To both our advertising patrons and readers. To have had business relations with more than a thousand people, for a year, and that without a single misunderstanding in all business transactions is a record of which we are proud, and we believe justly so. May life's very best be the portion of all this year.

The Bronte Enterprise

#### A BEAUTIFUL, GOLDEN DEED

The gladsome Christmas-tide is a joyous Season because it is a time of gift-giving to loved ones and friends. The writer received his gifts from various loved ones and friends, all of which he greatly appreciates. And the thought that prompted the gifts he cherishes, of course, more than the intrinsic value of the gifts received. If Christmas had no other significance than that of gift-giving, that within itself would make it worthwhile and is sufficient to perpetuate the glad Season for all time to come.

But, there is really a significance in gift-giving, whether at Christmas-tide, or any other time, which, when observed, is even deeper and more beautiful and more golden than the giving of gifts to loved ones and dear friends. Such an instance was made known to the writer Christmas Eve morning—and the deed is beautiful and golden beyond words to portray. There is a story—an interesting story, behind the beautiful deed which we are writing about. The story is this: In the early fall of 1937, Miss Lillian Bowen, beauty culturist of Dallas, who travels throughout West Texas as representative of the Martha Lee Cosmetics Company, and gives lectures and demonstrations on beauty culture, at the place of business of the local dealer in the Martha Lee products, came to Bronte, in her line of endeavor. Cumbie & Wilkins department store is the local dealer in the Martha Lee cosmetics. Mrs. J. H. Turner was one of the ladies who called on Miss Bowen, and following the lecture of Miss Bowen and her demonstrations in beauty culture, Mrs. Turner was so well pleased that she bought a liberal supply of the products of the Company Miss Bowen represents. Last spring, fire detroyed the Turner home and all the household effects of the family, and left Mr. and Mrs. Turner to start life over again, as they carried no insurance. Among the losses was Mrs. Turner's supply of Martha Lee cosmetics. Mrs. Turner regretted their losses, including her cosmetics. A few weeks ago Miss Bowen returned for her 1938 professional visit to Bronte, at the Cumbie & Wilkins store. When Mrs. Turner learned that Miss Bowen was in town, she visited Miss Bowen at her place of business, and told Miss Bowen of her losses and of her lack of funds with which to supply herself with another quantity of cosmetics. The losses of Mrs. Turner touched Miss Bowen's sympathies. She decided that nothing could be more appropriate and beautiful than for her Co., whose generosity Miss Bowen knew, would be appealed to, to replenish Mrs. Turner's supply of cosmetics. Hence, she wrote her Company, and advised of Mrs. Turner's misfortune, and suggested to them that if they really wanted to do "a beautiful, golden deed" for the glad Holidays, to send Mrs. Turner a gift of as much cosmetics as she had lost in the fire. Mrs. Turner had a package and a letter from the Martha Lee Company, Christmas morning. The package was a fresh supply of her favorite cosmetics and the letter expressed the regrets of the Co., and their pleasure to be privileged to supply her a fresh supply of cosmetics to take the place of that which she had lost in the fire.

Indeed, that was "a beautiful, golden deed," both on the part of Miss Bowen and on the part of her Company. It was 'golden" on the part of Miss Bowen to be so thoughtful and kindly sympathetic with a woman whose acquaintance she barely had, and it was "a beautiful, golden deed" on the part of the Company, the generosity they showed towards a lady who was a rank stranger to them. Everything considered, it is doubted if there were a more "beautiful golden deed" performed in Bronte during the happy Yuletide Season. Mrs. Turner was so delighted and exuberant in spirit and unstinted in her praise both of Miss Bowen and also her Company, Christmas Eve morning, it really was refreshing to see the sunlight of gladness in her face, as she expressed her appreciation of both Miss Bowen and the Company.

"Inasmuch as ye did it unto one of the least of these \*

\* \* \* \* \* ye did it also unto me.'

And it was His birthday that was being celebrated at the time the "beautiful, golden deed" was performed. How appropriate! How beautiful! How golden!

#### C. IVEYS' FAMILY REUNION, A MOST

Such was the family gather- Sunday.

ing of the O. C. Ivey family, on Christmas Day.

In the early autumn Mr. and Mrs. Ivey celebrated their 51st dding anniversary. It being

impossible for some of the children to be present at that time, HAPPY EVENT the celebration was postponed old West Texas family there the past several years. The ha ppy Christmas-tide are nine sons and one daughter. days are always days of happy The children with many of the son of Mr. and Mrs. Hub Walker family gatherings and reunions, grand children were present of Robert Lee. He was born

(Continued on page two)

#### Christmas Weddings

#### BUTNER-HOOVER

Saturday afternoon, December 24, 1938, in the Gift Shop of Mrs. D. M. West, the editor offi-ciating, Mr. B. F. Butner of Bronte and Miss Thelma Hoover of Burnet, Texas, were united in marriage.

The bride is a cultured young woman and qualified in the graces of character to be the companion of the one to whom she has given herself in marriage. She is a sister of Gibbs Hoover who resides on Mr. Butner's farm north of town. Miss Hoover came out in the late summer visiting her brother and family, and she and Mr. Butner met, at which time their romance began which had its culmination in the Christmas Eve wedding.

Miss Hoover returned to her home in the early fall, but returned to Bronte a few days ago and she and Mr. Butner decided to make Christmas happy for both and were united in marriage.

As for "Bob" Butner—well, the editor has known him a long time. If we didn't give him the first "spankin" he ever got in Texas, it was not because we did not want to, and it was not because he did not deserve it. We met his mother on the train. Both she and we were enroute to Ballinger. "Bob" was just a "squalling brat." That was in 1900. We were just a youngster then. But being of a kindly disposed mien, observing the lady with a crying baby, and that she showed plainly she was tired The Enterprise failed to chronand weary, we kindly offered to icle last week was that of Mr. our destination and aided the Saturday night, December 17, that day. mother off the train with her 1938, Justice Robinson officiatbabe. We learned that the lady ing. was coming to Ballinger, from that has lasted through nearly ing in life. forty years. . Hence, we are still interested in "Bob" and we wish for him and his bride increasing happiness with the passing years.

#### WALKER-JONES

Saturday night. December 24, 1938, in the living room of the West apartments, Mr. Delma Walker of Robert Lee and editor officiating.

The bride is the daughter of

The groom is the youngest

#### A PACKAGE OF CHRISTMAS LETTERS

They are just a package of Christmas letters-Yet, they are most pricelesss to me; For, in them are life's most golden traesures, Without which I cannot afford to be.

They have come almost from everywhere-From dear friends, both old and new; They bring to me the senders happiest greetings, And pledges again of deepest friendship true.

I have read them over and over again, This dismal, cloudy, rainy Christmas Day, For, they bring to me gladness and sunshine golden, And will bless my heart all along life's fitful way.

They have come from those in every station in life, Both those of high estate and of more modest place, But, as to their depth of meaning, there's no difference, For, each Greeting brings happy smiles to my face.

So, I will bind the package of Greetings, With a silken cord, and put them away, And in my heart their messages I will treasure, As memories shall recur of this Christmas Day.

And, to you, dear friends, here and there, Wherever your lots may hereafter be cast, I pledge you again, at this gladsome time, Your places in my heart are sure and steadfast.

And through the long, coming years, The gladsome Greetings you have sent today, I will cherish them, each and all, in memory, As I go on, along life's changing way:

#### JOHNSON-SIMPSON

An early Christmas wedding

Alabama, to make her home- two of the fine young people of rash act. that her husband was coming the Bronte section of country

#### LAMBERT-CLIBURNE

the bride's parents, at Hawley, body was put away in Fairview Texas, Mr. Robert Lambert of cemetery. Bronte and Miss Mildred Climarriage.

years and has by her good the writee. graces made friends of all with Miss Mable Jones of Bronte, whom she is associated—she is ers of the schools;

Mr. and Mrs. Marvin Jones, of reared here and is one of near Bronte. She was born in Bronte's leading young men. Collin county, but the family He is in charge of the sales de- line of getting helpful benefit Christmas Day. In this has resided in Coke county for partment of the Cumbie & Company Red & White store, which The church choir sang the position he has held for several hymns of the church. A large years.

Mr. and Mrs.Lamb ert arrivand reared at Robert Lee and ed in Bronte Wednesday after-Sunday.

It was indeed, a memorable is known over Cokec ounty and day, for both the parents and also the children as well.

The also the children as well.

It was indeed, a memorable is known over Cokec ounty and noon and are domiciled at the noo bon voyage on the seas of life teaching in the Brontes chools. of t

#### MRS. GOLDEN HENSLEY HANGS SELF AT HOME

Sorrow filled many hearts of care for the crying babe for a Sewell Johnson and Miss Gladys the friends of Mrs. Golden Hentime and let her rest. We got a Simpson, both of Bronte, which sley of Mertzon and family. bigger job than we ever antici- was solemnized at the home of when the news came Tuesday pated. However, we proved our- Judge and Mrs. H. M. Robinson, that she had hanged herself at selves a hero until we reached three miles north of Bronte, the family home, near Mertzon,

> Deceased had been in bad health for more than a year is These two young people are believed to be the cause of her

The body was brought to the on a freight train, bringing the and come from two of the old home of her parents, Mr. and household effects. A friendship time families here. The Enter- Mrs. R. L. Brunson, five miles sprang up beteewn them and us prise wishes them every bless- south of Bronte, Tuesday afternoon, where it lay in state till 2 o'clock Thursday afternoon, then the body was car-ried to the Bronte Church of At highnoon, Sunday, De-Christ, and religious services cember 25, 1938, at the home of were held, following which the

> Religious services were conburne of Hawley, were united in ducted by Elder J. P. Crenshaw, minister of the Sweetwater The bride has been a teacher Church of Christ, assisted, at in the Bronte schools for some request of the family, by

The writer spoke as a friend were united in marriage, the one of the most popular teacheditor officiating. whom she is associated—she is concerning the priceless value of the friendships, especially in the the friendships of life, especially in the hours of sorrow.

> Elder Crenshaw spoke tenderly and helpfully along the from every experience in life. (Continued on page two)

With their many friends The

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

gress, August 12, 1871.

#### FUNERAL (Continued from page one)

concourse of friends attended and mingled their sorrow with the stricken family.

The following biographical sketch was read:

"Ella Jewel Brunson Hensley was born January 2, 1905 in Corbin, Texas in Eastland County. She moved to Palo Pinto

### THE ENTERPRISE LATE THIS WEEK

This last issue of "the old home town" paper for the old year will reach its readers a day late, due to the fact that the typesetting machine be came slightly disabled and delayed—then the editor became "disabled" from illness and was not able to work for a time. We regret the delay and promise that it shall not happen again this year. Selah!

Because of the above circumstances the paper is not only late but we also had to omit some local news as well as some advertising in the way of New Year Greetings of several of The Enterprise advertisers. But, next week being the first issue of the New Year those greetings can appear appropriately in that issue and will appear at that time. Read the Greetings of our advertisers, in both this issue and the issue of next week.

County when a small child living there until 1924. She came to Coke County where she met and married Golden Hensley. To this union two children were born—Alyene, age 13, and Golden Jr., age 11.

Deceased is survived by her two children and her husband, her father and mother, Mr. and Mrs. R. L. Brunson, four brothers and five sisters, all of whom are present. They are Otis Brunson, Bronte, Neely Brunson, Norton, Woodrow Brunson, Bronte, D. L. Brunson San Angelo; Mrs. L. Bevers, Abilene, Mrs. Clarence Richardson, Abilene, Mrs. Floyd Bagwell, Hayrick and Corine and Catharine Brunson, Bronte; other relatives present are Mrs. A. G. Bunton, Mrs. Claude Miller, Mrs. Dock Spurrier, Mrs. J. E. Brown, Mrs. Richard Whetstone, Mrs. Mattie Tatum, and other relatives.

To the sorrowing The Enterprise extends deepest sympathy in this hour.

G. A. Best underwent an operation at a Winters hospital Wednesday. The last report was that he was suffering considerably. We express the hope that this old time friend may soon be himself again.

#### o. c. IVEYS

(Continued from page one)
parents were young again, with
their children as little ones again, as they were in the years
agone. And the children also
forgot themselves—that they
are in the "old folks" class
themselves, and were "just children" for the day.

A few of the long time and intimate friends of the family were also guests at the happy affair.

IN HAPPIEST SPIRIT OF

### The Glad New Year

We Extend Greetings and Best Wishes to Our Friends and All the Patrons of the Bronte Postoffice.

### We Wish You

LIFE'S BEST FOR 1939 AND THAT OUR COMMUNITY AND SECTION OF COUNTRY MAY PROSPER.

We take this opportunity at the beginning of the New Year to thank the patrons of the Bronte postoffice for their considerate and hearty cooperation with us in our daily endeavors to handle your postoffice affairs to the very best advantage of all.

R. J. Epperson, Postmaster & Employes



WISHING YOU HEALTH, HAPPINESS AND PROS-PERITY DURING THE NEW YEAR.

In order to acquaint the women of Bronte and surrounding territory with the superiority of Vanette Hose, we have given away one pair each week. This will be the last week for the Vanette Hose Contest.

THIS WEEK'S WINNER: M H

# The Ratliff Store

SELLS FOR CASH—SELLS FOR LESS

# 1939, WELCOME!

AND WE WISH ALL OUR PEOPLE OF THE BRONTE
COUNTRY THE VERY BEST THAT LIFE AFFORDS

### We Are Appreciative

Of the loyal business patronage given us in the past—for the future we pledge the very best in Quality Merchandise, at the lowest possible prices, with most courteous service.

# CUMBIE & CO.

I. M. CUMBIE, MANAGER

# Happiest Greetings

All Our Friends Over West Texas

May 'he glad New Year bring a great measure of the good and happy things to West Texas.

FOR

# 1939 TROY

Laundry-Dry Cleaning-Fur Cold Stor'ge
217 W. Beauregard 350 S. Oakes Street
DIAL 3198 SAN ANGELO, TEXAS DIAL 3196

# NEW YEAR GREETINGS. EVERYBODY

And to start the New Year off in a good way we call attention to a few bargains in used cars:

1936 Ford Tudor touring sedan—we have two cars of this model in Gray or Black. Clean cars and Bargain prices.

1936 Dodge DeLuxe coach with trunk—Radio equipped; excellent condition.

1934 model Ford Tudor, Dave—car above the average.
1935 Ford pickup—reconditioned and ready to go.

# Kendrick Motor Company

SALES



SERVICE

WINTERS

TEXAS

**Good Wishes** 

# A Happy New Year

May everything that will contribute to your prosperity, health and happiness be yours, and the portion of all the people of dear old West Texas, throughout the good year of 1939.

We thank you for all business favors

Higginbotham Brothers & Company

WINTERS

TEXA

### WITH EVERY GOOD WISH TO **EVERYBODY**

MAY PEACE, PLENTY, GOOD HEALTH AND HAPPI-NESS REIGN SUPREME IN OUR LAND.

will appreciate an opportunity to figure on the job. We appreciate all work given us in our line in the past, by the When you want to build or make repairs of any kind we people.

### J. C. LAMMERS

BUILDER AND CONTRACTOR

### The Glad New Year

Is here—it is good for us to extend best wishes to our friends, and the people generally. We join in the glad spirit of the young New Year and wish you, each and all

Life's Best

THANKS FOR ALL BUSINESS FAVORS SHOWN US

Used tar buttuing at I wohig and Randolph Phone 6558 Used Car Lot Concho at Irving SAN ANGELO

### **Our Very Best Wishes** ARE EXPRESSED IN THIS WAY TO ALL

FOR

### THE GLAD NEW YEAR OF 1939

May abundance of the things that make life worthwhile come to all our people and our part of West Texas this year.

### **Deeply Appreciative**

We are deeply appreciative to the good people of the Bronte, Maverick, Marie, Oak Creek, Norton, Wilmeth and Wingate sections of country for the splendid business accorded us in the past. Friends, we appreciate you and wish for you life's very best.

LET US SERVE YOU IN THE FUTURE

Winters Farm Machinery Company Winters, Texas

#### POSTMASTER R. J. EPPERSON AND AIDES ARE APPRECIATIVE

In the New Year Greetings in this issue of The Enterprise, Postmaster R. J. Epperson and his assistants give expression in a public way to their appreciation for the fine cooperation the patrons have given the postoffice force this year in the handling of the affairs of the local office. Thatsh ows a fine situ-

Bronte is fortunate in the fine way Postmaster Epperson and his sssistants handle the local mail. Always courteous and polite and painstaking in their efforts to serve the patrons of the way, it is pleasant to the pat-

Here's to you, Postmaster and assistants, for 365 "sunshiney" ones for you for the New Year, with never a patron to complain or find fault.

#### C. E. BRUTON ENGAGES IN GRINDING FEED FOR THE GENERAL PUBLIC

C. E. Bruton, one of the forward-looking and progressive men of Bronte, has launched into a new business-that of grinding feed for the general

Feed grinding is something or some time by the ranchmen ind farmers. Ground feed is hat has been very much needed so much superior to feed that is not ground.

Mr. Bruton has mounted his new feed grinder on a fourwheel trailer and has it hitched to his truck. Therefore, he goes out to the ranches and farms wherever he is wanted to grind feed, and grinds the feed right at home for the feed consumer. This is, indeed, a great convenience to the ranchmen and farmers-for, hauling feed away to the mills to be ground is quite an inconvenient task.

All one has to do, who wants feed ground is to contact Mr. Bruton and make arrangements and Mr. Bruton goes right to the feed lots and grinds all the feed the man may want.

Read Mr. Bruton's announcement in this issue of The Enterprise with reference to feed grinding and see him if interested in having feed ground.

Old Father Time, the reaper, Has just a few days more To finish up his business Before the year is o'er. It's time for resolutions And before they are all made, Resolve that J. E. Davis Co., Is the place that you will trade. (Blackwell, Texas)

Special 5c Per Pound on Pinto Beans.

POSTED

This is to give notice that all my farm and ranch lands are legally posted. All hunting, fishing, wood hauling, or trespassing in anywiss is forbidden ing in aanywise is forbidden. Please stay out.

R. E. Hickman.

# HAPPY, GREETINGS

All Our Friends

ALL OVER WEST TEXAS

### **Bunyard Electric** Company

SAN ANGELO

### IN STOCK

Everything for building or repairing Trailers.

PRICES ALWAYS RIGHT AUTO PARTS OF ALL KINDS

### Scott Wrecking Co.

W. Broadway Phone 2371 SWEETWATER

#### LISTEN, **FARMERS**

I have a bran new feed grinder—and it does the work. It is equipped on a 4-wheel trailer and I can go anywhere on a moment's notice, if not engaged elsewhere.

### **Ground Feed**

Pays BIG—try it and be convinced. My prices are 10 cents a hundred pounds on corn and headed maize; 12 1-2 cents a hundred on bundle stuff. I will take toll if you do not have the cash.

> I WILL APPRECIATE YOUR GRINDING PHONE THROUGH BRONTE EXCHANGE

> > C. E. BRUTON

BRONTE

TEXAS

### In the Happy Spirit of THE GLAD NEW YEAR

We send to each and all our members and friends and the people generally of the Bronte-Blackwell country

**Our Very Best Wishes** 

1939

"PROTECTION AT LOW COST"

### SWEETWATER LOCAL MUTUAL LIFE **ASSOCIATION**

SWEETWATER, TEXAS

### THE GLAD NEW YEAR IS HERE!

And let us in its happy spirit pause a moment and enter into joyful spirit with all others—to the end that all of us may be strengthened for the conflicts of life.

### We Thank You

Each and all of the Norton and surrounding communities for your loyal business patronage in the past. We will do our best again this year to continue to merit your confidence and patronage.

# Norton Mercantile Company

NORTON

A. T. CHAPMAN, MANAGER

TEXAS

AGAIN LET US EXPRESS TO

### Our Dear Friends and All Others

Our Deepest and . Wishes For

And to our patrons we want to say out of our deepest heart

Thank You

For your continued patronage of our barber shop.

THE BARBER



May each day of the New Year bring a full measure of Health, Joy and Contentment to each of you is the wish of

# Cox-Rushing-Greer Company

"SAN ANGELO'S BEST DEPARTMENT STORE"

### Blackwell News

MRS. CHAS. RAGSDALE

left Tuesday for Yoakum, Texas to visit Mr. and Mrs. T. G. Car-

The young people who are at-

for the holidays are Jack Ham- er and the hostess. ilton and Maurine Robin from Jeraldine Jordan aand David El-Mr. and Mrs. T. A. Carlisle lis from Tech at Lubbock, and with month old lambs; good Mary Frances Russell from Mc- shape. Price, one ewe and one Murry aat Abilene.

Mr. and Mrs. Henry Patter- Exchange. Charles Olsak.

son, Lillie Ann Hargrave, and Marguerete Russell of San Angelo, spent Christmas in Blackwell with their parents and other relatives.

H. T. Gray of Deming, New Mexico, Mrs. Eunice Thompson of Overton, Mrs. Esalita Grammer and son, Jack Lowery, of New Orleans, Louisiana, Mr. and Mrs. Noble Whiteaker and son, Noble Dean of Heath, Montana were guests of Mr. and Mrs. Joe Smith and Mr. and Mrs. Delos Alsup of Blackwell. for the holidays.

Harold and Pauline Hamilton of Amarillo spent Christmas with their parents, Mr. and Mrs. Roy Hamilton.

#### Church Class Has **Christmas Party**

Mrs. P. G. Dabney gave a Christmas party of the Methodist Ladies Sunday School class Tuesday afternoon, December 22, at the home of Mrs. J. W. Leach.

Mrs. Frank Youree told a Christmas story which was enjoyed by all.

Games were played as a di-

Each guest was presented a Christmas gift. Mrs. Dabney, the teacher, was presented with her gift Sunday before, at Sun-

day school.

A delicious salad course was served to the following: Madames T. A. Carlisle, Roy Sanderson, J. A. Oden, Melvin Oden, Richard Copeland, J. W. Leach, I. T. Huckabee, Frank Youree, George Hartin, Otho Gray, Charles Ragsdale, Henry Raney, Austin Jordan, Ben Kirk. tending college and are at home R. Lanier, and Miss Neva Neep-

> FOR SALE - 100 aged ewes lamb, \$5.75. May be seen on my farm 11/2 miles East of Juniper School. Phone 7506, Rowena

# Happiest Greetings for 1939

To All Our Friends throughout West Texas

# Wool Growers Central Storage Company

Loans Solicited on Livestock - Wool - Mohair

**WCOL** and MOHAIR Sold by Experienced Men

Steen

210 EAST AVE. B SAN ANGELO, TEXAS J. MILES O'DANIEL, SEC .-

RES. PHONE 3485

**Organized** 1909

OFFICE PHONES 4492 — L. D. 33 — 3780

W. E. KINNEY, ASST. SECY.-

RES. PHONE 6330

WE EXTEND OUR SINCEREST

### **Good Wishes**

To All Our Friends and Patrons and the Good People Generally of the Bronte-Blackwell Sections of Country

# A Happy New Year

May everything that will contribute to your prosperity, health and happiness be yours, and the portion of all the people of dear old West Texas, throughout the good year of

COMPLETE LINE OF MARTHA LEE COSMETICS AND FACIALS GIVEN

WE WILL APPRECIATE YOUR PATRONAGE THRU THE COMING YEAR

Visit us when in Sweetwater

MRS. EDTIH TODD, OWNER SWEETWATER

TEXAS



WISHING YOU HEALTH, HAPPINESS AND PROS-PERITY DURING THE NEW YEAR.

In order to acquaint the women of Bronte and surrounding territory with the superiority of Vanette Hose, we have given away one pair each week. This will be the last week for the Vanette Hose Contest.

THIS WEEK'S WINNER: M

# The Ratliff Store

SELLS FOR CASH—SELLS FOR LESS



# Our Very Best Wishes

GO OUT AT THE BEGINNING OF

## he Glad New Year

To all our friends throughout West Texas.. We wish the people and our own dear West Texas the very finest and best and happiest things for

1939 **Hagelstein Monument** Company

SAN ANGELO

BALLINGER

3