

# The BRONTE ENTERPRISE

Vol. 51 (Old Vol. No. 64), No. 52

Bronte, Texas (76933), December 26, 1969

Price 10c

## Christmas Season Is Here

### Hospital District Calls \$250,000 Bond Election

Directors of East Coke County Hospital District met Tuesday night and called a \$250,000 bond election for Jan. 15. Purpose of the election is to determine if qualified voters who reside in the district want to vote the bond to finance a 32 bed nursing home.

A legal notice calling the election is being published in this issue of The Enterprise. Balloting

will be held at Bronte city hall, with Royce Fancher serving as presiding judge. Noah Pruitt Sr. will be alternate judge. Absentee voting will be conducted at the Bronte city hall with Mrs. Helen Kirkland named as clerk.

Preliminary plans call for a facility which will cost an estimated \$244,600 completely furnished and landscaped. In addition

to the 32-bed patient room, the building plans call for offices, sitting rooms, medical treatment room, nurses station, kitchen and dining area, storage and other facilities for a completed nursing home.

Actual estimated cost of the building is \$167,000 and the remainder would be used for such items as a maintenance building and fence, paving, curbing and sidewalks, kitchen equipment, architect's fee and miscellaneous, financial advisor's fee, furniture and furnishings and expense of landscaping.

Members of the hospital board of directors include C. R. Blake, president; Matthew Caperton, vice president; Wayman Peacefull, secretary; LeDrew Arrott and E. F. Glenn, members.

Thing around Bronte are glittering more all the time as Christmas is only a few hours away. People are busy getting ready, many Bronte homes and the downtown area have many lights burning at night to welcome the holy day.

Business firms here have been busy taking care of the extra purchase customers are making for gift items for family and friends. Lots of parties have been held and churches have been having special religious services in commemoration of Christmas.

Classes were dismissed at the Bronte School Tuesday at 2:30 p.m. and students and teachers will have a long holiday, as they do not resume classes until Jan. 6, 1970. Many of the young people from universities and colleges have arrived home for their Christmas vacations.

Stores still have a wide selection of Christmas gift merchandise and merchants invite everyone to visit them during the short time left before the holiday for last minute purchases.

#### Paper Out Early

This week's Enterprise was printed on Tuesday, so it could

be mailed in time to reach readers on Christmas Eve. It contains a large number of greeting ads from business firms, professional people and individuals. It also has a large number of letters to Santa Claus from youngsters of the community, as well as other Christmas features.

Next week's Enterprise also will be printed early, because of the New Year's holiday. Deadline for taking news or ad copy will be Monday. The Enterprise office will be closed the remainder of this week in order for the staff to have a few days off.

#### Two-Day Holiday

Most business firms will be closed for two days in observance of Christmas. They will take both Thursday and Friday as holidays and be open for business as usual Saturday morning. First National Bank is an exception, however, and will be closed on Christmas day only. City Cafe will remain open Christmas Day, but will be closed Saturday and Sunday. There are some other firms which will open Friday, also, such as service stations and cafes.

The city hall in Bronte will be closed the remainder of the week, since it regularly closes on Saturdays and Sundays. The courthouse in Robert Lee will be closed from Wednesday through the rest of the week. The post office will be closed on Christmas Day and Friday.

Santa Claus was at White Auto Store Monday and Tuesday afternoons and will be there again Wednesday afternoon. Mr. and Mrs. Aubrey Denman invited him to be here and when he accepted, they issued an invitation to all their young friends in the area to stop by for a visit and free balloons and candy.

### Skelton, Carlton Board Members

Bronte School's board of trustees met Dec. 11 in regular session and had two new board members sworn in. The new members are Russell Carlton and Glenn Skelton who were appointed to fill the unexpired terms of Harold Moon and Conda O. Richards who resigned.

In other business the board:  
\*Discussed the need for creating a proper practice area for the Bronte School Band. A new practice area is needed to protect the football field from excess wear.

\*Accepted delivery on a new 12-passenger Ford school bus.

\*Appointed a textbook selection committee.

\*Reviewed a written report on proceeds from 1969 football games.

\*Reviewed the new law requiring a 180-day school term in 1970-71.

\*Reviewed and agreed to purchase liability insurance for all of the school's moving vehicles, effective Jan. 1, 1970.

\*Agreed to employ additional janitorial help during the holiday season.

\*Announced an administrative advisory council meeting in Austin Jan. 7, 8 and 9.

Moved next meeting date from Jan. 8 to Jan. 15.

\*Approved bills for payment.

### AD-LIB-BEN

The following message was received via satellite late Tuesday in the office of the Enterprise. We thought there might be some interest in it among our readers and are publishing it verbatim:

Dear Editor,

Will you please inform all of your young readers and those who are not old enough to read that I have plans to be in Bronte on Christmas Eve night. There are so many fine boys and girls in your town that I may not be able to be at everybody's house just when I'm expected. So, just tell them I will be there sometime Christmas Eve night.

I really appreciated all those nice letters you sent from boys and girls in your town, and if everything holds together, I'll do my best to take care of all their requests.

I was glad to learn that your girls still believe in Santa Claus, for I always like to stop at your house for a cup of hot chocolate. I'll see you Wednesday night.

Santa Claus,

P. S. Rudolph has been a little bit off his feed the last few days. The scoundrel ate too many holly berries. I think he thought the more he ate, the redder his nose would get. If he keeps improving he will be able to make the trip. Ho, ho, ho.

### November Bond Sale Total \$1855

November sales in Coke County totaled \$1,855, according to Gerald C. Allen, chairman of the Coke County Savings Bond Committee. Sales for the eleven-month period were \$16,890 and this is 56 per cent of the 1969 goal of \$30,000.

Texas sales during November totaled \$12,962,108 while the first eleven months sales amounted to \$161,490,677 which is 95 per cent of the 1969 goal of \$170.1 million.

Recently the interest rate on United States Savings Bonds was raised to 5 per cent when to maturity of 5 years and 10 months (4% for the first year and 5.20% when held to maturity.) Freedom Shares will be removed from sale on June 30, 19-

Continued on Back Page

#### BARNEY MODGLING HOME

B. E. Modgling was in town Tuesday afternoon and said he is feeling "pretty well." He has recently been hospitalized 66 days and is now recuperating at home. His son, Tom Modgling and wife of Asheville, N. C., are here visiting Mr. and Mrs. Modgling.



That's our Yuletide Wish for you. You have loyally and generously allowed us to serve you, and we are enormously grateful.

As in times past we're glad to offer the ageless and familiar greeting of the season to you as we say: "Have a Jolly Good Christmas"

Ben, Libby, Margi and Bennie Carol Oglesby

Eddie Alexander

Kenneth Stroebel



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Ballinger Appliance & Hardware  
General Electric & Motorola Dealer**

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THAT REALLY COVERS**

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First Nat'l Bank Bldg.

Bronte



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In the Heart  
Of Romantic  
Old San Antonio**

Free parking for registered guests. TV available. Coffee Shop, Room Service, Banquet Facilities, Valet Service, Drug Store, Barber Shop, 100% Air Conditioned Rooms, Special Family Rates.

Let Us Serve You  
Al Barnhill, Manager

**The  
BLUE BONNET  
HOTEL**

426 N. St. Mary's St.  
Across from Greyhound Bus Terminal  
"Siempre Su Casa En San Antonio"

**Christmas Time  
Is Gift Time in  
Christian Lands**

The giving of gifts has been an important part of the holiday season ever since the wise Men and shepherds brought gifts to the Holy Child in Bethlehem. Gifts expressing love and goodwill are given all over the world at this time, but the bearer of these differs from country to country.

After the Christmas Eve feast in Poland, Mother Star, who is dressed like an angel in a white robe and veil, distributes the gifts after Father Star, who is a bit to be feared, listens to the children's prayers and catechism.

In Norway, they remember the birds and animals with seed and choice sheaves of grain tied to trees and roof tops; extra fodder is provided for the cattle.

Candles shine from every window in Bavaria to light the Kristkind on her way from home to home. She is the messenger of the Infant Jesus and Bavarian children believe that she brings them their gifts. She wears a white robe and has golden wings.

In Holland, Dutch children wait anxiously for the arrival of St. Nicholas. Dressed in traditional Bishop's robes, he carries a crozier and wears a mitre. He brings gifts for the children which he places in their shoes standing in the chimney corner.

Gifts are given to the Swiss children by a radiant angel who rides in a sleigh drawn by six reindeer.

English children wait for Father Christmas who puts gifts in their stockings. They also find gifts tied to a Christmas tree.

In Spain, the Three Wise Men deliver gifts as they continue their way to Bethlehem.

"La Befana," the mystical wanderer in search of the Christ Child, delivers the gifts to the children in Italy. She is represented carrying a broom and goes from house to house.

The world's oldest Christmas trees, 400 of them, stand 600 feet above the Mediterranean. These are the Cedars of Lebanon.

Did you know that the Druids believed that evergreen trees meant eternal life, and this is where the custom of using evergreen swags, wall mantel and doorway decoration comes from!

**Season's  
GREETINGS**



*We'd like to take a moment of the season to tell you how much we've enjoyed knowing you and serving you this past year. Our special and sincere Yuletide wishes to you and your entire family.*

**CENTRAL DRUG**

Mr. and Mrs. Norman E. Kiker and Kathy



**W. W. THETFORD & FAMILY**

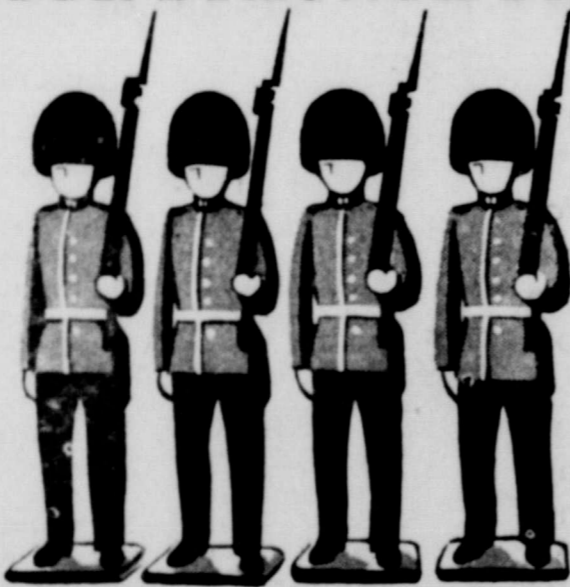
**CHRISTMAS**



Not in the sense of custom only, but with a genuine appreciation of our pleasant association during the past year We extend to You our best wishes for A Merry Christmas.

**Winnie and Barton Waldrop**

**TO ALL OUR STAUNCH FRIENDS ...**



**MERRY CHRISTMAS ONE AND ALL  
LUTTRELL CONSTRUCTION CO.  
LUTTRELL FEED & SEED**



### Some Familiar Legends About Santa Claus

Just how old is Santa Claus? Where does he come from? Why does he enter by way of the chimney? Why does he drive a sleigh?

Even the best reference sources don't quite agree about the ancestry of the jolly, big-hearted fellow.

But, after all, is it important whether the name Santa Claus has its origin in the Dutch "Sinterklaas," or in the German "Christkind" or "Kriss Kringle"?

It is generally agreed that the idea for our modern day Santa Claus began with a young boy called Nicholas over 1600 years ago.

During his early years, growing up in the Asia Minor portion of present-day Turkey, he was generous and pious. These qualities grew within him until as a man he became the bishop of Myra.

His most famous deed of generosity was directed toward three beautiful daughters of a poor nobleman. He wanted dowries for his children so they could be married.

So, Nicholas on three different nights tossed bags of gold through a window of their home, and each daughter could be married and well cared for.

Down through the centuries the story of Saint Nicholas was carried to other countries and when unexpected gifts appeared they were attributed to him.

Dutch children still wait for Saint Nicholas, or "Sinterklaas" as they call him. He is pictured as a kindly, white bearded bish-

op who rides a white horse over the housetops when he lowers his gifts down through the chimney.

It is to this "interklaas," brought over by the early Dutch settlers, that we give thanks for Santa's custom and method of giving, for the full white beard, riding over housetops and partially, for his name.

Santa Claus had many other forerunners, some who still brings gifts in his place to children in other lands.

Another "ancestor" of Santa came from Germany. "Christkind," sometimes called "Kriss Kringle," is a little messenger of the Christ child. This same angel also was the gift-giver to the Swiss children. There the angel arrived in a sleigh drawn by six rein deer. The elves, Santa's fine helpers, are "imported" from Norway.

Dr. Clement Clark Moore, a seminary professor, wrote "A Visit from St. Nicholas" ("The Night Before Christmas") for his children. He vividly described Santa Claus, bringing together all the many legends he knew.

In 1863, cartoonist Thomas Nast was commissioned to illustrate Moore's poem. Santa Claus, much as we see him today pictured everywhere at Christmas, emerged from Nast's drawing board many years ago in New York City.

Since then, this red and white garbed fellow known as Santa Claus—with the big heart, the jolly face and abundant good will is here to stay and is now quite, quite real for every child!

Take a Look at the Ads.

A little time spent in reading them is time well spent.

### Mexican 'Fire Plant' Is Our Own Poinsettia

More than a hundred years ago our Ambassador to Mexico Joel Roberts Poinsett, took a fancy to a brilliant tropical plant, known as the Mexican Fire Plant.

Returning to his home in South Carolina, he started growing the plant from cuttings he brought from Mexico. Soon the scarlet-leaved plant came to the attention of American botanists, and under the name "poinsettia," it was destined to become a symbol of Christmas.

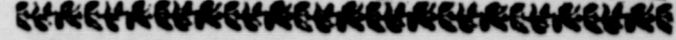
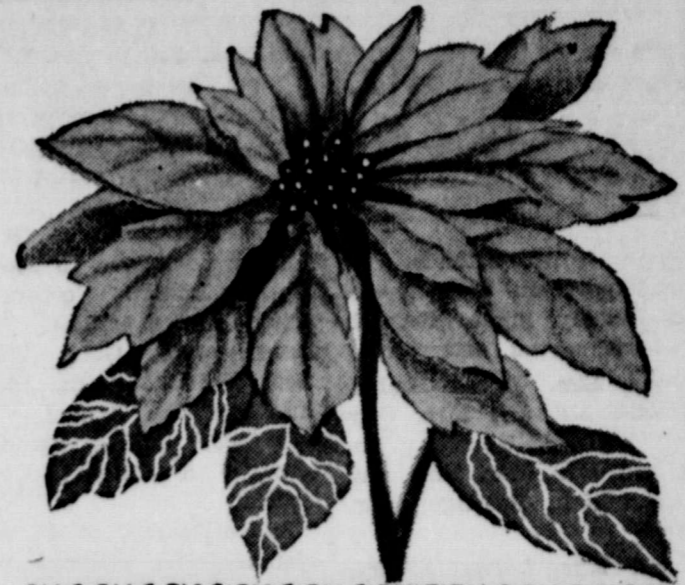
In tropic climates, poinsettia is grown in varieties of white, pink and yellow, but by far the most popular is the bright red that carries out the color scheme of Christmas.

HELP YOURSELF AND YOUR COUNTRY BUY SAVINGS BONDS

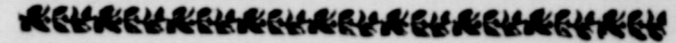
### Insurance & Real Estate

All types of Insurance: Fire, Casualty, Crop Hail & Life. Town & Rural Property, give us your real estate listings. Phone Blackwell 282-2291 or Bronte 473-3611.

O. T. Colvin  
Martin N. Lee



It's not easy to put our enormous gratitude or our heartfelt good wishes into a few words. Your friendship has been, and will always be, a source of pride to us. May every blessing and joy of the season be yours!



20% OFF ON CHRISTMAS CENTEPIECES and DOORPIECES

MARGARET'S Flowers & Gifts

Mrs. Margaret Brunson

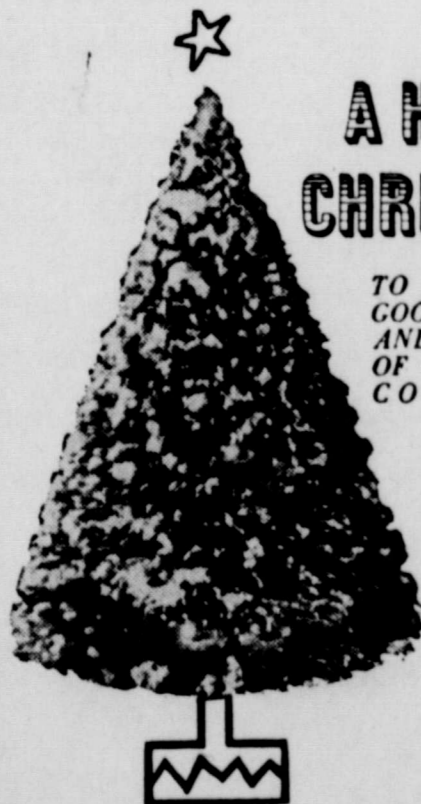


A VERY Merry Christmas

Jerry Thomason

CRAIG

GARY JACK



A HAPPY CHRISTMAS

TO OUR MANY GOOD FRIENDS AND NEIGHBORS OF THIS FINE COMMUNITY

Mr. and Mrs. W. H. Maxwell Jr.

Wishing You Peace

★ Happiness and ★

★ ★ ★ the True ★ ★ ★

Spirit of Christmas

The Bronte Hospital

Rendering a Constant Service to This Area





## BROOKSHIRE BROWSINGS

By Mrs. Herbert Holland

A large crowd attended the Christmas program at Maverick Church Sunday night. Refreshments were served afterward.

Mr. and Mrs. James Holland visited with Mr. and Mrs. Gene Allen in Lubbock Thursday and Friday and with Mr. and Mrs. Jack Herring in Ballinger Sunday night.

Mr. and Mrs. Leland Carlton were in Abilene Saturday. While there they visited Mr. and Mrs. Malcolm Loving.

Mr. and Mrs. Gene Beard and family of San Angelo spent part of last week at their home here.

Recent guest of Mr. and Mrs. Willard Caudle were Mr. and Mrs. Tom Abercrombie of Houston, Mr. and Mrs. R. E. Patterson of Brownwood, Luther Nixon of Ballinger, Mr. and Mrs. Verlin Oates of San Angelo and Mr. and Mrs. J. W. Caudle, Glenda and David of Bronte. Visiting them last Sunday were Mr. and Mrs. Mug Stephenson and Meta Kay, Mr. and Mrs. Harold Keele of San Angelo and J. A. Hedges of Elfrida, Ariz.

Mr. and Mrs. James Lee visited in San Angelo last Wednesday with Mr. and Mrs. Jimmy Lee and family and Mr. and Mrs. Gary Coates and David.

Mr. and Mrs. Larry Saunders and Mike of Sterling City visited Tuesday with her parents, Mr.

and Mrs. Vernie Smith.

Mrs. Herbert Holland was hostess to the Know Your Neighbor Club Saturday night. It was the Christmas party. Husbands were guests. After a gift exchange and games of 88, refreshment were served to Messrs. and Mmes. Bomar Horton, Vernie Smith, James Holland, Mrs. Carl Lewis, Mrs. Gene Halamick, Mrs. Ethel Morgan, Vicki Holland and Jay Arnold. The club will meet the last Thursday afternoon in January with Mrs. Horton.

Sallye Harris of Flowdada is spending the holidays with her mother, Mrs. Edna Harris.

Mr. and Mrs. Vernie Smith entertained the domino club at their home Tuesday night for a covered dish supper and gift exchange. The group played progressive dominos. Present were Messrs. and Mmes. L. T. Balkum, Charlie Brown, Willard Caudle, Herbert Holland, Mrs. Ted Herrin, Mrs. Ethel Morgan and the Smiths.

Mr. and Mrs. Bomar Horton received word last week that their nephew, Lee Horton, had been wounded in Vietnam.

Ona Mae Lee of San Antonio is home for the holidays in the home of her parents, Mr. and Mrs. Alfo Lee.

Mrs. Grace Hedges of Elfrida, Ariz., is visiting Mr. and Mrs. Willard Caudle.

Mrs. L. T. Balkum has been with her mother, Mrs. M. B. Helwig in San Angelo the past two weeks. Her mother is hospitalized there.

Mr. and Mrs. Charlie Brown

received word last week that their son-in-law, Homer Flanagan of Tyler had been hospitalized for a back injury received in an auto accident.

Cap Holland is home for the Christmas holidays. He is stationed in San Antonio.

Mr. and Mrs. Cecil Patton spent the weekend in Houston with their son and family, Mr. and Mrs. Curtiss Patton. Their daughters, Deborah, Donna and Darla, came home with the Pattons to spend the holidays.

## NEWS FROM TENNYSON

By Janet Thomas

Visiting Mr. and Mrs. Lewis Baker were R. T. Baker, Margie, Cindy and Cheryl of Pecos and a grandson, Will Lenoir of El Paso.

Visiting Mr. and Mrs. Claude Ditmore were Mr. and Mrs. Clarence Hartman of Brownwood.

Weekend guests of Mr. and Mrs. J. F. Gibson were Mr. and Mrs. Joel Webb and Brenda of Roswell, N. M. Sunday visitors were Mr. and Mrs. Dean Huddleston, Debbie and Gary.

J. B. Arrott and Tim of Ballinger visited Mr. and Mrs. James Arrott.

Mr. and Mrs. Sparks Boatright of Novice were weekend visitors in the J. C. Boatright home. Others having a supper in their home Saturday night were the J. B. Arrott family of Ballinger, Mr. and Mrs. Jack Corley, Mr. and Mrs. Tom Green, Mr. and Mrs. Tom Williams, Mr. and Mrs. James Arrott and Luther Hester.

Davis Corley of Texas Tech, Lubbock is home for the holidays.

A birthday supper honored Mrs. Jim Morrow at the Morrow home Thursday night. Attending were Mrs. Alene Latham, Mr. and Mrs. James Tidwell, Shylene and Jimmy, Mr. and Mrs. Jack Corley, Mr. and Mrs. Marvin Corley, Bill Thomas, Cecil Coalson and the Morrows.

Mr. and Mrs. Tom Green and Bill spent Sunday in Robert Lee with Mr. and Mrs. Douglas Ditmore. Mrs. Ed Harrell and Karen of Senora were also visiting.

Mr. and Mrs. Leslie Rolls, Otis and Rance Brunson visited in Crane with Mr. and Mrs. Bill Butler and in Odessa with Mr. and Mrs. Roy Keeney and family. Mr. Rolls was in Dallas Thursday and Friday.

John Clark was admitted to Bronte Hospital Tuesday of last week. Mrs. Clark spent part of the week in Odessa with Mr. and Mrs. Bobby Clark. The Bobby Clarks are visiting her this week.

Supper guests of Mr. and Mrs. Hamp Thomas Friday were Mr. and Mrs. J. D. Reeves of Bronte.

### Jerry Holcombe and Gwen Hardy to Wed

Mr. and Mrs. A. G. Hardy of Altus, Okla., have announced the engagement and approaching marriage of their daughter, Mary Gwen, to Jerry Don Holcombe, who is stationed at Altus Air Force Base. He is the son of Mr. and Mrs. Elmer Hurley of Bronte.

The wedding date has been set for Dec. 26 in Altus.

Miss Hardy is a graduate of Altus High School and is a student at Altus Junior College. Holcombe is a graduate of Bronte High School and attended Howard Payne College in Brownwood and the University of Texas in Austin before he enlisted in the Air Force.

Holcombe will report to Scott Air Force Base, Ill., Jan. 20, and the couple will live there.

THERE'S HOME TOWN NEWS IN THE HOME TOWN ADS.

## Merry Christmas



May the joys and pleasures of the Holiday Season be centered around you and yours and may they continue throughout the days to come.

McSHAN'S SNACK BAR  
Mr. and Mrs. W. B. McShan

## Red, white, & blue retirement plan



U. S. SAVINGS BONDS AND NEW FREEDOM SHARES



### Bronte Texaco Service

Mr. and Mrs. Robert Ogle



## MERRY CHRISTMAS

May the Christmas gifts of Peace and Happiness be yours today and throughout the days to come.

Mr. and Mrs. Martin Lee

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**PROGRESSIVE CLUB HAS CHRISTMAS PROGRAM**

The Women's Progressive club met Dec. 18 with Mrs. Olive Keeney.

Mrs. Keeney played Christmas carols on the organ. Mrs. J. D. Leonard gave a program on the Christmas City, Bethlehem. She gave the history of Bethlehem and a Christmas Day in Bethlehem and a poem "What Makes Christmas" by Annie Johnson

Flint.

Gifts were exchanged and refreshments were served. All club members were present except Mrs. Annie Wilkins, who is ill.

**BE WISE, INVEST REGULARLY IN U. S. SAVINGS BONDS. THEY ARE YOUR BEST INVESTMENT FOR A GUARANTEED INCOME TO CARRY OUT THOSE BIG PLANS YOU'RE MAKING.**

**HERE'S BLACKWELL**

By Mrs. Rocky Thompson

I take this opportunity to wish a very merry Christmas and a very happy New Year to all.

Mrs. Rocky Thompson

A Christmas program and party were held last Sunday night following services at First United Methodist Church. Bags of fruits, nuts and candies were given to each one present.

Mr. and Mrs. T. A. Carlisle have returned home after he had been a patient 34 days in the West Texas Medical Center in Abilene. Mr. Carlisle was injured in a fall Nov. 7 in his home.

Mr. and Mrs. Neely Clark are new residents here. They recently mover from Odessa.

Mr. and Mrs. Charlie Ray Roland and sons, Charles Ray Jr., Dewayne and Gary, are also new residents, coming from Bells Creek, Montana.

Mrs. Vernon Harrist, Mrs. Pat Shafer and David and Mrs. John Sparks spent Monday in Merkel with Mrs. Darrell Farmer and family.

Mrs. Beulah Magness of Bronte spent Saturday with Mrs. Lula Palmer.

Mrs. Flora Johnston, mother of Mrs. E. K. Finley, underwent surgery Monday of last week in a Kerrville Hospital. She is reported to be making a good recovery.

Blackwell Schools were dismissed Monday for the Christmas holiday. Classes will resume on Monday, Jan. 5.

Mr. and Mrs. Bob Knott of Midland spent the weekend with her sister, Mrs. Lea Gaston.

Mrs. Fannie Mae Wilson has been visiting in Midland with her granddaughter, Mrs. Jimmy Hipp and family.

Mrs. Beulah Chapman, Margaret, Vesta Lee and Randy visited last weekend in Midland with her brother and family, Mr. and Mrs. Bob Gaston.

A Christmas program was held at the Baptist Church Sunday night. The Rev. James L. Clark, pastor, spoke and then showed colored films, one of which was "The Birth of Christ." Carol were sung and a program given by the various departments. An offering "The Lottie Moon Christmas Offering for Foreign Missions" was taken. Santa arrived, distributed gifts and gave each one present a bag of candy, fruit and nuts. Refreshments were served after the program.

**USED CARS**  
YOU CAN AFFORD!

- 1969 LTD Ford 4 Dr. Loaded with air and power. Still in factory warranty and like new -- \$2950
- 1968 Ford Galaxie 4 Dr. Sedan. Loaded and very nice ----- \$1865
- 1962 Ford Falcon Ranchero. 6 cylinder and automatic transmission ----- \$425
- 1967 Ford Fordor Cruiseomatic with air -- \$1150
- 1967 Pickup. Long wheel base, V-8 and automatic transmission ----- \$1350
- 1969 Falcon Wagon, air and power-loaded, still in factory warranty ----- \$2395
- 1964 Chevy II Fordor, standard transmission, with air, extra nice ----- \$575
- 1967 Cadillac 4 Dr. DeVille. This is extra nice and has all the Cadillac equipment ----- \$2295

These cars are priced to sell and on terms to suit you. Come look today.



As the Holiday Season approaches, it is a pleasure to express our sincere gratitude for the cordial relations we have enjoyed with you during the year.

**GREETINGS**

to our Manu Friends and Customers

**Ivey Motor Co.**

Robert Lee, Texas

Ph. 453-2715

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Sponsored By  
**TEXAS FARM BUREAU**

**January 8, 1970, is the Deadline**

Get your application in to Mrs. C. E. Arrott, secretary, as soon as possible.

**Many New Benefits Offered**



**BEST**  
Christmas  
**WISHES**

Because we are proud to number you among our friends, we send this greeting and a sincere thanks for your friendship and patronage.

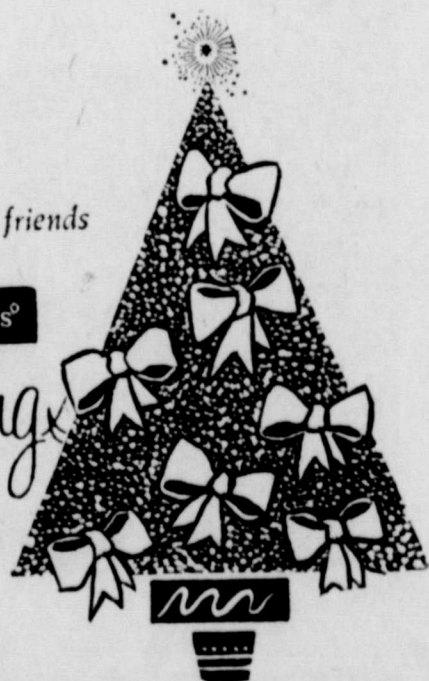
**CUMBIE & MACKAY**

Mr. & Mrs. J. B. Mackey

Mrs. R. E. Cumbie

a treasured time  
a treasured scene  
a treasured wish  
for our treasured friends

Christmas  
Greetings



**TIDWELL ENCO STATION**



**ADAMS ABSTRACT CO.**

Mr. and Mrs. S. E. Adams — Mr. and Mrs. Stanley Adams and Family



## 'Official' Date Of Christmas Set In 4th Century

The history of the Christmas observance is one that has intrigued clerical and lay scholars for countless years.

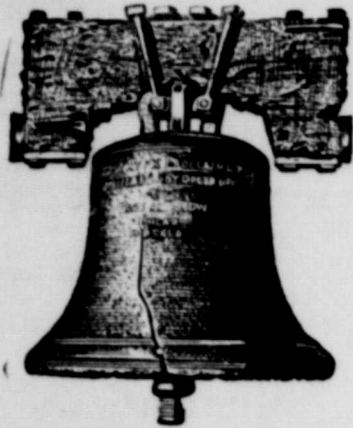
Researchers have found that

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as far back as the fourth century, the Christmas festival was already an established custom dating back to earlier eras.

The word Christmas began as "Christ's Mass" or as in old English "Christes Masse" or the Mass of Christ, following the custom of the church in observing the anniversaries of deaths rather than births.

It was not until St. Cyril, Bishop of Jerusalem, set out to affirm one day for a universal observance that Christ's Mass was changed from its previous celebration in the spring (as we now observe Easter).

The good Bishop was granted permission by Pope Junius I to appoint a group of theologians to determine as accurately as possible, the exact date of Christ's nativity.

Too many years had elapsed for absolute accuracy, and after discovering various contradictions of calendars, astrological and astronomical calculations, the date for the celebration of Christ's Mass was set by the church for December 25.

So it is that since the year 354 A.D., this date has been observed as the date of the Saviour's birth.

Members of the Greek, Russian and Ukrainian Orthodox Churches celebrate this on January 6.

To this day, the festival of Christmas still occurs on many different dates throughout the world.

December 6 is the day when Christmas is observed in most Western European countries and marks the beginning of a long, happy holiday season.

## 'Commercial' or Not—Christmas Means Giving

Today we hear many people say that Christmas has been "commercialized," and has lost its true meaning.

Has it?

Is it wrong this one time in the year to make the dominating theme one of giving rather than receiving? Giving has always been the major part of the Christmas theme...the giving of joy and happiness to others.

Giving will remain one of the great joys of Christmas for all time to come. The idea has survived through the centuries and nothing will ever stop it. What, after all, brings more joy than seeing people happy?

The big problem usually is the question of what to give. Of course everybody likes to receive many gifts, as much as he'd like to give as many as possible.

Sometimes, however, the budget seems not large enough to give something that makes a good, solid year-round gift.

Christmas clubs, and — of course—time payment plans are one solution to the problem.

Really, it will give you much happiness to see children and loved ones open gifts and express their thanks in word and deeds.

Be grateful that in this country, we are able to "commercialize" this season with buying and giving as many gifts as we can afford. It is, essentially, the Christmas Story.

Patronize Our Advertisers



Thank You

is the most sincere expression we know to convey our appreciation of your friendship this past year.

We extend to you our warmest greetings and good wishes for happiness.

Betty and Dolan Mackey

PATRONIZE OUR ADVERTISERS

LOOK...  
CHRISTMAS  
AGAIN!

IT HAS BEEN OUR PLEASURE TO KNOW YOU AND TO SERVE YOU... AND SO ALONG WITH OUR MESSAGE OF GREETING WE SEND OUR VERY SPECIAL

"Thanks!"

Youngblood & Glenn

INSURANCE

BRONTE, TEXAS

A World  
of Thanks



for your loyalty... for your friendship... for giving us the privilege and pleasure of serving you. We hope your Yuletide Season is wonderfully filled with the most sparkling moments of the entire year!

WHITE AUTO STORE

Aubrey, Zada and David Denman



**NOTICE OF ELECTION FOR THE ISSUANCE OF BONDS**

THE STATE OF TEXAS  
COUNTY OF COKE  
EAST COKE COUNTY HOSPITAL DISTRICT

TO THE RESIDENT QUALIFIED ELECTORS OF THE EAST COKE COUNTY HOSPITAL DISTRICT, INCLUDING THOSE WHO OWN TAXABLE PROPERTY IN SAID DISTRICT, AND WHO HAVE DULY RENDERED THE SAME FOR TAXATION:

TAKE NOTICE that an election will be held in the East Coke County Hospital District, Coke County, Texas, on the 15th day of January, 1970, in obedience to an order duly entered by the Board of Directors of the said Hospital District, which is attached hereto and made a part of this notice for all intents and purposes.

WITNESS OUR HANDS AND THE SEAL OF SAID DISTRICT, this 23rd day of December, 1969

C. R. Blake  
President, Board of Directors  
East Coke County Hospital District

ATTEST:  
Wayman Perciful  
Secretary, Board of Directors  
East Coke County Hospital District

(District Seal)  
AN ORDER by the Board of Directors of the East Coke County Hospital District, Coke County, Texas, calling a bond election to be held within the said District, making provision for the conduct of the election and other provisions incident and related to the purpose of this resolution and order.

WHEREAS, this Board of Directors deems it advisable to call a bond election for the purpose hereinafter mentioned; therefore, BE IT ORDERED BY THE BOARD OF DIRECTORS OF THE EAST COKE COUNTY HOSPITAL DISTRICT, COKE COUNTY, TEXAS:

SECTION 1: That an election be held on the 15th day of January, 1970, which date is not less than fifteen (15) nor more than thirty (30) days from the date of the adoption hereof, at which election the following proposition shall be submitted:

"SHALL the Board of Directors of the East Coke County Hospital District, Coke County, Texas, be authorized to issue TWO HUNDRED FIFTY THOUSAND DOLLARS (\$250,000) in bonds of said Hospital District for the purchase construction, acquisition, repair or renovation of buildings and improvements and equipping of the same for hospital purposes, and for any or all of such purposes; said bonds to mature serially over a period of years not to exceed TWENTY-FIVE (25) years from their date, to be issued and sold at any price or prices and to bear interest at any rate or rates as shall be determined within the discretion of the Board of Directors of the District at the time of issuance (as authorized by Article 717k-2, V.A.T.C.S. — but in no event shall the rate exceed SIX AND THREE-FOURTHS PER CENTUM (6¾% per annum), said interest being payable annually or semi-annually; and to provide for the payment of principal of and interest on said bonds by levying a tax sufficient to pay the annual interest and to create sinking fund sufficient to redeem said bonds as they become due, providing such tax, together with any other taxes levied for said district shall not in any one year exceed the rate of 75c per annum as approved at the election held on the 23rd day of August, 1969?"

SECTION 2: That said election shall be held at the City Hall in Bronte, Texas, and the entire Hospital District shall constitute one election precinct for said election.

SECTION 3. That the following named persons are hereby appointed officers of the election: Royce Fancher, Presiding Judge Noah Pruitt, Sr., Alternate

**Presiding Judge**

The Presiding Judge shall appoint not less than 2 nor more than 3 qualified election clerks to serve and assist in holding said election; provided that if the Presiding Judge herein appointed actually serves, the Alternate Presiding Judge shall be one of the clerks.

On election day the polls shall be open from 8:00 A.M. to 7 P.M.

Absentee voting shall be conducted at the City Hall, Bronte, Texas, in accordance with the provisions of V.A.T.S. Election Code, Chapter 5, and Mrs. Helen Kirkland is hereby appointed as clerk for absentee voting and such officer shall keep such office open for absentee voting from 8:30 A.M. to 4:30 P.M. (during the period for absentee voting) on each day that is not a Saturday, Sunday or official State holiday.

SECTION 4: That the election shall be held in accordance with the provisions of the general laws of Texas pertaining to general elections, except as modified by the provisions of Chapter 444, Acts of 61st Legislature, Regular Session, 1969.

SECTION 5: All resident qualified electors of the District, including those who own taxable property in said District and who have duly rendered the same for taxation, shall be permitted to vote at said election. That at said election two separate ballot boxes shall be provided at the polling place. In one box only resident qualified electors who own taxable property and who have duly rendered the same for taxation shall be allowed to vote. In another box all resident qualified electors (who are otherwise qualified but do not own taxable property which has been duly rendered for taxation) shall be allowed to vote. The votes cast in each of the boxes shall be recorded, returned, and canvassed in such manner as will reflect separately the votes cast by the qualified electors who own taxable property and who have duly rendered the same for taxation from the votes cast by all qualified electors (including those who own taxable property and who have duly rendered the same for taxation).

SECTION 6: That the official ballots for said election shall be prepared in accordance with the V.A.T.S. Election Code so as to permit the electors to vote "FOR" or "AGAINST" the aforesaid proposition which shall be set forth in substantially the following form:

THE ISSUANCE OF \$250,000 BONDS

The word "FOR" and beneath it the word "AGAINST" shall be made to appear on the left of the proposition. A square shall be printed on the left of each of the words "FOR" and "AGAINST" and each elector shall place an "X" in the square beside the statement indicating the way he wishes to vote.

SECTION 7: That a substantial copy of this order shall serve as proper notice of said election. Said notice shall be posted at three public places within the area of the District (one of which shall be at the City Hall, Bronte, Texas), and in addition such notice shall be posted at the Courthouse door, Robert Lee, Texas, such posting to be accomplished a full fourteen (14) days prior to the date set for the election. Notice shall also be published on the same day in each of two successive weeks in a newspaper of general circulation in the area of the District, published in the City of Bronte, Texas, the first of said publications to be made not less than fourteen (14) full days prior to the date set for said election.

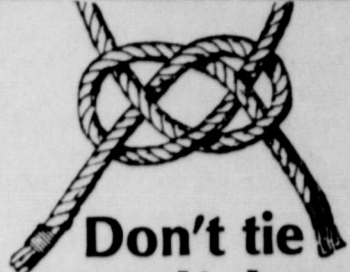
PASSED AND APPROVED, this the 23rd day of December, 1969.

C. R. Blake  
President, Board of Directors  
East Coke County Hospital District

ATTEST:

Wayman Perciful  
Secretary, Board of Directors  
East Coke County Hospital District

(District Seal)  
(Publish Dec. 26 and Jan. 2)



**Don't tie yourself down to high interest rates.**

Get a variable rate Federal Land Bank loan on your farm or ranch.



**R. H. EMORY, Mgr.**  
**FEDERAL LAND BANK ASS'N.**  
122 S. Irving—P.O. Box 841  
Phone 655-6202  
SAN ANGELO

**Keep up on current affairs the easy way**

Read the Pulitzer Prize winning Christian Science Monitor. Rarely more than 20 pages, this easy-to-read daily newspaper gives you a complete grasp of national and world affairs. Plus fashion, sports, business, and the arts. Read the newspaper that 91% of Congress reads.

Please send me the Monitor for  
 1 year \$26     6 mos. \$13  
 3 mos. \$6.50  
 Check or money order enclosed  
 Bill me

name \_\_\_\_\_  
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state \_\_\_\_\_ zip \_\_\_\_\_

THE  
**CHRISTIAN SCIENCE MONITOR**  
Box 125, Astor Station  
Boston, Massachusetts 02123

**BANK AS YOU SHOP- ONE STOP**



There is practically no end to the many services our Bank offers...checking accounts, safety deposit boxes, new car loans, personal loans, farm and ranch loans, many others. For bank SERVICES, see us.

BANKING SERVICES FROM "A TO Z"

**FIRST NATIONAL BANK**  
Bronte, Texas

**EVERYTHING IN MUSIC**

- PIANOS
- ORGANS
- BAND INSTRUMENTS
- GUITARS
- SHEET MUSIC



**King Music Co.**

13 E. Twohig San Angelo

**A Christmas Wish**

"Your heart shall rejoice and your joy no man taketh from you."

John 16:22



To all our friends at Christmas we extend our best wishes and our thanks for all past favors.

**KING - HOLT CO.**  
Ballinger, Texas

Bud Everett

John B. King



**Classified Ads** *OPPORTUNITY*

**CLASSIFIED ADVERTISING RATES**

1st Insertion ..... Per Word 5c  
2nd and Subsequent Insertions ..... Per Word 3c  
Minimum Charge: 50c  
Additional 50c for blind ads.

**CARDS OF THANKS**

Per word 5c — (Minimum \$1.00)  
Classified ads and cards of thanks are payable in advance unless customer carries a regular account. \$1.00 minimum charge if posted in ledger.

**COPY DEADLINE:**

Classified Ads — 12 Noon Wed.  
Display Ads — 5 p.m. Tuesday

**CARD OF THANKS**

We want to thank our many friends for their visits, cards, prayers and other expressions of concern while we were in the hospital. Your help is most appreciated and we shall never forget your many kindnesses.

Mr. and Mrs. Barney Modgling.

**FOR SALE** — 43.5 acres cotton allotment. J. R. Thompson, 282-2021, Blackwell. 52-1tp

**PARENTS NOTICE** — Beginning Jan. 6, we will have cash sales only. No charge accounts, please. Mrs. Conger's Little Store. 52-2tc

**MY PARENTS'** Bronte home, \$3500 and 240 acre ranch, \$85. All minerals. Sam Stinebaugh, 318 Early Trail, San Antonio, 78228. 52-3tp

**VINE-RIPENED** greenhouse tomatoes, J. D. Taylor, Blackwell, Texas. 52-1tp

**WHITE'S PERMANENT TYPE ANTI-FREEZE**, \$1.59 gallon, 49 cents quart. White Auto Store, Bronte. 42-tfc

**FOR SALE** — Charolais bulls. Luttrell Construction Co. 473-3411. 48 tfc

**Special Buy On**

**Corrugated Sheet Iron**

\$6.95 per sq. on 26 gauge — 6 ft. long  
\$7.50 per sq. on 29 gauge — Up to 12 ft. long  
\$8.25 per sq. on 29 gauge Deep Corrugated up to 12 ft. long  
\$9.95 per sq. on 26 gauge Heavy material to 12 ft. long  
\$9.95 per sq. on 29 gauge "V" Crimp.  
\$10.95 to \$15.95 on Colored, heavy, and up to 45 ft. lengths.  
Closed Saturday Afternoon  
**Mueller Supply Co., Inc.**  
Highway 67 West, Phone 365-3555  
Ballinger, Texas 6tc

**TEXAS OIL COMPANY** has opening in Bronte area. No experience necessary. Age not important. Good character a must. We train. Air mail A. R. Dickerson, Pres., Southwestern Petroleum Corp., Fort Worth, Texas.

**DRIVERS NEEDED**

Semi-Drivers, local and over the road. Experience helpful but not necessary, we will train you. You can earn over \$4.00 per hour, after short training period. For application write: Nationwide Safety Director, 4747 Gretna, Dallas, Texas, or call: 214-742-2924 NOW. 4tc

**FOR SALE** — 3 bedroom house, central heat, refrigerated air 2 baths, large living room, kitchen and dining area. Ph. 473-3411. 47-tfc

**HELP YOURSELF**

**AND YOUR COUNTRY**

**BUY U. S. SAVINGS BONDS**

**CARD OF THANKS**

This Christmas season, a time for giving, makes us keenly aware of all the concern and friendship you have given us during the past trying weeks. Your interest, thoughtfulness and prayers have helped us so much. Our Christmas wish for all our neighbors and friends is that you may have good health and peace during the months ahead.

Mr. and Mrs. Wayman Percifull and Family.

Monuments  
Grave Markers  
Lettering

Representing Birk Monument Mfg. Co.  
Sam L. Williams, Robert Lee  
Phone 453-2525

70, so be sure to put your note allotment into "bigger" E bonds. Buy them through the Payroll Savings Plan where you work or at your bank," Chairman Allen said.

**FAMILY GATHERING**

A family gathering took place last Sunday in the home of Mrs. Alene Latham. It included Mr. and Mrs. Tommy Latham of Rankin, Mr. and Mrs. Hervey Latham and family of San Angelo, Mr. and Mrs. J. B. Arrott and children of Ballinger, Mr. and Mrs. Jack Corley, Davis and Larry, Marvin Corley, Mr. and Mrs. Wayne Arrott and children, Mr. and Mrs. James Arnold Tidwell and family, Mr. and Mrs. Jim Morrow and Becky, Mr. and Mrs. Bill Thomas, Genie and Janet and Mr. and Mrs. Dwain Pruitt.

**Coahoma Boys, Wylie Girls Winners Of First Robt. Lee Basketball Tourney**

(From Robert Lee Observer)

Coahoma boys and Wylie girls were winners of the First Annual Basketball Tournament held last weekend in the new gymnasium of Robert Lee Schools. The action, which began last Thursday, was completed Saturday night with the boys' championship game.

Coahoma defeated Bronte, 56-41, in the boys finals, to take the championship trophy and give the Longhorns second place. Wylie downed Forsan, 76-46, for third place and Robert Lee took Lake View Junior Varsity, 69-60 for consolation honors.

The all tournament boys team was: Willie Zuniga, Bronte; Richard Dodson, Wylie; Richard Palmer, Lake View JV; Darrow Cobb, Forsan; Steve New, Co-

ahoma; Joe David Key, Robert Lee; Jimmy Leverett, Wylie; Colton Wright, Coahoma; Mike Mumford, Robert Lee; Keith McCutchen, Bronte.

**Girls Games**

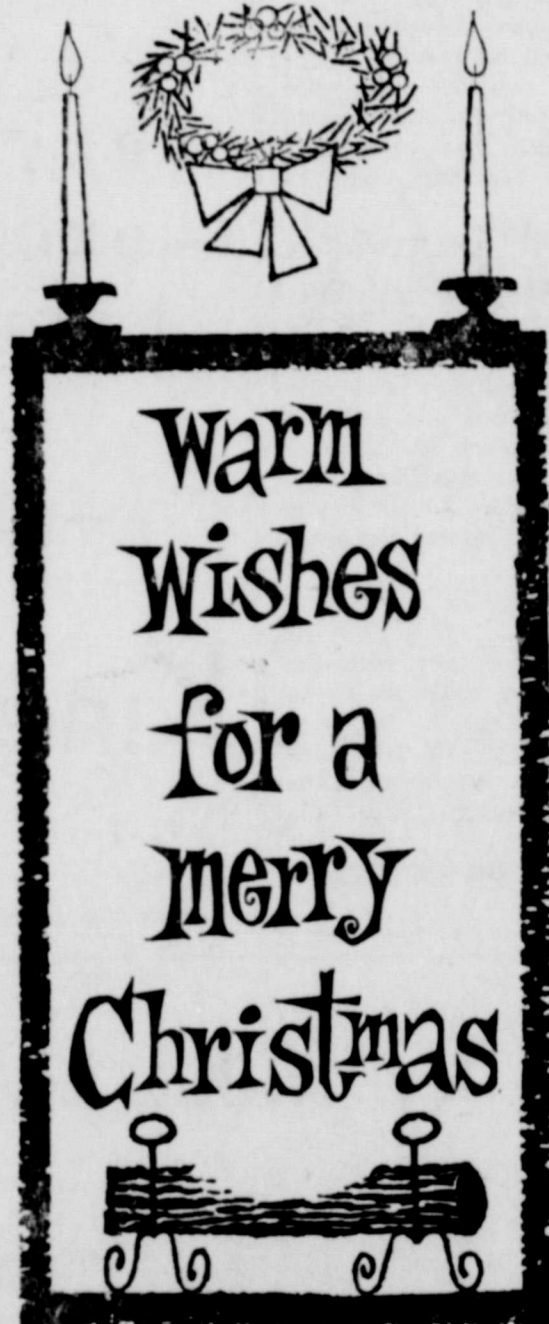
Wylie girls roughed up the lassies from Forsan, 87-50, for the championship trophy. Bronte downed Coahoma, 44-37, for third place, and Roscoe defeated Robert Lee, 48-40 for consolation honors.

The all tournament team was: Belinda McKinnon, Forsan; Connie Howell, Coahoma; Jolene Vaughn, Bronte; Sandra Jackson, Wylie; Charlotte Foster, Sterling City; Rebecca Walker, Robert Lee; Gloria Dodd, Forsan; Pam Raughton, Wylie; Ann Stout, Coahoma; Norma Pruitt, Bronte; Sharon Martin, Wylie; Pam Brazzil, Roscoe.

**HOLIDAY FEASTING ON A BUDGET**

Specials for Wednesday & Saturday, Dec. 24 & 27

Store Hours: 7:30 A.M. to 6 P.M. Mon. thru Sat.



JOY TO THE WORLD  
THE LORD IS COME

Pauline and T. F. Sims  
Leonard Fletcher Dora Gallaway

We Will Be Closed  
Thursday and Friday

PICNIC HAMS - lb. 45c  
GROUND BEEF - lb. 59c  
HORMEL 2 LB. PKG.  
**Bacon \$1.39**  
CHUCK BEEF ROAST - lb. 59c  
SWIFT'S CHICKEN HENS - ???

LB.  
**Lettuce 19c**  
STALK  
**Celery 15c**  
WASHINGTON DELICIOUS LB.  
**Apples 17c**

DEL MONTE  
SWEET PEAS - No. 303 can 25c  
SUGAR - - - 5 lb. bag 59c

KIMBELL'S 1 LB. CAN  
**Coffee 73c**

LIBBY'S  
CORN, No. 303 can - 2 for 47c

GANDY'S  
WHIP CREAM or  
SOUR CREAM - 1/2 pt. **33c**

**SIMS FOOD STORE**

BRONTE, TEXAS



# LETTERS TO SANTA

Dear Santa,

I want a B.B. gun and some football shoes. I have a little sister. She wants a Crissy doll and a Stacy Barbie. Have a happy Christmas.

Love,  
Lance McCarty

Dear Santa,

I want a Daniel Boone gun, an electric blanket (my cat has been sleeping with me and that is not as warm as a blanket), a Johnny Lightening hot wheels. I told you the wrong thing for Debbie before — be sure to get her a doll to decorate her bed. Oh yes I want a big Teddy Bear to sleep on my bed.

Love,  
Joey Luckett

Dear Santa,

First I want a doll, some dishes, and then an ironing board, a bike, a record player and also some perfume, a talking Barbie doll and a Susie Home Maker doll, a stove and a game. I would like to have a new pair of shoes. Please bring something for Tanja like a bracelet. Robert would like to have a BB gun. For my mother a necklace and some cologne for my daddy.

Love,  
Tavia Teschendorf

Dear Santa,

I want an airplane, a rocket ship, a football set, a flag, a racing car set, a train, a car and garage set. My sister wants a dolly and a house and blocks. Ricky wants a teddy bear. Thank you, Santa.

Love,  
Martin Basquez

Dear Santa,

I want two spiders, a snopy toy, a BB gun with a scope, a Charlie Brown, a tree, a kite, a tree house with apples in it.

Thank you Santa. I have been good.

Love,  
Edward Horton

Dear Santa,

I want a race track, a tool box, a bird house, a gun, bike, I.D. bracelet, a ring. Thank you for bringing enjoyable things.

Love,  
Fred Brown

Dear Santa,

I want a sewing machine, an ironing board, a toy camera, a color book. That is all I can think of for me. Please remember all of my family with gifts, especially my mother and Olga.

Love,  
Cindy Reyes

Dear Santa,

Cindy will want some powder, Lorrie will want a game. I want a baton, skates, a dolly, and a buggy. Thank you, dear Santa.

Love,  
Lisa Lamberth

Dear Santa,

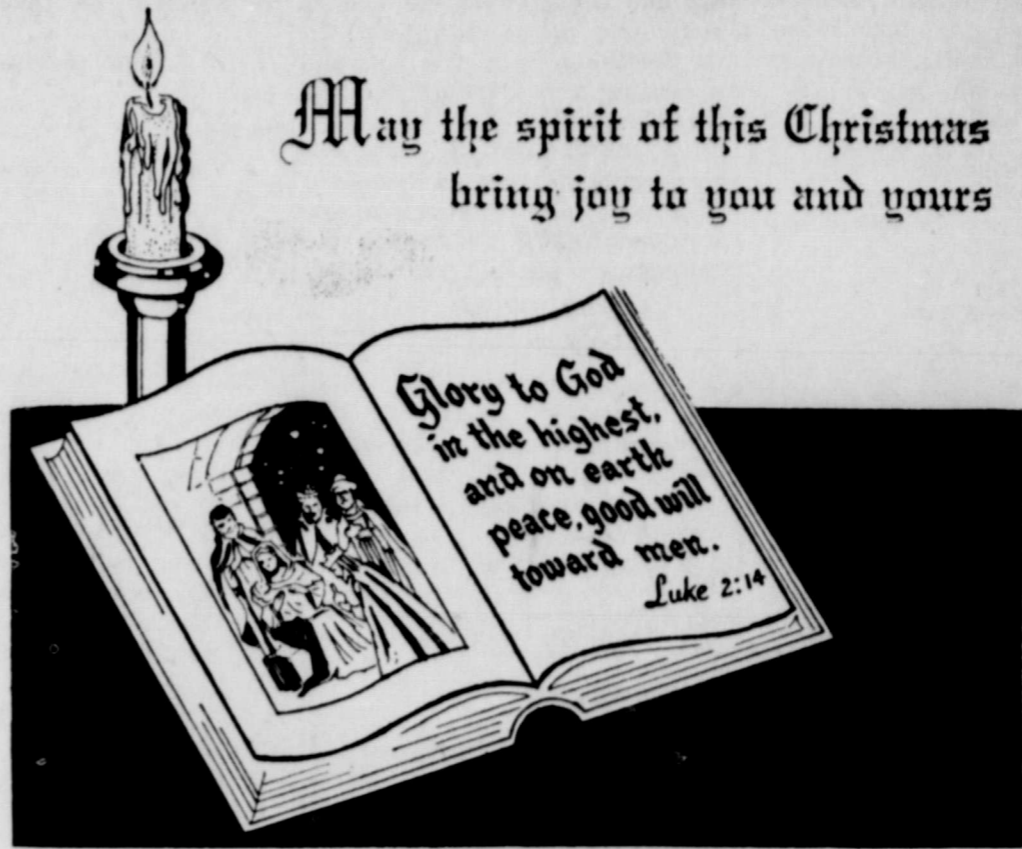
I want a fire truck, a gun, boxing gloves, a walkie-talkie, a race set and air plane. Please remember Ronda and Kerwin with something good.

Love, Kendall

Dear Santa,

I want a baton, a bike, a doll, a book to read to Martin. Also a ball, shoes, a table, a chair and that is all. Thank you, Santa.

Love,  
Cruz Puentez



May the spirit of this Christmas bring joy to you and yours

MR. AND MRS. ROYCE LEE  
ROYCE AND MELISSA



MIDDLETON'S  
704 Hutchins  
Ballinger

*Greetings*

We hope and pray that the fullness of Christ's grace and blessings will be yours.



BRYAN'S JEWELRY  
Ballinger



We wish you the Peace of Christmas and a home filled with love and cheer this Holiday Season.

May you enjoy every blessing.

This Bank  
Will Be Closed  
December 25  
And January 1

# FIRST NATIONAL BANK

IN BRONTE

## OFFICERS AND EMPLOYEES

L. T. YOUNGBLOOD, Chairman of Board and President  
E. F. GLENN, Executive Vice President  
B. D. SNEAD, Vice President and Cashier  
VIRGINIA BOECKING, Assistant Cashier  
WANDA BELLE PARKER, Assistant Cashier  
KAY DAULONG, Proof Operator  
JOHNNIE LUTTRELL, DOROTHY RUTH COLLINS,  
BOBBIE ARROTT, Bookkeepers  
DOAK SNEAD, BETTY LEE, PATTY LOU RAWLINGS,  
JANET CONRADT, Parttime Bookkeepers  
LAURA MAE GENTRY, Custodian

## DIRECTORS

L. T. YOUNGBLOOD  
E. F. GLENN  
D. K. GLENN  
J. B. MACKEY  
EDWARD RAWLINGS  
THERRELL BURWICK



# LETTERS TO SANTA

Dear Santa,

Please bring me a baby Dancerina, a doll bed, a tape player, a snow cone machine, a Mickey Mouse bubble gum machine, and a hoppity-hop ball. Shtnk you.

Sincerely,  
Sheila Lee

Dear Santa,

I want a pair of roller skates for Christmas.

Love,  
Karla Pope

Dear Santa,

I would like to have a swingy doll and a training wheel bike. Please bring grandmama something.

Love,  
Denia Pope

Dear Santa Claus,

I want a swingy doll and a Suzy hememaker and a catching doll that throws the ball to you. And please bring my little brother a play firetruck and a jumping horse. And my biggest brother a shirt and some pants and a paint set. My mother would like a new dress and high heels. And my daddy a new suit and a tie. Thank you for the toys we got last year.

Love,  
Lorraine Creek

Dear Santa,

I want some golf clubs and a new basketball. I want some new books for Denia. I love you.

Love,  
Colin Pope

Dear Santa,

I wish you would bring me a doll who can talk and walk, and a blue bicycle. And a football for my brother. And a baby doll for my baby sister. And to my big sister, she wants a yellow bicycle. And my other sister wants a doll who can dance.

Love,  
Janie Galicia

Dear Santa,

Bring me a Western suit and a hat and a football. We all want a coffee pot and my Dad wants a new saddle and my mother wants a new coat and a new pair of shoes.

I Love you,  
Gary Hubbard

Dear Santa,

I want you to bring me a talking doll. My sister wants you to bring a baton. My sister wants you to bring her a doll. My baby brother wants you to bring him a boat. My baby brother wants you to bring him a car.

Carolyn Kay Weidner

Dear Santa,

I want a football game and a football suit. Please bring other children presents. I love you.

Ken Coalson

Dear Santa,

I want a football and new boots. I wanted for my little brother, he said, boots and cap and top.

Love,  
Tim Bosworth

Dear Santa,

I want a walking doll and a swinging doll and my mother a table cloth and Karon wants a Susan Homemaker.

Deanna Dyess

Dear Santa,

I want a doll and a big Bike. I want a little Mora for my brother baby. I want a big doll for my sister and a big bike. I want a ball for my big brother. I want a walk doll for my sister.

Carolina Sanchez

Dear Santa,

I want some western dress pants. Tuf wants a spitoon. Bub wants a spitoon, too. Have a happy trip.

Love,  
Jeff Waldrop



## HOME LUMBER CO.

Mr. and Mrs. L. C. Lofland

MAY WE EXTEND TO YOU OUR WARMEST

# GREETINGS

To everybody...

## Charles Ragsdale Barber Shop

Mr. and Mrs. Charles Ragsdale

We thank you for your patronage and look forward to serving you in 1970.



May your every wish for the Holiday Season be realized — that's our wish for you.

## Mr. and Mrs. J. F. Hughes



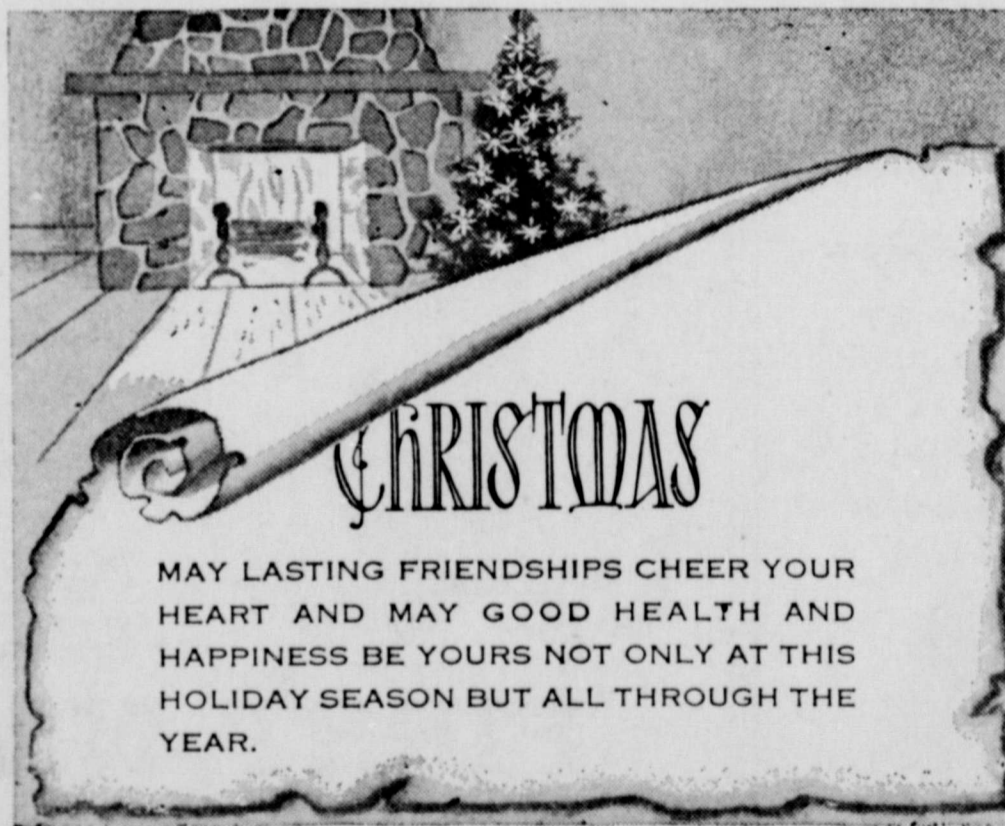
JOLLY ST. NICK IS HERE AGAIN! MERRY CHRISTMAS!



## MORGAN MOTORS

Buick — Olds — Pontiac

Ballinger, Texas



MAY LASTING FRIENDSHIPS CHEER YOUR HEART AND MAY GOOD HEALTH AND HAPPINESS BE YOURS NOT ONLY AT THIS HOLIDAY SEASON BUT ALL THROUGH THE YEAR.

We are greeting you in this manner this year instead of sending out greeting cards. Please accept this as our sincere wish that your heart will be filled to overflowing during this season of love and good will.

## THE ELMER HURLEYS



# LETTERS TO SANTA

Dear Santa Claus,  
I wish you would bring me a doll who can talk, and I want you to bring me a red bicycle too. And bring my mother a new color tv. And bring my father a camera and bring my baby sister a doll who can walk and talk. Bring my big sister a yellow bicycle and please bring my sister a table and three chairs. Please bring my brother a carset and we wish you a happy merry Christmas and a happy new year.  
Love,  
Gloria Galicia

Dear Santa Claus,  
I have been a good boy. I want a football and a toy train and a truck. But first of all I like a set of hot wheels.  
Love,  
Mark Reyes

Dear Santa,  
Thank you for the toys you brought me last year and the year before that. Do you think I have been a good boy this year? I hope you think I have.  
Yours sincerely,  
Kyle James

Dear Santa,  
I wish I had a ring. I like Christma trees. I hope you get stuck in the chimney.  
Your frind,  
Karon Sue Dyess

Dear Santa,  
I have been a good girl. I have a chimney where you can go down it. But don't get stuck. I want a ring, watch and neckless.  
Love,  
Beckie Coalson

Dear Santa,  
I've been a very good boy this year, I think. I would like a Johnny Lighting 500. I would also like a Dallas Cowboy Suit and Battling tops. Please I would like a leather cowboy hat and some better boots, thank you.

From  
Jimmy Tidwell

Dear Santa Claus,  
I wish for a little doll and a watch. Oh, and for my littel sister, she wants a doll that talks. By Santa.  
Love,  
Kathy Reyes

Dear Santa,  
I have been a good boy this year. Would you bring my brothers and my toys to our Nanny and Pawpaw's house. Devin wants a play tool bench. Dennis wants Billy blastoff space scout and a car that will not run off a table. I would like a Billy blastoff souba scout and a amazamat car. A modle space ship for the family.  
Love,  
James Darron Koenig

Dear Santa Claus,  
I have been a very good girl. And I would like a Barbee house for my Barbees. And I would like a pare of dishes. And that's all.  
Love,  
Rachel Montez

Dear Santa Claus,  
I have been a very good girl this year. I have helped my mother. I would like for you to bring me a Dancerina doll and a Hoppity hop ball. That is all I want. I hope you bring other children toys too. You may come through my chimney.  
Love,  
Sheryl Moon

Dear Santa,  
I love you and I wish for a pair of knee high boots. I wish Billy to get a B.B. gun.  
Your friend,  
Susan Geist

Dear Santa,  
I would like a race set and some boots if you do not mind. It would make me happy. And a 30-30.  
Love,  
Bruce

Dear Santa,  
I wish you would send me a B.B. gun. And I wish you would send me fire crackers are a basketball.  
Love,  
Billy Ensor



## Blessings of the Season

Charles Hambrick  
Jeweler  
Ballinger

MERRY CHRISTMAS



MAY THE BEST OF EVERYTHING  
COME YOUR WAY

Mr. and Mrs. Howard Brock

## Merry Christmas

Sincere greetings to all our good friends. May the Christmas blessings of Peace and Happiness be yours today and in the days to follow.

HIGGINBOTHAM'S

Ballinger, Texas

## The Gift of Light Makes Christmas Bright



We in WTU land  
are glad to  
help brighten  
your holidays.  
Merry Christmas!

West Texas Utilities  
Company

Equal  
Opportunity  
Employer

an investor  
owned company



**The Bronte Enterprise**

Published Every Friday at Bronte, Coke County, Texas 76933

Ben Oglesby Publisher  
 Mrs. Ben Oglesby Editor

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Six Months in Coke and Adjoining Counties .....	\$2.00
Per Year Elsewhere .....	\$4.50
Six Months Elsewhere .....	\$2.50



We're proud to send our best wishes of the season to each of you! ★


**LINTZ'S**  
Ballinger

Hope you have a Merry Christmas!



**BAILEY DRUG**  
Ballinger

Christmas Greetings



This message is warm with friendliness and filled with good wishes for Christmas

**Charlie and Virginia Boecking**



May the **PEACE and JOY** of Christmas be with you today and always

**WE WILL BE OPEN CHRISTMAS DAY, BUT CLOSED SATURDAY AND SUNDAY**

**CITY CAFE**  
MRS. OLGA WHALEN

**LETTERS TO SANTA CLAUS**

Dear Santa,  
 I want a red flower, a BB gun, a play Santa Claus, some BBs to go with my gun. I also want some more BE's and a candy cane, a cowboy suit complete with shirt and pants. I want a green Christmas tree with cherries all over it. I want two cowboy guns and cowboy belt like Marvin has. I enjoy cookies like Santa, a Christmas tree cookie and a round cookies with these. I want a bookcase for my new house. Bring Marvin some popcorn, my mother would like a pretty candle. My daddy would like a flower cookie, a gum cookie and a cookie tree. Kathy would like a big walking-talking doll or a Baby Boo, and a doll house and a cookie daddy. Bill would really like a bike and a 22 gun.  
 Love,  
 Tom Ensor

Dear Santa,  
 I would like a basketball set, football set, a rocket, a fire-crackers (a big box of them), a Dallas Cowboys football set, a paint set, a Father's ring for daddy, and a mother's ring for mother. Thank you for everything you brought last year and don't forget that I need a basketball.  
 Love,  
 Cody McClure

Dear Santa,  
 I want a ballerina doll, a uke-lalee, a game called "Kabema", Be sure to visit my niece Alisa Lynn. Thank you, Santa.  
 Love,  
 Tammy English

Dear Santa,  
 I want a dancing doll for my sister. And I want a barebee with dress and a wedding dress and two boys, Ken and Jim, and for my grandmother is can flower and for my grandfather a box of glisse and for my mother a candy box and for my two brothers two trucks and a football.  
 Fern May Ellen M.

Dear Santa,  
 Please give Jimmy, my little brother a bike for Christmas. Caralina wants a talking Barbie, and I want some shoes to go to church in. Rosemary wants a bike. I would like to have a baton. Bring my mother a mixer, Daddy axx wants the round "dealies" that you use on the tires. Jr. wants a BB gun, Georgie wants a bike, Willie wants a car.  
 My niece Mary Ann wants a doll.  
 Love,  
 Clara Sanchez

Dear Santa,  
 I want some football shoes. Johnny wants a racing set. Lorraine would sure like a Susie Home Maker. My mother wants pans or cups, it doesn't matter. My daddy would like a hunting cap.  
 Thank you, Santa.  
 Love,  
 Davy Creek


Dear Santa,  
 I want a basketball and basketball goal, a hair wig, a doll named Baby Party, tape player, Liddle Kiddle paint set, a hoppity hop ball. Sheila wants a Baby Ballerina, Mickey Mouse chewing gum machine, a tape player, Hands Down game, a Peg-board-Chalkboard set. I want my mother to have a new refrigerator that does not have to be opened with a screw driver.  
 Help my daddy to hurry up and get to work on our new house.  
 Thank you for bringing me nice things last year.  
 Love,  
 Lisa Lee



Best Wishes for a Season of Joy and Peace

We appreciate the pleasant associations we have had during the past year.

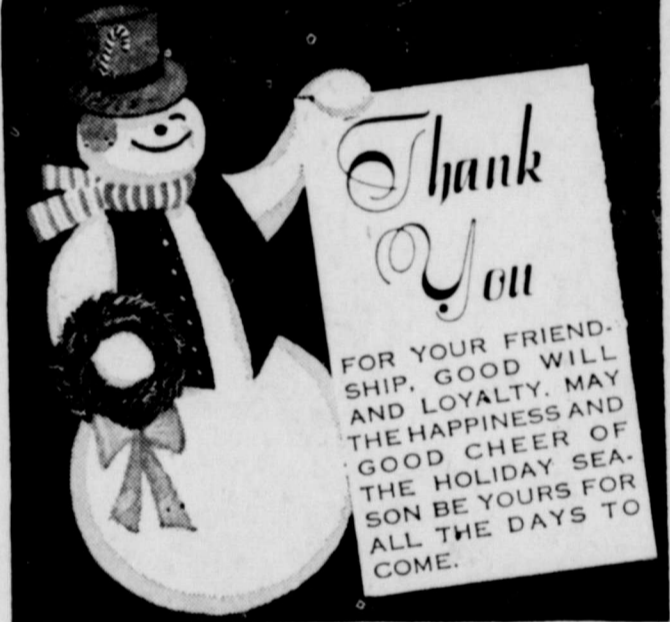
**Cactus Cafe**  
PETE AND INEZ NUTTER



Happy Holiday

It is in this spirit that we send you greetings...and wish you a very Merry Christmas. May its laughter and its friendships and good cheer be yours in abundance in this Joyous Season.

**GEORGE FORD MOTORS**  
BALLINGER



Thank You

FOR YOUR FRIENDSHIP, GOOD WILL AND LOYALTY. MAY THE HAPPINESS AND GOOD CHEER OF THE HOLIDAY SEASON BE YOURS FOR ALL THE DAYS TO COME.

**DARBY'S**  
ALL YOUR BUILDING NEEDS  
BALLINGER, TEXAS

Christmas Greetings

HOLIDAY calls are a vital part of CHRISTMAS and everywhere you turn, folks hurry on these pleasant errands. Since we cannot come in person, we take this means of expressing our appreciation for your friendship and good will. We sincerely wish that your Holiday Season will be a joyous one with a full measure of success and happiness.

**Spencer's Grocery & Station**  
MR. AND MRS. GARLAND SPENCER



## LETTERS TO SANTA

Dear Santa,

I want a football, a racing car set, a boxing glove set, air plane, a basketball deal, a rocket.

Love

Danny Reyes

Dear Santa,

I want a horse, a little robot,

a play Christmas tree, a saddle. Please bring Leroy a basketball and a bunch of good grades. Bring boots for Willie and me, too. Mary Jane want a beautiful miniature doll. I would also like a football set.

Love,

Bobby Zuniga

## BEN FRANKLIN

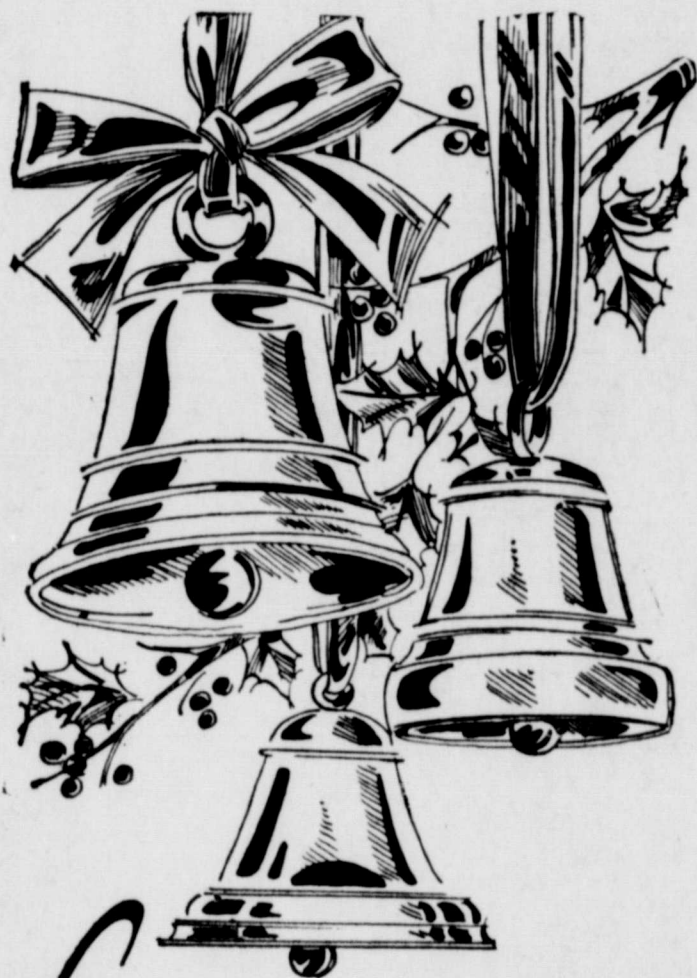
Your Home-Owned Variety Store



and our heartiest thanks to each of you!

708 Hutchins Ave.  
BALLINGER, TEXAS

TOM & MILDRED SAWYER, Owners



**C**HRISTMAS is a time for counting our blessings, for acknowledging with gratitude the loyalty of our friends, and for expressing appreciation and good wishes that the yuletide will be a joyous and happy season.

## THE FARMERS & MERCHANTS STATE BANK

Member FDIC

Ballinger, Texas

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EDWARD SOMMER, President  
JAMES D. COPELAND, Executive Vice President  
F. M. COVERT III, Vice President  
A. R. MURCHISON, Cashier  
MRS. NETTIE R. MILLER, Assistant Cashier

BILLIE LEE  
JEAN CANDLER  
BONNIE WINTER  
BOBBIE GOETZ  
WILMA BYERS  
ADELIA DIXON  
CORA LEE JONES

### DIRECTORS

F. M. COVERT III  
H. K. ALLEN  
LOYD HERRING  
EDWARD SOMMER  
H. GIESECKE JR.  
JAMES D. COPELAND

## NOTICE OF ELECTION

ORDER FOR ELECTION OF DIRECTORS, COKE COUNTY KICKAPOO WATER CONTROL & IMPROVEMENT DISTRICT NO. 1

This 4th day of December, 1969, came to be considered by the Directors of Coke County Kickapoo Water Control & Improvement District No. 1, the matter of calling an election for the purpose of electing two (2) directors for said district to serve a term of two (2) years from the second Tuesday in January, 1970; and it appearing to said directors of said district that it would be advisable to hold said election of directors on the 13th day of January, 1970, the same being the second Tuesday in January, 1970, and that the directors of said district issue an order therefor and cause public notice to be given as required by law: NOW THEREFORE, by virtue of the authority vested in the Directors of Coke County Kickapoo Water Control & Improvement District No. 1, said Directors do hereby order that on the 13th day of January, 1970, at the City Hall in the City of Bronte, County of Coke, State of Texas, an election shall be held for the purpose of electing two Directors of said District.

That the polls shall be open for such election at the City Hall in the City of Bronte, Texas, located in said district from 8:00 A.M. to 7:00 P.M. on the day of the election; and the following officer to hold said election hereby is appointed, to-wit, Noah Pruitt, Presiding Judge. Said Presiding Judge is hereby given authority to hold said election. No person shall vote at such election unless he is a resident voter of said district and also a qualified voter under the Constitution and laws of the State of Texas. All votes of such election shall be by ballot, and voters desiring to vote for Directors of the District shall vote for two persons each of whom shall be at least twenty-one (21) years of age, a resident of said District and an owner of taxable property in the District. On or before the fifth day after such election, the officers holding such election shall make due returns in triplicate, of all the votes cast for Directors of said District and deliver one (1) return to the President of the District and one (1) to the Secretary.

Public notice of this Order shall be given by publication thereof in the Bronte Enterprise, a newspaper of general circulation, published in Coke County, Texas, the publication of this Order

being once a week for two consecutive weeks, with the first publication being at least twenty (20) days prior to the election and not more than thirty-five (35) days prior thereto. WITNESS THE HAND of the

President and Secretary of the Directors of Coke County Kickapoo Water Control & Improvement District N. 1.

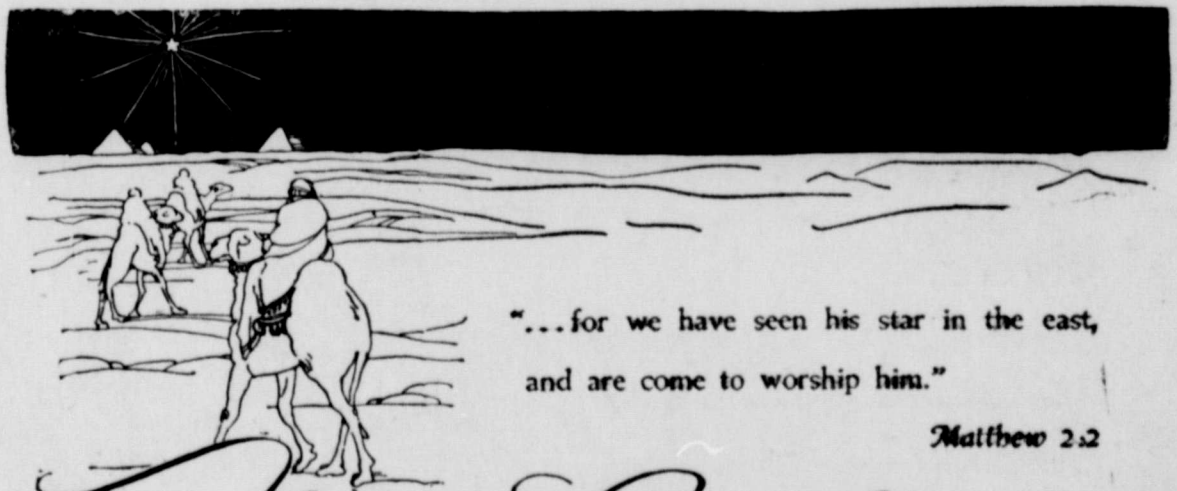
D. K. Glenn, President  
Norman R. Kiker, Secretary  
( Publish Dec. 19 & 26)



Merry  
Christmas

May the Joy of the Holiday Glow  
Brightly for You and Your Family

BOB WRINKLE  
GULF STATION



Merry Christmas

LLOYD BAILEY FORD SALES

BALLINGER, TEXAS



# LETTERS TO SANTA

Dear Santa Claus,

I would like a pair of boots and a 218. And Bruce would like a 30-30. My sister would like a baton and bicycle. And my baby brother would like a tractor and trailer and a pair of boots.

Love,  
Butch Carper

Dear Santa Claus,

I wish you would bring me a bicycle. And a little pretty doll. Please bring me a camera, a snap shot camera. Would you please give mawma a dish washer and Danny a 30-30 gun.

Love,  
Dicki Cooper  
Goodby

Dear Santa,

All of us in the family hope you will bring us some toys. We will leave you some cookies and milk.

Love,  
Barbara Dyess

Dear Santa,

We love you. We hope you bring some things to us. I want a baton and a talking telephone. For my brother bring a trysicle and for my other brother bring a bicycle.

(No name signed)

Dear Santa

I want a football suit. Santa fill my stocking rill good. And I want a football. We all like you Santa.

Love,  
Mark Caperton

Dear Santa,

Will you fill our stockings? Be careful when you come down the chimney. I want a baton and a bicycle. My brother wants a hat and boots. My brother Bill wants a tractor and a trailer. My next brother Danny wants a hat and some boots. Sister Linda wants a Timex watch and a make-up kit and my next sister Debeddie wants wrist watch and birthstone ring.

I love you Santa,  
Tania

Dear Santa,

I would like a real camera and an umbrella. My brothers in the fourth and sixth grades would each like a pellet gun. For my 4 year old brother, I would like a play pop gun and a truck. My sisters would each like some dolls. My mother and father would like some rain coats and some mud boots.

Your friend,  
Carla Dyess

Dear Santa Claus,

I hope you have a very happy Christmas day and I hope everybody else has a happy Christmas to. I want you to get me a Dancerina for Christmas. I want other things to but I want this thaing the best. I hope ever body gets what they want to and I hope I get what I want.

Love,  
Cathy Walker

Dear Santa Claus,

I have been very good this year. I hope you can bring me a bicycle for Christmas. We hope you have a good ride on Christmas night. I wish you a merry Christmas, Santa Claus.

Your friend,  
Steve Toliver

The Bronte Enterprise

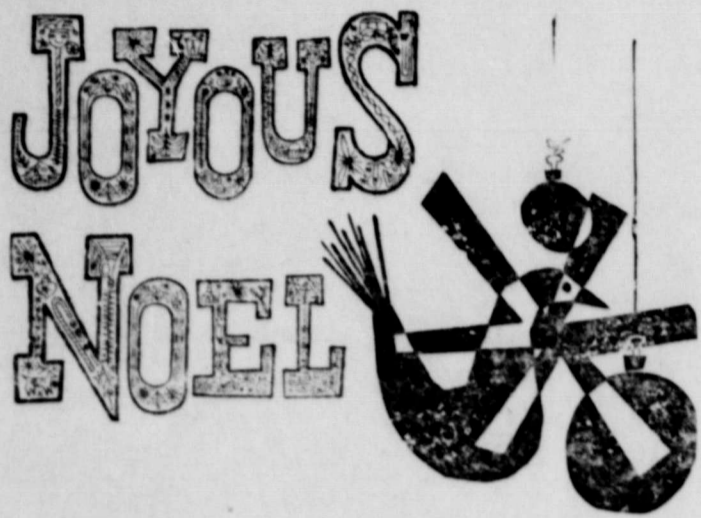
December 26, 1969

Dear Santa,

I have been a good boy. I have taken out the trash and have cleaned up the house with Bobby and made up beds with him. So

I want a football suit and give Bobby one to, and a air gun and some sapprises.

Yours truly,  
Robert Taylor



Coke County Sheriff's Dept.

MELVIN CHILDRESSES

JESSE PARKERS

W. E. JACOBYS



OUR VERY BEST WISHES  
FOR A MERRY CHRISTMAS

ACME SHEET METAL CO.

Ballinger, Texas

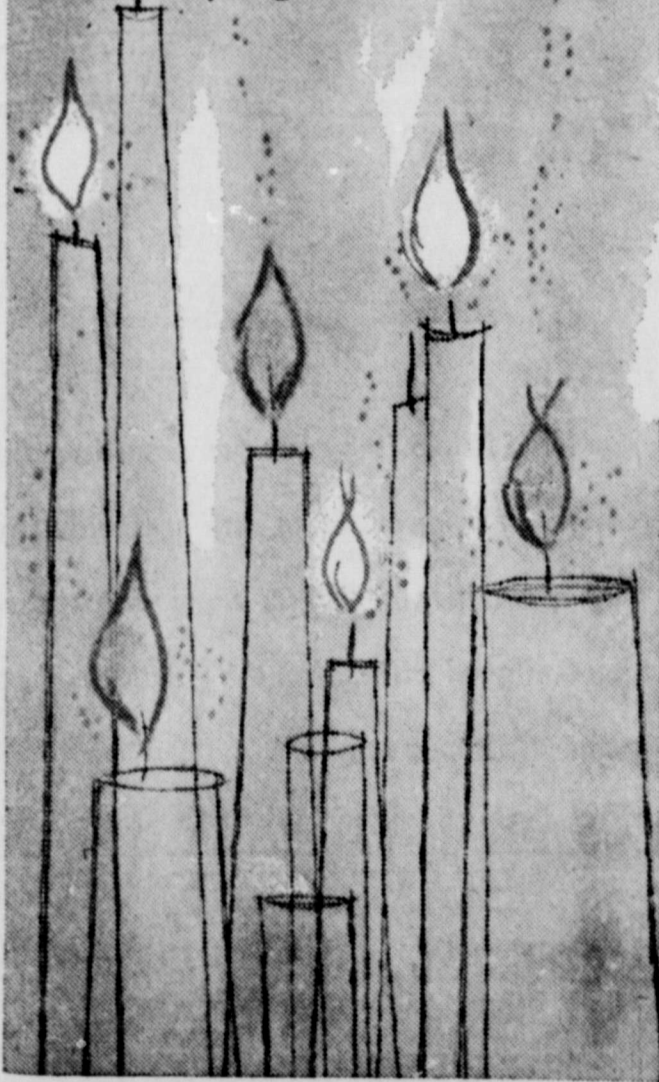
Sincere Good Wishes

We pray that  
CHRIST  
will be in your  
Christmas

First  
United  
Methodist  
Church

The Browns

Warmest wishes  
for a  
Happy Holiday  
Season



MR. & MRS. O. B. JACOBS

AND JIM

OUR  
THANKS ...  
AND  
BEST WISHES



The Christmas season will always be a time for the expression of good will and the exchange of friendly greetings. In this spirit of friendship and with genuine appreciation for the pleasant relations we have enjoyed with you, we extend the season's greetings and best wishes.

HOME FURNITURE CO. — Ballinger

MR. AND MRS. J. G. TUCKEY AND EMPLOYEES

"THE STORE WITH THE FRIENDLY SERVICE"



## LETTERS TO SANTA CLAUS

Dear Santa,

I want a record player and two little trucks, one for me and one for my little brother.

Donny Agüero

Dear Santa,

I have been a very good boy this year. Before I ask you to bring me my presents I will ask you to bring my family presents. My mother wants: a new purse, some earrings, and a coat. My Dad wants: a tie, and he also wants to get the brakes fixed on his new car. Julie wants: a new bedroom suit. Gin don't want nothing but a dress. I want: a new pair of boots, a cowboy hat and make it a felt one. I also want a bike.

Yours truly,  
Ben Snead III

Dear Santa,

I want cowboy boots. I want a cowboy hat. I want a football for my brother.

Paul Besworth

Dear Santa,

I would like a hat and gun. My brother would like a billfold and a track. My little cousin a little race horse.

Love,  
Virgil Horton

Dear Santa,

I want a Johnny Lighting set. And a robot. My grandmother wants a quilt. My other grandmother wants some pans.

Brian Champion

Dear Santa,

I want a horse and cowgirl suit. My sister wants some clothes and some boots.

Love,  
Lindy Butler

Dear Santa,

I would like a baton and we all would like a swing set. Fill our stockings with lots of goodies. We will leave you some cookies and milk.

I love you,  
Kerry Broom

Dear Santa,

Please get me a purse and some jump rope. And a cowgirl suit and some boots and a hat.

I love you,  
Kathy Ensor

Dear Santa,

I want a robot. And some football shoes. My brothers want robots and some football shoes.

Love,  
Dannie Jackson



# a happy christmas

Always we wish the best of everything for our friends and customers but it is particularly at Christmastime that we express a special kind of wish... one that will bring you complete happiness and joys which you can treasure in the days to come.

## to our friends

# Caperton Chevrolet Company

Jerry Proctor

Jerry Parker

Matt Caperton

Royce Fancher

Roy Robinson

Clifford Hageman

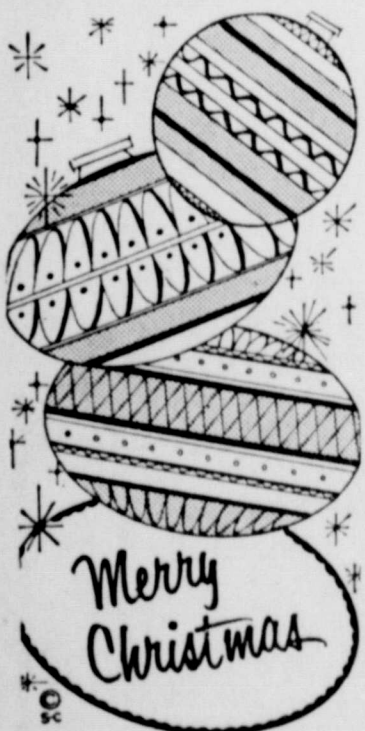
Louis Gallaway

Pete Puentez

Mr. and Mrs. Matthew Caperton

Mr. and Mrs. R. T. Caperton

Mr. and Mrs. E. L. Caperton



We hope you have a happy holiday!

**SCOGGINS**

Ballinger



HELP YOURSELF  
AND YOUR COUNTRY  
BUY SAVINGS BONDS

Merry  
Christmas  
to all



E. P. TALBOTT  
Standard Oil Products  
Butane - Propane  
Ballinger  
Webb's Chevron Station  
in Bronte

LETTERS TO  
SANTA CLAUS

Dear Santa,  
I want a pellet gun, a tractor with a plow, a teddy bear for my littlest brother, and a knight with a horse for my biggest little brother, also a super spirograph for him. I sure could use a bike. I want three cowboy dolls. I want a doll house for my little aunt. She would like a baby Catch-the-ball. A barn with a lot of stuff in it would make me happy.

Your friend,  
Bill Grant

Dear Santa,  
I want a football set, football, and basketball goal and basketball, a BB gun, race set, walkie-talkie, tape recorder, and a play pistol. That is all I want. Be sure to be good to my brothers David and Donnie.

Love,  
Darryl Jackson  
P. S. I forgot to ask for a football helmet.

SINGING WILL BE SUNDAY  
AT PECAN BAPTIST CHURCH

The Oke County Singing convention will meet next Sunday afternoon at the Pecan Baptist Church. Everyone who sings or likes to hear good singing is invited to attend, according to a spokesman.

SOCIAL SECURITY NOTICE

Jules Gipson, field representative for the San Angelo Social Security office, has scheduled his January visit to Bronte. He will be at the City Hall on Thursday, Jan. 8, from 10:30 to 11:30 a.m. Anyone who wants to file a claim for benefits, get information, or transact other business with the Social Security Administration may contact him at this time.

E. A. Baugh of Stanton, J. L. Baugh of Big Spring visited Mr. and Mrs. J. F. Hughes Sunday morning. They all went to Santa Anna to attend the 50th wedding anniversary of Mr. and Mrs. W. H. Cupps. Mrs. Cupps is a sister of E. A. Baugh.

NELCO  
SEWING MACHINES

SEWING MACHINE  
SALES & SERVICE

STONE'S

Ph. 365-2213, Ballinger, Texas



"Behold, I bring you  
good tidings of great  
joy, which shall be  
to all people."

Luke 2:10

MUELLER  
SUPPLY CO.

Ballinger

to Your  
Fireside



We send this wish on

Christmas Day...

May it find you blest with

peace, happiness and

all the things your

heart desires.

L. L. WEBB CHEVRON STATION

Mr. and Mrs. L. L. Webb

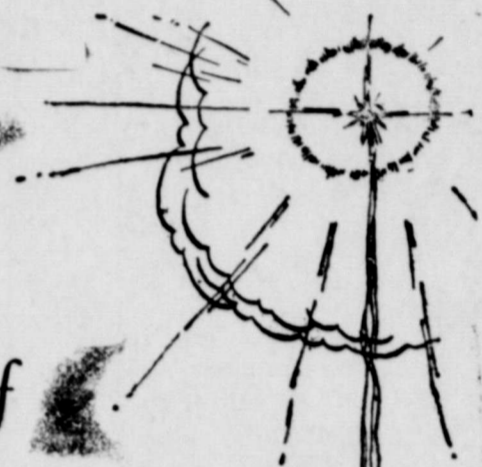
FRIENDSHIP IS THE FOUNDATION OF ALL BUSINESS AND WITH THE HOLIDAY SEASON IT GIVES US GENUINE PLEASURE TO EXPRESS OUR BEST WISHES TO THOSE WHOSE FRIENDSHIP WE CHERISH. WE EXTEND TO ONE AND ALL

SEASONS  
GREETINGS

Kemp's  
CLEANERS & HATTERS

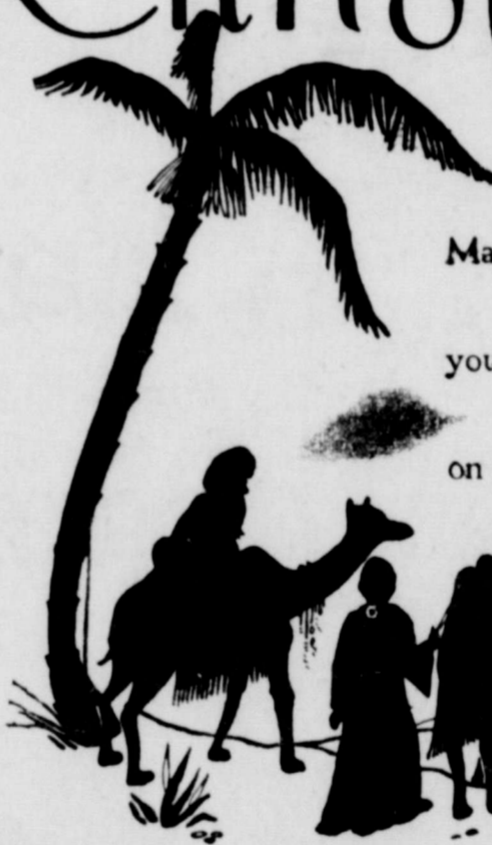
Cecil and Frances Kemp  
Virginia Sissom

"AND THE GLORY OF THE LORD SHALL BE REVEALED,  
AND ALL FLESH SHALL SEE IT TOGETHER..."  
ISAIAH 40:5



The Spirit of

Christmas



May God above look down and bless

your heart and home with happiness

on this glorious occasion.

First National Bank

Member FDIC

Ballinger, Texas

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DRURY P. HATHAWAY, Vice Chairman  
HARRY LYNN, President  
C. R. OWENS, Vice President  
ALBERT HELM, Cashier  
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