

# THE BRONTE ENTERPRISE

VOLUME XXVI.

BRONTE, COKE COUNTY, TEXAS, FRIDAY, DECEMBER 15, 1944

NUMBER 51.

## Miss Fay Croslin, H. D. Agent, Does Much Helpful Work

It was only October 10, that Miss Fay Croslin, Coke County Home Demonstration Agent, entered upon her work in the county. But much good work for the home life of the people



MISS FAY CROSLIN

has been achieved.

Miss Croslin has already touched the home life of the entire county by her visits and the promotional work of the home interests of the people.

Already practically every community in the county has a live, working woman's organization, in which the women of the county are cooperating in promoting the best interests of the

(Continued on page four)

## Brady Mills Is Wounded in Combat In Germany

Mr. and Mrs. J. G. Mills received a telegram Monday from the War Department, stating that their son, Brady, was dangerously wounded in Germany, November 28. The telegram, of course, gave none of the details or the whereabouts of Brady.

Brady has suffered his share as a victim of Germany's infamy. August 4, he was seriously wounded in combat in France. He had recovered and had returned to his unit. These are anxious hours for Mr. and Mrs. Mills, as well as multiplied thousands of other parents all over the land. Indeed, there cannot be and will not be any "Christmas songs" in the hearts and homes of multitudes of our people.

## B. B. Hail, San Angelo, Retires from Business Life

B. B. Hail, San Angelo, president and active manager, and largely the owner of the West Texas Lumber Company, is retiring from business activities. He has assisted in perfecting a new organization to whom he is relinquishing the management of the West Texas Lumber Company.

The personnel of the new active management of the company is Mrs. Velma Shurley, fresh-

(Continued on page four)

## Bronte Soldier Boy Appreciates His Christmas Card

Some weeks ago Mrs. Mac Rippetoe, joined by Mr. Rippetoe and Mrs. Buford, conceived the happy thought of sending "big bunches" of Christmas cheer to our boys around the world. Mrs. Rippetoe and Mr. Rippetoe announced in The Enterprise that they would furnish the Christmas cards and the postage to send Christmas cards to the Bronte soldier boys wherever the boys might be. When a boy was named by someone to whom to send a card, the card was signed by the party and addressed to the boy to whom it was to go. Then many as desired could call at the Bronte Pharmacy and sign the card also. In this way some of the cards were literally written all over with the signatures of those who joined in sending the card.

That wholesome and happy results followed the sending of the cards, the thanks below, received by The Enterprise with pleasure that is published, attests:

C. M. Hood, Texas,  
December 10, 1944.

Dear Friends and Family:

I wish I could see everyone of you and thank each of you for the Holiday Greetings card that was signed by so many of the good people, back in God's country.

I want to tell you all that it sure helps to know that the folks "back there" do think of you, once and awhile. It really does help and I want to say to

(Continued on page three)

## Brothers from Wingate Meet in Germany



SGT. WARREN McWILLIAMS



CPL. ROSS McWILLIAMS

Mrs. Lee Roy Scott of Bronte received word from her brothers, Sgt. Warren McWilliams and Cpl. Ross McWilliams, now fighting somewhere in Germany, that they have met and visited each other several times.

Their home is at Wingate. Their parents are Mr. and Mrs. G. M. McWilliams, who formerly resided at Bronte, but now reside at Wingate. Cpl. Ross

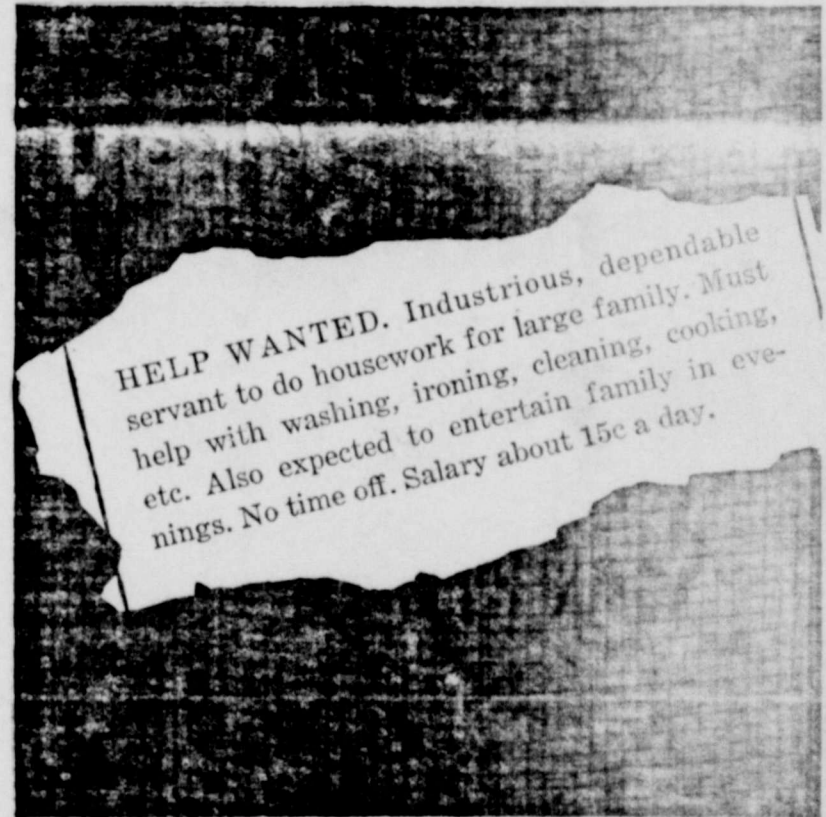
McWilliams graduated from the Wingate High school in 1941.

Charlie Luttrell who has been ill for some weeks in a San Angelo hospital is reported as not making any improvement—this the friends of "Charlie" and family will regret to know.

Mrs. Ronald Walton and Mrs. D. M. Ott shopped in Ballinger, Thursday.



## HOW MANY ANSWERS TO THIS AD?



HELP WANTED. Industrious, dependable servant to do housework for large family. Must help with washing, ironing, cleaning, cooking, etc. Also expected to entertain family in evenings. No time off. Salary about 15c a day.

OBVIOUSLY, the only servant who will do so much for so little these days is electricity.

We're glad that electricity is able to work around the clock in war plants and still stay on the job in your home. We're proud that you pay low pre-war wages for its services!

That's news in wartime. It's possible only because of sound business management—and because your friends and neighbors in this company know their business.

West Texas Utilities Company

Now is the time to buy  
**YOUR COTTON SEED**  
FOR NEXT YEAR'S PLANTING  
Big discount if you buy before  
**January 1st**

**We Handle:**

**QUALLA 40-Strain 2, Pedigreed**

**We also handle:**

**WESTERN PROLIFIC**

You know these seed—there's none better. Order now—seed are going to be scarce. Orders at either of our places given prompt attention.

**GOETZ FARM MACHINERY GOETZ TRACTOR CO.**

BALLINGER, TEXAS

Ave. K & Duggan San Angelo

**THE BRONTE ENTERPRISE**

**D. M. WEST**  
EDITOR-PUBLISHER

Entered as second class Matter at the Post Office at Bronte, Texas, March 1, 1918, under the Act of Congress, October 3, 1917, authorized for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917.

Subscription rates  
In a year \$1.50 year  
\$1.00 year

**ATTENTION FARMERS AND RANCHERS**

The final date for reporting Performance under the 1944

Program is January 15, 1945. No payment will be made for any practice carried out under the 1944 Program unless completed by December 31, 1944 and reported to this Office on or before January 15, 1945.

2nd Lt. Paul Loyd of San Antonio, who is instructor of B-29s at Pyote Field, was a guest of his aunt, Mrs. A. M. Wynne, and Mr. Wynne, first of the week. Lt. Loyd was in A. and M. College when he was called into service. He went to Yale

*Give 'em a break during the holidays!*



Thousands of men and women in service will take a furlough trip home for Christmas.

For many of them it will be the last time they will be with their families for an indefinite period of time.

Of course, we want to provide them with space on our trains for comfortable trips to and from their homes.

To do this—with our limited

passenger equipment and unprecedented volume of civilian travel—we must again ask your cooperation and friendly understanding.

As you can adjust your going and coming with more latitude than men and women in service

—please—postpone your train trip until after the holiday period to enable us to provide accommodations for our soldiers, sailors and marines on Christmas furloughs.

**SANTA FE SYSTEM LINES**  
"ALONG THE ROUTE TO TOKYO"



and took a course before taking up his work as an instructor.

Buy Bonds—Buy more Bonds.

Mrs. W. C. Walton and three daughters, Mesdames Allie Emerson, Ruby Davenport and Maxine McDonald were shopping in Ballinger, Wednesday.

Irvin Cumbie transacted business in Ballinger, Wednesday.

Buy Bonds—Buy more Bonds.

**TRESPASS NOTICE**

No trapping, hunting or other trespassing allowed. Thank you.

Edward Rawlings.

Buy Bonds—buy more bonds

All new roof jobs guaranteed  
**DO YOU NEED A NEW ROOF?**

Terms Can Be Arranged.

Service All the Time

**San Angelo Roofing Company**

Phone 4336 118 East 10th St. SAN ANGELO, TEXAS

**Santa Says:**



**Give Gifts That Please and Endure**

In Our displays of Christmas Gifts you will find a gift that will please, for everyone, from grandmother to baby—gifts that will endure and will be appreciated by the one to whom it is given.

**EDWARDS JEWELRY COMPANY**

9 W. BEAUREGARD

SAN ANGELO, TEXAS

PHONE 40084

**Income Tax Returns**

UNDER THE PROVISIONS OF THE INDIVIDUAL INCOME TAX ACT OF 1944, 1944 DECLARATIONS OF FARMERS ARE NOT DUE UNTIL ON OR BEFORE JANUARY 1, 1945.

**Jno. W. Norman**

INCOME TAX ACCOUNTING

WINTERS, TEXAS

**Breezland Chicks**

HATCHING NOW. Make your reservations early, even if you don't want delivery until much later in the season. A post card will bring you full information

SAN ANGELO, TEXAS

DIAL 3065-3

# What Helps Agriculture Helps All of Us!



John Holmes, President Swift & Company

This page is printed here as a service to all farmers and ranchers of America. Together with you producers, we have a big job to do in the business of feeding this nation of ours well.

A short time ago I was talking about improved methods with a farmer. He said, "The way I look at it is this—what helps agriculture helps all of us."

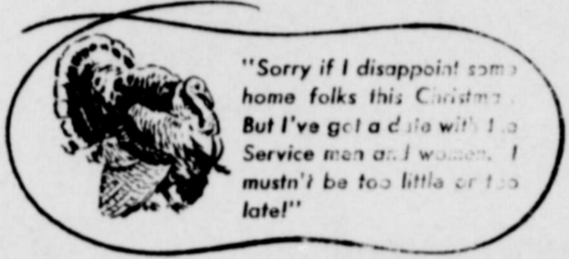
That is it in a nutshell. What helps agriculture does help all of us—producer, meat packer and processor, retailer and consumer. So the purpose of this page is to tell in a few words and many pictures about all manner of things that do help agriculture. We hope that by searching out news items, telling of new trends, big or little, reviewing findings of agricultural experiment stations, by recounting the experiences of successful individuals, and in many other ways, we can render a worthwhile service to all who produce our nation's food.

The Editor will be F. M. Simpson, who is already well known to many of you as Manager of our Agri-

cultural Research Department. He will welcome your suggestions and original ideas. Mr. Simpson is the Editor—but it is your page. Please help us make it a useful one.

A Merry Christmas to you all!

*John Holmes*  
President, Swift & Company



"Sorry if I disappoint some home folks this Christmas. But I've got a deal with the Service men and women. I mustn't be too little or too late!"

## CANVAS COATS FOR SHEEP PAY OFF

Range lambs grazing in mountains and valleys, fashionably dressed in ducky little white duck coats sounds more like a pipe dream than a practical possibility for sheep growers. However, in an experiment at the University of Wyoming, coats of 15-ounce canvas were tailored to fit half of a flock of 684 range sheep. The fleeces were carefully compared at shearing time and the "coats" proved their worth in a big way... more clean wool per fleece; 6.8 per cent less shrinkage; 13.5 per cent less dirt content; and the staple was a full half-inch longer than on the sheep that wore no coats.

This adds up to extra wool profit no matter how you look at it. In addition, the coats protect the sheep from cold weather, wet, sand, dirt, burrs, stickers, and reduce death losses and feed consumption. Wool from the coat-wearing sheep compared favorably with the best white Australian wool.

For further information, write R. H. Burns, University of Wyoming, Laramie, Wyo.

## Nutrition Is Our Business—and Yours!



"Right eating adds life to your years, and years to your life."

These six Americans are united in the job of seeing that 132,000,000 fellow Americans get enough of the right kinds of food to eat. The rancher, farmer, meat packer, retailer, housewife and scientist, each has a part in the preparation and distribution of meats and other foods.

Feeders of livestock know that diet has a lot to do with the health of their animals. It is the

same with human beings. There is a great deal of research being conducted at the present time in our universities to find out more about the relationship between diet and human health, and Swift & Company gives many grants to aid this kind of research.

Not so many years ago a lot of people said meat was hard to digest; that children should never be given pork, etc. Nutritionists have proved that pork is one of the most digestible of all meats, rich in Vitamin B1. These and many other basic truths about meats and other foods have been established by the work of nutritionists. You can readily see why such discoveries help the sale of meat and of livestock. That is why we say—"Nutrition is our business—and yours."



## SOFT CORN FATTENS LIVESTOCK

I. B. Johnson, Director Agricultural Experiment Station, South Dakota State College

If you are caught with "soft" corn, due to a sudden freeze before your corn matures—remember you still have feed. It makes a good fattening feed for steers, calves, feeder pigs, and lambs.

These were the conclusions of the South Dakota Experiment Station, based upon the first year's feeding trials, wherein cattle, hogs and lambs fed soft corn were compared with others fed sound corn of No. 3 market grade. The soft corn was bought at 50 cents a hundredweight—the No. 3 corn at 75 cents a bushel.

No preparation was given to this soft corn. It was stored in uncovered piles on the ground, and fed field run—soft, moldy, rotten, husk-covered ears just as they came.

Yearling steers were fed for 150 days, calves 195 days, pigs from 87 to 113 days, lambs 90 days.

In all cases the return per quarter from the lot, receiving the soft corn, due to the price at which the corn was purchased.

The gains of both cattle and pigs on soft corn, compared to those on hard corn, were reduced after the beginning of warmer weather in April. It is advisable to feed your soft corn early.

In figures, the soft corn had the following approximate values when compared with the price of No. 3 ear corn in the rations fed:

- 84% when fed to yearling steers
- 80% when fed to steer calves
- 75% when fed to feeder pigs
- 71% when fed to feeder lambs

If you want additional information, write the Animal Husbandry Department, South Dakota State College, Brookings, South Dakota.

(The values expressed in this article are those of the author.)

**Martha Logan's BEEF POT ROAST**  
A beef chuck, round, provides the roast, accompanied by browned onions and carrots. Roll the beef well

in flour, then brown in hot fat in a heavy kettle. Add water, cover tightly and cook slowly for two hours, or until tender. Add peeled potatoes, onions and carrots, and cook for one hour.

Does lots of wool on the face and legs of a sheep and a wrinkled skin help to make a more valuable fleece? No, says the U. S. D. A. Sheep with wool over their eyes produce fleeces of lighter weight and less value than open-faced sheep.

## Ex-Farm Boy Knocks 'Em Dead

BUY MORE WAR BONDS—HOLD WHAT YOU HAVE!



Maybe you've heard the epic story of "Zeke" Givan. "Zeke" was a farm boy from Dearborn County, Indiana—until he enlisted in the Marines. His first big show was at Kwajalein. The Japs started to rush him, and "Zeke" started to shoot. When the shooting stopped, those present were "Zeke," one red-hot Browning Automatic Rifle, and 35 dead Japs. "Zeke" says modestly, "I did nothing except my duty." Later he was wounded at Saipan. We'll say that like many thousands of other farm boys, in and out of the Service, he is doing his duty extra special well.

Swift & Company, Chicago, Illinois



## FARMERS' ESTIMATED INCOME TAX FILING DATE IS JANUARY 15, 1945.

This year the farmers have until January 15, 1945 to file their declaration of estimated income tax for 1944. Last year the declaration had to be in by December 15. But don't let this additional month of grace delay you in preparing your return. The best procedure is to get ready early, advises Tyrus R. Timm, economist in farm management for the A. and M. College Extension Service.

And in case you've forgotten, final returns for the calendar year, 1944, still are due on or before March 15 next. There's no change on that point.

Now about payment. Mr. Timm says it must cover the remaining amount not previously paid with earlier declarations of estimated tax, if you made one. In other words, you're expected to get square with Uncle Sam's

bookkeepers on March 15 or when you make your declaration on January 15. Your county agent will have these forms within a few days.

Order your fall chicks NOW! Our hatches come off each Tuesday. Finest quality chicks from pullorum tested flocks NUTT & WILLIAMS, BOX 664, Ballinger, Texas. 44-tf



## Custom Pork Curing

We cut up your hog, grind and season sausage, render lard, cure and hickory smoke the meat.

FROZEN FOODS CO. Ave. D & Orient Dial 4225

## Help Defense BY SAVING LEATHER

Bring your boots and shoes to us for repairs. Your old boots may be made to last a long time by having them repaired in time.

J. L. MERCER

Boot Shop

SAN ANGELO, TEXAS

## ABILENE-VIEW BUS COMPANY ABILENE, TEXAS

NEW SCHEDULES EFFECTIVE OCTOBER 10, 1944

Two Schedules Each Way Daily Between Abilene and San Angelo

READ DOWN		READ UP	
Lv. 6:00 A. M.	Lv. 3:15 P. M. Abilene	Ar. 12:35 P. M.	Ar. 12:10 P. M.
Lv. 6:25 A. M.	Lv. 3:40 P. M. Camp Barkeley	Lv. 12:10 P. M.	Lv. 11:45 P. M.
Lv. 6:30 A. M.	Lv. 3:45 P. M. View	Lv. 12:05 P. M.	Lv. 11:40 P. M.
Lv. 7:10 A. M.	Lv. 4:25 P. M. Happy Valley	Lv. 11:25 A. M.	Lv. 11:00 P. M.
Lv. 7:40 A. M.	Lv. 4:55 P. M. Bronte	Lv. 10:55 A. M.	Lv. 10:30 P. M.
Lv. 8:05 A. M.	Lv. 5:20 P. M. Robert Lee	Lv. 10:30 A. M.	Lv. 10:05 P. M.
Ar. 9:05 A. M.	Ar. 6:20 P. M. San Angelo	Lv. 9:30 A. M.	Lv. 9:05 P. M.

Intra-State Only

3-16

## TANK STEEL

Also Water Storage Tanks and Tank Towers

SHONROCK EQUIPMENT MFG. CO.

East Avenue D. SAN ANGELO, TEXAS

Phone 6023

Give



They Always Please!

OUR LINES OF

**Christmas Gifts**

ARE WELL SELECTED AND VARIED. YOU CAN FIND A PLEASING GIFT FOR LOVED ONE OR FRIEND, AT HOME OR OVERSEAS.

WATCH FOR ANNOUNCEMENT OF OUR NEW LOCATION OPENING.

**J. M. (Red) Cruse, Jeweler**  
SAN ANGELO

**TEXAS THEATRE**  
BRONTE, TEXAS

Fri.-Sat. December 15-16  
Johnny Weiss Muller  
—in—  
"TARZAN'S DESERT MYSTERY"  
Also Comedy and News.

Tuesday December 19  
Errol Flynn-Paul Lukas  
—in—  
"UNCERTAIN GLORY"  
Also "Black Arrow."

**ALAMO THEATRE**  
ROBERT LEE, TEXAS

Fri.-Sat. December 15-16  
Dick Powell-Dorothy Lamour  
—in—  
"RIDING HIGH"  
(in color)  
Also Comedy and News.

Wednesday December 20  
Errol Flynn-Paul Lukas  
—in—  
"UNCERTAIN GLORY"  
Also "Black Arrow."

**JNO. W. NORMAN**  
Attorney-at-law

WINTERS TEXAS

**RETIRES—**

(Continued from page four)

the West Texas Lumber Company has appeared at regular intervals in The Bronte Enterprise. Yes, we truly feel deep regret that not any more shall we have these friendly and pleasant business relations with this fine man and successful financier.

Yet, to the writer and to Bronte and to all Coke county, there is "a rainbow in the cloud." As Mr. Hail goes out of the active management, Mr W. E. Caldwell, who is almost "a Bronte boy," takes Mr. Hail's place as general manager of the business. Mr. Caldwell got much of his business training and experience in the lumber business in Bronte and was manager of a lumber company here for several years. He has many friends among the old timers in and around Bronte who will be glad that he is getting back into a place where they can have business relations with him again.

Welcome, "Bill."

Last week Mr. Hail carried his "Goodbye and Thank You" letter in these columns, which was a masterpiece of its kind. In this issue Mr. Caldwell, as the new manager of the Company, makes an announcement as to the policies of the Company under his direction, which is a clear outline, of following the old established policies of the Company in their relations with their customers. Read it.

**Buy War Bonds**  
**Then**

Look in your closet for old shoes . . . bring them to Leddy's for finest quality repairing and get months and months more wear out of them. This way you're helping to combat inflation as well as save precious leathers for more vital needs!  
Bring in your boots and shoes when you come to town!

**M. L. Leddy Boot Shop**  
SADDLE & BOOT SHOP  
SAN ANGELO, TEXAS

**Dr. Jas. H. Craig**

Chiropractor and Masseur  
Electrical Treatments  
WINTERS, TEXAS

**An Announcement . . . .**

IN ASSUMING THE MANAGEMENT OF THE WEST TEXAS LUMBER CO., I REALIZE THAT IF I AM TO RETAIN THE HIGH REGARD FOR, AND LIBERAL PATRONAGE GIVEN TO THIS BUSINESS, UNDER THE MANAGEMENT OF MR. B. B. HAIL, I HAVE A VERY GREAT TASK AND RESPONSIBILITY. HOWEVER, I AM THOROUGHLY FAMILIAR WITH THE POLICY BY WHICH MR. HAIL HAS OPERATED AND SHALL PUT FORTH EVERY EFFORT TO MAINTAIN THIS POLICY. THE WEST TEXAS LUMBER COMPANY, UNDER THE DIRECTION OF MR. HAIL, HAS ESTABLISHED AN ENVIABLE REPUTATION FOR FAIR DEALING AND COURTEOUS TREATMENT TO THOUSANDS OF PATRONS THROUGHOUT THIS ENTIRE AREA. IT SHALL BE THE AIM OF THE NEW OWNERS TO MAINTAIN THIS RECORD. ALL EMPLOYEES OF MR. HAIL HAVE CONSENTED TO REMAIN WITH THE NEW OWNERS, AND JOIN US IN SOLICITING A CONTINUATION OF YOUR PATRONAGE.

Our Slogan Remains:

**"QUALITY AND SERVICE"**

**West Texas Lumber Co.**

VELMA L. SHURLEY, President

RAYMOND G. PIPKIN, Vice.-Pres.

W. E. CALDWELL, Sec'y.-Treas., General Manager