiest**

And may this favored land of ours have the blessings of peace and plenty through the New Year. Please accept our thanks for all the business favors shown us—friends, we deeply appreciate your business confidence.

**C. L. Green**

Milling & Grain Company

FLOUR, MEAL, GRAIN, HAY AND COAL  
BONDED ELEVATOR



To

**ALL OUR FRIENDS IN THE  
BLACKWELL-BRONTE COUNTRY**

In the glad spirit of the happy Christmas-tide we join and in this way express for our friends everywhere that 1939 may be a year filled with the happiest and best things and that our great West Texas may blossom as the rose. Let us take this opportunity to

**Thank Our Friends**

For all business favors in the past. For the future we shall adhere to our accustomed policy—that of uniform courteous service and Quality Building Materials at the best prices possible for us to make.

**South Texas Lumber Co.**

F. D. WILLIS, Manager

Blackwell, Texas

**CHILDREN SURPRISE  
PARENTS WITH A  
CHRISTMAS TREE**

One of the happy family surprises of the happy holiday season of which The Enterprise is advised is that of the surprise Christmas tree, arranged at the home of Mr. and Mrs. S. A. Kiker, Thursday afternoon, by the children of Mr. and Mrs. Kiker.

Through pretext the children got Mr. and Mrs. Kiker off to the farm for the afternoon. Then, the children took possession of the home and had fun fast and furious for the afternoon, in planning and arranging the Christmas tree just as they wanted it.

As nightfall came on they were returned home from the farm and when they entered their home, "surprise" is not the word to express the emotions that were stirred as they saw they had been the happy victims of a family of grateful children. The outstanding gift to the parents to which all the children contributed was a new cook stove.

**COLLEGE STUDENTS HOME**

Quite a number of the Bronte boys and girls are home from the various schools they are attending, for the Christmas holidays.

Among those The Enterprise notes are Norman Kiker, A & M; Junior Cumbie, Hardin-Simmons, Abilene; Winnie Dean Modgling, Hardin-Simmons, Abilene; Iva Dell Modgling, Baylor-Hardin, Belton; There are others but we failed to get their names.

The Enterprise wishes all our young folks who are home from school for the holidays a most delightful time—for, it is fine to have a home to which to come from school and spend the glad season.

Let everybody visit Cindy Lou, Gifts, today—a Kitchen Remembrance Plaque absolutely free with each dollar purchase. Ladies, you will find this Remembrance Plaque most useful.

Mrs. R. E. Heckman was carried to a hospital in San Angelo, Thursday morning, where she will undergo an operation—her many friends and of the family will wish for Mrs. Hickman a speedy recovery and restoration to good health.



May

**Santa Claus  
Find Everybody**

And May

**Everybody Find**

**The  
Enterprise**

FOR

**\$1.00 A Year  
Is Our Wish**



1886

1939

**THE FIRST NATIONAL BANK OF BALLINGER**

To Our Customers and Friends:

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.

You have helped to make management problems easier to solve; your friendly confidence and understanding have been strong assets. May we say here that we deeply appreciate your good-will and co-operation.

According to our custom for the past thirty-three years, we will have for distribution

Beginning Tuesday, January 3, 1939 our Calendars ~~for~~ the New Year

**"THE ROAD TO YESTERDAY"**

A reproduction of the original painting by Bertha Walker Glass

Calendars will not be mailed. Children must have written order from parent or guardian.

Permit this 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 well-deserved rewards.

Our officers, directors and all of us here at the bank wish you a Happy and Prosperous New Year.

**THE FIRST NATIONAL BANK OF BALLINGER**







With the Whole Glad World We Join in the Glad Song  
**A MERRY CHRISTMAS AND GLAD  
 NEW YEAR TO ALL.**

May everything that will contribute to the peace and happiness of our friends and to the world at large be the portion the Glad New Year shall bring to all.  
 We take this occasion, which is so befitting, to say to all our customers, for their continued patronage

"THANK YOU"

**W. H. MAXWELL, JR.**  
 Commission Representative Continental Oil Corp.

If Santa Claus should broadcast  
 That he'd not come for years  
 It would make a heap of trouble,  
 Would cause a lot of tears;  
 But we know that he is coming,  
 He told Modgling's Store  
 That he'd be here on Christmas  
 And for them to order more.

## Christmas Specials

Make That CHRISTMAS DINNER Delicious

FLOUR, Cake, for your Christmas dinner,  
 48 lbs. — CASH ————— \$1.35  
 FLOUR, Cake  
 24 lbs. — CASH ————— .75  
 FLOUR, Purity  
 24 lbs. CASH ————— .64

Plenty of Apples For The Sox

PRUNES,  
 Gallon for only — CASH ————— .29

Plenty of Christmas Candies Cheap

SALAD DRESSING,  
 A quart for — CASH ————— .25

Plenty of Christmas Oranges Cheap

**W. MODGLING COMPANY**  
 BRONTE, TEXAS



WISHING YOU

**A Very  
 Merry  
 Christmas**

LAST WEEK'S VANETTE HOSE—UNCLAIMED.

THIS WEEK'S WINNER— L ——— T ———

WE ARE PREPARED TO TAKE CARE OF YOUR

**Last Minute Christmas Needs**

A COMPLETE STOCK OF

**Gift Items**

TO SELECT FROM

**The Ratliff Store**

SELLS FOR CASH—SELLS FOR LESS

## New Model City To Be Shown at New York Fair

NEW YORK (Special)—A magic carpet ride through space two miles above "Democracy," the perfectly integrated garden city of tomorrow, will feature the central theme exhibit of the New York World's Fair which opens April 30, 1939.

The exhibit, created by Henry Dreyfuss, industrial designer, will be dramatic in form. It will reach a stirring climax when, out of the distant skies above the floating audience, will troupe marching legions of workers, symbolizing the interdependence of man in modern civilization.

Nearer and nearer they will tramp, until the whole arch of heaven is filled with towering figures, arms upraised, singing the song of tomorrow. As the final strains of this marching air die away, great streamers of colored light shoot forth from the zenith, drenching the sky from horizon to horizon in all the hues of the rainbow.

### A Dramatic Show

This dramatic show will be housed in the eighteen-story Perisphere, companion structure to the 700-foot Trylon, which constitute the architectural focus of the Fair.

An entirely new method of projection, utilizing slides instead of film, will be employed to throw the moving figures on the sky. New methods of fluorescent lighting will be used.

The garden city itself will be a model—one of the largest ever built and the first to portray a full-size metropolis catering to a million people and complete in every last detail. This city of tomorrow will serve 1,000,000 people, but no one will live in it. Homes will be in suburban developments. Factories also will be located in satellite towns, and broad green belt areas will circle both city and towns.

### Model City Possible

City planners, engineers, architects, landscape architects, airport specialists and other experts collaborated on the design of "Democracy," and so accurate is the model that, according to Mr. Dreyfuss, it could be given concrete reality today were sufficient funds made available. Blueprint drawings have been made: not only of street layouts, harbors, airports, athletic fields and civic centers but of traffic and pedestrian over-passes, theatres, hospitals, shops, bridges, dams and apartments.

The entrance to the theme exhibit will be high up on the side of the Perisphere fifty feet above the ground. Access will be by means of the two longest moving stairways ever built in this country. Visitors will enter on two levels and step on to two magic carpets or revolving platforms placed one above the other and moving in opposite directions.

# Yuletide GREETINGS

Christmas is here again, bringing with it many treasured memories of friendship and good will which have been granted us during the closing year.

We can each do our share to make it a Merry Christmas all around and bring to the old year, before its closing, some measure of happiness and contentment, by turning our thoughts and hearts away from every selfish ambition and desire and helping to make it a Merry Christmas for others.

To the citizenship of our community---our friends and neighbors---we extend most cordial wishes for a Yuletide of peace and happiness.

## THE WINTERS STATE BANK

Winters, Texas

Mrs. R. L. Hayley and Mr. Do you need a good oil cook and Mrs. C. E. Clark are spending Christmas in the home of Exchange. Bed springs for sale—Bronte Mrs. Jack Morrison at San Angelo. Furniture Exchange.



In Keeping with the Spirit of the Glad Season we send

## Greetings to Everybody

The Board of Directors, Stockholders and Officials of this Bank wish you each and all, life's finest and best things. And wish that

### The New Year

May bring to you and to all our section of West Texas increased prosperity and greater happiness to our people, with as few of the hurtful things of life as possible

### Deeply Appreciative

This Bank is deeply appreciative for the continued confidence and loyalty of the people of the Ballinger trade territory.

## FARMERS & MERCHANTS STATE BANK

BALLINGER

JUST BANKING

TEXAS



# OUR BIG REMOVAL SALE IS ON

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

11 West Beauregard **C. R. Fox & Co., Furniture** San Angelo, Texas

MAY THE JOY BELLS RING  
**THIS GLADSOME CHRISTMAS-TIDE**  
 FOR  
**OUR FRIENDS THROUGHOUT  
 WEST TEXAS**

May it be the best and happiest Christmas for all our people.

And May

**1939 BRING PROSPERITY, PEACE AND  
 HAPPINESS TO YOU AND YOURS**

When the New Year opens you will be interested in building  
 and remodeling your home.

**SEE US ABOUT F. H. A. LOANS**

**Burley-Bacon Lumber Company**

San Angelo **Texas**  
 Carl Burley, Manager

syphilis, according to Dr. Geo. W. Cox, State Health Officer.

Evidence of interest in the forthcoming event, the third annual observance in the current attack on syphilis, point to a larger demonstration than those of previous years, Dr. Cox said.

Increased activity and interest on the part of official and voluntary health and welfare agencies, civic groups, service clubs, women's organizations, churches and schools is expected.

Defining the objectives of the 1939 attack in terms of the slogan, these points were said to underly present national, state-wide and community planning in social hygiene:

Guard against syphilis by telling the American people about this dangerous disease—how it can be cured.

Guard against syphilis in youth, the age of greatest incidence, by strengthening the efforts of the church, home, and school to provide better facilities for sex education, character development, and preparation for marriage; and by correcting community conditions which threaten the health and welfare of young people.

Guard against syphilis in marriage and childhood by encouraging good laws—and their observance—requiring examinations for all these about to marry and for expectant moth-

**CHRISTMAS**



And  
**A HAPPY  
 NEW YEAR**

---

MAY ALL OUR FRIENDS HAVE A MOST JOYOUS  
 CHRISTMAS AND A HAPPY NEW YEAR FOR 1939

And we take this occasion to thank our friends and the general public for their patronage during the year now closing. For the New Year we pledge the same "That Good Gulf" Gasoline and Gulf products with the same prompt, courteous service.

FRIENDS THANK YOU.

**GULF SERVICE STATION**  
 W. WRINKLE, Manager

**"Guard Against  
 Syphilis" Says  
 State Health Dept.**

Austin, Texas, December 23

"Guard Against Syphilis" is the slogan of National Social Hygiene Day to be observed throughout Texas on February 1. The day will be marked by meetings to highlight community campaigns against syphilis and will focus public attention on vital steps in the conquest of

ers. Guard against syphilis by supporting adequate voluntary and official health programs, both state and local.

IN THE SPIRIT OF THE

**GLAD  
 SEASON**

WE EXTEND



**GREETINGS AND BEST WISHES**

To

**All Our Friends**

In and around Bronte and throughout  
 Coke and Runnels Counties.

May

**The Glad Year 1939**

Bringing unmeasured prosperity and an increase of blessings to our great West Texas.

**San Angelo Telephone Company**

## FREE--A Kitchen Remembrance Plaque

FRIDAY, DECEMBER 23, WE ARE GOING TO GIVE AS A GIFT TO EVERY LADY, OR ANYONE ELSE, WHO MAKES A DOLLAR PURCHASE FROM US IN ANY OF THE LINES WE CARRY

### A KITCHEN REMEMBRANCE PLAQUE

This is a most practical, useful utensil in the kitchen to every housewife. For Friday, December 23 only, we are going to divide our profits in giving this useful gift to everyone who buys \$1.00 worth of merchandise from us.

**Remember the Date—Friday, Dec. 23 Only**

## 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**



And  
**A GLADSOME  
NEW YEAR**

May  
**1939**

Bring to us individually  
And as a country, great prosperity, health and peace to the  
whole world.

**THANK YOU**

Every employee of the Blackwell post office in this way  
expresses thanks to each patron of this office for their uni-  
form kindnesses and courtesy in our relations as patrons  
and employes.

**Blackwell Postmaster and Employes**

**BLACKWELL POSTOFFICE**

(Continued from page 1)  
handling the mails of the post  
office with dispatch on greater  
still we took note of the uniform  
courtesy extended each patron  
as he came into the post office  
to transact business with the  
United States mail. It makes no  
difference how high or low one  
may be in the social strata,  
each receives the same kindly,  
helpful and prompt service. Of  
course, this is one of the stan-  
dards of service of "Uncle Sam,"  
and so far as the Blackwell post-  
office service is concerned, it is ad-  
hered to strictly.

And the above accounts for the  
popularity of Mrs. Steuart, post-  
master at Blackwell, and her  
corps of helpers. Congratula-  
tions to both the Blackwell post  
office force and patrons—and  
good wishes to each and all.

**SCOUTING COURSE**

(Continued from page 1)  
woodcraft, etc.  
Mr. Rogers was a caller at  
The Enterprise office Tuesday  
afternoon and complimented the  
local troop very highly. He  
stated that before the troop lost  
its scoutmaster last year it was  
one of the best troops in the  
Cochito Valley Council, in mem-  
bership, in participation in  
council events, and in advance-  
ment. He hopes for a good at-  
tendance at the training course  
so citizens may become familiar  
with the importance of scouting  
in character building as well as  
in other ways.

From here Mr. Rogers went  
to Robert Lee where he made a  
talk on scouting Tuesday night.

**TAIR CONDITIONED  
TEXAS THEATRE**

BRONTE, TEXAS

**MERRY CHRISTMAS**

Friday-Saturday, Dec. 23-24  
Clark Gable - Myrna Loy

in  
**"TEST PILOT"**

With  
Spencer Tracy  
Lionel Barrymore  
Plus Comedy and News

Tuesday Only

Claudette Colbert - Gary Cooper

in

**"BLUEBEARD'S 8TH WIFE"**

Also Comedy

**ALAMO THEATRE**  
Robert Lee, Texas

Friday and Saturday

**"PAINTED DESERT"**

"Spiders Web"—Serial

Sunday, 1:30—Monday

**"ADVENTURES OF  
TOM SAWYER"**

(in color)

Wednesday

**"BLUEBEARD'S 8TH WIFE"**

**SCHOOL NEWS**

(Continued on last page)  
right and the wrong kind of  
Christmas spirit.

At the close of the program  
Cordia Hudman, Maxine Rob-  
bins, Bob Good, Jean Hageman,  
Curtis Barron, and Mary Cre-  
sap surprised the club with a  
shower of Christmas nuts and  
candies.

Sixth Grade

The Sixth Grade Citizenship  
club program for the week was  
given by Ruth Stevens and Nor-



**Yuletide  
Good  
Cheer**

AND

**A Prosperous and Happy New Year**

To all our customers and friends at Blackwell and surround-  
ing country, and throughout West Texas. May 1939 bring  
you each and all unmeasured blessings is our sincere wish.

**Thanks A Lot**

For all business favors in the past and we promise the same  
painsstaking and courteous service with the very best in  
building materials always.

**SPECIAL PRICES ON WALL PAPER**  
that will interest you

**We Can Finance Your Loans Through the  
F. H. A.—See Us After The Holidays.**

**W. R. Ferguson Lumber Company**  
Sweetwater, Texas

ma Richards, assisted by J. W.  
Quim, Dorothy McDaniel, Thel-  
ma Bell, Earnestine Moore, Mar-  
cella Smith, and Lawrence Pow-  
ell.

The Christmas theme was de-  
veloped in the story and verse.  
Seventh Grade

Friday, December 16, the

Seventh Grade club met, with  
the vice-president, Cumbie Ivey,  
presiding.

During the business session  
plans for a Christmas tree were  
completed.

**MUSIC GIFTS**

FOR CHILDREN  
AND ADULTS

Real Savings

On All New Quality  
Merchandise

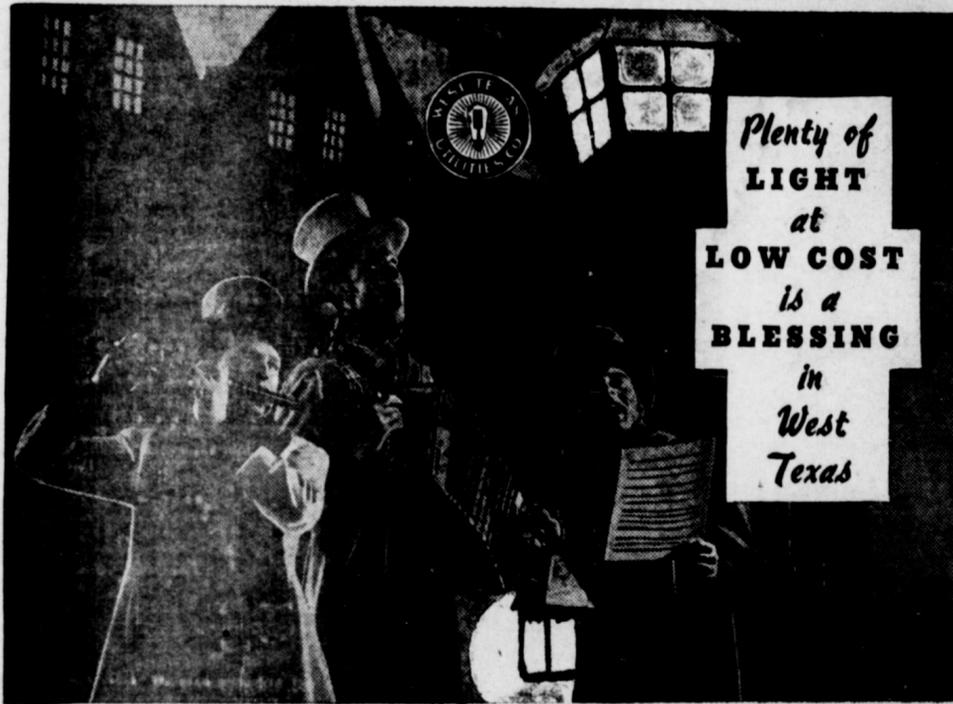
|                                 |       |             |
|---------------------------------|-------|-------------|
| Saxetts                         | ----- | 2.75        |
| Ukuleles                        | ----- | 1.00        |
| Drums                           | ----- | .30 to .80  |
| Guitars                         | ----- | 4.00        |
| Harp                            | ----- | .25 to 4.00 |
| Violin Outfit                   | ----- | 12.00       |
| Mandolin                        | ----- | 5.00        |
| \$1.50 Music Stand              | ----- | 1.15        |
| \$75 Gibson Guitar<br>With Case | ----- | 50.00       |
| \$8.75 Portable                 | ----- | 6.75        |
| \$13.00 Columbia<br>Portable    | ----- | 10.00       |
| 12 35c-Records                  | ----- | 1.00        |
| Cornets                         | ----- | 24.00       |
| Trumpets                        | ----- | 24.00       |
| Slide Trombone                  | ----- | 27.00       |
| Charinet                        | ----- | 34.00       |
| Ludwig Street<br>Drum           | ----- | 14.50       |
| 12 Base<br>Accordion            | ----- | 22.50       |
| \$14.00<br>Concertine           | ----- | 8.90        |

20 PER CENT DISCOUNT ON  
ALL BAND INSTRUMENTS  
AND SPECIAL ORDERS.

**QUAST**

MUSIC STORE

115 W. Third Dial 733  
SWEETWATER, TEXAS



Plenty of  
**LIGHT**  
at  
**LOW COST**  
is a  
**BLESSING**  
in  
West  
Texas

**A Merry Christmas  
AND A HAPPY NEW YEAR**

To you we bring the age-old Christmas greetings, assuring you that  
many of us will be on the job Christmas Eve, Christmas Night and Christ-  
mas Day so that you may have continuous light and power. Regardless of  
holidays, night or day, rain or shine, we strive to make your Electric  
Service as nearly perfect and continuous as possible.

(A) Contributing a payroll of \$1,200,000 to our employee-citizens in  
West Texas; (B) helping you to shoulder the tax burdens rapidly increas-  
ing until now Your Electric Servant's annual tax contribution approxi-  
mates one-half million dollars; and (C) all with net average electric  
rates ONE-THIRD LOWER than just ten years ago. . . .

These are (A, B and C) things we believe you want to know about  
your own West Texas electric servant—performing material things that  
will help to make 1939 a friendly, prosperous year for us all.



**West Texas Utilities  
Company**