

# The Bronte Weekly Enterprise

VOLUME 21.

BRONTE, COKE COUNTY,

FRIDAY, OCTOBER 27, 1939

NUMBER—43

## Cotton Boll From Sears Is Sent To Iowa

The most gigantic undertaking, perhaps, in recent years, in the way of the industrialization and development of the South as a whole is that which had its consummation in the mammoth Industrialization of the South Sale by Sears, Roebuck and Co.

This country-wide business organization began some time ago the task of getting many of the South's chief raw products manufactured into finished merchandise so that the organization could put the south's raw materials, in the way of finished products, on the markets through their multiplied hundreds of stores throughout the whole country. To achieve this mammoth undertaking Sears called into conference many of the leading manufacturers of the South and enlisted them in converting the south's raw products into the finished merchandise that Sears desired to offer to the buying public over the land.

Every retail store of Sears throughout the country was enlisted. And every member of the selling force of each retail store, from the local retail manager down to the janitors, was enlisted and lectured and enthused, until the "Industrialization of the South" idea got into the systems of everybody connected with the gigantic system from the president of the whole establishment down to every clerk of every retail store in the South.

In keeping with the above spirit the Sears store at San Angelo, under the management of Mr. P. R. Nichols became one of the most enthusiastic of all the retail forces throughout the country. To further carry out the idea of "the South's Industrialization" idea, Mr. Nichols secured a large quantity of cotton bolls, fully opened, showing the fleecy staple in all its whiteness and its glory—"the South's chief commodity." Every member of the retail force of the San Angelo store, from Manager Nichols down to the janitors are seen now during the hours the store is open while this "Industrialization of the South Sale" lasts, wearing a boll of the fleecy white staple on their bosoms. The young ladies in the store, having more aesthetic taste than male members of the organization had their cotton bolls tied with red baby ribbon—the scene really impresses the thoughtful who go into the store during this sale. And everybody in the store from manager Nichols, who always has "the smile that won't come off" down to the drivers of the Company's trucks are happy and smiling and it really provokes a spirit of good cheer and appreciation for the salesfolk, for one to visit them.

But, the story we are relating is this: the writer, while in the store the other day, begged a boll of cotton from one of the young lady clerks. We brought it home. Mrs. Leslie Hultsche, who with her husband has had apartments at the West apartments for some months, asked for the cotton boll and stated that she was sending it to her mother in Iowa, where cotton does not grow. Mrs. Hultsche stated that she had three sisters and a brother who never saw a cotton boll.

Therefore, with the great "industrialization" idea of Sears there will be some free advertising for grand old Texas in far-off cold and frigid Iowa, where "the cotton blossoms never grow."

## LIKES BOTH THE ENTERPRISE AND ITS READERS

Judge J. M. Simpson, of Eden county attorney of Concho county, writes us the following "love letter," with "the proof of his love" enclosed in the form of a check:

"Dear Editor:  
Enclosed please find check. Keep The Enterprise coming—I like it, and the one who runs it, and the people who read it, for their kindness to me and my son James who represented them in the Legislature."

Thanks to you, Judge, for every kindly reference—come over to see us.

## Blackwell F. F. A. Has Booth At Mid-West Exposition

The Blackwell F. F. A. Chapter has a booth at the Mid-West Exposition at Sweetwater. The exhibit is a three year breeding project plan suitable for a Nolan county boy. It is what a boy could start with in his first year of Vocational Agriculture and what he would have accumulated at the end of three years.

This booth is divided into three parts: one part for the first year, second year, and third year, respectively. Each part shows three projects and their increase from year to year.

In the first year it shows, for his project, one heifer calf and two crop projects, valued at \$60. In his second year he bought a gilt and six ewes. At the end of three years he would have one cow, one heifer, and one calf; six ewes and six lambs, one gilt and eight pigs valued at \$525.

The Blackwell Chapter was helped in putting up the community booth by the Home Economics Department.

## PRIMARY BAND MAKES ITS FIRST APPEARANCE, MONDAY

The primary rhythm band of the Bronte schools will make its first appearance at the Halloween Carnival, Monday evening, October 30.

The little folks will make their appearance in their new suits of which they are quite proud.

The program consists of poems, stories, songs and a Halloween puppet show.

The admission is only 5 and 10 cents. Attend and encourage the little folks.

Whatever the little folks undertake, they "put over" in a great way. Their program will be in the school auditorium. So, don't miss their program.

## ESTABLISHES A CLOTHES ROUTE FOR BRONTE

W. P. Ratliff, owner of Ratliff Cleaners of Robert Lee, and J. C. Hunt also of Robert Lee, were in Bronte first of the week and gave The Enterprise a call.

Mr. Ratliff is a hustler and was "out for more business." As our readers will see Mr. Ratliff bought front page position for his ad in which he announces his clothes route for Bronte and Blackwell on his cleaning and pressing work.

Mr. Ratliff has a good plant and is said to turn out most excellent work. He is an excellent young man and a hustler. The ad will tell you about Mr. Ratliff's route.

Editor's note: The above should have appeared in last week's issue but was omitted which we regret.

Don't miss the Halloween Carnival Monday night.

## Blackwell F. F. A. Will Have Project Show In Spring

The Blackwell F. F. A. Chapter has 8 calves for baby beef production that have been on feed from September 1 to October 17. Those feeding calves are Earl and Burl Bryant, Junior and Therell Burwick, Ray Alderman, James Cate, Ferrell Hurt, and Ward Daniel. There are also 35 lambs for mutton production, 7 breeding cows for calf production, 10 breeding nannies for kid and mohair production, 15 breeding ewes for lamb and wool production, 7 breeding sows for pig production.

The Blackwell F. F. A. Chapter expects to have a project show in the spring.

## MISS LOWRY HOSTESS TO JUNIOR STUDY CLUB

Miss Nell Lowry was hostess to the Junior Study Club Thursday afternoon of last week in her home from 4 to 5 o'clock. The home was beautifully decorated with roses and Queens wreath.

A short business session was held.

The theme of the program was "The Home." The roll was called with each member giving a useful household hint.

A poem, "Prayer for a New Home," was given by Mrs. Cumbie Ivey.

Mrs. O. R. McQueen gave a talk on "Learning to Live together in the home."

Mrs. Bud Maxwell gave a talk on "How to be a Swell Wife."

Those present were Miss Lowry the hostess, Mmes. Chas. Baker, D. K. Glenn, James Glenn, C. Ivey, B. D. Mackey, W. H. Maxwell, O. R. McQueen, Mac Powell, Mac Rippetoe, Clytus Smith, Curtis Smith, George Thomas, Roe Williams, and Miss Anna Lee Price.

## COKE COUNTY TEACHERS ORGANIZE YEAR'S WORK

Last week The Enterprise carried a news item to the effect that the teachers of Coke county had organized for their year's work and that the personnel of the officers would appear this week.

Officers elected for the year were:

President—B. B. Covey.  
First Vice-President — George Taylor.

Second Vice-President — T roy Mullins.

Secretary-Treasurer — Mrs. D. Hull.

Delegate to the District Meeting — B. B. Covey.

The organization made plans for the Interscholastic meet in the spring.

Bronte was selected as the place for the meet.

Directors for the Interscholastic work were named:

Director General—G e o r g e Taylor.

Director Debate—Mrs. Lucy Warner.

Director Declamation—C. B. Underwood.

Director Extemporaneous Speech—Miss Lois Danner.

Director Athletics — W. W. Mullins.

Director Ready Writers—Miss Chanda Brown.

Director Spelling—Mrs. Lonnie B. Shelton.

Director Music Memory—Clifford Horn.

Director Picture Memory — Miss Eunice McClure.

Director Three R's—Mrs. Sam Powell.

Fun for everyone at the Halloween Carnival at Bronte Monday night October 30.

## OUR PRICES

LET US QUOTE YOU A FEW OF OUR CLEANING AND PRESSING PRICES:

DRESSES, plain or pleated,  
Cleaned and pressed.....50c

SUITS, cleaned & pressed.....50c

Pants, Blouses and Coats  
Cleaned and pressed.....25c

Top COATS, cleaned & pressed.....50c

Tailored Coats, C & P .....50c

All kinds of small repairs and buttons replaced free. We will appreciate your patronage and will do our best always to please you.

## EPPERSON TAILOR SHOP

MRS. R. J. EPPERSON, Manager

## TALKS ABOUT "OUR" MELONS AND OUR "TRUTHFULNESS"

In the summer, when the watermelon season was at its height in Cokeland and the growers were marketing melons so large they could hardly get them loaded on their trucks, just to make a "believer" out of Gene Elo, publicity director of the West Texas Utilities Co., at Abilene, we sent Mr. Elo a small (?) sample of what was being grown here in the way of melons of sizable size.

In his September issue of Electric Times which is the monthly organ of the West Texas Utilities Company, Mr. Elo has the following to say about "us," Coke county melons and the "standing for truth and veracity" of this writer, especially when it comes to watermelon stories. In his Watt-Knots Column, he says:

CONGRATULATIONS: to G. E. Chisholm, local manager, for living at Bronte where they grow big watermelons. D. M. West, editor and publisher of the Bronte Enterprise, sent your editor a small sample of the Coke county melons. It weighed 71 1-2 pounds.

Since it came from a newspaperman, we decided to invite the news fraternity in Abilene to share it.

Frank Grimes, Howard McMahon, and Wendell Bedichak brought their families out to Watt-Knot's house. The melon was cut and served to 13 people—great big generous helpings. A fourth of it was left over. That's how big this Coke county watermelon was.

"I want to convince you that there is at least one truthful newspaperman in West Texas," Mr. West said in a note which Dan Castles of Ballinger delivered along with the melon.

Mr. West, a long-time friend, had spent quite some time earlier in the summer bragging about how big the watermelons grow in Coke County. Hoping he might do what he actually did do, we had suggested that the best proof of the pudding is in the eating.

"I recently stated to you that a block and tackle is needed here when loading our watermelons for shipment," Mr. West continued. "I send you this one so that you may see for yourself—Accept this melon in the spirit in which it is sent. And I trust that you and those who may relish the melon with you shall enjoy its delicious esculence."

## MAKES MORE SPACE FOR ENLARGED MERCHANDISE STOCK

Brooks Browning, manager of Browning's store, has been a very busy man for the past several days. Mr. Browning's increased activities have been due to his building a balcony in the rear of his large store in order to take care of his increasing stock.

Due to constantly increasing business since opening his store in Bronte early in the year Mr. Browning found that he must have more room some way. Therefore, he has erected the large balcony where he is storing a big lot of merchandise so it will be available as he needs it and therefore has more floor space on the first floor for displaying his various stocks.

County Commissioner S. A. Kiker was returned home Tuesday from a hospital at San Angelo, where he underwent surgery. Mr. Kiker is resting very well, but he is not yet a well man.

We don't know what "esculence" means—but we sure did enjoy that watermelon. Watt-Knot goes on record as recommending Coke County watermelons.

## TEXAS THEATRE

BRONTE, TEXAS  
Motion Pictures Are Your Best Entertainment  
—Air Conditioned—

Friday and Saturday Oct. 27-28  
Adolphe Menjou in  
"KING OF THE TURF"  
Comedy and News

Tuesday October 31  
Alice Faye, Joan Davis, and  
Majorie Weaver in  
"SALLY, IRENE AND MARY"  
Also—Comedy

ALAMO THEATRE  
Robert Lee

Friday and Saturday Oct. 27-28  
"DARK VICTORY"

Sunday Matinee 1:30 and Mon.  
October 29 and 30  
Tyrone Power — Nancy Kelley  
in  
"JESSIE JAMES"

Wednesday November 1  
Dick Powell — Ann Sheridan in  
"NAUGHTY BUT NICE"

BUILDING MATERIALS—DETAIL PLANING MILL—PAINTS—WALLPAPER—COMPLETE BUILDING SERVICE—SHELF AND HEAVY HARDWARE—AER

FENCING—ALLIS-CHALMERS TRACTORS—MASSEY-HARRIS "ALL-CROP" HARVESTORS AND FARM IMPLEMENTS—AERMOTOR WINDMILLS

A Few Of The Reasons Why We Feel That San Angeloans and West Texans Want To Get

# West Texas Lumber Company's "One-Stop" Building Service!

Quality Building Materials, Trustworthy Helpful Building Advice, the most complete stocks of every building need, plus the advantages afforded by a home-owned institution with resultant greater satisfaction in your dealings—for you can deal with the "home office" and the management itself when desired!

West Texans, for obvious reasons, enjoy trading with this West Texas institution because it is typically and truly of and for West Texas—owns more real estate—has more improvements—pays more taxes—greater stocks for you to select from—and has a much larger payroll—\$85,000.00 annually—that goes back into the channels of West Texas trade—to the grocer, the department store, and every other line of business here!

## Dierks Dense Dimension Gives Greater Dollar-For-Dollar Value!

Don't let anyone tell you that you can't get good lumber like that used in building in "the good old days!" Dierks Dense-Dimension Lumber is pre-shrunk, affording DENSITY PLUS SCIENTIFIC SEASONING!

Dierks lumber offers assurance of strength, lasting qualities and freedom from costly repairs!

Dierks Dimension Lumber means more value for your lumber dollar!

The additional cost of this quality lumber in a \$10,000 home is negligible—AND THE SAVING IS APPARENT IN CONSTRUCTION COST!



DIERKS DENSE DIMENSION      ORDINARY LUMBER

## ... but we have good, cheap lumber, too!

Our yard on the south side, on East Avenue K, is well-stocked with good, cheap lumber—it is Dierks cheaper grades—thoroughly kiln-dried and absolutely straight—AT CHEAP PRICES TO MEET ANYBODY'S COMPETITION!!!

If you insist on the cheaper grades of lumber, the "West Texas" is ready to serve you at a price that will meet prices quoted by the cheapest!

**We Have In Stock More Than 1 1/2 Million Feet Of Lumber And About 8 Carloads of Steel Products (Including Fence, Nails and All Kinds of Wire Products and Reinforcing Steel)—All Bought at the Low Prices Prevailing Prior To Recent Price Advances!**

**We are better prepared to serve you than is anyone else in the West!!!**

## A Complete

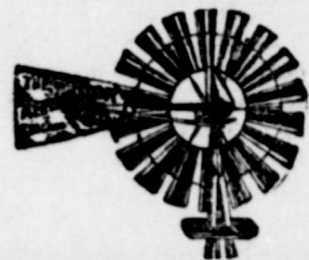
Here, again, is another West Texas Texan! Our planing mill turns out the best in the land! Again this helps San Angelo—and the grocer, the baker, the lines of business profit from its products!

Twenty men are regularly employed—\$800.00—annually over \$40,000.00 in groceries, dry goods and other needs!

Complete unit windows—built-in casings—one thing shaped and fitted perfect—much cheaper than the work can be done of town for this work any more!

## Complete Stocks

### Aermotor Windmills and Well Supplies



We are completely equipped to take care of your needs in windmills and all well supplies!



We feature the Aermotor Windmill and the California Redwood Tanks—acknowledged leaders in their field!

AERMOTOR MILLS have led in every advancement in windmill design and construction for over 50 years!

ATLAS CALIFORNIA REDWOOD TANKS are more than ordinary metal tanks, yet have 3 to 5 times longer life!

ORDER FROM San Angelo or the Fort Stockton Warehouse—the one that's closer to you!

## 90% Loan On New Buildings

## West Texas

"Pioneer Dealer in Quality Building Materials"

HOME OFFICE—San Angelo

Windmill, Well Supply

THE BRONTE ENTERPRISE  
D. M. WEST  
Publisher-Manager

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

Subscription Rates  
In State \$1.00 year  
Out of State \$1.50 year

### BRONTE GIRL AMONG SUPERVISORS AT MHB

BELTON, Oct. 27—"The Three Bares," of comic strip fame, may be clever for their years, but their tricks are nothing compared to those originating in a play school for pre-school age children. Children of pre-kindergarten age can be truly clever without knowing it, Miss Ruby Lee Seal, head of the Mary Hardin-Baylor home economics school, believes. She is director

of the play school conducted on the college campus as a part of the training of home economics and elementary education majors.

Among the 12 Mary Hardin-Baylor students who supervise and assist in the care of the play school children is Miss Iva Dell Modgling of Bronte. The students have the opportunity of observing children from the ages of two and one-half years to five years while they work, play eat and rest. The Play School is a special project of the home economics department and the routine, philosophy and psychology essential to conducting such a school has been worked out by Miss Seal and the students.

Students follow a philosophy of suggestion in directing the play school charges. They never say, "Don't drop the glass on the floor," but rather, "Let's set the glass on the table." It has proved to be most effective, says Miss Seal.

The regular routine of the school, which is held daily from 9 until 12:30 o'clock, includes inspection, outdoor free play, a glass of tomato juice, indoor free play, a half-hour of organized indoor play, rest and lunch.

The world is full of music  
If your heart is full of song,  
And you'll have but little worry  
Except when in the wrong;  
If you want to keep on singing,

Enjoy life still more  
And save a lot of money  
Trade at J. E. Davis & Co. Store

(Blackwell)—Will pay 1, 2, and 3 cents for burlap bags.

## Lessons On Thrift

SAVING SAVES GRIEF

The man who works from day to day,  
Spends all he earns, lays naught away,  
Will sometime take a backward glance,  
And see that he has missed his chance.  
When sick or old he cannot earn,  
Alas: to save he did not learn.  
So start in now while yet you may,  
Begin to save; begin today.  
The First National Bank holds to the belief,  
Unless you save, you come to grief.

THE FIRST NATIONAL BANK  
L. T. YOUNGBLOOD, President

## FOR SALE

8 GOOD USED PIANOS

From \$50.00 up

G. A. BEEMAN MUSIC HOUSE

SWEETWATER TEXAS

### Gas Gas All Time

Mrs. Jas. Miller says: "Gas on my stomach was so bad I couldn't eat or sleep. Gas-erika brought me quick relief. Now, I eat as I wish, sleep fine, never feel better."

ADLERIKA

"Sold At All Drug Stores"

**RED & WHITE FOOD SPECIALS FOR**  
FRIDAY AND SATURDAY OCTOBER 27-28

C & H PURE 10 Lb. Kraft bag 56c 10-lb. cloth bag 58c  
**CANE SUGAR**

**Pork Sausage, seasoned right, . . . lb 15c**

Faultless White Label  
**BACON sliced . . . lb. 23c . . . lb 25c**

**Mincemeat, Red & White, 10 oz. pkg. 9c**

Red & White  
**COFFEE lb. can . . . 25c 2-lb can . . . 49c**

Texas—Hartlin Seedless Full o' Juice  
**ORANGES Doz. . . . 10c Bushel . . 1.47**

APPLES Washington Winesaps . . . . . dozen 12c

Red & White 6 lb sack 12 lb sack 24 lb sack 48 lb.  
**Flour . . . 28c . . . 48c . . . 83c . . . 1.37**

CABBAGE New Mexico Firm Heads . . . . . Lb. 2 1-2c  
ONIONS U. S. No. 1 Colorado Spanish Sweet . lb. 2 1-2c

BRING US YOUR EGGS AND PRODUCE  
**CUMBIE & CO.**  
RED & WHITE STORE

**Dr. R. C. Maddox**  
DENTIST  
—X-RAY—  
Winters, Texas

**EPPERSON TAILOR**  
SHOP MAKING  
GOOD PRICES  
The R. J. Epperson Tailor Shop has an ad in this issue announcing prices on cleaning and pressing. Mrs. R. J. Epperson is

**LAUNDRY PRICES**

Prices for all Laundry Work will be as follows:

- ROUGH DRY A POUND . . . . . 4c
- STARCH . . . . . A POUND . . . . . 5c
- WET WASH A Pound . . . . . 3c
- Delivery in city limits, round trip . . . . . 10c
- IRONING KAKHIS ONLY, . . . . . dozen . . . . . 75c
- DRESS SHIRTS each . . . . . 13c or 2 for . . . . . 25c
- MARKET APRONS Finished a dozen . . . . . 50c
- FAMILY IRONING A dozen . . . . . 65c

Serve Yourself Laundry Prices the Same as always.

Only one Laundry will run on Saturdays.

**S. J. Stagner**  
**S. O. Jackson**

**S. E. ADAMS**

ABSTRACTS REAL ESTATE TITLE INSURANCE

FHA LOANS FIRE AND  
buy, build, refinance HAZARD INSURANCE

**HOW ABOUT IT?**

If your home is not paid for, or there is a mortgage, what will the wife do about it if anything happens to you? Let a Sweetwater Mutual Policy do it.

PERFECT PROTECTION AT LOW COST!

**W. F. Davis, Asst. Sec.**  
SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION

**If You Like To Eat; Look, See What's Up**

The annual picnic of the American Legion will be held in the Baptist tabernacle 6:45 p. m. November 10, and, from past experiences, I just know you will enjoy yourself.

Quite a number of the ranchers have donated goats and sheep for this picnic and if you have one of either that you wish to donate see some of us. You know how good old hens and roosters are too, after they have been placed in charge of O. L. Johnson for a while.

Ladies, don't forget those pies and cakes. We would like to make this the largest of them all and if we do we must go some for the ladies really have responded in the past with the pastries.

We have arranged a very nice program, following immediately after the feed, and feel sure that we are going to have a very fine evening together.

Please remember this, our picnic is a community affair and everyone is invited to attend but, we depend wholly on donations for our meats, pies and cakes so, if you plan to come, which we hope you do, please plan to bring something to eat. If you desire to donate some kind of meat, any kind accepted, please see some of the ex-service men in advance and if you are planning bringing pies and cakes just bring them when you come for that evening.

Don't forget the place and the time and we'll be seeing you. Look for the program in next week's issue.

H. O. Whitt.

proprietor and manager of the Epperson Tailor Shop and gives her personal attention to all the work in her shop.

The Epperson Tailor Shop has fine and up to date cleaning and pressing equipment and guarantees its work to be first class in every particular.

Read the ad of the Epperson Tailor shop in this issue giving prices for work. Mrs. Epperson says that she will appreciate your patronage.

**Coke County Exhibits Livestock, West Texas Fair**

Coke County was represented in the Feeder Lamb, Registered Angora Goats, and Palamino Horse divisions of the West Texas Fair at Abilene, October 2 to 7 inclusive.

Frank Percifull of Robert Lee, exhibited a car load of 25 feeder lambs, and took third place in some rather strong competition, there being nine car loads of lambs entered in this division.

Mr C. N. Webb of Tennyson, exhibited eight head of registered Angora billies, took first and second place in this class. Ocie Devoll, 4-H Club boy from Sando, took first, second, and third place with his registered Angora billies, and first with his registered Angora nannie kid.

Mr. Chas. Copeland of the Ft. Chadbourne Community, entered four of his fine Palamino horses in the First National all

**Your Precious**



**EYES**

Need a Scientific Examination.

Don't Be Satisfied with the old-time lens trial sight test.

**Dr. P. T. Quast**  
Sweetwater, Texas

**We Trade For Livestock**

If It's the Down Payment . . . ?  
Bring Old Ginger, or Old Bossy

**"WE TRADE HIGH!"**

28's to 38's

- 1938 Ford V-8 DeLuxe Tudor
- 1937 Lincoln-Zephyr Fordor
- 1936 Chevrolet Coupe
- 1935 Chrysler Airflow Sedan
- 1934 Pontiac Fordor Sedan
- 1933 Ford V-8 Coupe
- 1932 Buick 4-door Sedan
- 1931 Ford Model A Sedan
- 1930 Chevrolet Coupe
- 1929 Ford Model A Coupe
- 1928 Ford Model A Tudor

**Wood Motor Co.**

50-50 IF IT'S FROM WOOD—IT'S GOOD R&G  
Guarantee YOUR DEALER Used Car Lot

Used Car Building  
Twohigh at Randolph  
Phone 6559



Used Car Lot  
Phone 6558  
Concho at Irving

31 YEARS IN SAN ANGELO

Palamino Horse Show. The Stallion "Yellow Wolf" was judged first in the light stallion division, and reverse champion of the show, standing next to "Silverstone," the champion. The young stallions and the yearling fillies were not in show shape and did not place.

"Yellow Wolf" was entered in the stock horse contest held

each day in connection with the Rodeo, by the Palamino Association. On the first day he placed third, and on Saturday was in the preliminaries, and was awarded the championship in the finals. This is quite an honor in view of the fact that there were some 250 beautiful Palamino horses in this show, coming from all parts of the State.

**FLEETWOODS Eczema Lotion**

A positive cure for Eczema, Athlete's Foot or Skin Irritations. Doctors recommend it. Satisfaction guaranteed or money back.

**R. E. FLEETWOOD, Manufacturing Pharmacist**  
Roosevelt Drug Co.

**SPECIALS**

For Friday and Saturday October 27-28

- SPUDS No. 1 10 pounds . . . . . 18c
- CHUCK WAGON BEANS 3 cans . . . . . 25c
- GREEN BEANS Gulf Crown, 3 No. 2 cans .28
- MILK Rose 7 small cans . . . . . 25c
- COFFEE Maxwell House 3 lbs . . . . . 84c
- OATS, Mothers, cup and saucer, .3 lbs. 28c
- BLACK-EYED PEAS, Pure Maid, 3 cans 24c
- BLACK PEPPER Lb. box . . . . . 17c
- TOMATO JUICE 3 cans . . . . . 22c
- PICKLES full quart, whole pickle. . . . 14c
- Delta SYRUP 1/2 gallon for . . . . . 28c
- CRACKERS 2-lb box . . . . . 16c

— MARKET SPECIALS —

- PORK CHOPS pound . . . . . 18c
- PORK SHOULDER, sliced or roast . lb. 17c
- ROUND STEAK, per pound . . . . . 20c
- LOIN STEAK, per pound . . . . . 20c
- T-BONE STEAK, per pound, . . . . . 20c

Will Pay Top Prices in trade For your Eggs

**W. MODGLING**

CASH GROCERY  
BRONTE, TEXAS

# GIN NOTICE

AFTER THIS WEEK WE WILL GIN ONLY ON

Tuesdays, Thursdays and Saturdays

UNTIL FURTHER NOTICE.

Let Everybody Take Notice so there will be no disappointments.

We thank our patrons for the splendid cooperation they have given us through this ginning season.

## FARMERS GIN

J. D. LUTTRELL, Manager

# Good SPECIALS

For Friday & Saturday October 27-28

SYRUP gallon ..... 49c  
A BLEND OF CORN AND CANE

SUGAR pure cane, cloth bag, 10 lbs. 55c

FLOUR K. B. guaranteed... 48 lb 1.39

MACARONI 5 boxes ..... 17c

PEANUT BUTTER full qt. .... 25c

SWEET FIELD CORN 3 No. 2 cans ..... 25c

SAUSAGE well seasoned, mixed 2 lb .25

FAT Round, Loin or T-Bone STEAK Home killed ..... lb. 1.10c

JOWLS No. 1 Dry Salt ..... lb. 8c

BACON Swifts sliced ..... lb. 23c

DRESSES 80 square print. 2 for 1.00

ANTISEPTIC 16 oz. .... 25c

GOOD GRADE SHIRTS Grey Work ..... 59c

ANKLETS ..... pair 10c

BRIDGE TALLIES Dozen ..... 15c

- Bring Your Produce To Us -

## Browning's Store

Pay Cash & Save

Pay Cash & Save

### THE BRONTE ENTERPRISE D. M. WEST Publisher-Manager

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

Subscription Rates  
In State ..... \$1.00 year  
Out of State ..... \$1.50 year

#### J. C. RATLIFFS TO GREENVILLE

The many friends of Mr. and Mrs. J. C. Ratliff will regret to learn that they will leave Bronte, and go to Greenville to make their home. Mr. and Mrs. Ratliff will go away early next week.

More than a year ago Mr. Ratliff established The Ratliff Store in Bronte. From the first the Ratliff Store enjoyed a good patronage. Mr. and Mrs. Ratliff came at once to appreciate Bronte and its people and likewise the people came to appreciate Mr. and Mrs. Ratliff. Therefore, there is mutual regret as to these excellent people not to make their home here any longer.

Mr. Ratliff has secured a much more lucrative and desirable position at Greenville—that of an insurance connection that means much to him everywhere. Then, too, Mrs. Ratliff's people reside there and hence it will be "going back home" to her.

Mr. Ratliff states that The Ratliff Store will continue in business and his severing his connection with the store will in nowise affect its policies. Miss Una Vay Clark, who has been with the store since it opened here, has assumed charge and will carry on the affairs of the business the same as heretofore. Her many friends will congratulate Miss Clark on her rise to the position she has now attained—that of managing a modern, up-to-date store.

Speaking further as to their going away Mr. Ratliff stated that he and Mrs. Ratliff regret to leave Bronte. But due to the fact that the position that opens for him at Greenville is so inviting that he could not turn it down and the fact that Mrs. Ratliff's people reside there, it seemed the only thing for them to do, for him to accept the new position and for them to go to Greenville.

Miss Clark speaking of her assuming the management of the store stated that she felt the responsibility she had assumed, but believed she is able to meet every demand her new position puts upon her. She thanks her friends for all the encouragement they have given her since she entered the employ of the store, and now asks her friends for a continuation of their business, as the store shall continue under her management.

#### "ONLY THE BEST BUTANE SOLD!" SAYS MR. JAMES

The Enterprise is running an advertisement for N. A. James Inc. of San Angelo relative to butane gas and butane gas appliances.

If you are having any trouble whatever with reference to the heat problem you should not only read the N. A. James ad but you should go see Mr. James or some responsible seller of butane gas and butane gas appliances—for, we tell you again that "cold weather is just around the corner," and it will be too late to wait till cold weather is here to make preparation with reference to your heat problems.

Mr. James says that he handles only first grade butane gas and he wants his customers and all others to know that fact.

#### Gas Gas All Time

Mrs. Jax Filler says: "Gas on my stomach was so bad I couldn't eat or sleep. Gas you seemed to press on my heart. Adlerika brought me quick relief. Now, I eat and I sleep fine, never felt better."

#### ADLERIKA

"Sold At All Drug Stores"

# Quit Business SALE

- CONTINUES INDEFINITELY -

We have too much merchandise to move, so the buying public of Bronte and surrounding territory may continue to buy high grade merchandise at wholesale prices—

- LOOK AT THESE VALUES -

8 Oz. Sanforized Overalls ..... 79c

Blue Chambray Work Shirts ..... 39c

Full Size Double Blankets ..... 98c

### - WOMEN'S SHOES -

REDUCED FROM HIGHER PRICED GROUPS

49c - 79c - 98c - \$1.49

Ladies and Childrens Coats at Cost

Mens Leather Coats ..... 3.19 up

Boys Rain-proof Jackets ..... 69c

Horsehide Work Gloves ..... 79c

Boys Braded Pants ..... 53c

Mens Rain Coats ..... \$1.98

MENS HATS - Let Us Show You

# The Ratliff Store

QUIT-BUSINESS SALE

Please pay your Subscription

With Another European War in Full Blast and an Election Year in the U. S. Approaching, You Need a Timely and Well-Edited Metropolitan Newspaper of the Caliber of

# The Dallas Morning News

"Texas' No. 1 Newspaper"

"The Dallas News is one of the best newspapers in America. It is free from sensationalism, its editorials are admirable in matter and expression, and its reports accurate."

—From Autobiography With Letters, by William Lyon Phelps, published by Oxford University Press, 1939.

The News relies not alone on one great wire service—it has TWO . . . the greatest in the world—Associated Press and United Press. It also has the great wire feature service of North American Newspaper Alliance (NANA). Most newspapers would be content with these—but NOT The News, which also maintains its exclusively-own bureaus in Washington, Austin, East, West and Central Texas . . . to say nothing of more than 200 local correspondents scattered over the Southwest . . . and the largest local staff of editors, reporters, artists and feature writers of any newspaper in Texas.

In the **BIG SUNDAY NEWS** you get:

A Rotogravure Picture Section, "THIS WEEK," Colorgravure Magazine, a 16-page comic section in full colors, also The American Institute of Public Opinion, with Dr. Gallup's weekly polls.

CLIP THIS COUPON AND MAIL TODAY

THE DALLAS NEWS  
Dallas, Texas

Gentlemen:

Herewith my remittance \$ ..... to cover subscription

to The Dallas News ..... by mail.

Name .....

Post Office .....

R. F. D. .... State .....

Subscription rates: By mail, daily and Sunday, one year \$9; six months, \$5; three months, \$2.50; one month 85c. These prices effective only in Texas.

TOR WINDMILLS—ATLAS CALIFORNIA REDWOOD TANKS—

COOK CYLINDERS—SUCKER ROD—WOLF-PROOF FENCING—ALLIS-CHALMERS TRACTORS—MASSEY-HARRIS "ALL-CROP" HARVESTORS AND

# Planing Mill . . .

Lumber Co. feature that should please all West Texas quality mill products that will compare with the best in the industry—the work is done right here in San Angelo, Texas. The goods merchant, the department store—all get the best!

In our planing mill—a weekly payroll of over \$100,000 goes right back into the channels of trade for the benefit of the people of life!

Shelving—doors—windows—a thousand and one things as only machine-made items can be fitted . . . and done by hand! There is no necessity of sending out

# Paper & Glidden Paints!

## Complete Farm Implement and Tractor Department

Another instance of "West Texas Lumber's" ONE-STOP SERVICE—a complete implement store on East Avenue K where is featured ALLIS-CHALMERS MASSEY-HARRIS TRACTORS, "ALL-CROP" HARVESTERS AND ALL FARM IMPLEMENTS!

- PAPEC ENSILAGE CUTTERS have many power and labor-saving features!
- MASSEY-HARRIS POWER ROW BINDERS have adjustable knotters for handling all row crops, tall, medium, or short—easy to adjust and service!
- ALLIS-CHALMERS MODEL B TRACTOR for all jobs on small farms—for small jobs on big farms! Operating cost less than for a 2-horse team!

# 5% Interest Financing or Remodeling!

# West Texas Lumber Co.

"Lumber, Materials, Supplies and Building Service"  
B. B. HAIL, President  
and Fencing Warehouse at Fort Stockton

# BLACKWELL NEWS

By Mrs. Chas. Ragsdale

## Euterpean Club Meets

The Euterpean Club met last Thursday in the home of Mrs. W. W. Youngblood with Mrs. Henry Raney as co-hostess.

Autumn flowers were used in the living and dining rooms with Halloween suggestions in the decorations and plate favors accenting the approach of Halloween season.

The program centered around "Interesting Women." Roll call, "Unique Women of America." Papers and selections of Fannie J. Crosby, Kate Smith and Madam Schumann Heink formed the major part of the program. "Trio March of the Haussas" by Gurlitt—Mmes. Hamilton, Youngblood and Copeland.

Mrs. Leroy Stone read a paper on "The First Lady as an Outstanding Personality."

Refreshments consisting of chiffon pumpkin pie topped with whipped cream, and coffee were served to the members and to Mrs. E. L. Ellis, a guest.

Mrs. M. V. Brownfield and Mrs. C. R. Hobby of Brownfield, sisters of W. W. Youngblood, and Miss Geraldine Youngblood, who is attending school at Tech at Lubbock, were weekend guests of Mr. and Mrs. Youngblood.

Mr. and Mrs. George Hanna of Elko, Nevada are visiting relatives in Blackwell.

Mr. and Mrs. B. P. Ragsdale of Guion are visiting Mr. and Mrs. Chas. Ragsdale.

## Home Demonstration Club Meets

The Home Demonstration Club met in the home of Mrs. Emmett Wells last Wednesday afternoon, Mrs. Arnold Richards, Mrs. Emmett Bryan, Mrs. I. T. Huckabee and Mrs. Emmett Wells were on program.

Delicious punch and pecan cake were served to Mrs. Leroy Stone, Mrs. Joe Smith, Mrs. I. T. Huckabee, Mrs. Berry Smith, Mrs. Chas. Ragsdale, Mrs. I. N.

## CAMPUS FAVORITES FOR STYLE



## ...GRUEN THE PRECISION WATCH

Here's a tip for mothers and fathers and doting aunts and uncles:

GRUEN is the watch of the year. The watch that college boys and girls wear with pride... and a watch they can trust to get them to class on time.

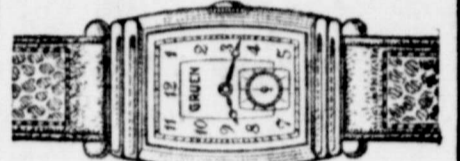
PAY ONLY

\$1.00

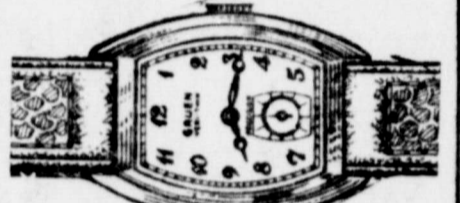
WEEKLY



CAROLE—15-jewel GRUEN. Yellow or white gold-filled case . . . \$29.75



CARLYLE—15-jewel GRUEN. Yellow gold filled wristform case. Guildite back \$29.75



VERI-THIN SHADOW—17-jewel GRUEN. Yellow gold filled case. Guildite back \$37.50 Other VERI-THIN GRUENS from . . . \$29.75

# F. S. KREYER

5 West Beauregard

## STOMACH COMFORT

Why Suffer with Indigestion, Gas, Gall Bladder Pains or High Blood Pressure? Restore your Potassium balance with Akaloseine-A and these troubles will disappear. Sold on money-back guarantee by Bronte Pharmacy.

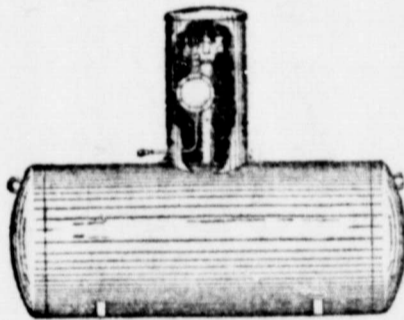
Polk, Miss Eppie Walden, Mrs. Robert McFarland, Mrs. Arnold Richards, Mrs. Emmett Bryan, Mrs. I. T. Huckabee, and the hostess.

Mrs. Chas. Ragsdale and Mrs. Frank Childers visited Mrs. Walter Watts of Roscoe Th'sday.

# N. A. James, Inc.

115 West Twohig

Dial 4623



City Conveniences For Rural Homes With Butane Gas!

Write or Visit Our Store for Information and Cost of Installation of Gas System!

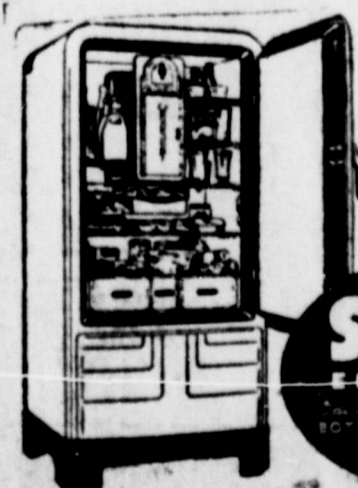
Roper Gas Ranges  
Electrolux Refrigerators  
Hot Water Heaters



ROPER GAS RANGE

When you buy appliances from N. A. James, Inc., we will furnish a butane gas system on installation cost and service charge basis.

We deliver only first-grade butane gas and sell appliances especially made for butane gas.



SERVEL ELECTROLUX

Buy Your Electrolux Refrigerator From Your Authorized Dealer so your Five Year Factory Guarantee will be good. Do Not Permit Anyone to remove your number from your box and rob you of this guarantee.

Buy On Easy Terms As Low As 10c Per Day!

Please pay your Subscription

# Ginning NOTICE

TO ALL OUR PATRONS AND FRIENDS:

After this week we will gin only, until further notice, on

Tuesdays, Thursdays and Saturdays

Let everybody take notice and be governed accordingly, so you will not be disappointed.

We thank every one of our patrons for their thoughtfulness in aiding us through the ginning season.

FRIENDS, We APPRECIATE Your KIND COOPERATION

## PLANTERS GIN COMPANY

A. F. McQueen, Manager

50,000 ITEMS  
TO SELECT FROM  
AT OUR  
MAIL ORDER DESK



# Sears SOUTHERN

BUY ANYTHING  
TOTALING \$10 OR MORE  
ON SEARS  
EASY TERMS

## INDUSTRIALIZATION Sale

### SATURDAY OCTOBER 28 LAST DAY!

'CANNON' TOWELS - 29c Values  
**18c ea.**



WHAT A BUY! Durable terry knit towels in white with colored borders. On Sale only while 500 last! Hurry!

80 SQUARE PERCALES - 25c Values  
**11c yd.**



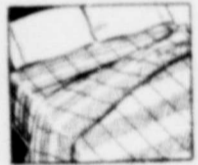
You'll want several lengths snipped off these new prints when you see the colorful, gay, up-to-the-minute array of late patterns! They're fine count! They're fast-color! They're full yd.-wide! Dash in now for yours!

81x99-Inch SHEETS



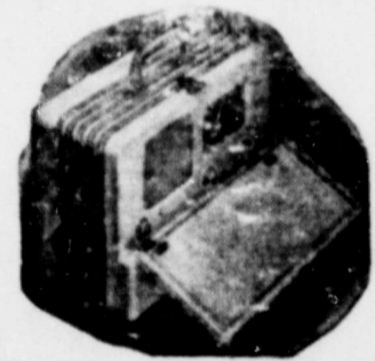
Yes, they're full size - not the skimpy dimensions you might be led to expect at this price! Good, wide hems for maximum wear and service! They're BLEACHED, too! Get enough for all beds!

70x80-In. Warm Cotton BLANKETS  
Regular 59c **39c ea**



Softly-napped cotton single blankets in attractive plaids. Ends are overlocked-stitched. Previous offerings have shown us that such a price will bring overwhelming demand on our stocks! Be early!

BATTERY - ELECTRIC - OPERATED  
5-Tube Portable Sets



**22.95**

WITH BATTERIES  
\$3 DOWN - EASY TERMS!

5-SEWED CORN BROOMS

Actual 25c Values . . . . . 17c Ea.

10-QUART WATER PAILS



25c Values  
**17c each**

Every housewife will want one at this sensational price! Heavily galvanized to prevent rust. Guaranteed leak-proof, too! We reserve the right to limit quantities.



Girl's, Misses', Women's

## WASH FROCKS

79c to 98c Values!  
**2 FOR \$1** 55c EACH



5-GALLON CANS

\$1.49 can

SAE GRADES

20 and 30

100 Per cent First Grade OIL

HANDKERCHIEFS - Regular 5c

Ladies . . . . . 1c each

Mens . . . . . 2c each



STANDARD CASES - 15c Value

**10c each**



Full standard thread-count 64x60 muslin at the LOWEST PRICE in several years. Stock up! This price won't be repeated soon!

BIG FLOUR BAGS - 10c Values

**7c each**



They're LARGE . . . not skimpy. Heavy 98-pound size, bleached and clean. Unexcelled for tea towels and such uses!

BLEACHED BATTS - 59c Values

2 1-2 Lb. Weight

Fluffy, 2 1/2-pound weight, full quilt size batts that open into one convenient piece. Think! They're BLEACHED at this price! EACH

**39c**



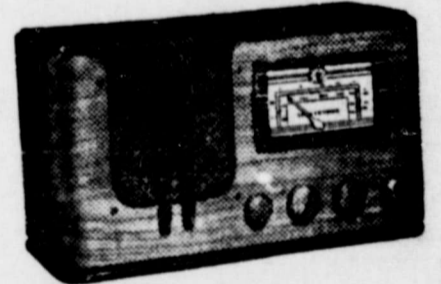
7-TUBE POWER! 6-TUBE

One-Battery Sets

**22.95**

Less Battery

\$3 DOWN - EASY TERMS!  
-2BAND RECEPTION - AUTOMATIC VOLUME  
-HANDY TUNE-EYES - NEW TONE CONTROLS



COTTON MOPS

Absorbent yarn heads. Blue handles match the brooms.

EACH **17c**

COIL - SPRING PINS

**30 for 5c**

WHILE THEY LAST

Smoothly-finished hardwood pins with galvanized springs to prevent rusting. Hold your clothes securely.



18 to 20 S. Chadbourne  
SAN ANGELO, TEXAS

# SEARS, ROEBUCK AND CO.

18 to 20 S. Chadbourne  
SAN ANGELO, TEXAS