

The Bronte Weekly Enterprise

VOL. 18.

BRONTE, COKE COUNTY, DECEMBER, 24 1937

NUMBER 51

BRONTE, TEXAS, YULTIDE, 1937.

Hark!

The angels in heaven are singing,
And gladsome bells on earth are ringing;
There is joy on earth and in the sky,
As the paeans of praise are sung to Him on High;
Then, let us join in the song this glad day,
And for "on earth peace, good will to men" let us pray;
And may your heart know no sorrow this glad time,
But that shall be turned, for you, into a blessing most sublime;
And as the Glad Season shall come and go,
May its memories, like benedictions, on you bestow,
Only that which shall be sanctified and blessed,
Until your life's sun shall set in the golden West.

ROSEBUD LADY DIES IN SAN ANGELO; AND INTERMENT IN BRONTE

Mrs. R. J. Ward, wife of R. J. Ward, of Rosebud, died in a San Angelo hospital early Saturday morning, December 18, 1937, and interment was in Bronte late afternoon, following religious services at the Bronte Baptist church.

Deceased had come to Bronte a few days before she was stricken for a visit with relatives. She took a severe cold and pneumonia set up at once. Her husband was advised, who came at once and the patient was carried to San Angelo and placed under an oxygen tent—all possible was done to stay the ravages of the disease, but to no avail.

Religious services were conducted Saturday afternoon, by the pastor of the Bronte Baptist church, Rev. A. V. Bradley, assisted by Rev. J. H. Thompson, pastor of the Bronte Methodist church.

Deceased before her marriage was Miss Rose Myers. She was born at Meridian, Bosque county, September 29, 1882. Later she came to West Texas with her family and resided here until about fifteen years ago she was united in marriage to R. W. Ward of Rosebud, since which time she made her home in that

city.

Deceased is survived by her husband, six step children and three brothers. The brothers are Charley Myers, Tennyson; Will Myers, Rock Springs, and Percy Myers of Bronte.

At the age of eighteen deceased professed faith in Christ and united with the Baptist church. She was a gracious Christian woman, devoted to her family, loved ones and friends and the world is better and happier because she lived.

The Enterprise joins with all the other friends of the family in deepest sympathy at this glad time, when the world is joyous—but to those of the family circle it is a desolate, lonely time!

UNDERGOES MAJOR SURGERY AT ANGELO

Mrs. F. S. Higginbotham underwent an operation of major surgery in a San Angelo hospital Monday morning.

The patient passed through the ordeal excellently and for the first few days came back to normal state in a most encouraging way. But, the last report from her bedside she was not doing so well. But, it is the hope of the many friends of the family that she may speedily regain her health.

A RURAL WELFARE CHRISTMAS

After many months of serious study and effort in the interest of Rural folks, we approach Christmas and the New Year with a full realization of the scope and magnitude of the problem, but nevertheless with a feeling that much progress has been made and much better times are coming. Since these days are memorial days of a day when "peace on earth and good will towards men," was declared from the heavens because of a great Savior given to the world to save the world from sin and all its consequences, our minds are drawn to the Great Gift. Much is spoken about the eternal significance of the Gift and what is said is altogether appropriate. But, in the short space we are favored with here, we shall leave that phase for more competent observers.

Here we shall glance at the temporal things that the Savior came to save the world from. Illustrations are plentiful in the Bible to bring out this connection but we shall recall only a few.

In a glance at the records of the deeds of this Savior we find examples that we are trying yet to follow even in our efforts for rural welfare. Maybe you didn't notice it, but when this Savior fed five thousand hungry people with the most bountiful food produced in the land where He lived—loaves and fishes—He made a big step toward the solution of the food shortage problem that the relief administration is grappling with today. When He healed the man sick of the palsy He was dealing with inadequate medical attention. To lay his head," raised the banner for better housing facilities and better homes.

Speaking for Coke County Agricultural Association we wish to affirm that we are today seeking the solution of those great problems. We deplore that system in a land of plenty that makes children go undernourished; our program aims to provide clothes for the underclad; inadequate medication is on the list of evils we seek to overcome; and better housing facilities and better homes will follow along with all the others when the rural folks of the South are insured an opportunity to earn an income that is on a parity with people in commercial and industrial centers.

We wish you an unusually merry Christmas because of the prospects of better things ahead, and a happy and peaceful New Year.

COKE COUNTY AGRICULTURAL ASSOCIATION,
R. B. Allen, President J. C. Jordan, Secretary.

Bronte School News Two Teachers of the Bronte Schools Resign

The Senior Class is sorry of the absence of Miss Sybil Ellis and Miss Grace Ratliff on account of illness. We hope them a speedy recovery.

The fifth period American history class entertained the third period class with a luncheon Friday noon. Ruby Eubanks acted as Mistress of Ceremonies. Vanna Ruth Caperton gave the welcome address. Dorothy Ruth Wylie played a number on the piano. Winnie Dear Modgling and Sibyl Wynne gave a duet on their horns. Francis Pruitt gave a challenge to the third period class for a race on average grades for this next six-weeks. Besides the honored class they had as guests Mr. and Mrs. Nathan Johnson.

The seniors in the play "Ready Made Family" were served refreshments by Chloe Borders and Hortense Pruitt on last Wednesday night, and by their room mothers, Mesdames Lewis Sims and Mrs. John Clapp on Thursday night.

MISS CHRISTIE HONORED

Miss Margaret Christie, resigned home economics teacher, was honored by a surprise farewell party and handkerchief shower at the home of Mrs. Floyd Bridges Wednesday night.

Teachers of the Bronte school, a few other friends, and the hostesses, Miss Mary Roach and Mrs. Bridges, joined in table games and in the shower.

Following the presentation of the farewell gifts, the guests were served refreshments.

A Christmas color scheme was carried out in the decorations.

TEACHERS IN WRECK

Miss Grace Ratliff, Miss Sybil Ellis, and Mr. J. T. Henry, teachers in the Bronte school, have resumed their duties in school this week, following a four-car wreck on the San Angelo highway, Thursday evening at 7:30 o'clock.

The accident occurred as the teachers, accompanied by Curtis Smith, were traveling south. Three cars had already crashed and the road was completely blocked, making it impossible for Mr. Henry, the driver, to avoid crashing into one of the cars.

Miss Ratliff and Miss Ellis were carried to a hospital in San Angelo where Miss Ratliff was treated for a broken nose and Miss Ellis for two sprained ankles.

Miss Ellis returned to Bronte Friday night, but Miss Ratliff remained in the hospital until Sunday afternoon, when she returned to Bronte.

Mr. Henry received minor injuries on the nose and Mr. Smith received several minor cuts on the hands and arms.

Mr. Henry's car was damaged considerably.

WIN TOURNAMENT

Coach W. W. Mullins' scrapping basketball team captured first honors in a tournament at Divide last week-end, but not without a big scare.

The Longhorns met a fighting Divide team in the finals; and when the regular game ended, the scoreboard read: Divide 14, Bronte 14.

Sinking a ringer in the extra three-minute period, the Longhorns finally won out, 16 to 14.

In order to reach the finals, the Bronte boys had defeated Ira, 29 to 13, Friday night; Highland 48 to 13, Saturday morning; and the strong Westbrook team, 25

(Continued on last page)

Maverick Oil Well on Bert Fletcher Farm Shuts Down

It was a matter of regret and disappointment to all the people generally of the Bronte country when it became known first of the week that the owners of the oil well on the Bert Fletcher lease at Maverick had closed down the well, after failing to bring in a producing well. Salt water seemed to be the hindering cause.

They did not plug the well, but only closed it down until after the first of the year—that announcement leaves the people with hope that after the holidays the owners will return and undertake further to make the well a producer, or else drill a new well.

It is generally believed that the Bert Fletcher test proves that the oil is there. It is possible that a general drilling campaign will be started early in the new year.

The E. C. Rawlings well four miles northwest of Bronte is "drilling along," after encountering many difficulties

MARRIED

Nealie Taylor of Bronte and Miss Inez Scott of Sweetwater were married at Roby December 1.

The bride is a gracious young woman whose friends wish for much happiness.

The groom is the son of Mr. and Mrs. U. F. Taylor, and was born and reared here. Mr. Taylor is an auto mechanic. Mr. and Mrs. Taylor will make their home in Sweetwater.

Though The Enterprise is belated in chronicling this happy event, yet we join with the groom's friends in wishing for him and his bride bon voyage in life.

Mrs. B. F. Ragsdale of Blackwell is visiting her parents, Mr. and Mrs. A. D. Miller, this week.

One Minute Sermon BY REV. A. V. BRADLEY

"Christmas Greetings"

Glory to God in the Highest, and on earth peace, good will toward men." Luke 2: 14.

There are many scriptures in the Bible that are full of meaning, but not just like the above verse.

If we will notice it says, "Glory to God."

How many of us glorify God on Christmas Day?

This means "praised be the God in Heaven." "On earth peace;" yet nations are fighting; other nations want to fight; if you think for just one minute, the most fights between men are during the holidays of Christmas. More liquor is drunk in that season than any other in the year. More fire works are exploded, more dances given, more feasts held, and more lives besmirched than at any other time in the year. It is true that a gay spirit should be had and singing should be the greatest pleasure to the heart, but can the above mentioned ways in which we celebrate Christ's birthday show the Spirit of Christmas, or even the spirit of Christ himself.

If we will observe Christmas as it should be, we will have "good will toward men," and we will be able to greet God for his matchless 'Gift' as well as greet men for their little gifts of a carnal nature.

WE BUY—SELL—TRADE

WE buy, sell, trade—Bankrupt stocks, buildings to wreck, lumber, brick, sheet iron, oil field supplies, tools, chain hoists, trucks, tractors, trailers, tires, tents, wagon sheets; net and barbwire, windmills, tanks, electric motors, gasoline engines, pumpjacks, pipe; dairy, farm, hay-baling, and sheep shearing equip.; harness, saddles, chaps, outboard motors, boats, feedmills, cattle, horses, sheep, goats, furniture, office, store fixtures, stoves, junk, iron, metal, hides; old gold, silver, guns, pistols, anything of value.

ABRAMSON, 12 E. CONCHO
San Angelo, Texas

The Bronte Enterprise
D. M. WEST
Publisher-Manager

Subscription Rates
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Entered as second class Matter at the Post Office at Bronte, Texas, March 1, 1918, under the Act of Congress, August 12, 1871.

T. C. Price was the first one to "play Santa Claus" with ye editors. Mr. Price presented us a fine bag of Georgia pecans the other day—and delicious, yum, yum. John Hearn made a trip to his old home in Georgia and brought several bushels of the pecans, selling some of them to Mr. Price. Thanks to you, Mr. Price, and may ol' Santa "fill up your stockings."

Mr. and Mrs. "Bo" Pearce from Crane were visitors with Mrs. Pearce's parents, Mr. and Mrs. B. F. Gilreath. They were on their return home from Anson where they attended the funeral of Mr. Pearce's mother. The friends of Mr. Pearce sympathize with him in his sorrow.

Drive Carefully. Save a life!

Office Phone 5300 Res. Phone 5942-4

Dr. P. L. Whiffen
DENTIST

San Angelo Nat. Bank Bldg.
SAN ANGELO TEXAS



Protection, Perfection and Preservation of Precious Vision

DR. P. T. QUAST, O. D.
Sweetwater, Texas
Dial 733 107 W. Third

Glenn R. Lewis

ATTORNEY-AT-LAW

5th Floor Western Reserve Building
SAN ANGELO, TEX.



With school opening soon it is important that the children's eyes be examined. With proper light and proper glasses they should have little trouble.

OTIS L. FARRIS
OPTOMETRIST & OPTICIAN
5 W. Beaugard Dial 60-6

CONTINENTAL EMPLOYEES SHARE WITH STOCKHOLDERS

Ponca City, Okla., Dec. 15—Employees of Continental Oil Company today shared with stockholders in the Company's 1937 earnings, with distribution of a bonus that was equivalent to almost an extra month's salary, it was announced here by President Dan Moran. This will be followed by payment of a 25 cent dividend on December 20th, to stockholders of record on November 29th, he said.

"Continental Oil Company's business in 1927 has been the greatest in the history of the Company", said Mr. Moran, "and we are gratified to distribute this bonus in recognition of the contribution made by each employee."

Note: The Continental Oil Company is a consistent and persistent newspaper advertiser—this growing oil concern was one of the most liberal users of the advertising columns of The Enterprise for 1937. And we have on our desk their contract for 1938 for as much or more space than they used this year—yet, there are business men in Bronte who say that it does not pay to advertise and they prove their sincerity by consistently refraining from advertising—some of them do not even have window displays. Ye gods, what progressive business ideals some men have!

After giving all the above to their employees, it is seen that the stockholders are getting just the "measly sum" of 25 per cent dividend. Come on, Mr. business men of Bronte!—"turn a new leaf" and decide that you are going to "put your business on the map" through 1938, or "break a hame string" in the attempt.

CARD OF THANKS

We wish in this way to express our deepest appreciation and gratitude to all our friends at Bronte, Tennyson and elsewhere for their many kindnesses and sympathy in the short illness and in the death of our beloved wife and sister, Mrs. R. F. Ward.

Friends mean so much in such hours!—and you, each and all, were all to us that was humanly possible. God bless you always and may friends like you were to us be near you when such hours shall come to you.

Her husband, and brothers.

OAK CREEK

Mr. and Mrs. Willis Maye and daughter returned to their home in Waco Thursday, after a long visit with Mrs. Willis Maye's mother, Mrs. E. F. Heath.

Mr. and Mrs. John Woodward of Odessa visited in the home of Mr. and Mrs. A. D. Dudley Thursday.

Mr. and Mrs. W. McKown visited in the home of Mrs. Emma Mark, Sunday.

(Omitted last week for lack of space)

D. A. Parker of Abilene, a student in Hardin-Simmons University, is spending the holidays here with his aunt, and sister, Mrs. D. Hull and Miss Clementena Parker.

Mrs. Warren Hames from Ralls is here with her father and family during the illness of her mother, Mrs. F. S. Higginbotham, who underwent surgery in a San Angelo hospital early in the week.

SAN ANGELO MATTRESS FACTORY

Mattresses Made to Order — Mattresses Renovated

Guaranteed Inner-Spring Mattresses

720 S. Oakes SAN ANGELO Phone 4582

We Wish Everybody A Merry Christmas and Happy New Year

May the Christmas time be joyous to you, each and all. And for our customers and friends we wish 1938 may be full of good things.

Thank You

We would not be unmindful of the faithfulness of our customers through the past year and we sincerely and deeply say "thank you" for your continued patronage. And for the new year we pledge you the very best in the way of fresh meats of all kinds, with the same prompt and courteous service.

STEVENS MARKET

Ed Stevens, Owner.

BRONTE, TEXAS.

In The Happy Spirit of THE GLAD CHRISTMAS-TIME

We join in good wishes to all our customers and friends for a peaceful, happy Christmas-tide and a Glad New Year. May everything that is good be yours with as few sorrows and shadows as possible. We appreciate your patronage.

For 1938

We wish to remind you that we are here to give you Quality Building Materials at Consistent Prices. Let us figure your building jobs for you. It is always a pleasure to serve you.

SOUTH TEXAS LUMBER COMPANY

O. H. Willoughby, Manager.

BRONTE, TEXAS

FOLKS!

A Happy Christmas to EVERYBODY

And let us wish for you the very best for the New Year of 1938.

We Thank You

For your patronage and promise to give you the very best service in cleaning and pressing your clothes.

City Tailor Shop

Mrs. C. B. Rogers, Owner and Operator.
BRONTE, TEXAS.

Deeply and Sincerely

We Extend

OUR BEST WISHES

To

EVERYBODY

For

A Gladsome Christmas And Bright New Year

We at this time also would not be forgetful to say "Thank You"

To our friends and customers for your continued patronage through the many years we have been in business. We pledge you the same Quality Merchandise for the New Year 1938, with same Courteous Service.

CUMBE & WILKINS

BRONTE, DRY GOODS TEXAS.

From Anywhere

No matter from whence the call originates, our service is capable of meeting the need, and meeting it promptly and economically.

KING-HOLT
Funeral Home

908 EIGHTH ST.
PHONE 82-RING-2
• PROMPT •
AMBULANCE SERVICE



Santa Says:

PLEASE THE CHILDREN

At

Christmas Time

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

Gifts For Older Persons

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

See Our Line Of Christmas Gift Goods Before You Buy Elsewhere

CITY DRUG STORE

BRONTE TEXAS

Mav'rick School News

First and Second Grade News

The road was so bad that several of us missed school this week. Melvin Teague and Walter Hutton missed last week because of illness.

We practiced for our Christmas program and made some decorations for our class room.

Third, Fourth and Fifth Grades

John Anna and Evelyn Cowan have started back to school. We are proud to have them.

There have been several absent on account of the rainy weather.

Sixth and Seventh Grade News

This is examination week and we are all working hard to pass them.

We had three visitors today.

They were Russell Bowden from Carlsbad, New Mexico, Pearl Lee Boatright of Tehuacana and R. B. Teague of Maverick.

Eight and Ninth Grade News

We are very proud to have the following pupils back in school this morning, as they have been unable to come on account of the muddy roads. Mozelle Boatright, LaVerne Dean, Durwood Stephenson and Dean Thomas.

We have been wondering why all the girls have been so happy since last Tuesday, but we know now. George Cowan started back to school, and there is something else attached to the attractions of school. Margaret has started and all the boys try to be present every day. So, try not to miss, Margaret, and we shall have a good attendance.

The sixth, seventh, eighth and ninth grades will have a Christmas tree Thursday afternoon and

then turn out for the Christmas holidays.

We hope old "Santa" is good to every one.

Community News

Mrs. Gordon Griggs entertained the beginners Sunday School Class Sunday on the fourth birthday of her daughter, Mary Yvonne. After hearing the Sunday School lesson by Miss Margaret Lee, the pupils gathered around the table to enjoy the birthday cake, the following were present: Patsy Sue Bowden, Mary Joyce Bowden, Eddie Sue McCaulay, Melvin Lee "Sonny Boy" McCaulay, Jimmy Tunnell, Larry Tunnell and Wanda Jay Baker.

Several students attending college have returned for the Christmas holidays: Chester Borders, W. T. S. C.; Doris McCauley, Texas Tech; Wilma Seipp, N. T. S. T. C.

Don Taylor who is working for the Cosden Oil Company is visiting his parents, Mr. and Mrs. C. V. Taylor.

Mr. and Mrs. Robert Bowden and family of Carlsbad, New Mexico are visiting his father in Maverick.

CARD OF THANKS

We wish to thank our friends and neighbors for their kindness, words of sympathy and beautiful floral offerings, during the illness and death of our father and grandfather.

Mrs. W. C. Shamblin,
Mrs. F. C. Hannahs,
Roy Hamilton and family,
Joe Hamilton,
Gordon Hamilton,
Watson Hamilton,
W. C. Shamblin Jr.



In Keeping with the spirit of the Glad Season we send

Greetings To Everybody

The Board of Directors, Stockholders and Officials of this Bank wish you each and all, life's finest and best things. And wish that

The New Year of 1938

May bring to you and to all our section of West Texas increased prosperity and greater happiness to our people, with as few of the hurtful things of life as possible.

Deeply Appreciative

This Bank is deeply appreciative for the continued confidence and loyalty of the people of the Ballinger trade territory.

Farmers & Merchants State Bank

BALLINGER

JUST BANKING

TEXAS

FOR COUNTY COMMISSIONER

I hereby announce my candidacy to succeed myself as County Commissioner of the Bronte precinct, which is precinct No. 2.

First, regardless of the outcome of the 1938 campaign, I want to thank all our people for their expressions of confidence in electing me to this office and for the uniform kindness shown me and the cooperation given me in my work in trying to take care of our precinct in the best way, in all its needs, as well as looking after the general welfare of our county. I am truly glad that our county is in as good condition as it is, and it is to you, the citizens, that the credit is due.

I do not know how many opponents I shall have in the forthcoming campaign—that makes no difference. If I should be fortunate enough not to have an opponent, I am just as anxious for your support as if I had opposition—for, it is an office in which the official needs the cooperation and support of all and I am desirous that it be that way. Hence I am announcing and in this way I ask your support regardless as to whether I have opposition or not.

I have tried faithfully to serve our precinct without partiality to any one, but have sought to treat each and all alike, having in view my obligations as an official and the good of our precinct and county. My record is before you and if you feel that I have tried faithfully to do my duty, I will greatly appreciate your support and influence.

As for our county's school lands I think that the county's interests have been served in a most beneficial way to our county, of which I am proud.

Since I have been in office there has been one perplexing problem constantly before the people of the county, namely, the P. W. A. work. Far as I have had ability, I have sought to handle the county commissioner's part of that work the best way possible under the circumstances.

Gratefully yours,
S. A. Kiker.




A
Bright
Merry
Christmas

A
Happy
New
Year!

West Texas Utilities Company

Brightness and Cheer throughout the year! This Your Electric Servant wishes for you, uttering a wish that can come true! These are our gifts to your home and community. Well-lighted homes create a holiday spirit the year 'round; good light brings comfort and eyesight protection; and electric power supplies safe refrigeration, easy cooking and all the many services that are yours at the touch of a switch. Just as each Christmas finds West Texas—the Land of Opportunity—enjoying an advanced standard of living, so it finds Electric Servants contributing more to the happiness and comfort of the quarter-million people in the 161 communities served by this company. And every Christmas finds the unit cost of this service diminishing. To make 1938 a happier year, use more Electric Service at today's low rates.

West Texas Utilities Company

OAK CREEK

Community News

Mr. and Mrs. M. N. Turley of Hagan visited Mr. and Mrs. John Lutherford Sunday.

Mr. and Mrs. G. D. Lockett and family visited Mr. Eade who lives near Bronte, Sunday.

Mr. and Mrs. Jim McKown and son visited Mrs. W. F. McKown of Ballinger Saturday.

Next Sunday is regular preaching day here. Lets give Bro. Merritt a boost and encouragement by all coming to church.

Mr. and Mrs. John Woodward of Oklahoma City are visiting in the home of Mr. and Mrs. A. D. Dudley this week.

Mrs. Tennie Wilson and daughter Mrs. Marks and children of Winters visited Mr. and Mrs. Wyatt McKown and family Sunday.

Mr. and Mrs. Jim McKown visited relatives in Bronte Sunday.

Clyde Ballow who has been working on his farm in West Texas for some time, has returned to his home here.

Bill and Aubrey McKown who have been away working were returned to their home here.

School News

This week marks the close of our third month of school. We are striving to make good in all our work.

The best citizen for this week Day Phone 49—Night Phone 19

is Doris Stewart. The best citizen each week is our best all round pupil chosen by the fourth, fifth and sixth grades.

Several of our classmates have been absent, due to different causes.

Neal Mac Clark and Dewey Lockett have been on the sick list but are better now.

We expect to have a large crowd present at our Christmas tree. We hope Santa will be good to everyone and bring us all a desire for a New Year of good work and happiness.

BEGINS WORK ON MODERN SIX-ROOM STUCCO HOME

Henry Hudman has begun the construction of a six-room modern stucco cottage on his home-site, down on Railroad street.

Mr. Hudman has wrecked his old home which was one of the old residences of Bronte. He will use such of the material of the old building as is good in the new structure. The new residence will be a six-room structure with bath and other modern conveniences.

Mr. Hudman has just completed a double, stucco garage, and when the new home is finished as planned it will be among the beautiful homes of the town.

FOR
Ambulance Service
CALL
Frank Keeney

Blackwell News

By Mrs. Charles Ragsdale

Mr. and Mrs. L. B. Raney of Big Springs visited his brother, J. W. Raney, this week.

Rev. and Mrs. A. J. Jones visited in Abilene Saturday. Their daughter, Marjorie, who is attending McMurray, returned home with them for the holidays.

Dan McDonald visited in Dallas first of the week.

Mr. and Mrs. Marvin Burnett of Arizona are visiting Mr. Burnett's aunt Mrs. A. B. Jones. Mrs. Jones had not seen her nephew in 53 years.

Harold and Pauline Hamilton of Amarillo were here Thursday, for the funeral of their grandfather, J. T. Hamilton.

Miss Verna Childs who is teaching at Eunice, New Mexico is visiting her parents through the holidays.

Mrs. Daisy Lewellyn has been moved to the hospital at Sweetwater. Her son Marvin of Hice and daughter Gladys, who is teaching at Rio Grande City, and two younger sons are at her bed side.

Home For The Holidays

The young people that are home from college for the holidays are: Jeraldine Jordan, Edwin Evens, Dan McDonald, Leo Corley from Tech at Lubbock, Jack Hamilton from S. M. U. at Dallas, David Ellis and Edwin Sweet from State University at Austin, and Mary Frances Russell from McMurray at Abilene.

Ship Sheep to Michigan
Charley Caves shipped 4 car loads of lambs to Michigan this week.

Charley Jones of Sweetwater visited his daughter, Mrs. Roy Hamilton, Sunday.

Prof. and Mrs. Leroy Stone visited in Abilene Sunday.

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GEO. T. WILSON
 ATTORNEY
 204-5 Cent'l Nat'l Bank
 DIAL 6524 San Angelo
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A. O. Strothers
 Attorney-at-law
 Office over Owens' Drug
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 WINTERS, TEXAS
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TRAILER PARTS
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 Phones: Office 3291, Nite 2837
 207 Pecan Street SWEETWATER, TEXAS

Wishing You Christmas Joy



And A Prosperous, Happy New Year
 Is our deepest wish for all our friends and customers and the good people generally throughout our country.
 May Life's Best Be Yours for the Good Year 1938.
 And may life's sorrows be as few as possible to human kind.
Deeply Appreciative
 We are deeply appreciative to the people for their continued business confidence and patronage.
We Promise
 For the New Year as in the past, Good Quality Building Materials of all kinds at the most consistent prices.
SOUTH TEXAS LUMBER COMPANY
 F. D. Willis, Manager.
 BLACKWELL, TEXAS

OUR Sales and Delivery FORCE IS SWAMPED— Deliveries To All Parts Of The Surrounding Counties Has Taxed Our Delivery Service To Capacity.

ONLY 2 MORE DAYS

To Buy Furniture At Sale Prices— Sale Ends Friday, December 24th. PRICES GO BACK TO FORMER LEVEL

KING--HOLT CO.

BALLINGER, TEXAS

The Candles Are Lighted

Across the fields comes the tinkle of bells. The evergreen trees have been decorated with tinsel and loaded with gifts; the fire crackles on the hearth; thoughts of self turn to thoughts of others; the candles are lighted and glow through the darkness just as they did long years ago.

Candles will ever be associated with Christmas. They suggest enlightenment and the dawn of a new era. They are symbolic of the Christmas spirit . . . kindly thoughts . . . benevolent deeds for others . . . peace and good will . . . the giving of gifts . . . the interchange of good wishes and of friendly greetings.

Directors, officers and all employees of The Winters State Bank join in wishing you a very merry Christmas.

The Winters State Bank
 Capital and Surplus \$100,000.00
 WINTERS, TEXAS



Yuletide Good Cheer AND A GLADSOME NEW YEAR

Best Wishes to All Our Members and to all the people of West Texas generally.

"PERFECT PROTECTION AT LOW COST"
SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION
 SWEETWATER, TEXAS

Mazeland

School News

Mazeland school will be dismissed for the Christmas holidays Dec. 23, and take up Jan. 3. A community tree and a short program will be held at the Baptist church.

The Mazeland boys and girls seem to have possession of the joy which Christmas usually brings to them. We regret losing about twelve or fifteen boys and girls who are moving away. Both will find friends and happiness in their new homes.

A peep inside Mazeland class rooms reveals thoughts through Christmas decorations of the Christ child.

Muddy roads and cold weather caused low attendance through out last week.

Dena Fay Proctor has been absent from school because of illness.

Our school takes this method of wishing every one in the community a very happy time dur-

ing the Yuletide.

Mrs. Henry Rampy substituted for Miss Kate Barker, Monday of this week. Miss Barker was called to the bedside of her sister, Mrs. Elo Michaleus.

Community News

Mr. and Mrs. Otis Claxton of Bradshaw are visiting Mr. and Mrs. J. H. Ball.

Ben Harris is going to Fort Worth this week for treatment.

Misses Lorie Jackson and Anna Bell Hash visited Mrs. Elo Michaleus, Sunday in Abilene. Mrs. Michaleus is a patient in the Hendricks hospital there.

Harold Allen and Roger Vosburg spent Saturday night in the home of Mr. and Mrs. Claude Gooch.

Mrs. C. O. Smith and children of San Angelo are visiting in the home of Mr. and Mrs. O. F. Turner. Mrs. Smith is a sister of Mrs. Turner.

Autry Petty from O'Donnell visited Miss Audra V. Ballew Sunday.

At the Glad Christmas Time

WE WANT TO WISH EVERYBODY HAPPINESS

AND MAY

The Glad New Year of 1938

BRING TO ALL OUR PEOPLE LIFE'S GREATEST BLESSINGS WITH AS FEW SORROWS AS POSSIBLE.

S. A. KIKER

COMMISSIONER PRECINCT NO. 2

Free Gift Certificate For \$25.00

Wood Motor

Anything You Want From

Any Store in San Angelo

Until January 1, 1938.

PLAYS

Santa

IN A BIG WAY

There are positively no strings to this sensational offer by Your Ford Dealer—with every car that we sell for \$150 or more before January 1, 1938, we will issue a certificate good for \$25 in merchandise from any store in San Angelo. We are getting ready to close the biggest year in our thirty years of business in San Angelo. In what better way can we extend our customers a more sincere Christmas greeting? You who have noticed our ads or priced our cars this fall will realize how much we have already reduced our prices to clear our stock in preparation for the 1938 Ford V-8. Now we are doing what the season suggests—you who buy now WILL GET A REAL CHRISTMAS PRESENT!

No matter what you want for Christmas, you can get it with our gift certificate if the cost is no more than \$25, or you can have it apply as \$25 on any items that you may select—jewelry, groceries, radios, luggage, furniture, clothing, electrical appliances, hardware—POSITIVELY ANYTHING you wish up to \$25, if you have one of our gift certificates. REMEMBER: This sale started Monday, December 20, 1937 and it is limited to January 1, 1938. And we have a most complete stock of cars—Fords, Chevrolets, Plymouths—in fact most any popular make of modern cars!

"IF IT'S FROM WOOD—IT'S GOOD"

WOOD MOTOR COMPANY

SALES  SERVICE

New Car Bldg.—342-348 S. Chadbourne, Dial 3191

Used Car Bldg.—Twohig & Randolph, Dial 6559

Used Car Lot—Concho & Irving, Dial 6558

Give Some of These PRACTICAL GIFTS AT PRACTICAL PRICES!

NORGE WASHING MACHINE

With Gasoline Motor \$109.50
Double Set of Tubs \$11.00
TOTAL VALUE \$120.50

Special, this one machine only - - \$79.50 Cash

A Norge Electric Refrigerator

7-ft. Deluxe Model, \$254.50 Value, This Machine Only..... \$189.50

MANICURE SETS, \$1.00 Up From || MEN'S SHAVE SETS, \$1.00 Up From

Drug Items of Special Interest

Ipana Tooth Paste 39c
Certified Milk Magnesia Tooth Paste 2 for 33c
100 Aspirin, Walgreen 39c
Kotex 20c
Insulin U-40-10cc \$1.09
Mineral Oil and Agar 89c
Vitamin ABCD and G Capsules, 25 For 87c
Cod Liver Oil, Olafsen, Pint..... 69c
Orlis Mouth Wash, Pint 49c
Hairtone 39c
Analgesic Balm, Kellers 39c

SMITH DRUG CO.

WINTERS,

TEXAS.

1586
the key of San Angelo, Miss Lois Vowell of Robert Lee, and Mr. and Mrs. Rube Compton and two sons, San Angelo.

who reek a, to the and reek its um-ool ove-ving the the ver- the lid fi-to
Mrs. R. R. McCleskey and Mrs. Homer Fletcher of Dripping Springs were holiday guests of relatives and friends. Their many friends were glad to see them again.

Mr. and Mrs. Warren Hames were here during the holidays—Mrs. Hames was with her mother, Mrs. F. S. Higginbotham, who underwent surgery at San Angelo just as the holiday season approached. The patient is reported as recovering satisfactorily.

Rev. and Mrs. A. V. Bradley and little daughter spent the

contest by a few points and decided to honor the winners with a picnic luncheon preceding the holidays. As special stress had been made in each class on the U. S. Constitution, the entertainers planned a clever affair developing that idea from the form of their invitations down to the last number on their miscellaneous program of songs, instrumental numbers, talks and readings.

The host and hostess were: Helen Beaty, Inella Bruton, Vanna Ruth Caperton, Geneva Clifton, Myrtle Cryer, Ruby Eubanks, La Verne Gaines, Ruby Keese, Ione Lasswell, Winnie Dean Modgling, Frances Pruitt, Noah Pruitt, Thelma Rosser, Faye Scarborough, Gladys Waldrop, Evelyn Wrinkle, Dorothy Ruth Wylie, Sibyl Wynn, Ethel

1939
in school near Miles. is a young Baptist minister has attended the Moody ble institute in Chicago for two years.

Rev. and Mrs. McCaleb plan to be missionaries and will complete their training for that work. For the present Rev. and Mrs. McCaleb will make their home at Ray where Mrs. McCaleb will continue her teaching until the school term closes next spring. The Enterprise joins with the many friends of this fine couple in wishing them bon voyage on the seas of life.

BIRTHS

Born to Mr. and Mrs. Jim H. Hays, December 19, 1937 a baby boy.
Born to Mr. and Mrs. W. J.

The Year 1937 is closing—if you have had financial reverses we regret it; if you have had misfortune, we wish that you may regain your losses; if sorrow has come, we pause at this time to express to you sincerely our sympathy and if the year has brought you good health, prosperity and happiness, we ask for the privilege of rejoicing with you. For, He whose birth this Gladsome Season celebrates, said that "a man's life consisteth not in the abundance of the things he possesses. Hence, in that fine, happy spirit we join in sending out Greetings to each and all, whoever he may be, wherever he may be, or whatever may be his lot at this time.

IN THE GLADSOME SPIRIT OF THE HAPPY NEW YEAR We Extend Greetings to All

TO
May 1938 bring to you, and to all our people, and to our country at large the greatest measure of life's best and happiest things.

Campaign, including the old subscribers who renewed and the new subscribers. To the new subscribers we bid welcome into the family of The Enterprise readers. May you enjoy the weekly visits of the paper.

We only regret that each school that made an effort could not win. Mr. Lockett requested that the thanks of the Oak Creek school and community be extended to those not in the district who subscribed, in favor of Oak the school to

and customers every good thing for

1938

To all who have given us any business in the past we say "Thank You" WE SHALL TRY TO SERVE YOU BETTER IN 1938.

U. F. Taylor

GROCERIES, GASOLINE and OILS

TEXAS THEATRE BRONTE, TEXAS

FRI. and SAT. DEC 24-25
CHRISTMAS SPECIALS
Sonja Henie

In
"ONE IN A MILLION"
Adolphe Menjou—Jean Hersholt
Also Comedy and News

TUES. ONLY DECEMBER 28
(Money Nite)
Will Rogers

in
"DAVID HARUM"
with
Louise Dresser—Rochelle Hudson
ALSO COMEDY—
Come early and be assured a good seat.

ALAMO THEATRE Robert Lee, Texas

FRI. and SAT. DEC 24-25
Will Rogers

In
"HANDY ANDY"

DEC 26-27—SUN. 1:30 & MON.
Jean Harlow—Clark Gable
In
"SARATOGA"

WED. DEC. 29—MONEY NITE
"LOVE UNDER FIRE"

BRONTE SCHOOL NEWS
(Continued from page one)
to 14, Saturday afternoon.
Jack Corley, Loughorn forward, was high point man for locals throughout the tournament.

Also outstanding for the local team were Charles Todd and W. Stephenson. Other players that helped win the tournament were Johnne Clapp, Joe Lee, Ab Stephenson, J. P. Lambert, and Irving Cambie Jr.

MRS. ROE WILLIAMS AND MISS NELL LOWRY HOSTESSES AT PARTY

The members of the Junior Woman's Progressive Club and their husbands were entertained with a bridge party Thursday night at the home of Mrs. Roe Williams. After the guests found their places at the tables they were served a salad course. Partners for bridge were found by means of Christmas tallies.

Poinsettias and candles attractively placed about the rooms offered a Christmas atmosphere as the guests tried to catch tricks with duces so that they could yell "Canta Claus" and receive their gifts from a gift-laden table in the center of which was a beautifully decorated Christmas tree.

The guest list included Messrs. and Mmes. Geo. Thomas, Nathan Johnson, Otis Smith, O. R. McQueen, W. H. Maxwell Jr., Charlie Baker, Barrett Mackey, J. B. Mackey, Cumbie Ivey, H. O. Whitt, Mrs. Walter Bowden, and Roe Williams.

JOINT HOSTESS TO CLUB MEMBERS AND HUSBANDS

Mesdames T. H. Rogge and L. T. Youngblood were joint hostess Thursday evening, at the home of Mr. and Mrs. C. C. Glenn, to the members of the Woman's Progressive Club and their husbands, and a few friends.

It is an established custom among the members of the Club for one or more of their members to be hostess to the husbands of the club members once annually. The occasion Thursday evening was pronounced one of the happiest like occasions in the history of the club.

Note: The program and guest list of the above happy occasion appeared in The Enterprise.



A

Merry Christmas

to

EVERYBODY

With

All Good Wishes

Pay Your Subscription Boost Your School.

Wishing Our Friends and Customers A MERRY CHRISTMAS AND PROSPEROUS, NEW YEAR

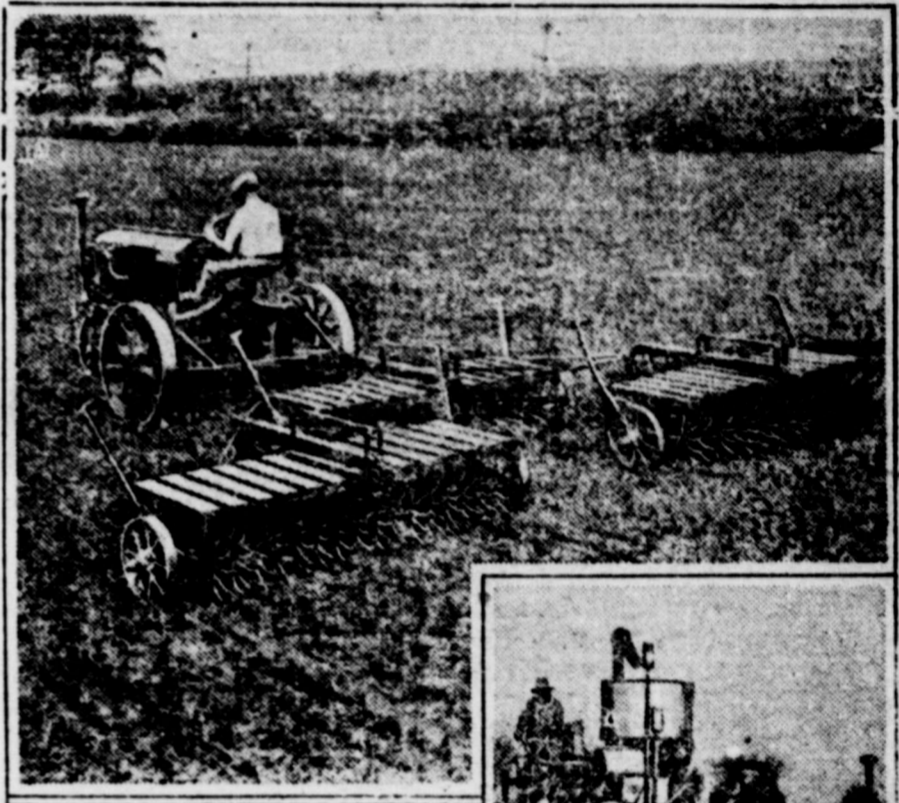
IN THIS CONNECTION WE DESIRE ALSO TO THANK THE PEOPLE FOR THEIR BUSINESS CONFIDENCE AND CONTINUED PATRONAGE.

PERRY BROTHERS

BALLINGER,

TEXAS

He's An Industrial Worker!



YOU would naturally think of the man operating the tractor as a farmer. And he is a farmer, but he's also an increasingly important figure in the industrial world, not only as a consumer but as a producer. He's engaged in hoeing up a field of soy beans which later, after passing through various factory processes, you'll be using in the form of paint and varnish, soap, linoleum and scores of other products. Consumers Information points out that 91 million pounds of soy bean oil, a comparatively new crop for American farmers, was produced in one recent year. Of this amount, 2½ million pounds went into the soap kettles, 5 million into linoleum and 13 million into paint and varnish.

This brand new market for America farmers, who are now growing a large number of industrial as well as food products, has been developed, like many others, through the vast research programs undertaken by American industry, whose laboratories have added untold millions to the national wealth and also thousands of jobs for American workers.

FORCE IS SWAMPED— Deliveries To All Parts Of The Surrounding Counties Has Taxed Our Delivery Service To Capacity.

ONLY 2 MORE DAYS

To Buy Furniture At Sale Prices—
Sale Ends Friday, December 24th.
PRICES GO BACK TO FORMER LEVEL

KING HOLT CO



around the turns. With the national automobile show approaching, consumers are digging out this picture, taken in London, to see how the British are doing.

AND A GLADSOME NEW YEAR

Best Wishes to All Our Members and to all the people of West Texas generally.

"PERFECT PROTECTION AT LOW COST" SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION

SWEETWATER,

TEXAS

loads of lambs to Michigan this week.

Charley Jones of Sweetwater visited his daughter, Mrs. Roy Hamilton, Sunday.

Prof. and Mrs. Leroy Stone visited in Abilene Sunday.

The Co

Across the fields
been decorated with

All Courtesies

For

will... the give
friendly greeting

wishing you a very

The W



And A HAPPY NEW YEAR All Our Friends and Patrons

MAY THE GLAD CHRISTMAS BE JOYOUS TO YOU AND YOURS.

AND MAY 1938 BRING YOU A FULL MEASURE OF LIFE'S BEST THINGS.

We Would Not Be Forgetful

AT THIS TIME TO EXPRESS OUR DEEPEST APPRECIATION TO OUR PATRONS WHO HAVE ALWAYS BEEN LOYAL TO US. GOOD FRIENDS, WE CHERISH YOUR BUSINESS CONFIDENCE AND FRIENDSHIP AND THANK YOU SINCERELY.

Farmers Gin Company

J. D. Luttrell, Manager

BRONTE

TEXAS