

The Bronte Weekly Enterprise

VOLUME 21.

BRONTE, COKE COUNTY, FRIDAY, DECEMBER 15, 1939

NUMBER—50

BALLINGER'S GRAND CHRISTMAS PARADE SATURDAY, DECEMBER 16, 1939—EVERYBODY INVITED

HINT FOR CHRISTMAS

(The lines below were sent to The Enterprise by a lady from another town who is "Seventy-Six," giving us the permission to print them, but would not let us use her name. At least, they are very suggestive as the happy Christmas-tide is now here.)

Shopping around for Christmas,
Wondering just what you will give,
Here's a gift for your old folks,
They'll prize as long as they live;
They may have things for comfort—
Good food—and things of that kind—
Yet their heart may be hungry
For food that they do not find.

Days they were busy working,
For some are gone past recall;
Those that have soured some natures,
But they have not soured them ALL!
So, here's the gift for old folks,
That I am naming right here:
Praise words, smiles and some kisses
Scattered along thru' the year.

For old folks like some loving,
The same as when they were young,
Their hearts still beat to music
When love's old sweet song is sung!—
So writes one "Seventy-Six"—
(Little use to sign my name)—
Who has this gift, and wishes
That more old folks had the same.

—Seventy-Six.

G. A.'s MEET

The GA'S met December 11, 1939. The following were present: Jo Ann Gregg, DeLois Sims, Maurine Bell, Mary Beth Cumbie, Bobbie Jean Forman, Ruth Stevens, Jo Marie Chumley,

Sammie Lee Good, Edith Eldridge, Ruby Dell Eldridge, Cordie B. Hudman, and Vanna Ruth Caperton.

At a business session a party was planned and two new members, Maurine Bell, and Ida Lou Modgling were added.

—De Lois Sims, reporter.

A LETTER FROM REV. W. E. ANDERSON

We are in receipt of the letter below from our dear, good friend, Rev. W. E. Anderson. And, though it is a personal letter, yet we take the privilege of printing it, as he refers to some of his Bronte friends in the letter. Then, too, Rev. Anderson's hosts of friends all over this part of West Texas, will appreciate reading the letter:

Desdemona, Texas
December 7, 1939

Rev. D. M. West
Bronte, Texas.

My Dear Friend and Brother West:

The Bronte Enterprise of last week's issue came to hand and brought back memories precious of years gone by. But the lines which heartened us most, were the lines and words of tribute to the memory of my dear sainted wife. Words are too inadequate to express my thoughts and feelings for the beautiful tribute you gave in your paper.

My wife had been in poor health for several years, as you know, but amid it all, she was faithful and hopeful. We had tried to give her the best of care and she had reached a point to where we thought that she had passed the danger line. But like a thunder bolt out of a clear sky, the end came without a pain or struggle—she quietly went to sleep to awake in a greater realm of God's Eternal light and love.

We shall never forget the Bronte people, their patience, love and tenderness toward us. God has been good to us, for, we have had the privilege of living among some of the best people on earth.

At the funeral services the other day when I saw that fine group of faithful men and women come in from Bronte, there came into my broken-hearted life, a new joy—a joy of the realization that hundreds of miles and years do not break friendships.

I did intend to visit Bronte on our return home, but Claudia Mae and her fine babe had begun to wear with the trip. We had gone to McCamey and to Seagraves. However, I hope to be able to visit Bronte sometime this conference year. My children join me in love and appreciation of you and all the Bronte people. Pray for us—we need your prayers.

Sincerely, Your Friend and Brother,
W. E. Anderson.

Ballinger's Grand Christmas Parade, Saturday

No community the editor has visited this week has more of the reminders of Christmas, its happy spirit and good cheer, than we found at Ballinger.

And there is a reason for the Christmas spirit of Ballinger, for next Saturday, December 16, is the day the town with all its citizenry, has set aside in which to inaugurate the Christmas holiday season in a most elaborate and magnificent way.

A grand Christmas parade, with many attractive and pleasing features will be the program of the day. Among the features will be:

Kiddies decorated in the spirit of Christmas, riding decorated toys, competing for cash prizes.

At the close of the parade a young lady will be selected as Miss Merry Christmas of West Texas. The winner will get a \$15 cash prize.

All contestants will be feted at a luncheon at Central Hotel as guests of the Ballinger Board Community Development.

The Ballinger High school band will play and the pep squad will be in the parade.

It is just to show the spirit of Christmas that Ballinger stages this happy event. You are cordially invited to attend.

While in Ballinger the other day we found Gus Barr, secretary of the Ballinger Board Community Development and his aids "busy as bees." They are expecting you, and several of the leading business firms join in a "spread invitation" to you and everybody else to be present.

THE EDITOR GOT TAGGED

The other day in San Angelo the editor parked his car, as we thought in an unrestricted zone, and left our "wreck," feeling comfortable in the fact that we would not have to move to avoid violating the time parking ordinance of that city. But, we did not look close enough—we overlooked that we had parked in a safety zone.

When we returned to get our car, imagine "the heart palpitation" we had when we saw hanging on the door knob of our car a green tag—for, that meant "goodbye, Santa" to us, as it would take all the amount we had set apart with which to "play Santa" with ourselves and buy us a pair of red hose.

But, behold when we read the card as follows:

To Our Visitors

You have violated our Safety Zone Parking Ordinance, but we realize that you are a Visitor and are not familiar with our Traffic Rules. It will not be necessary for you to appear at the City Hall.

We appreciate your presence in our City and request your cooperation in the future.

Feel free to call upon our Officers at any time.

City Of San Angelo.

Believe us, neighbors, when we read that card, we could have "hugged," not only that particular officer but the entire police force of San Angelo. And since they so cordially invite us back, we are going every time we want to, just as if nothing had happened, and we will not hold a thing against them. And we do hope old Santa will be good to the police force of San Angelo and the one above in particular and supply him with a sufficient

(Continued on page 8)

DREAMS OF OTHER YULETIDE DAYS

We sit here tonight, all alone—just dreaming—
Thinking not of the gladsome Yuletide that is here—
We see the bright lights on the streets,
And we hear the laughter and good cheer,
And we know that the joyous Season has arrived—
The gladdest season of the year—
And we strive, but it is all in vain,
To dispel the mood we are in, so drear!

For, we are dreaming of the long, silent years—
Years when the Yuletide season was not sad and drear,
When life was most joyous and bright,
And our hearts were glad through the whole long year—
For, there was with us a sweet, blue-eyed baby girl,
With her laughter, her romp and play,
And it was a time most joyous,
On each recurring gladsome Christmas Day.

Oh, the days then were always gladsome and bright,
There were no clouds or shadow or rain in life's blue sky,
For, the music of her laughter,
Was sweet to us as that from on High,
When with us she romped, played and laughed and sang,
And filled our lives with gladdest song,
As she kept us, with her playing,
And thus life was happy the whole day long.

Then, it's no wonder we sit here tonight,
Living not in this hour, but in the silent past,
Playing, laughing with our baby child,
And joy is ours which will ever last,
And when thus in memory we see her,
Our hearts catch afresh the joy far and wide,
And we enter into the happy spirit
Of this fair, joyous Christmas-tide.

BRONTE P. T. A. HOLD REGULAR MEET

The Bronte P. T. A. held its regular meeting Tuesday, December 12, with Mrs. C. C. Glenn as leader.

Message from State President,

Mrs. Vera Thomas.

Special number by the Bronte school band, Mr. Horn director.

A very interesting talk on "Spiritual Grace" by Rev. C. R. Hardy was enjoyed by all.

Room count went to Miss Whitaker.

HE "PAYS" INSTEAD OF "PLAYS"

Last week we carried a little item of fact in jocular vein to the effect that Jack Caudle of Hale Center "played Santa" with us by sending us \$5 on subscription—then, also, half jocularly and half seriously we suggested that it would be a fine way for hundreds of our subscribers to "treat us" for the glad Christmas-tide.

B. E. Sanders, an erstwhile Bronte boy of the yester-years, who has gone out and made good, now of Henderson, took our "kind remarks" to heart, as the following letter indicates:

Henderson, Texas
December 12, 1939.

D. M. West, Publisher & Mgr.,
Bronte Enterprise,
Bronte, Texas.

Dear Mr. West:

I think I am a little late in renewing my subscription to the "Enterprise" you are conducting quite admirably. If the date is on the wrapper, it is usually gone before I see it, other members of the family getting the "first reading."

Still I do not want you to feel that I needed the "reminder" that you put in your "Play Santa" notice last week. And to convince you, I am not only paying my subscription "up to date," but in advance for the balance of the year, Am enclosing \$1.00.

Now do I want you to consider me as trying to "play Santa Claus," for he brings "gifts," and I am merely paying what I owe you for the satisfaction your paper brings into our home.

My real Christmas reminder will have to be the message I send you herewith: May the gifts from the "giver of all good gifts" be yours now, and continue to come to you throughout the New Year—1940.

Very Sincerely,
B. E. Sanders.

Thanks to you, "B. E." and anyhow even if you do "pay" instead of "play," it is perfectly all right with us—for, the big idea right now is to get the money, so we can have grounds to feel that our readers have not forgotten us this glad season. May, Santa be generous to you and yours.

CARLISLE'S Christmas SALE



SALE STARTS SATURDAY MORNING DECEMBER 16, AND ENDS DECEMBER 23RD.

We take this method of saying THANK YOU, for past and future patronage. It is impossible to quote many prices on a circular but there will BE CUT PRICES on All Dry Goods. Here are a few prices to give you an idea what to Expect.

Arm & Hammer SODA Lb. 5c	Crystal White or P & G SOAP 8 bars 25c	POTATOES 10 Lbs. 14c	CORN MEAL 20 Lbs. 39c
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PURE CANE SUGAR CLOTH BAG

25 pounds **\$1.25** 10 pounds **50c**

One Lot Ladies ALLEN A HOSE 1.00 value Close Out 49c	DOUBLE BLANKETS 66 x 76 size 89c 70 x 80 1.19	One Lot 80 SQUARE PRINT Best Grade Per yd. 14c	81 inch BROWN SHEETING Per yd. 17c
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CANNON TOWELS 20 x 40 size Each 14c	Hearts Delight MELBA PEACHES 2 1-2 size 15c	Men's Suede Unlined LEATHER JACKETS 3.75	MEN'S CAPE SKIN LEATHER COATS \$7.95 VALUE 6.65 \$9.95 VALUE 7.95 \$10.95 VALUE 8.95
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Practical Gift Goods: SHEET SETS BATH ROBES,
OVEN WARE, and other Suitable Items at
Reduced Prices.

JUSTIN BOOTS and Other GOOD BOOTS
20 per cent off list

CAKE FLOUR 48 Lb. sack 1.29	MEN'S SHOES Scout Type pair 1.59	MEN'S HATS made by a branch of the Stetson Co. Big assortment .. 2.45	Leatherette JACKETS Men's 1.50 Boy's 75c to 1.00
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Charge tickets will be
made at regular prices

CARLISLE & COMPANY

BLACKWELL, TEXAS

See our show windows
for FREE GOODS

SANTA SAYS:



PLEASE THE CHILDREN AT CHRISTMAS TIME

Therefore we have almost anything and everything that will please and entertain the tots in the way of toys which are most suitable as gifts for the children and will make their memories in after life glad some to them each recurring Christmas-tide.

Gifts For Older Persons

We also have excellent lines of Christmas goods that make splendid gifts for the older people. You will find in our Christmas displays suitable gifts that will be appreciated by the one receiving it.

See Our Line Of Christmas Gift Goods Before You Buy Elsewhere

City Drug Store

BRONTE, TEXAS

Dr. C. W. Cheatham

DENTIST
X-RAY

Ballinger,

Dr. R. C. Maddox

DENTIST
—X-RAY—

Texas

WINTERS, TEXAS

LET

M. L. Leddy Saddle And Boot Shop

Take care of your special order in Saddles, Boots, Billfolds or anything made of leather. Remember a gift made of Real Leather is not only very useful but very permanent.

Leddy's For Leather

ANY KIND ANY TIME — 24 S Chadbourne
SAN ANGELO, TEXAS

GIVE RED & WHITE FOODS As GIFTS

FRIDAY AND SATURDAY DEC. 15th And 16th

SPRY The New All Vegetable Shortening 3-Lb. can 48^c

ORANGES Full Of Juice Bushel 85^c

Fresh Coconuts 2 For 15^c

APPLES Fancy Washington Winesaps Dozen 9^c

BANANAS Excellent Value! Dozen 10^c

MATCHES Non Poisonous Impregnated 6 Boxes 15^c

WALNUTS Emerald Large Budded Lb 19^c

BRAZIL NUTS Large Washed Fine Quality! Lb 16^c

DATES Red & White Extra Fancy Pitted, 10-oz. pkg. 17^c

RED & WHITE

T. F. SIMS, JR., MGR

MRS. KEENEY IS HOSTESS TO THE J. O. Y. CLASS

The J. O. Y. class of the First Baptist church met in the home of their teacher, Mrs. Frank Keeney Monday night for a class social. The class is divided in two groups. Mrs. J. B. Mackey's group entertained that of Mrs. Bob Coleman's group. Various games were played.

Those present were Mesdames Frank Keeney, Mary Kinney, Mary B. Wilson, Mac Rippetoe, Maurice Kennedy, Chas. Baker, Bill Wrinkle, Homer Good, Bob Coleman, Louise Spruell, Vera Forman, Chester Harwell, Roe Williams, Bill Johnson, Hazel Humphries, Grace Smith, Joe George Wilkins, Ronald Walton, Cumbie Ivey, Flora Smith, Beulah Brock, Robert Lambert, Mildred Dooley, T. F. Sims, Jr., J. B. Mackey, Ernest Buford, and Miss Nell Lowry.

To show their appreciation for such a splendid teacher in the years past and for the future as well, the class presented a Bible to Mrs. Frank Keeney.

Delicious refreshments were served.

SOPHOMORES ENTERTAIN WITH ASSEMBLY PROGRAM

The Sophomore class of the Bronte High school presented a chapel program Thursday December 7, 1939 entitled "The Alberta: a peach of a Tea Room in Georgia."

The characters were as follows: Mary and Eleanor, waitresses, Carmen and Cleo Lane.

Clark Gable—Paul Rogers.
Joan Bennett—Wilma Caudle.
Greta Garbo—Lavada Rogers.
Norma Shearer—Iva Reta Brasswell.

Tarzan—Randal Meador.
Clara Bow—Darlene Brunson.
Chauffer of the Mills Brothers—James Vaughn.
Bing Crosby—Julian Westbrook.

Mary and Eleanor are broke and they want to see "Live and Love" starring Clark Gable and Joan Bennett. They are surprised when the movie stars mentioned above, come into their tea room and order something to eat.

Eleanor is not satisfied, she wants to see Bing Crosby. At the spur of the moment Bing Crosby enters and the waitresses fall over in a faint.



GOREN & SON

CREDIT JEWELERS

"Luggage Center of West Texas"

SAN ANGELO, TEXAS

WE STILL HAVE A FEW

FINE BOOTS IN STOCK

THAT MAKE ELEGANT CHRISTMAS GIFTS. COME SEE THESE BEFORE YOU BUY GIFTS — YOU WILL BE PLEASED BOTH AS TO THE BOOTS AND THE PRICES...

A MERRY CHRISTMAS TO ALL

J. L. MERCER BOOT SHOP

J. L. MECER, Manager

224 S. Chadbourne

San Angelo, Texas



A Gift to MOTHER For the Family



The whole family will enjoy the gift that mother wants most. Visit our showroom tomorrow and see the new gas appliances done up in cellophane for Christmas giving.

NOTICE!

To families living in rural areas or where natural gas lines do not reach we will install a butane gas system for a small installation charge. Pay for the gas as you use it.

Trade-In Sale!

We will make extra liberal allowance for old stoves, ranges and refrigerators until Christmas eve. In many instances the trade-in value of old appliances exceeds the down-payment. Butane gas is safe and truly economical. Use it for heating, cooking and lighting.



N. A. James Inc.

AUTHORIZED DEALER SERVEL ELECTROLUX

115 W. Twohig

San Angelo, Texas



Dial 4623



Ballinger

THE GRAND CHRISTMAS PARADE

SATURDAY, DECEMBER 16

BALLINGER WANTS YOU TO COME AND JOIN IN THE HAPPY FESTIVITIES OF THE DAY. SEE THE GRAND PARADE AND THE COMIC CARDS, THE "KIDDIES" AND LET THE CHILDREN GET THE THRILL THAT ALWAYS COMES AT CHRISTMAS TIME. THE FOLLOWING BUSINESSES ARE ALSO IN THEIR PLACES OF BUSINESS:

A Day of Real Christmas Fun and Good Cheer
Awaits all Who come to Ballinger
Saturday, December 16

COME—SEE THE PARADE, BRING THE "KIDDIES" AND LET'S ALL HAVE A GOOD TIME.

Ballinger Welcomes You

THROUGH ITS

**Board Of Community
Development**



A MERRY CHRISTMAS
AND
PROSPEROUS NEW YEAR
Make Your Gifts
Visit us—you are Always
**West Texas Utilities
Company**

SINCE 1886

It has been the privilege and the pleasure of
THE FIRST NATIONAL BANK

To

Welcome people of this part of West Texas to Ballinger
each recurring Christmas. So, friends, it is with genuine
pleasure we bid you

WELCOME

Come to the
Grand Christmas Parade

Have a good time and enjoy the glorious Christmas-tide.
We join Ballinger in a hearty Welcome

See Our Used Car Bargains

Take advantage of your visit to Ballinger to visit us
and see both our new and used cars. We have some real
bargains in used cars.

HOLT MOTOR COMPANY

**CARLISLE'S AT
BLACKWELL PUTS ON
CHRISTMAS SALE**

Carlisle's at Blackwell is inaugurating a Christmas Sale

which begins tomorrow, Saturday, December 16 and runs on till the night of December 23.

Always when Carlisle's put on a sale it means big reductions and this sale is no exception. The

COTTON GINNING REPORT

Census report shows that 1669 bales of cotton were ginned in Coke County from the crop of 1939 prior to December 1st, as compared with 2730 bales for the crop of 1938.

prices speak for themselves. Read the ad elsewhere in this issue of The Enterprise and you will see the values that are being offered.

Dr. R. C. Maddox
DENTIST
—X-RAY—
WINTERS, TEXAS

Miss Merle Ash, daughter of Mr. and Mrs. R. R. Ash, who is a student in Hardin-Simmons University in Abilene, is reported on the honor roll of the

university. Miss Ash is taking 15 hours of college work, and is a freshmen, making college honor rank for the first time.

WALTON ABSTRACT & TITLE CO.

(Nothing to the report we have sold out.)

Better to be safe than sorry
Office in Court House

State Licensed Land Surveyor — — — Notary Public
30 YEARS OF SERVICE

-- LUMBER --

KILN DRIED from LOUISIANA Mill

At Prices that will save you MONEY
DELIVERED IN TRUCK LOADS

J. P. BROWN & SON — Lumber

1104 S. Chadbourne — Phone 3426 — San Angelo

er Wants You

TO COME TO

CHRISTMAS PARADE

FR 16, 1939, AT 4:00 P. M.

COMIC CHARACTERS — HEAR THE BANDS PLAY; CATCH THE HAPPY SPIRIT OF THE GLAD CHRISTMAS-TIDE. BRING THE WIFE AND
 NG BUSINESS AND PROFESSIONAL FIRMS AND INDIVIDUALS EXTEND YOU A WELCOME NOT ONLY TO BALLINGER, BUT TO VISIT THEM



RY CHRISTMAS
 AND
US NEW YEAR
 ur Gifts Electrical
 re Always Welcome
 s Utilities
 mpany

Gifts for Everybody:

We hope you are coming to Ballinger Saturday to the Grand Christmas Parade, for it will give you an opportunity to visit us and see the wonderful lines of Christmas Gift goods we have.

SUBSTANTIAL GIFTS

In our substantial gift lines we have clothes for both men and women and children; Ties, Hose, Shirts Handkerchiefs for the men. Longerie, Purses, Handkerchiefs, Hose for the ladies.

FOR THE CHILDREN

In Our Toy Department WE HAVE EVERYTHING that will Please the Children.

C. C. Davis Dry Goods Co.

COME, FOLKS, COME
 To
The Grand Christmas Parade
 There is going to be fun and plenty of it—then, it is the gladsome Christmas-tide you know.
 BRING US YOUR CLOTHES
 And we will clean and press them and get them back to you for Christmas Day wear.
 VISIT US
 While here—we are always glad to see you.
ATNIPP'S DRY CLEANERS
 Modern Dry Cleaning Plant

COME TO THE
Christmas Parade ...
 The parade will not be till 4 o'clock—so you will have time to attend a good show before the parade. We have a wonderful program for Saturday
"BOYS TOWN"
 — Greatest Heart Drama of the Age —
 Featuring—SPENCER TRACY and MICKEY ROONEY
RITZ THEATRE
 Admission—10 and 15c

Big Reduction Sale

ON ALL FURNITURE

GOLD SEAL CONGOLEUM RUGS AND LINOELEUM
 Folks, this is your opportunity to save on any of your needs in your home.

C. R. FOX & COMPANY

109-111 North Chadbourne
 SAN ANGELO, TEXAS

COKE COUNTY COUNCIL HAVE MEETING

The Coke County Council met Thursday evening at 7:30 p. m., with the Bronte P. T. A. as hostess. Mrs. Houston Smith presided.

Mrs. Womack, 6th District President brought a very interesting talk.

Other speakers were Mr. Nail, Supt. of Christoval schools; Mr. Pinenell, Supt. of the Veribest school.

The Coke Council was invited to attend Spring Tri-County Council at Lakeview in April. Refreshments were served to 24 guests.

HOMEMAKING II CLASS TO ENTERTAIN, TONIGHT

The Homemaking II class is entertaining the members of the

Bronte school board and their wives along with principal Mullins and wife and superintendent Covey, at six o'clock this evening. (Friday).

EVERYTHING IN - LUMBER -

For Building Purposes

And at prices that will be to your interest to buy from us. See Us For Estimates and Prices Before You Buy

TEXAS TRADING COMPANY

1007 North Chadbourne

San Angelo

Only Mills Can Give Mills Values



11-DIAMOND PAIR

11-brilliant in all Perfectly harmonized mountings. Great value!

\$49.50

Pay Weekly



17-DIAMOND CULET

Large, pure white diamonds set in beautiful mountings.

\$119.75

Easy Weekly Terms



BULOVA "Elizabeth"

Small as a dime. 17 jewels. New round style.

\$24.75

Easy Terms



BULOVA "Clipper"

17 jewels for accuracy. Stream-line design.

\$29.75

Pay Next Year



DIA. INITIAL

Man's solid yellow gold, diamond initial ring!

\$22.50



DIAMOND Onyx

Solid yellow gold mounting with 2 genuine side diamonds!

\$15.00

Easy Terms

Regardless of the price of the article you select, we will arrange terms to suit your own individual requirements.

PAUL Q. MILLS

JEWELER

SAN ANGELO, TEXAS

Turkey Dinner, Electing Officers, Club Program

Wednesday, December 20, is to be "high day" in the circles of the Bronte Community Service Club—two big events are to

come to pass.

First, it is luncheon day and that always means an hour of delectation, for the lunch menus at Gilbert's Cafe are always delicious. But the menu on the above date is to be above just excellence—it is to have that "Christmas touch," a turkey menu with accessories is already planned and will be served. Next, following the luncheon,

FREE TURKEY

WITH EACH USED CAR SOLD BEFORE DEC. 24th

Come down today and choose a used car worth \$50 or more—we will give you an order for a big fat turkey from any grocer. Don't delay... come early and get your choice of a good used car!

- 1938 Ford V-8 Coupe
- 1938 Chevrolet Coupe
- 1938 Ford V-8 Tudor
- 1937 Ford V-8 Coupe
- 1937 Studebaker Coupe
- 1937 Lincoln-Zephyr Coupe
- 1937 Buick Coupe
- 1936 Ford V-8 Coupe
- 1937 Ford V-8 Tudor
- 1936 Ford V-8 Tudor

Wood Motor Co.

50-50 Guarantee IF IT'S FROM WOOD—IT'S GOOD R&G Guarantee
 YOUR DEALER Used Car Lot Phone 6558
 Used Car Building Twohig at Randolph Phone 6559 Concho at Irving

31 YEARS IN SAN ANGELO

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

Texas Almanacs Given To Bronte School By Bank

A gift that is very much appreciated by Supt. B. B. Covey, other members of the faculty and the board members of the Bronte schools, is that of 13 Texas Almanacs given the school by the First National Bank.

The almanacs are the 1940 edition of the Texas Almanac and therefore are very valuable as there is no more authentic comprehensive history of Texas than the Almanac. Supt. Covey speaking to The Enterprise with reference to the bank's gift requested that in this public way the thanks of the school and of himself personally be expressed for this valuable acquisition the school's library has made through the generosity of President L. T. Youngblood and his bank.

RAY'S CHRISTMAS SALE

The Enterprise carries this week the Christmas display ad of L. P. Ray, San Angelo jeweler. Mr. Ray is one of the old-time jewelers and therefore, is widely known throughout Bronteland and all of West Texas. Mr. Ray's stocks of Christmas gift goods are complete and hence he invites all of West Texas to come and buy their gifts. Mr. Ray's easy payment plan is also another feature of his business.

But, perhaps the greatest feature of Mr. Ray's business to most everybody in Bronte and surrounding country is that Mrs. Susie Tannehill Wike is an employe of this store—that means that the fact that Mrs. Wike is associated with the L. P. Ray store everybody in Bronteland is friendly to Mr. Ray and his business. Read Mr. Ray's ad.

S. A. Kiker feels like Santa has done a big thing for him. Mr. Kiker underwent surgery recently and has been going back and forth for further observation. This week, however, his physician pronounced him "sound and well." So, Mr. Kiker feels that is enough Christmas for him.

is the election of officers of the club for the ensuing year. The committee on nominations will report, making recommendations and the club will elect the personnel of its official family for the good year of 1940.

Much good has come to Bronte and surrounding communities out of the first year's life of the club in its activities in behalf of community betterment.

Don't fail to attend next Wednesday's luncheon—for, if you do, you will miss an important and most happy occasion.

Your Precious



EYES

Need a Scientific Examination.

Don't Be Satisfied with the old-time lens trial sight test.

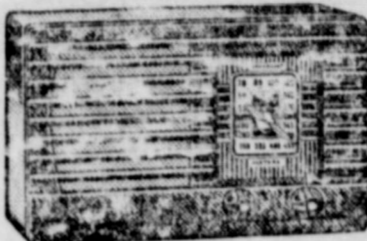
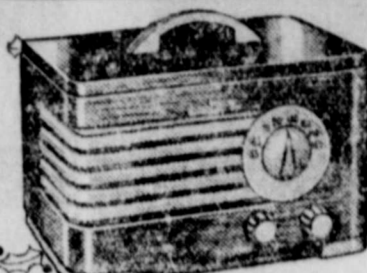
Dr. P. T. Quast
 Sweetwater, Texas



Make This A PHILCO Christmas

PHILCO Transitone
 A fine performing set. Genuine Walnut cabinet, \$19.95 with contrasting cream-colored plastic trim. AC-DC operation. 5 working Leakt. Tubes.

\$19.95



PHILCO Transitone P T 33

A fine-toned, powerful, quality-built AC-DC Compact. 5 working Leakt. Tubes. High Output Speaker. Automatic Volume Control. Brown bakelite cabinet.

\$15.95

Everything for the Home for Christmas at KING-HOLT

BALLINGER, TEXAS



Mr. and Mrs. F. S. Higginbotham were Christmas shopping in San Angelo Tuesday.

Mr. and Mrs. A. D. Miller feel that they have already had their Christmas, as their children

were with them the last weekend. Arthur Miller from Fritz, and Mr. and Mrs. B. F. Ragsdale, Blackwell, and J. Tom of Gatesville were here. One daughter, Mrs. Penelope Corley of Fritz was not present.

SNOWY WHITE

WASH YOUR CLOTHES WITH STEAM AND SEE HOW WHITE IT MAKES THEM.

Let Us Do Your Laundry
 15 to 30 Lb. Wet Wash . . . 50c

And you Furnish Soap and Starch ALL OVER 30 Lb. 2cents a Lb. PHONE 78

MRS. S. O. JACKSON

RED & WHITE FOOD SPECIALS

FRIDAY AND SATURDAY DEC. 15th And 16th

FRESH PRUNES West Trade Best Grade No. 10cm 23c

Fancy Dress FLOUR 12-Lb sack 49c 24 Lb. 84c 48 Lb. 1.37

ORANGES Texas Full Of Juice Bushel 85c

BANANAS Excellent Value! Dozen 10c

PORK CHOPS Featured by Request Armour's Quality Fresh, Lean Lb. 15c

MATCHES Blue & White Non-Poisonous Impregnated 6 Boxes 15c

Red & White Vacuum Packed COFFEE lb. can. . . . 25c 2-lb can. . . . 49c

APPLES Fancy Winesaps Dozen 9c

POTATOES Idaho Russets, cook light & Fluffy, 10 Lb. 19c

DRY SALT JOWLS Best Grade Lb. 6c

PORK SAUSAGE Seasoned Perfectly Lb. 15c

MACKEREL Rich and Tasty! No. 1 tall can. 10c

CORN FLAKES Red & White 2 Large Boxes 19c

We will Pay 30c a Dozen for Eggs In Trade—Highest Price Anywhere For Cream

CUMBIE & CO.
 RED & WHITE STORE

HOLIDAY EXCURSION



LOW ROUND-TRIP COACH FARES

To
ALL POINTS IN TEXAS AND LOUISIANA

One and one-third of the one-way coach fare for the round-trip—approximately 1 1-3 cents per mile.

Tickets on sale December 20, 21, 22, 23 and 24, 1939, limited January 8, 1940.

For complete details—

Call—
H. O. Whitt,
Agent,
Bronte, Texas

Or write—
Elmer B. Johnson,
General Passenger Agent,
Amarillo, Texas

BLACKWELL NEWS

By Mrs. Chas. Ragsdale

Mr. and Mrs. Rufus Hargrave of Richfield, Utah visited Mr. and Mrs. A. C. Hargrave Sr.

Home Demonstration Club Has All Day Meeting

The Home Demonstration Club met in the home of Mrs. Arnold Richards December 6. An all day meeting was held and a covered luncheon was served at noon. A mattress was made. Those present were Mrs. Clint Watts, Miss Thelma Kinard, Mrs. Joe Dunman and Mrs.

Clarence Rogers of the Hylton club; Mrs. Jodie Van Zandt, Mrs. Mack Slinger, Mrs. Jr. Alderman, Mrs. Mack Keating, of the Decker club; Mrs. A. J. McLendon Jr., Mrs. Ollie Johnson, Mrs. Berry Smith, Mrs. R. L. McFarland, Mrs. Robert Lanier, Ms. Roy Sanderson, Mrs. Chas. Ragsdale, and Mrs. L. P. Alderman of Blackwell club; Miss Vicereña Stenson and Miss Katherine Lightfoot of Sweetwater.

The Methodist Epworth League entertained the Leagues of Sweetwater district last Tuesday night. Delicious sandwiches

and hot chocolate were served to 50 guests.

Mr. and Mrs. Shaylor Copeland and children of Pala Pinto county were visiting in Blackwell this week.

White Hat Sale Represented By 17 Different States

The White Hat Sale averaged about \$569 a head. One bull sold for \$1,500. The sales amounted to \$29,000. Dinner and supper were served to a large crowd. 17 different states were represented.

Mr. and Mrs. Arthur Miller and daughter of Fritz, visited relatives in Blackwell and Bronte last week-end.

Word was received that Mrs. Dwight Gray of Deming, New Mexico, is in a hospital at El Paso. The last report she was doing nicely. She is a daughter of Mr. and Mrs. Pan Vest of Blackwell.

Mr. and Mrs. Robert Burwick have returned from Temple. Mr. Burwick is doing nicely.

"Christmas gift," you say? Fine!—just pay your subscription. Thanks.

JOHNSON'S BURIAL ASSOCIATION

Protection for You and Your Family

at Moderate Cost

AT A TIME WHICH IS INEVITABLE, AS IT COMES TO EACH AND ALL ALIKE.

MR. C. W. LUTTRELL
Licensed Agent at Bronte

We are pleased to announce that C. W. Luttrell of Bronte is our authorized agent in and around Bronte. Any courtesies shown Mr. Luttrell will be appreciated by us.

Mrs. Mae Wilkins has returned home after some three months in Abilene, where she was with her sister, Mrs. Cova Collier, who fell in the summer and injured herself. Mrs. Collier is much improved now, which her friends will be glad to know.

Constipated?

"For years I had occasional constipation, awful gas bloating, headaches and back pains. Adlerika always helped right away. Now, I eat sausage, bananas, etc., anything I want. Never felt better." Mrs. Mabel Schott.

ADLERIKA

"Sold At All Drug Stores"

Electric Arc Welding

- Announcement -

WE TAKE THIS WAY OF ANNOUNCING THAT WE HAVE INSTALLED AN ELECTRIC WELDING DEPARTMENT IN OUR CAR REPAIR SHOP.

Latest Equipment

We have the Very Latest Welding Equipment, both electric and gas welding—and we know how. So, you need not leave Bronte to get first-class welding service of any kind—no job too small; no job too large.

We will appreciate an opportunity to figure with you on any kind of welding you may need.

Our Prices Are Reasonable

We Buy Bones and Metal of all kinds—See us before you sell

Panhandle Garage

H. C. WOMACK, Manager



L. P. RAY

Hundreds of other "appreciated gifts," all low priced! They'll never forget you if you give Jewelry, so why not please them?

Cocktail Service

\$8.50

Bright chrome design!



Wedding Pair

\$39.75

13 flashing Diamonds!

Military Outfit

\$2.50

In a leather zipper case!



Mantel Clock

\$9.95

8 day, half hour chimes!

Wedding Pair

\$25

Unique solid gold setting!



Heart Bracelet

\$6.95

Unique and in solid gold!

SHEAFFER PEN SETS . . .

Pens, pencils, desk sets, either Sheaffer or Parker, make the best Gifts for Christmas.

\$3.50 up



INITIALED RINGS . . .

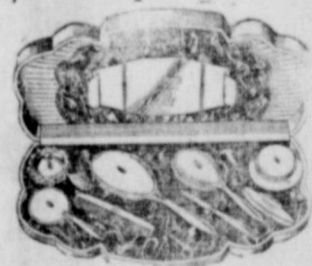
Raised gold initial ring mounted on genuine onyx. Styled for him.

\$7.50 up

Ladies' DRESSER SET . . .

Styled right for her . . . a gift she will really appreciate.

\$1.95 up



MUSICAL POWDER BOXES . . .

An appreciated gift novelty that is sure to please her.

\$3.50 up



1847 ROGERS BROS. AND COMMUNITY PLATE . . .

Silver sets that make lasting gifts. Buy one on our easy payment plan.

\$29.50 up



Gift Wrapped

L. P. RAY

CREDIT JEWELER

Mail Orders Accepted

116 S. Chadbourne

Your Promise to Pay is Good With Ray

Dial 3272

Christmas Gift HEADQUARTERS

In Higginbotham Bros. Dept. Store--Ballinger

- 1001 - And More Different Gifts from which to select -

Here you get Gifts—Useful Gifts for all the family...

Everything to Be Found in a First-Class Department Store

Our Christmas prices are Attractive—Be Sure To See Us for your Gift Purchases.

Higginbotham Bros. & Company

BALLINGER, TEXAS

S. E. ADAMS

ABSTRACTS REAL ESTATE TITLE INSURANCE

FHA LOANS FIRE AND
buy, build, refinance HAZARD INSURANCE

FLEETWOODS Eczema Lotion

A positive cure for Eczema, Athlete's Foot or Skin Irritations. Doctors recommend it. Satisfaction guaranteed or money back.

R. E. FLEETWOOD, Manufacturing Pharmacist
Roosevelt Drug Co.

Lessons On Thrift

THE WISE WILL PREPARE

He who is wise will always prepare
For rough, stormy weather, when weather is fair.
The man who puts off till some other day,
What he should do now, will find it won't pay.
Now is the time for you to engage
In saving for sickness, bad luck and old age.
Don't get the impression you'll always do well,
For the future nobody is able to tell.
The First National Bank has found the best way
Is: when the sun shines, keep making hay.

THE FIRST NATIONAL BANK

L. T. YOUNGBLOOD, President

HOW ABOUT IT?

If your home is not paid for, or there is a mortgage, what will the wife do about it if anything happens to you? Let a Sweetwater Mutual Policy do it.

PERFECT PROTECTION AT LOW COST!

W. F. Davis, Asst. Sec.

SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION

TEXAS THEATRE

BRONTE, TEXAS

Motion Pictures Are Your Best Entertainment
—Air Conditioned—

Friday and Saturday 15-16
Lane Sisters and
John Garfield

—in—

'DAUGHTERS COURAGEOUS'
Comedy—News
Extra—March Of Time
Friday Only

Tuesday Dec. 19

The Answer to Dictators threat's
"THE FIGHT FOR PEACE"

ALAMO THEATRE

Robert Lee

Friday and Saturday 15-16
"WIZARD OF OZ"

Sunday and Monday
"GOOD GIRLS GO TO PARIS"

Wednesday Dec. 20
"FIGHT FOR PEACE"

INSTALLS LATEST
WELDING EQUIPMENT

Another new business for Bronte is that of an electric and gas welding department that H. C. Womack has added to his garage—the Panhandle Garage.

Mr. Womack has been in business at his present place for three years. Starting on a small scale he gradually enlarged his place and increased his service until he now has almost everything expected of a first-class car repair shop.

Seeing the need of an electric and gas welding department in his business Mr. Womack has now at considerable expense installed the latest in the way of electric and gas welding equipment. Therefore, he can give the same welding service that can be had anywhere else. Other things being equal the home man should and generally will, always, be given preference.

The Panhandle Garage has an announcement in this issue of The Enterprise relative to the electric and gas welding department just installed. Read the announcement.

TAGGED

(Continued from page 1)

number of cards always to have one available when we commit an infraction against the parking rules of that city.

Seriously, Sar Angelo, that is a fine way to treat your visitors and you will make friends always of everybody if your police force are always kind and considerate of the visitor in your

city who does not intend to violate the traffic laws.

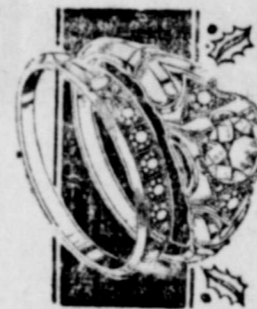
Mrs. F. C. Hudman has gone to Mineral Wells to spend a time with relatives. Mr. Hudman and

the "kiddies" are trying batching.

Vern Hudman and family of Caddo returned home Sunday after a visit of some days with relatives in Bronte.

Gifts OF DISTINCTION

Gifts from your jeweler are gifts at their best... and you'll find it especially so this Christmas... watch for the smile of happiness when they unwrap that gift from Kreyer... the gift that will last a lifetime! Come in tomorrow!



Diamonds

Solitaires and bridal sets to gladden every woman's heart... in platinum, white gold or natural gold.

\$25.00
to \$450.00



Gruen Veri-Thin Vision... set with 4 diamonds—17-jewel movement... 49.75



Gruen Veri-Thin Petite... 15-jewel movement... 29.75



Gruen Veri-Thin Feather... a streamlined Gruen Yellow gold-filled case with Goldite back. 15-jewel movement... 29.75



Gruen Veri-Thin Falcon... 17-jewel movement... 39.75

ALSO HAMILTON AND ELGIN WATCHES



BULOVA WATCHES

Left—Dean, 15-jewel Bulova... 24.75
Center—Miss America, 17-jewel... 27.50
Right—Lorna, 17-jewel Bulova... 29.75

And best of all you can buy on our liberal credit terms. Little steelocism pieomcet res.

\$1.00 Down, \$1.00 Week

F. S. KREYER

9 West Beauregard