

# The Bronte Weekly Enterprise

VOL. 15, NO. 48.

BRONTE, COKE COUNTY, TEXAS, DECEMBER 22, 1933.

Subscription only \$1 the year.

## BODY RETURNED TO BRONTE FOR INTERMENT

The body of Mrs. J. V. Kirk who died in Greensboro, North Carolina, February 11, this year was returned to Bronte Friday night, December 15, for interment in the Bronte cemetery.

The husband of deceased had held the body in a receiving vault in Greensboro until it was determined by both himself and relatives of deceased in Bronte what they desired to do relative to interment. The husband was not settled and he nor relatives here did not want to inter the body where he nor they would not be privileged to care for the burial place. Hence, after these months it was decided to inter the body here, where her aged parents, long as they survive, and other loved ones could visit her last resting place and care for the grave, and let her sleep here amid holy surroundings, in her own native land, which she loved through her childhood and young womanhood's years.

Deceased was born at Brady, in 1897, making her to be thirty-six years old when death took her from the walks of life.

Her parents are Mr. and Mrs. W. W. Lockhart. Shortly after her birth the parents moved to Sherwood, where they resided many years, and where deceased spent her childhood years, growing into beautiful young womanhood, and completing the school course of the Sherwood high school. Then, she became a student in Baylor College at Belton

(Continued on page three)

## Gladsome Greetings

As has been the writer's wont for thirty years, wherever he was engaged in newspaper work, we send out our heart's deepest and happiest good wishes to each and all this Yule-Tide.

Many to whom these Greetings shall come have had their deepest shadows and sorrows since the last Gladsome Season. To everyone, more or less, the rich as well as the poor, the past months have been fraught with peculiar and stressful hours—for the world panic in things material has been no respecter of persons. The weight of the crash has fallen upon each and all, more or less, alike. To others, besides the ill fortunes of financial matters, there have come the loss of health, while yet to others death has come and caught away loved ones. To each and all of you the writer sends these words of a friend who deeply feels with you in whatever has overtaken you to cause the shadows to fall athwart your pathway. And our good wish for you is that this Gladsome Christmas-Tide may bring you surcease, much as possible, from all that has burdened you, and that you and yours may have the joyous blessings of the Season in great measure. And may the New Year open for you with the rainbow of promise upon its skies and may every promise its first dawn shall bring have a glorious and happy fruition throughout the days of the year.

For every kindly consideration to those with whom we have had business relations in anywise, and who have been so generous and kindly considerate, we now, express to you our deepest appreciation. We are jealous for Bronte and Bronte's newspaper, which is the index of the community, as newspapers are always the indices of the communities in which they are published. For a decade in our relations with the community a editor of the town's paper, we have always striven to put the interests of the town and country and of the people among whom we live, above personal gain or ambition. We have been content to live among our neighbors and friends and to share their adversities and sorrows as well as their achievements and joys. And wonderful have been the changes of the decade! Hence to each and everyone who has given us patronage the past year or in anywise has aided us in making The Enterprise whatever it is as to its merits, we shall cherish your fidelity as of more value than gold.

To all our dear friends, and all the good people in the social relations, the writer and his good wife cherish you more than ever before. Your many kindnesses to us through the year we have passed have been beautiful beyond words and the memories of your many and kindly encouraging words and sympathetic ministries fall upon us as benedictions from the skies. Hence, to you, each and all, the deepest wish of both of us for you is that there may be no night of life ever grow so dark but that you can see the Morning Star. And may this Gladsome Yule-Tide be the happiest of all the Gladsome Seasons that have ever come to you and yours.

THE EDITOR AND WIFE.

## CHRISTMAS TREE AND PROGRAM AT TENNYSON

There will be a program and Christmas tree at Tennyson, Saturday night, December 23.

The program will consist of short playlets by the primary and intermediate departments of the Tennyson school, as follows:

"The old woman who lived in a shoe." Then the Tennyson high school department will render:

"The Haunted Hotel."  
"Trouble at Coon Hollow School"—a "colorede minstrel."  
Drill: "Christmas Stars."

There will be good music between plays.

Following the program there will be a Christmas tree with Santa Claus to make lots of fun for the children.

The evening's program will be rendered in the new auditorium of the school—this will be the first program in the new building. The teachers, school trustees, and in fact everybody else in Tennyson is proud of the new auditorium, as it gives the school a meeting place for the public programs.

Everybody is cordially invited to attend.

Mr. and Mrs. R. R. Ash were called to Hamlin Saturday night on account of the serious illness of Mrs. Ash's brother, John Sumrall. Mrs. Ash remained and is still there, while Mr. Ash returned Sunday afternoon.

It's subscription time. Thanks.

# Blackwell Trades Day Saturday--Fun Galore!

## BLACKWELL COMBINES TRADES DAY AND CHRISTMAS FESTIVITIES

Varied Program of Interesting and Amusing Events are Staged for the Entertainment of Large Numbers Expected to Attend

## Santa Claus is Coming to See the Children

Santa Claus will be Present and Will Greet the Hundreds of Children Who Will Be Present for the Glad Occasion

Trades Day!

Santa Claus!

Barrels and barrels of fun!

Santa Claus bargains as their

Trades Day Bargains!

The above is the calendar for Blackwell, Saturday, December 23.

Blackwell's wide-awake busi-

## The Angels' Glad Anthem

LOTTIE GLADYS IVEY

—Dedicated to the Juniors of M. E. Church.

The Angels sang their glad refrain:

"Jesus your Saviour is born—"

They sang it over and over again,

That glorious Christmas morn.

The shepherds watched their flocks by night—

Saw that hallowed star—

The wise men with great delight

Came journeying from afar.

They found Him in a manger stall,

With a halo around His head—

No downy mattress was under Him,

For hay He had for a bed.

Gold they laid at this baby's feet,

Frankincense and myrrh at his side;

Let us those Angels' song repeat,

And in His love abide,

Let us follow that Bethlehem star,

And kneel at His holy Shrine,

For he wants to be your Saviour

The same as He is mine.

ness men have a monthly trades day. This monthly event is promoted through the Blackwell Commercial Club. The Club is an organization that is supported by every business man and firm in Blackwell, far as The Enterprise knows.

Mr. J. G. Robin is president of the club. Mr. Robin is local Santa Fe man at Blackwell—and of course, railroad men generally have nothing to do but to promote community welfare projects (any amount, Mr. Robin, you wish to forward us as a Christmas present will be thankfully received, as we make no definite charges for such declarations of facts (?) as the above when we write about railroad men.) Anyhow, Mr. Robin, assisted by the business men of the town and the several committees appointed to have charge of various features, is "pulling off" some of the best community affairs we have ever attended.

The various business houses of the town are making some real Trades Day bargains which make it to the interest of anyone at all within reach of Blackwell to go there on Trades Day and buy his merchandise. Then, a program for entertainment that is equal to the best is provided. For instance, one feature of Saturday's program is a "husband calling contest," in which married ladies will show by actual demonstration how they call their husbands. Of course, every "hen-pecked" husband in all the land will want to witness that "devoted and affectionate" scene—it will make them "feel so much at home." Thus on through the day, feature upon feature that will please and entertain will be presented.

Whether you take any more

## COMPLETES HIS FIFTH NEW CHURCH BUILDING

The congregation of the Pecan Baptist church worshiped in their new house of worship Sunday.

Elder J. A. Branaman of Bronte is the pastor of this church. He has been pastor now going on three years. During the time

for Christmas or not, the entire citizenship of Blackwell invites you to take the day off and come and bring the wife and the "kiddies."

there has been an increasing interest in the work of the church on the part of the congregation and the outcome was the new church building.

The houses of the Pecan church is the fifth new meeting house that Elder Branaman has led in building. If "by their fruits ye shall know them" is to be the standard of measurement, surely Elder Branaman is entitled to the sobriquet, "the building parson."

It's subscription time. Thanks.

## Community Talks

BY ULMER S. BIRD

### MERRY CHRISTMAS

Twenty-five years ago the writer of these lines crawled out of an old covered wagon to hear cheerful voices ringing in happy greeting—"Merry Christmas!"

We had been three days making the journey of a hundred miles, but what a welcome at the end!

There was one of Grandmother's Christmas dinners, and what a dinner! Presents were not so abundant, but how well appreciated—some toys, a little fruit and nuts, and what a good time!

After dinner, the older people sat and talked, and who would not recall those talks of old. They included everything from the Civil War to the recent panic, the price of cattle, and whether the range would keep them till spring.

Many Yuletides have come and gone, and we have heard "Merry Christmas" from thousands of friendly throats since then.

There were Christmases on the farm, there were holidays back home from college, with the youngsters in laughter and song. And there was one quiet, white, and rather lonely Christmas in the East, where the snow-mantled fir trees made Christmas trees all about.

Will there ever come a time when the world will not need that cheery greeting? Never, if sincerely given in the spirit of Him who came to the world with "good tidings of great joy."

Through changing times and passing years we shall not get away from some things old and dear and eternal. And so, to all, "A Merry Christmas!"



**THE BRONTE ENTERPRISE**  
D. M. West  
Editor and Business Manager

Entered as Second Class Matter at the Post Office at Bronte, Texas, March 1, 1918, under Act of Congress, August 12, 1871.

**Calendar of Grapes**

Spain has an old custom, observed on New Year's Eve, wherever merrymakers are gathered, of eating little bunches of exactly twelve grapes, one for each month of the year.

—Ex.  
We wonder if they are "sour" grapes.

**CWA WORK CAN HELP HEALTH WAR**

AUSTIN, Dec. 21.—A new stimulus to construction of needed sanitary improvements exists in the opportunity for cities and towns in Texas to secure federal aid in relieving unemployment through the Civil Works Administration Board. This financial assistance will be devoted to payment of labor employed on public works projects and does not extend to cost of materials. The State Department of Health is maintaining a school in which men are being trained for this work in the various counties.

There are numerous cities and towns where this represents a golden opportunity not only to relieve unemployment but also to carry through needed sanitary improvements which have been held in abeyance for lack of funds. Mosquito control work has already been given considerable publicity as one necessity.

The elimination of surface toilets and installation of pit toilets, protection of private water supplies, nursing service, statistics, and other activities that will protect the public health are eligible under this work.

Sewer extensions in unsewered localities represent work that will utilize a large amount of hand labor. In many instances, such extensions would greatly improve living conditions and enhance the value of property. Some health nuisances exist that cannot completely be remedied until public sewers are provided.

Another aid to sanitation exists in the possibility of covering over, and some cases eliminating, community refuse dumps that constitute eye-sores as well as breeding places for flies and rats.

We will be a long time paying for the depression in terms of added health hazards. Recent figures show that illness has been greater among the unemployed than among the general population. The danger of tuberculosis is increased when people are destitute. Buy Christmas seals, they fight tuberculosis.

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o C. W. CHEATHAM o  
o Dentist o  
o X-Ray o  
o BALLINGER, TEXAS o  
o o o o o o o o o o o o o o o  
o GEO. T. WILSON o  
o ATTORNEY o  
o P. O. BOX 678 o  
o Room 205 Central National o  
o Bank Building o  
o Phone No. 6524 o  
o SAN ANGELO TEXAS o  
o o o o o o o o o o o o o o o

o o o o o o o o o o o o o o o o  
o ELWIN GERRON o  
o Attorney-At-Law o  
o Office in Courthouse o  
o o o o o o o o o o o o o o o

**SEE US FOR—**  
New and Used  
**FURNITURE**  
Nolan Furniture Co.  
Sweetwater, Texas

**CITIES URGED TO NAME COMMITTEES FOR PWA QUICKLY**

FORT WORTH, Dec. 18.—Planning committees for cities and towns in Texas should be named immediately to outline programs of development, Clifford B. Jones, regional PWA advisor, told the executive board of the West Texas Chamber of Commerce here today.

Jones pointed out that the first requirement in obtaining a PWA loan is "the relationship of a particular project to coordinated planning and social desirability."

He cited how effective the city planning of Kansas City, done 30 years ago, has been and said communities should look far ahead now to avoid expensive mistakes.

It is just as important, he declared, to the small town as to the larger cities to have planning boards to help in beautification work, safeguarding of traffic arteries including highways and railways, obtaining proper width of streets, avoidance of industrial congestion, zoning, municipal grouping, suitable arrangement and layouts of real estate additions.

Walter D. Cline, Wichita Falls president of the West Texas Chamber, reported he has urged 173 communities affiliated with the regional body to file applications for federal grants for airport improvements. He pointed out that applications must be filed before Feb. 15, with M. J. Norrell, aeronautical advisor to the CWA, Washington.

Let Bronte be wise and have every committee required. Why not Bronte ask for an airport? It is needed now and the time is

coming when it will be more needed. And fine available grounds can be had and the work of constructing now will aid unemployment.

o o o o o o o o o o o o o o o o  
o HAGELSTEIN (MONU- o  
o MENT CO. o  
o Memorials of Distinction o  
o Come to the Yard—See what o  
o you buy. o  
o 731 So. 11th, Abilene Texas o  
o 606 So. Chadbourne, San An- o  
o gelo, Texas o  
o o o o o o o o o o o o o o o

**FIRE INSURANCE IS ESSENTIAL**  
THESE STRESSFUL TIMES  
FOR IF YOU SHOULD LOSE YOUR PROPERTY BY FIRE IT WOULD BE DIFFICULT TO REGAIN NOW—INSURANCE PROTECTS YOU.  
WE WRITE FIRE, HAIL AND TORNADO INSURANCE  
**Youngblood & Williams**  
AGENCY  
BRONTE TEXAS

**FORTUNE**   
**Shoes**  
Young Mens' Dress  
All Styles -- They Wear  
\$3.00 \$4.00 \$5.00  
**McCords Dry Goods**  
SWEETWATER, TEXAS

**Any ice today, LADY?**

HOW much ice does your ice box eat when the thermometer nudges ninety? Did the milk ever sour last summer? Remember when the leftover hamburger spoiled? . . . Maybe your warped and worn old icebox belongs in a museum!

They've learned a lot about ice boxes since you bought yours. The modern ones are so well built and insulated that they need icing only half as often as they used to! Mechanical refrigerators, of course, make their own ice. And ALL types pay for themselves by saving the money that now melts away.

But these last four years, while refrigerators grew better and better, the wages of the men who made them grew less and less. It was the pinch of Depression, driving down the value of refrigerators as it did all other commodities, until employers lost money and employees lost jobs.

Now your Government is fighting to restore all values—to make men's time and men's products worth something again. The refrigerator industry was one of the first to feel the stimulus. Its NRA code raised pay rolls

38 per cent—helped raise materials, too, such as insulating and electrical parts. Steel is up 15 per cent and nonferrous metals are up 47 per cent.

Increased manufacturing costs have forced up the retail prices of practically all refrigerators. More will follow, inevitably. But for the present, at least, you can buy efficient, economical refrigerators at prices that may never be repeated!

If ever you've envied the tinkling drinks and frozen desserts your friends enjoy . . . if ever you've wished for the spacious storage and constant cold that permit bulk buying at better prices . . . invest in a modern refrigerator RIGHT AWAY. You'll wonder how you ever lived without it. It's one frozen asset that really pays dividends!

What's true of refrigerators is true of tires furniture, shoes, hats, lingerie, lawn mowers—of almost every human want. Far sighted men and women are shopping NOW for everything they need. Not as a patriotic gesture, BUT BECAUSE IT MEANS DOLLARS IN THEIR POCKETS! NOW IS THE TIME TO BUY!

This NRA Ad is Paid For by the Undersigned Business Men and other Citizens Who are 100 Per Cent Behind the National Recovery Act Program:

FIRST NATIONAL BANK, Bronte, Texas  
KEENEY'S VARIETY STORE  
T. C. PRICE & COMPANY  
PLANTERS GIN COMPANY  
HOME MOTOR COMPANY  
W. MODGLING, Grocery & Market  
J. W. WALL, Boot & Shoe Repairing  
B. E. MODGLING, Magnolia Agent  
C. N. BAKER, Service Station

SAN ANGELO TELEPHONE COMPANY  
LOYD HOLMAN, Service Station  
E. B. FLETCHER Farmer and Ranchman  
W. H. MAXWELL, Jr., Continental Oil Agent  
CUMBIE & CO., Groceries and Produce  
J. A. PERCIFULL, Barber  
HOLDER ICE COMPANY  
THE BRONTE ENTERPRISE  
F. L. CLARK, Barber



**CHILDREN**  
Come To See  
**SANTA CLAUS**



HE WILL be at our store through the day and every evening till we close. He is here and wants to see all the little children. He is a fine old fellow and you will like him.

**SUITABLE GIFTS IN OUR GIFT DEPARTMENTS FOR EVERYBODY**

**Sears**

Roebuk & Company  
SAN ANGELO, TEXAS

**BODY INTERRED**

(Continued from page one)  
and also took training in C. I. A. at Denton. Her parents, in the meantime, when their children had grown up and gone out into the world for themselves, moved to New Mexico, where they resided until old age overtook them and they decided to give up active life and came to Bronte where three of their children, Mrs. J. D. Leonard, Mrs. W. J. Gideon and Mrs. Lewis Sims, with their families, reside. So, they expect to spend the remainder of their days here, and naturally, they desired that the body of their baby child should sleep here, near them, so that when they are called in death, they, too, can sleep beside her.

Religious services were conducted, Saturday afternoon, at the home of Mrs. J. D. Leonard, by Rev. Lewis Stuckey, Rev. Wallace N. Dunson and the writer, following which, the old-time friends of deceased, and the many friends and neighbors of the family, took the body in its flower-laden casket out to beautiful Bronte cemetery, and put it away gently, in a new-made grave, to sleep undisturbed until the resurrection morning.

The writer's sorrow over the passing of this lady is personal and deep. We do not sorrow

for her as one of mature years—but since the intelligence came last winter that she was dead, at every recollection of her, we have grieved over the passing of "a sweet, modest, little child of memory"—the timid, retiring, modest, beautiful little girl we knew back in the early tens—of memory serves correctly, it was in 1902 that we visited the home of her parents for the first time. For about ten years our relations with their home were intimate and there is no home in which we were ever given welcome that seemed more to us like our own childhood's home. The parents then were in the strength of their years. Their children were growing into manhood and womanhood, and were attending school and qualifying themselves mentally for life. Deceased was the baby of the family, loved and petted by every member of the family. We cultivated her acquaintance and finally we won her childish confidence and esteem and many happy hours we spent with her as we went to the home of her parents through the decade that we sustained the happy relations to the family. In our changes of residence from one town to another we went to Belton to make our home. It was during this time that deceased came to Baylor College. When she learn-

ed that we resided there she came to see us and our family. She was just coming to young womanhood. We cannot recall so distinctly about her then—for, the one for whose passing we sorrow is "the little, sparkling-eyed, laughing, romping baby girl of memory," of the yesteryears of life, with whom we played and froliced in the long past. Thank God for the memories of her which will make our heart beat fast with gladness at every recollection of our little baby girl friend of the long ago!

To her aged parents who sorrow over the passing of their baby child, and all others who sorrow, the writer extends the deepest sympathy of his heart at this Yule-tide—the saddest, your hearts have ever known—yet, we hope that somehow, your sorrow-stricken hearts may be able to catch the sweet refrain of the angels' song which was first sung that gladsome night on far away Judean hills when the birth of the world's Saviour was proclaimed!

Fred Schmidt of DeLeon departed for home Wednesday, to spend the holidays with his parents. Mr. Schmidt is a printer and has been aiding in The Enterprise office the past few weeks, due to the little rush incident to holiday advertising and other printing. Though just in his twentieth year, yet Mr. Schmidt deports himself as a man of mature years. He is a most genial spirit and is an excellent typesetting machine man and much above the average as a printer. Indeed, we came to hold him in high esteem as a young man of most excellent habits, and one of the most willing workers we ever had in our print shop. He deserves success in life and success will be his if he lives up to his present ideals and standards of life.

**The Child Reader**

by  
**MARJORIE BARROWS**  
Editor, Child Life Magazine.

One afternoon many years ago a wharf rat on San Francisco Bay wandered into the Oakland Public Library. There, opening a bound volume of a children's magazine, he stumbled upon a story. It was a story about a boy like himself—a runaway, a gang leader of wharf rats, who had certain semi-practical adventures, but who, after a hard lesson, learned of better ways of living his life.

Making of Jack London.

The dramatic, exciting story awoke in the young reader the uneasy consciousness of his own wrong actions. He walked out of that library resolving to lead just as adventurous a life but one that carried with it a clear conscience. So he joined the Fish Patrol, cruised about the bay, fought poachers, and before long began to write stories about his adventures.

That boy was Jack London. The experience of this famous writer occurs, in a rather less dramatic fashion, in the life of every boy or girl.

Careful investigators have discovered that next to persons, nothing has more influence on children than what they read. If a hero they admire acts under certain circumstances as they themselves would like to act, they'll remember it.

They imitate the Hero. And when the time comes, they'll unconsciously be influenced by that hero's action and try to do likewise. The hero's kindness, ambition, steadfastness, loyalty, the hero's resourcefulness, quick-wittedness, painstaking qualities, courage, magnanimity, modesty—all these examples "sink in" and are emulated both now and later. One story with hidden character-building values is worth a dozen sermons from parents or teachers.

Let us try to see that this sort of a story, full of plenty of adventure for the boy, full of interesting plots and characters for the girl, is convenient for them to pick up.

Jack London isn't the only one to be tremendously influenced by the printed word.

**A DIAMOND The Best Gift**

For its lustre and beauty always pleases and delights and its intrinsic value abides long after the glad holiday season is only a lingering memory. Many other gifts for both ladies and gentlemen. We will appreciate a call.

**F. S. KREYER**

JEWELER  
SAN ANGELO, W. Beauregard TEXAS

Mr. and Mrs. Will Stephenson and children are spending the holidays in the valley with Mr. Stephenson's mother and other relatives.

Mesdames Pearl Boynton and Roe Williams were Christmas shoppers in Angelo Tuesday.

**DINING GETS JUST DESSERT!**



In a world turned topsy-turvy, what could be more appropriate than an upside down cake! And if it's made with luscious discs of canned pineapple, set in a caramel goodness, browned to a golden whole, it's enough to rattle the appetites of any family.

And the pineapple upside down cake has much more than its mere golden goodness and simplicity of preparation to recommend it. Now that nutritional studies have found canned pineapple to be a valuable source of essential vitamins and minerals, an important aid to digestion, housewives and hostesses are seeking new ways of including pineapple in some way daily on the menu.

**PINEAPPLE UPSIDE DOWN CAKE**  
1/2 cupful of butter  
1 cupful of brown sugar  
8 slices of canned pineapple  
1/2 cupful of chopped dates  
1/2 cupful of pecans (in perfect halves, if possible)  
1 cupful of flour  
1/2 cupful of sugar  
1/2 cupful of salt  
1/2 cupful of lemon extract

Melt the butter in a wide shallow pan or skillet. Add the sugar, distributing it evenly. Lay the pineapple, dates and pecans in this sugar mixture, and place a cherry in each pineapple center. Then prepare the Sponge Part—

**SPONGE PART**  
4 eggs  
1/2 cupful of sugar  
1/2 cupful of flour  
1 tsp. of tartaric baking powder  
1/2 tsp. of salt  
1/2 tsp. of lemon extract

Beat the egg yolks until light and lemon-colored. Gradually add the sugar, which has been sifted. Fold in the beaten whites of 2 eggs. Sift the flour, baking powder, and salt together 3 times, and fold into the mixture. Fold in the beaten whites of the other 2 eggs and add the flavoring. Pour over the pineapple mixture and bake in a moderate oven (350 degrees) until done. Let cool in the pan for 5 minutes before turning the cake out upside down.



OUR FRIENDS AND CUSTOMERS—  
**THIS GLADSOME CHRISTMAS-TIDE**

May everything that can bring joy be yours during the Annual Season of Joy—and may the New Year bring you days of prosperity and golden sunshine and joy.

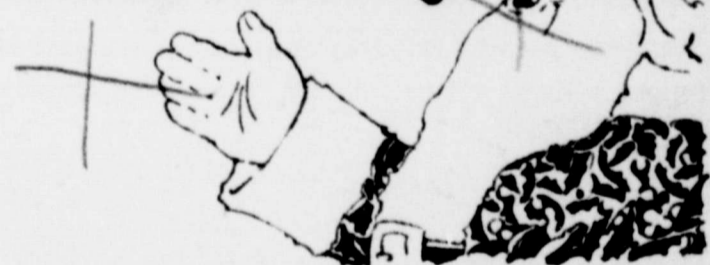
**Please Accept Our Thanks . . .**

. . . For every favor shown us in a business way in the past. We cherish your spirit of fidelity and for the coming year we promise the very best of which we are capable to those who patronize us.

**DON'T MISS TRADES DAY SATURDAY.**

See Our Specials for Trades Day  
**SOUTH TEXAS LUMBER COMPANY**  
BLACKWELL, TEXAS

**Christmas Greetings**



**To All Our Friends.**

May The Glad Season bring to each and all a spirit of joy.

**Accept Our Thanks—**

. . . For the many business favors shown us the past year. Be assured, we appreciate it. And for the New Year we pledge our very best Service.

**Come To Trades Day Saturday—Fun All Day.**

Visit our place and be at home. Ladies' Rest Room.

**LEACH MOTOR COMPANY**  
BLACKWELL, TEXAS



## CHRISTMAS GREETINGS

To all our friends and customers throughout the country. May this Christmas be a joyous one for you and yours and may 1934 bring you every added blessing.

THANK YOU

For all the business favors shown us—we greatly appreciate your confidence and patronage.

WE WANT  
Your Hides, Poultry and Eggs

**MOORE PRODUCE COMPANY**

BALLINGER

TEXAS

### "LITTLE MISS JACK" PLEASED LARGE HOUSE

The play given by members of the senior class of the Bronte high school, at the auditorium, Friday evening, was "a happy hit" with the large audience from the moment the caste was presented, one at a time, till the moment when "Mag slid to first."

The title of the play was, "Little Miss Jack." It was a comedy-drama, and many tense as well as amusing moments came during the rendition.

Those charged with the responsibility of assigning the parts were most happy in their selection—

for everyone having a place in the caste rendered his lines that had in it a touch of the professional—hence, each one became a favorite with the large audience. Pathos and humor were interwoven and the audience was kept swinging like a pendulum between smiles and tears.

The plot of the play was well laid and kept the audience guessing, wondering, anxious to know what the climax would be. Indeed, far as The Enterprise knows no play by the seniors of the Bronte high ever surpassed that of "Little Miss Jack" in its plot and splendid rendition.



AND

### A HAPPY, PROSPEROUS NEW YEAR

May this be the most Gladsome Christmas you have ever had and may

1934

Bring you every added blessing with as few sorrows as possible.

WE THANK YOU

We take this occasion at the close of the old year to thank our friends and the people generally for the good business given me since I opened my store in Bronte.

FOR THE COMING YEAR

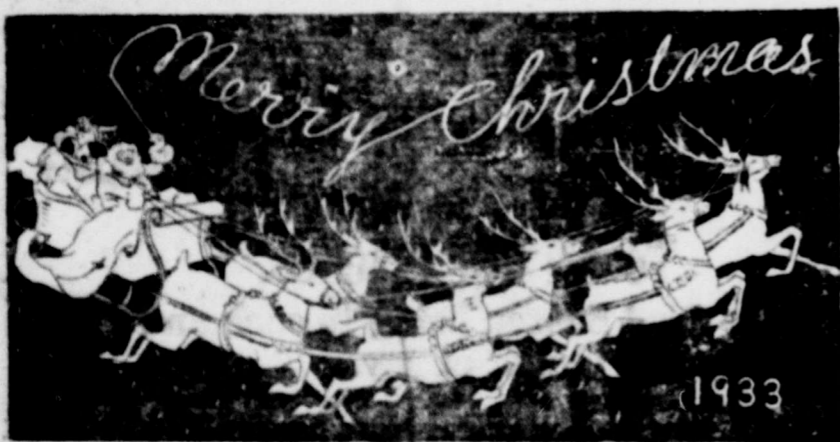
I pledge you the Best Merchandise at the Lowest Price possible.

**C. E. BRUTON**

GROCERIES, GAS, OILS  
NATIONAL TIRES—THAT UNLIMITED GUARANTEED TIRE

BRONTE

TEXAS



We join with the whole earth in the glad spirit of the happy Christmas-tide and send Greetings to all our friends and customers throughout the Bronte country. May this be a most joyous Yule-tide for you and yours and may 1934 bring you and all our people great prosperity and happiness.

DEEPLY APPRECIATIVE

We deeply appreciate the continued business confidence of the people—we cherish your friendship and patronage. And we cordially invite one and all to share their business with us for the New Year.

OUR MOTTO

Quality Merchandise at Right Prices

**KRAUSS DRY GOODS COMPANY**

WINTERS

TEXAS

## THE PRICE OF BUSINESS SPEED

Banking Institute Speaker Says  
That Bank Failures Followed  
Business Failures

CHICAGO, Ill. — Many appear to think that failures occur only to banks, but the complete story of business shows that failures of American banks have followed the failure of business enterprises, and have not been a cause of those failures, Dr. Harold Stonier, National Educational Director of the American Bankers Association, declared in a recent address here before the American Institute of Banking.

"It is true that we have had more failures in our banks than in the banks of a number of other countries," he said. "It is also true that we have had more failures in drug stores, grocery stores, railroads, and in every other type of business enterprise. At the same time, it must be said that we still have left after all our failures, more drug stores, more grocery stores, more railroads, and more banks than any other country."

People do not realize, he said, that we have in excess of 103 banks which have been in existence over a century and we have more than 2,000 banks which have been in existence over 50 years.

"In other words, we have more banks over 100 years of age than any other country—we have more banks over 50 years of age than any country in the world," he declared. "The American banking system has not fallen down—it is not in danger of decay. Such failures as it has experienced are due to the price we pay for too rapid development of business enterprises, but that is the American spirit."

## U. S. GOVERNMENT GREATEST BANKER

Runs Fifty-two Financing Institutions With Investment of  
Two Billion Dollars—Thirty-nine Agricultural

AMERICA'S biggest banker today is the Federal Government, which is now operating fifty-two financing institutions, says Professor John Hanna of Columbia University in the American Bankers Association Journal.

"Forty of these are owned entirely by the Government," he says. "In twelve more the Government has already a two-thirds interest. Thirty-seven are intended to be permanent. Twenty-five of the permanent ones and fourteen of the temporary ones are agricultural."

"The capital stock held by the United States in these banks has a par value of \$1,350,000,000. The Government's total investment is nearly \$2,000,000,000. Resources of these institutions exceed \$3,000,000,000. In addition the Government has detailed supervision over fifty-one mortgage banks, operating under Federal charter."

"The Government also supervises 4,600 local agricultural loan associations with Federal charters. All this takes no account of the relations of the Government to the twelve Federal Reserve banks, nor of the authority recently given to the Reconstruction Finance Corporation to buy preferred stock in national and state commercial banks."

The President has ordered the consolidation of the agricultural credit agencies into the new Farm Credit Administration, says Professor Hanna. He expresses the opinion that before the consolidation of the agricultural financing agencies too much machinery had been created to administer the financing institutions which the Government either owns or supervises.

"Existing institutions represent a considerable differentiation of function and any consolidations should be preceded by a careful survey of the actual activities of the various institutions," he continues. "The only consolidation the Administration has announced is that of the agricultural credit agencies in the Farm Credit Administration. As a permanent solution, this arrangement is too closely bound up with politics."

"A better scheme would be to create a finance corporation under Federal charter to take over either the agricultural finance activities of the Government or all its leading agencies."

"The Government's financing and banking activities should be kept severely apart from subsidy and other schemes for raising the prices of farm products. One is business, the other is major political policy. The advantage of the corporation over bureau control for the business functions are real and significant."



TO  
EVERYBODY

Especially to our friends and customers. May the Glad Season find you and those dear to you, in the enjoyment of health and the other good things of life.

THIS JOYOUS CHRISTMAS-TIDE

And may the New Year of 1934 bring to you and to us and to all our country things abounding that will make for the happiness of our entire land.

WE THANK YOU

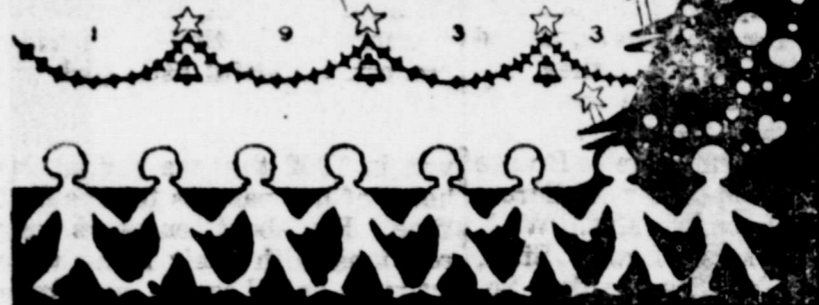
For your continued confidence and business fidelity. For the future we pledge the same spirit of faithfulness, as in the past, to all who give us their business.

**King-Holt Furniture & Undertaking Co.**

BALLINGER

TEXAS

## WISHING YOU ALL A MERRY CHRISTMAS



AND

## A PROSPEROUS AND HAPPY 1934

I WANT TO THANK MY FRIENDS AND ALL THE GOOD PEOPLE FOR THE FINE BUSINESS GIVEN ME SINCE I TOOK CHARGE OF THE GULF SERVICE STATION. GOOD FRIENDS, I APPRECIATE THIS MORE THAN I CAN TELL YOU. I WISH EVERYONE OF YOU EVERY BLESSING IN LIFE.

MY PLANS FOR 1934

ARE TO SERVE YOU BETTER—MORE EFFICIENTLY, PROMPTLY AND COURTEOUSLY—IF IT IS HUMANLY POSSIBLE TO DO SO.

AGAIN, I THANK YOU

**GULF SERVICE STATION**

LOYD HOLMAN, MANAGER

BRONTE

TEXAS



## Some GIFT Suggestions

The question of suitable gifts will be solved if you come to our store—for you can find Gifts that will please and at the same time be worthwhile gifts.

Gifts for Her . . .

Stationery

Toilet Sets

Box of Candy

Gifts for Him . . .

Box of Cigars

Fountain Pen

Shaving Sets

And many, many other suitable gifts for either lady or gentleman.

WE CARRY EVERYTHING—  
Found in a First-Class Drug Store

**Tucker Drug Co.**

Corner Chadbourne and Concho  
SAN ANGELO, TEXAS



**TREAT COMMUNICABLE DISEASES CAREFULLY**

AUSTIN, Dec 15.—"It is a great mistake to treat even light cases of measles, chicken-pox, mumps, scarlet fever, or any other of the communicable diseases of childhood as though they did not amount to much,"

said Dr. John W. Brown, State Health Officer. "Treatment of that sort makes it possible for these diseases to spread and cause serious outbreaks among children whose impaired resistance makes them easy victims to any form of infection."

"Some of the most serious outbreaks we have had of scar-

let fever, as well as other diseases in different parts of the State, have been traced to mild cases—that is, to cases too light for the doctor to be called. In some cases the children have continued to go to school and to associate and play with other children. In others after they have been kept at home for a few days suffering from what was believed to be just ordinary cold, they have returned to school and have scattered these germs around among their schoolmates. Eventually a group of cases—sometimes very serious ones—have developed from the carelessly handled mild case. The result was another epidemic that could have been prevented.

"There are several things worth remembering in connection with children's diseases. Nearly all of these diseases begin with a digestive upset or with symptoms closely resembling those of the common cold. Accordingly it is a wise thing for mothers to regard every digestive upset and every common cold with suspicion until you are sure it is not the beginning of something more serious."

Your doctor is the best judge of the seriousness of such symptoms and you will save suffering and anxiety if you put the child to bed, send for your doctor and follow his advice.

Among the number of Bronte ladies who shopped in San Angelo Tuesday The Enterprise got the following names: Mesdames Ernest Gideon, C. C. Glenn, F. S. Higginbotham and daughter, Miss Gwendoline; Mesdames O. R. McQueen, Frank Keeney, Allen Butner, Clint Wilkins, J. B. McCutchen, Lewis Stuckey, R. L. Keyes, Hermon Rogge and O. H. Willoughby. If there were others we failed to get their names.

**SYRUP TO EXCHANGE**

Home-made seeded ribbon cane syrup to exchange for fat hog or fat calf. See or write B. R. King, Norton, Texas. 2tpd.

See me for FIREWORKS—C. J. Jackson.



**THE GLADSOME SEASON**

... Is here again, with all its mirth and gladness. The old year has passed and we rejoice with our many friends all over West Texas in whatever of good and happiness it has brought to each of you. And now as the year passes and the Gladsome Christmas-Tide is upon us we join in its happy spirit and wish for ...

**OUR FRIENDS AND EVERYBODY ELSE—**

A most joyous Christmas and a bright and happy New Year. May the New Year bring to you and to us and to all our country the best and the happiest of all things.

**We Are Appreciative ...**

... At this season of the year for the many kindly considerations shown us in our business relations with the people this year. For the coming year we pledge our best service as a banking institution.

**FIRST NATIONAL BANK**

SINCE 1886

BALLINGER, TEXAS



May Your Yuletide be a happy one.

IS OUR WISH FOR

**OUR FRIENDS AND CUSTOMERS**

And for the World at Large

IT is good at this Happy Christmas-Tide to pause for a moment and take account of life's best assets—our friendships and our social relations and duties, and thus enter into the glad spirit of this great annual joy festival. Hence, in the spirit of the Gladsome Season, we send greetings to all, with the good wish that 1934 may bring our country back to complete normalcy and that the best things of life may come to our people throughout the New Year of 1934.

**Keeney's Variety Store**

FRANK KEENEY, Owner

BRONTE, TEXAS



GREETINGS

**EVERYBODY**

IN BLACKWELL,

The business men and all our private citizens in—

A Happy Greeting

To all the people within the radius of Blackwell trade territory.

**THIS HAPPY CHRISTMAS-TIDE**

And through our

**COMMERCIAL CLUB—**

Bid You Welcome To

**BLACKWELL TRADES DAY**

Next Saturday, December 23—Don't Miss It!

Fun fast and furious all day long!

Bring all your trading stock and anything else you have to trade. Santa Claus will be in Blackwell at 1 o'clock to remember the kiddies—Don't fail to come and bring the whole family.

**BLACKWELL COMMERCIAL CLUB**

**FOR ECONOMY TRY TELEPHONE**

Save Time and Costly Mileage

LOCAL AND LONG DISTANCE NUMBER PLEASE



**Season's Greetings**

At this time, when all the world relaxes from the excitement and tension of everyday business life ... when on every hand one sees practical demonstrations of the true Christmas Spirit of "Good Will Toward Men" ... it is fitting that this Company should bring to its many friends and customers the sincere Christmas Greetings of hundreds of loyal employees.



Throughout the year, 161 progressive cities, towns and communities in this "Land of Opportunity" have received dependable and inexpensive electric service from the three major generating stations of the West Texas Utilities Company.



Hundreds of farmers, ranchers and smaller communities have been served over the same high tension transmission lines, which, 2,500 miles in length, interlace this great West Texas Empire.



To this progressive citizenry ... by whom and for whom the growth of West Texas and the West Texas Utilities Company has taken place ... this Company extends cordial Season's Greetings and best wishes for a happy and prosperous New Year.



Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule ... and adds only a small amount to your total bill?

**West Texas Utilities Company**



Carl Duncan of Mount Calm has been a guest this week of his mother, Mrs. D. M. Ott and Mr. Ott and of his brother, Clint Duncan. Hon. Frank Dickey of Ballinger and Hon. Harris of Waco, an old friend both of Judge Dickey and Mr. Duncan came out Tuesday and the three

spent the day bird hunting on the Ira Bird ranch.

Old man Depression is getting knock out for a few days at least. "Dear, sweet, old Santa" holding front page position now may his spirit continue with us after the Glad Season is passed.



**Santa Claus Says:**  
**Christmas Gifts FOR ALL**

Santa Claus has left the most varied and beautiful Christmas Gift lines at our store we have seen yet.

**GIFTS FOR EVERYBODY . . . .**

In our Christmas Gift lines this year can be found gifts not only that are suitable but gifts that will please those to whom given and gifts that will be of benefit to those who receive them. In . . .

**OUR TOY DEPARTMENT . . .**

Will be found gifts for the little ones. Make the little folks happy, for the memories of the Christmas of their childhood will linger with them to old age and always bring recollections that will either bless them or bring sadness to their hearts. Don't forget the simple, inexpensive toys for the little ones.

Gifts of all kinds suitable for the older ones.

**City Drug Store**

Mrs. L. Johnson, Owner Bronte, Tex.

**Turkeys**

We are still in the market for your Turkeys, Poultry and Hides.

The following prices are good till Saturday night, December 23:

- No 1. Turkeys a pound **10c**
- No 2 Turkeys a pound **6c**
- Old toms a pound **7c**
- Heavy Hens a pound **8c**
- Light Hens a pound **6c**
- Green Hides a pound **4c**

**WESTERN PRODUCE COMPANY**

Telephone No. 153 BRONTE TEXAS

**DYNAMITE FOUND**

Alfred Taylor found two sticks of dynamite, Tuesday morning, at the East Kickapoo bridge on highway 70, leading out north towards Sweetwater.

There has been considerable speculation as to why the dynamite was left there. Some advanced the theory that safe-blowers came to inspect the town with reference to the possibilities of making a raid and left the dynamite where it was found lest they might get run in and be found in possession of the explosives. Others have suggested that safe-blowers had done a job somewhere else and passing through they decided it safer to throw away the surplus lest they might be caught with it in their possession.

Rev. W. E. Anderson of Thurber, formerly pastor of the Methodist church at this place, and known and loved by all, writes us in beautiful spirit and sends love and greetings to one and all of his friends in and around Bronte. He says: "Wishing you and yours and all our other dear friends there a Merry Christmas and a prosperous and happy New Year—for, more and more do I appreciate Yuletide and friends and friendships."

**SEASON'S**

**A CHRISTMAS LETTER**



Dear Friends Everywhere:

As the Glad Season approaches our minds turn to our friends, far and near.

May happiness attend you, each and all, throughout the Glad Season and through the good New Year of 1934—may your lives be filled with contentment, and may you live to enjoy many returns of the glad annual joy festival—such thoughts as the above come to us today as we think of you and our many friends throughout the land.

Good wishes for a friend never become obsolete and we never tire of being remembered in kindness by those in whose earnestness we have faith—so, this is written that our friends, whose eyes shall scan these lines, may know that we have been thinking of you this Glad Season. We hope you are happy, prosperous as could be hoped for under existing conditions, and that you are contented.

Happiness is often the result of some kindness or favor accomplished in behalf of someone who needs us. Prosperity may be limited to worldly possessions, but is prosperity just the same, if it is the result of an honest and sincere effort. Contentment comes from unselfishness and in directing our efforts to harmonize in a common cause for good. Contentment cannot be purchased in a store; it is not to be given by philanthropic friends, but must be earned and lived to be known. We hope this letter at this glad time will add to whatever happiness may be yours today and that it will be conducive to your contentment in the coming days.

**THIS BANK CAN HELP YOU IN HAPPINESS THROUGH LITTLE DEEDS OF THOUGHTFULNESS AND IN FURNISHING A SAFE DEPOSITORY FOR YOUR FUNDS**

**THE WINTERS STATE BANK**

WINTERS

TEXAS

**Get Your Teeth for Christmas**



**WHITE BEAUTIES**  
No slipping. No dropping. No worry over these perfect fitting plates we are making our patrons End your troubles with a set.

**Painless**  
Sweet Air Extraction Free With Other Work  
Work Completed In One Day When Desired No Appointments Necessary

Hours: Daily 9 to 6; Mon., Wed., Fri., 9 to 5

**DR. HARRIS**

Chad. and Twobig (Over City Drug No. 1)

**We Wish All Our Friends and Patrons**



and everybody else

The Very Best In Life at this Glad Season of the Year when we turn aside from material pursuits to make merry—therefore, A

**Merry Christmas And Happy 1934**

**Come to Blackwell Trades Day—A Good Time Awaits You.**

Again Thanking Our Patrons for Their Continued Business Favors and With—

**HAPPIEST WISHES—**

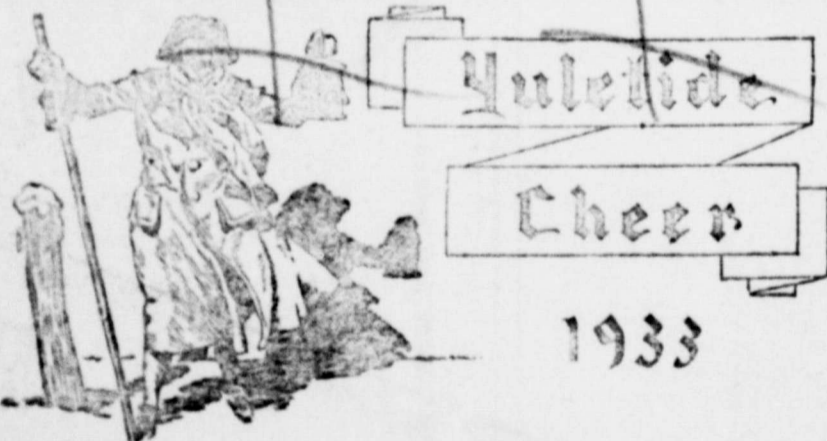
For each and all and for our country at large

**Blackwell Gin Co.**

E. R. McLENDON, Owner

Blackwell, Texas.

As the Happy Yuletide comes again, at the close of another year, we join in the glad spirit and extend to each and all our . . .  
**HAPPIEST WISHES FOR A GLADSOME CHRISTMAS**



May the things that have been unpleasant and hurtful and the things that have brought sorrow, be forgotten, as much as possible, for the time being, and may every heart be happy in the glad spirit that Christmas brings, and may 1934 bring to each and all, and to our country at large a great measure of the things that contribute to the prosperity and happiness of all our people.

**WE ARE APPRECIATIVE . . .**

. . . To our many friends and customers for their continued business fidelity through the year that is closing. We cherish your friendship and assure you that the coming year, our one, constant aim shall be to sell you Quality Merchandise as cheaply as it is humanly possible to do, in keeping with safe business principles.

**LEVY BROTHERS**

SWEETWATER, TEXAS