

THE BRONTE ENTERPRISE

VOL. 25.

BRONTE, COKE COUNTY, TEXAS, FRIDAY, SEPTEMBER 10, 1943

NUMBER 36.

Coke County's Quota in the 3rd War Loan Drive is \$157,000, against \$70,000 in last drive—we must raise. it !!

THIS ISSUE
As the reader observes, the front page of this issue of The Enterprise is given over to a patriotic advertisement, supplied

by the government and sponsored by some of the patriotic citizens of the town and county. The war loan drive now being waged, beginning yesterday, is a most historic hour in the an-

nals of America. Therefore, we not only make no apologies for giving our front page over to the advertisement, but we are glad to do so. We sincerely thank the patri-

otic citizens who have sponsored this page of publicity in behalf of this, the greatest financial undertaking in the history of the world.

Mrs. E. O. Allen who underwent an emergency operation at a Sweetwater hospital Monday night, for appendicitis, is "doing as well as could be expected," as reported by the hospital.

Proclamation

TO THE PEOPLE OF THE UNITED STATES

Proclamation

RECOGNIZING THE FACT that in carrying the war into enemy territory, we shall need greater amounts of money than any nation has ever asked from its citizens in all history, I, FRANKLIN D. ROOSEVELT, President of the United States of America, do officially proclaim that on Thursday, the ninth of September, 1943, the Third War Loan shall be launched.

As Commander-in-Chief, I hereby invoke every citizen to give all possible aid and support to this Third War Loan drive, not only so that our financial goal may be reached, but to encourage and inspire those of our husbands and fathers and sons who are under fire on a dozen fronts all over the world. It is my earnest hope that every American will realize that in buying War Bonds in this Third War Loan he has an opportunity to express voluntarily and under the guidance of his conscience, the extent to which he will "back the attack."

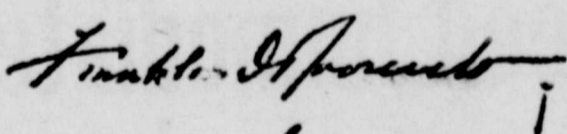
The American people supported well the first and second War Loan drives and in fact did even more than was asked of them. Our need for money now is greater than ever, and will continue to grow until the very day that Victory is won; so we must ask far more sacrifice, far more cooperation than ever before.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States of America to be affixed.

DONE at the City of Washington, this twenty-sixth day of July, in the year of our Lord nineteen hundred and forty-three, and of the Independence of the United States of America the one hundred and sixty-eighth.

By the President:

CORDELL HULL
Secretary of State.



3RD WAR LOAN

15 BILLION DOLLARS
(NON-BANKING QUOTA)

Starts Thurs. Sept. 9

Back the Attack WITH WAR BONDS

SPONSORED BY THE FOLLOWING COUNTY OFFICIALS at BRONTE BUSINESS CONCERNS:

- | | | | |
|------------------------|--------------------------|--------------------------|--------------------------|
| Willis Smith | C. E. Bruton, Gas & Oils | West Texas Utilities Co. | Keeney's Variety Store |
| Mrs. B. M. Gramling | Cactus Cafe | Texas Theatre | S. A. Kiker, Bronte Com. |
| McNeil Wylie | Cumbie & Wilkins | Caperton Motor Co. | B. E. Modgling |
| Bronte Ice Company | Stevens Market & Cafe | Een Brooks, Tennysn Com. | Farmers Marketing Assn. |
| South Texas Lumber Co. | F. L. Clark, Barber | | |

THE BRONTE ENTERPRISE
D. M. WEST
EDITOR-PUBLISHER

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 \$1.00 year

**HEALTH OFFICIALS
IMPROVE SANITARY
CONDITIONS, HEALTH AID**

Austin, Texas, September 9—Texas health officials are making every effort to improve the sanitary conditions of public eating places, and in addition schools are conducted to instruct food handlers. Moreover, there are laws, rules, and regulations requiring the use of approved equipment and methods in such establishments. Nevertheless, one of the most forceful influences for sanitation is not being used and that is the public's unfavorable reaction toward dirty and insanitary places," states Dr. Geo. W. Cox, State Health Officer.

"The public cannot do the job entirely, nor can health departments bring about desirable and essential practices without the help of the public. As for hygienic practices, persons serving food and drink should be clean; should not cough and sneeze over the utensils and material served; should keep their hands away from their mouth and nose, hair and face; should handle all utensils by the outside instead of putting their fingers on the

**FIVE THOUSAND
WOMEN WANTED IN
THE UNITED STATES**

Five thousand women are wanted in the United States. That's the current goal for enlistments in the SPARS, which is the United State Coast Guard Women's Reserve. Will you be one of the five thousand? You must be between the ages of twenty to fifty years of age, married or single, have a High School education or the equivalent in business training and be in good health. After enlist-

inside of service utensils. These are conditions a person can see, and unless safeguards are practiced, disease may result."

Also milk served can be appraised by the patron. Texas law requires that a milk bottle cap state grade of milk and whether it is raw or pasteurized. However, if milk is brought to a patron in its original container, with covered cap and legal label, the patron can secure from the label the information he should have before ever being willing to drink strange milk.

The patron should note sanitation conditions in food establishments. Are the floors, walls, ceiling clean? Are table and counters clean? Are pies and other ready-to-serve foods protected from dust, dirt, and flies? Are flies prevalent?

"Be assured that what can be seen as a patron at the table or counter usually will be many times better, cleaner, and safer than conditions in the kitchen and other places out of sight of the patron," Dr. Cox warns.

**Sophomore Class
Held Class Meeting:
Elects Officers**

The Sophomore class of the Bronte High school held a class meeting, Wednesday afternoon, September 8.

By acclamation, Mr. H. B. Edmondson was elected sponsor of the class.

Officers of the class were elected as follows:

President—La Marr Whitt.
Vice-President—Iris Brooks.
Secretary-Treasurer—Patsy McMillan.
Reporter—Bonnie Brock.

ment you will be sent to Palm Beach, Florida for training—training that will mean a lot to you in later life, and you will be releasing a Coast Guardsman for duty at sea. You will be proud to wear the smart uniform of the Spars, the United States Coast Guard Women's Reserve, and step into an important Coast Guard wartime job, releasing a man for duty afloat. In the Spars many interesting and exciting shore jobs will be open to you. Write or call in person to the Spar Recruiting Office, Room 215, Post Office Building, Lubbock, Texas.

Jno. W. Norman
ATTORNEY AT LAW

WINTERS

TEXAS

**Junior Class
Elects Officers for
1943-1944 Session**

The Junior Class of the Bronte High school held a short business session, September 7, 1943, for the purpose of electing class sponsor and officers.

Mrs. Jeff Dean was elected sponsor.

The following officers were elected:

President—Henry Latham.
Vice-President—Edith Eldridge.
Secretary-Treasurer—Maxine Pruitt.
Reporter—Mary Lou Pittman.
Mary Lou Pittman,
Reporter.

Mrs. Dixie Greggston returned to Monahans Friday, where she's been making her home for some time with her sister. Mrs. Greggston had been here attending to business. Her friends were glad to know that Mrs. Greggston has completely regained her health. Before going away, Mrs. Greggston ordered "the old home town paper" to come to her that she may keep informed on the passing events of Bronte and Bronteland.

G. A. Best did one of his "best" deeds this week, when he remembered his "old home town paper" by advancing his subscription figures—thanks to you Mr. Best.

Bomb the Japs with junk.

**CHESTER KIKER AT
WENDOVER FIELD
AS BOMBER PILOT**

The Enterprise is in receipt of a letter from Wendover Field, Utah, stating that Chester Kiker has been checked in there as a bomber pilot.

Chester has been enthusiastic about his flying training, from the day of his entry into the service. He took his primary training at Brayton Flying Service at Cuero; then he trained at Waco, W. A. A. F., Basic. Next he went to Lubbock where he took advanced pilot training at L. A. A. F.

Wendover Field trains for heavy bombardment. It is situated on the edge of the great salt flats of Utah and has gained fame as one of the leading centers in the United States for training crews to fly four-motored bombers.

GIRLS

17-30 Years

Experience Unnecessary

Pleasant, Clean Work

Handling Telegrams

Over Long Distance

Automatic Circuits

PAY

WHILE TRAINING

School

AT

Sweetwater

Positions Open in Most
Large Cities

**WESTERN
UNION**

Mr. Bibb

Room 205 Doscher Bldg.
Sweetwater, Texas

IT IS TIME TO PLANT

A Fall Garden

We have plenty of
FIELD and GARDEN SEED

Olive Seed Store

30 EAST CONCHO
SAN ANGELO, TEXAS

Help Defense

BY
SAVING LEATHER

Bring your boots and shoes to us for repairs. Your old boots may be made to last a long time by having them repaired in time. Our Boot and Shoe Repair Department is the very best.

J. L. MERCER
Boot Shop

SAN ANGELO, TEXAS

DON'T FORGET

Your Old Boots

Don't forget to throw those old shoes and boots in when coming to San Angelo. Remember the war has caused a shortage in leather also, and you can save by having them rebuilt under factory methods at a nominal cost. We are headquarters for leather, any kind, any time.

M. L. Leddy Boot Shop

SAN ANGELO, TEXAS

**Cotton . . .
A Prime War Essential!**

Cotton is important in our present-day economy, particularly in producing war materials.

Your Country Needs:

1. DRY-PICKED COTTON—FOR UNIFORMS, SHELTERS, EQUIPMENT.
2. TRASH-FREE COTTON—A FEW LEAVES CAN RUIN A BALE.
3. BRIGHT, CLEAN COTTON—FOR HIGH GRADE STAPLE.
4. UNIFORM QUALITY COTTON—FOR MANUFACTURE OF WAR MATERIALS.

Market Your Cottonseed Immediately!

SEED LOST, DAMAGED BEYOND RECOVERY, WASTED OR HELD OUT ON FARMS MEANS A DIRECT LOSS TO THE PROGRAM OF MEAT, MILK AND OTHER FOOD PRODUCTION. MUCH OF THE VALUE OF COTTON SEED FOR WAR PURPOSES IS IN OIL AND LINTERS—WHICH ARE WASTED UNLESS THE SEED REACHES AN OIL MILL.

Linters from each bale of cotton make enough smokeless powder to fire more than 12,000 rifle bullets; or 2,550 rounds of machine gun ammunition; or 16 rounds of heavy tank ammunition.

Oil from each bale of cotton provides the equivalent of all the fat that will be allocated to three people under the 1943-44 fat rationing program, including shortening, margarine, salad dressing, lard, butter. This oil is equivalent to about 15 eight-pound buckets of shortening.

Meal from each bale of cotton will provide a dairy or beef animal with two pounds daily per head, for more than six months, or feed 200 head for one day.

Hulls from each bale will meet the dry roughage requirements of an average dairy cow, or wintering beef cow, for two to three weeks.

Sweetwater Cotton Oil Co.

ROTAN — SWEETWATER — HAMLIN

FSA Loans Now Available for Sowing Small Grain.

With many of the nation's farmers facing a critical feed shortage, and with a large number of farmers in this region forced to face the winter months with inadequate supplies of home-grown livestock feed, the Farm Security Administration has taken steps to assist with a fall and winter pasture program. Wheat and oats are considered the best cereals crops to plant in this region for fall and winter grazing, and these are recommended as a source of cheap feed as well as a means for conserving the reduced supplies of other feed. These crops will save labor because livestock can harvest their own feed. Farmers who face a feed shortage at this time are urged to consider planting at least one acre of pasture per animal unit as this operation may help maintain peak production and avoid losses during the winter. Even those farmers with adequate feed reserves are encouraged to use winter pasture for the sake of economy. Farmers in Coke county who wish to produce fall and winter pastures and who can

not obtain operating funds from usual sources, are invited by Miss Vera Martin to contact her in the near future. Farmers who plan to plant winter oats should secure seed now. Available supplies of good seed oats are going fast and we are informed that within ten days none may be had. See your county agent for New Nortex seed oats for immediate delivery. Farm Security loan funds for the purpose of helping farmers seed winter pasture are necessarily limited; hence, I would suggest that farmers who will need the lending facilities of this agency make their application at the earliest possible date.

The wind that accompanied the rain Sunday afternoon did considerable damage in the Bronte area, breaking off limbs fruit trees and so forth. But, the greatest damage of which The Enterprise has heard was at the home of Mrs. Dan Hale, south of town, in the Juniper community. Every building on her place was wrecked, except the residence.

Edward Cumbie spent the week end with his parents, Mr. and Mrs. R. E. Cumbie. Edward is stationed at Camp Wolters, Mineral Wells, at this time.

POULTRY FARM FOR RENT

Good improvements. 250 white leghorn hens for sale. Good corn sheller, 2 wash kettles and a few other things. See J. J. Williams, Route 2, Bronte, Texas

Really, it seems, that the hot weather is gone, and autumn is here. Anyhow, the weather is more "respectable" than it was through August. The rains, although local, have greatly aided in bringing about a more bearable condition of the atmosphere.

COOK STOVE FOR SALE

Wood stove, No. 8, good condition. See or write A. Roe, Route 1, Bronte, Texas.

Ondee McDerman son of Mrs. Carrie McDerman, started on his return to Fort Ord, near Salinas, California, where he is with the amphibian department, Wednesday, after a few days visit with his mother. Ondee enlisted August 9, 1939. He expects to be sent across right away. Mrs. McDerman has another son, Y. C., who is in the infantry. He was in the drive on Sicily. Another son, Melvin, is working in a defense plant at Richman, California.

C. C. Holder puts his Enterprise subscription figures over into 1944—thanks to you, Mr. Holder.

Hagelstein Monument Co., San Angelo, erects your monuments promptly. Avoid disappointment. See what you buy. 21tf.

DANN'S CHIROPRACTIC HEALTH HOME FOR YOUR HEALTH

A Complete Drugless Health Service Chiropractic and Colon Therapy will relieve Constipation and Stomach disorder. E. A. Dann, D. C. 207 Pecan St. Sweetwater

WE BUY ALL KINDS OF POULTRY See us before you sell— ESPECIALLY YOUR FRYERS

Frozen Foods Co.
San Angelo

MIKE TRAMMELL

Butane Gas

ANDY BOWEN, Sales Mgr. Phone 4775—Res. Ph. 3634

San Angelo Office
Naylor Hotel
SAN ANGELO AND SWEETWATER

Y. P. Taylor, D.D.S.
John H. Taylor D. D. S.
DRS. TAYLOR & TAYLOR
DENTISTS
PHONE 5225
202-4 Rust Bldg.
San Angelo, Texas

Sale Tuesdays and Thursdays

Our method of selling livestock is much more convenient to both the buyer and the seller. Whether you have just one animal or a big bunch to sell, bring them to us for the best results.

Producers Livestock Auction Company

Otho Drake, Sam and Elzie Ault—J. Cory Snow, Manager

ABILENE-VIEW BUS COMPANY

ABILENE, TEXAS
EFFECTIVE MAY 10, 1943 NEW SCHEDULES
Two Schedules Each Way Daily Between Abilene and San Angelo
READ DOWN
Lv. 6:00 A. M. Lv. 3:15 P. M. Abilene Ar. 12:35 P. M. Ar. 11:35 P. M.
Lv. 6:25 A. M. Lv. 3:40 P. M. Camp Berkeley Lv. 12:10 P. M. Lv. 11:10 P. M.
Lv. 6:30 A. M. Lv. 3:45 P. M. View Lv. 12:05 P. M. Lv. 11:05 P. M.
Lv. 7:15 A. M. Lv. 4:30 P. M. Happy Valley Lv. 11:20 A. M. Lv. 10:20 P. M.
Lv. 7:50 A. M. Lv. 5:05 P. M. Bronte Lv. 10:45 A. M. Lv. 9:45 P. M.
Lv. 8:15 A. M. Lv. 5:30 P. M. Robert Lee Lv. 10:20 A. M. Lv. 9:20 P. M.
Ar. 9:05 A. M. Ar. 6:20 P. M. San Angelo Lv. 9:30 A. M. Lv. 8:30 P. M.
Intra-State Only

To the Citizens of Sweetwater, Nolan Co. and this Part of West Texas

It is exactly twenty years since our Company began building the Sweetwater Plant. Sweetwater was selected, after a careful survey of West Texas, because:

1. It had railroads radiating in six directions.
2. It had large quantities of high quality materials.
3. It had plenty of high calibre men to man the plant.

All these years, there has never been any difficulty in securing plenty of men, but we are now faced with an acute shortage of help.

The quarrying, processing and fabricating of Gypsum has been declared "Essential" by the War Manpower Commission and since about 97 per cent of our production is being used in construction absolutely essential to war effort, our present labor shortage is serious.

We are writing to solicit your co-operation and to ask if you will:

1. Refer to us any men coming to you, whom you cannot use.
2. Refer to us any men in your present organization you may have to lay off. If you have men, whom you will not need for several weeks longer, we will be glad to use them and return them to you when you need them.
3. You or some of your employees may have relatives, friends, or acquaintances who would like to work in Sweetwater. We would appreciate your referring them to us. If now working in Essential Industry, we cannot hire.

You may know of someone living on a farm, whose crops are laid by. If he could get two or three others to ride together, we could give them work until their farm work again required attention.

5. You may contact some people traveling thru town looking for work. If so, will you refer them to us?

The requirements are:

Age: 17 years and up. The top age limit is only the individual's ability to handle the job.

The Pay:

60c hour minimum.
87 1-2c hour maximum.
Piece workers can earn from 70c to 90c per hour after some training, and \$1.00 plus after they become highly skilled.

The hours:

48 hours per week guaranteed so long as work is available;
40 hours at straight time;
Over 40 hours at time and one-half;
Seventh consecutive day at double time.

If you can assist us in this problem, which is very serious to us, we will be very grateful. You will also have the satisfaction of having made an additional contribution to the war effort.

United States Gypsum Co.

SWEETWATER, TEXAS

"Curley" ASHLEY

Wants to Greet You at the

Waffle Shop

OPPOSITE BLUE BONNET HOTEL
AT SWEETWATER

To my friends throughout West Texas:

I have taken over the Waffle Shop. It certainly feels good to get back in harness . . . always knew that I had lots of friends . . . had no idea there were so many of you . . . This fine food shop has ever enjoyed a good patronage . . . I am saying to you in this announcement that I now invite you to come to see me . . . It will be my aim to continue to give you the best foods available at the fairest prices . . . You know that courtesy and genuine Western hospitality always greeted you at "CURLEY'S." —Most of you know what to expect from me in the way of QUALITY, SERVICE and COURTESY.

MAKE HASTE AND COME TO SEE ME—IF YOU DON'T I'LL BE DISAPPOINTED.

Thanks, Folks

Browning's Store

FALL SALE



New Gifts for Men in the Service, Everywhere

SEE OUR COMPLETE LINE

Get your gift off soon for the boy over the seas

80 Sq Prints and Sateens yd. 32c

Anticipate your needs now

Spun Rayon yd. 49c

Tub fast—requires no starch—the thing for school and town

Slack and Suit Material yd. 49c

Cotton for quilts—white 2 1-2 LBS 89c

Red and Brown

WOOLS—54 inches wide—red, blue and tan \$2.49

Low price of VICTORY CREPE—and printed Jersey for Better Dress \$1.69

Men's leather and suede coats \$14.95

WOOL COATS— \$6.95

We have our new fall shoes in—for children, men and women—all reasonably priced.

Peter's Shoes Are all weather shoes and wear better.

We have some ladies and children's shoes that do not require STAMPS—priced at \$1.49

Boots for men; all leather—Peter's Brand \$12.50

Boots for boys and girls \$2.98 to \$4.98

See our line of boys' and men's sweaters—in fact for all the family, every one of them arrived only last week

Anklets—EXTRA SPECIAL—2 for 25c

Blankets double cotton \$1.98

Dresses and Coats in children's, Misses and ladies sizes

CORDUROY and WHIP CORD SLACKS \$1.39 \$3.98

Unbleached Cotton 59c

Come in and look over our entire Ready-to-wear

Luncheon Cloths \$1.19

Outing gowns and pajamas \$1.49

Cuting—by the yard—striped or plain yd. 25c

TEXAS THEATRE

BRONTE, TEXAS

Fri.-Sat. Sept. 10-11
Jack Benny-Ann Sheridan
—in—
"GEORGE WASHINGTON SLEPT HERE"
Comedy and News.

Tuesday Sept. 14
Richard Greene
—in—
"FLYING FORTRESS"
VALLEY of VANISHING MEN

ALAMO THEATRE

ROBERT LEE, TEXAS

Fri.-Sat. Sept. 10-11
Deanna Durbin-Edmond O'Brien
—in—
"THE AMAZING MRS HOLLIDAY"
Also Comedy and News.

Wednesday Sept. 15
Richard Greene
—in—
"FLYING FORTRESS"
VALLEY of VANISHING MEN

"Curley" Ashley is "At It Agin," at the Waffle Shop

The expected has happened! "Curley" Ashley is again in the cafe business, in Sweetwater. Almost "since the memory of man runneth not to the contrary," "Curley" Ashley has engaged in the cafe business in that city. But, last year, "Curley" decided that he would rather be out on his stock farm near Sweetwater and be awaked every morning by "the singing of the sweet, little birds," and that he would rather listen to the mocking bird calling to its mate than to listen to patrons on the opposite of his cafe counter, calling out, "cup o' coffee, please." And to the farm went "Curley," happy as the little birds about him.

But, "Curley" like most all other mortals, is very human—so, when he got rested he came "unrested" and did not "rest" any more until he was the proud owner of a cafe.

This time, it is the Waffle Shop—one of the most popular places in Sweetwater since "Curley" closed his doors last year.

"Curley" has an invitation to all his old friends and patrons and all others, in this issue of The Enterprise, to visit him at the Waffle Shop.

Here's hopin', "Curley."

Bronte Schools Begin Auspiciously New School Year

Barring the absence of Supt. B. F. Kirk, due to illness, the Bronte schools had an auspicious beginning, Monday morning. Brief opening exercises, consisting of songs, invocation, presentation of the members of the faculty to the audience, by Principal Jeff Dean and announcements as to registration of students, and things began to "hum" in the class rooms.

Principal Dean directed the opening exercises, and that without a moment of lost time.

There was a large representation of the student body of the school—larger than was anticipated. Likewise, there was a goodly attendance of the patrons, thus showing that notwithstanding the war-torn condition of things, the parents are still interested in the main thing, namely, the education and training of their children.

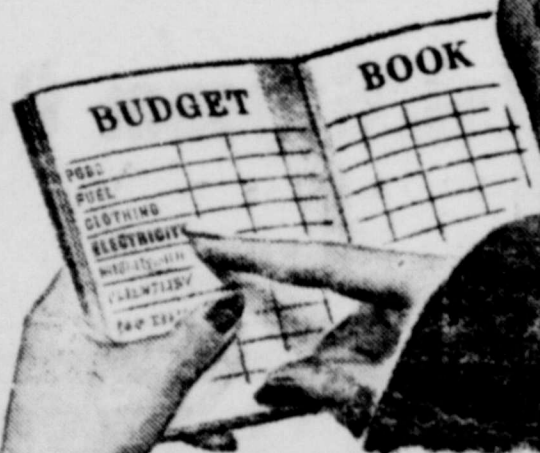
RETURNS TO HARDIN-SIMMONS

Mrs. Cova Collier returns to Abilene today, after a visit of some time with her mother, Mrs. R. M. Cumbie, where she will take up her work again with Hardin-Simmons University. The University begins its 1943-1944 session September 15, with the prospect of one of its largest enrollments in its history. The University carried on

quite an advertising campaign recently, and now is reaping the benefits. Recently, The Enterprise carried for this popular educational institution the largest display advertisement, which set out the facilities of the institution and the advantages it offers those who become students there, the editor has ever carried for any educational institution, in our 13 years in the country newspaper field.

"THANK GOODNESS!

Here's one thing that hasn't changed!"



Roddy: You're exactly right, Lady! Every other civilian service has been affected because of the war, but not electricity! It's still on hand every moment to make life easier and more pleasant for you!

Lady: Did you say, "easier"?

Roddy: Yes, that's what I said. You see, Lady, we realize what an important and patriotic person you are, with your Red Cross work, the Motor Corps, besides that very vital job out in the kitchen.

Lady: But it's the least I can do for the war effort.

Roddy: Of course, it is, and your electric company is now serving Army Training Camps and war-time industries, but it has also pledged itself to go right on serving you. Electric refrigeration keeps the food for your family safe and healthful; electric cookery retains vitamins and other valuable food elements essential to good health. Then there is your sweeper, iron, washer, and many other electric appliances, all at your finger tips to save your time and lessen the labor.

Lady: Whee, that's a big job!

Roddy: You bet it is, but it's our contribution to the War and to you. All of it adds up to friendly, dependable service at low cost.

Lady: And that sounds mighty good to me and my budget—and it's more than you can say about most items, since the war began.

★ TUNE IN, "Report to the Nation," Tuesday Evening, 8:30, Columbia Broadcasting System.

West Texas Utilities Company

Think Bonds

Talk Bonds

Buy Bonds