

# The Bronte Weekly Enterprise

VOLUME 21.

BRONTE, COKE COUNTY, FRIDAY, DECEMBER 1, 1939

NUMBER—48

## Sweetwater Is Ready for Old Santa's Visit

Everything at Sweetwater is happy as the chiming of the Christmas bells—and there is a reason: Santa Claus by promise and arrangement, is to be in Sweetwater Tuesday, December 5. And, of course, when old Santa is expected, everybody, even to "pa" is in a state of fevered, happy excitement.

Well, Sweetwater—everybody even to "grampa"—is already in a state of readiness. The old town is "all lit up" and decorated like "a bride adorned for the bridegroom." Santa is certainly going to get his "tickle box turned over" when he arrives there and sees what elaborate preparations have been made for his coming. The day will be one of merriment and festivity.

At 4 o'clock in the afternoon the day's happy features will be climaxed by a parade nine blocks long. There will be 60 units, with more than 110 characters, including old Santa, Miss Merry Christmas, Three Wise Men, Little Red Riding Hood, Three Little Bears, etc., etc. A number of Shetland ponies and a real live camel will be featured in the parade.

Folks, it is going to be a grand affair and Sweetwater wants everybody to come. If you don't believe it, turn to the two-page invitation from the leading business firms in that city and read every one of them—for, before you are thru reading you will want to go.

## MRS PRICE IS HOSTESS TO THE METHODIST LADIES

Mrs. T. C. Price was hostess Monday afternoon to the ladies of the Methodist Missionary Society, assisted by Mesdames O. H. Willoughby, D. K. Glenn, Louisa Johnson and A. J. Rawlings as co-hostesses.

Mrs. Cecil Glenn pouced and was assisted by Mrs. D. K. Glenn. Christmas colors were used and the cake held candles for those who celebrated their birthday anniversaries during the quarter. They are Mrs. B. E. Modgling, Mrs. C. R. Hardy, Mrs. A. J. Rawlings, Mrs. Fewell Sims and Mrs. Louisa Johnson.

## THE RAINS

The finest rains that have fallen in West Texas in literally many years, at this season came upon Bronteland this week. The rain began falling, just a slow, steady fall, Monday night and continued without letting up till Thursday morning. It is reported to be a 3 inch fall. Anyhow, the ground is thoroughly soaked and the small grain and weeds are in for a riot of a time and that means fat cattle and sheep.

Truly, the people of Bronteland had very much for which to be thankful yesterday—Thanksgiving Day.

Miss Iva Dell Modgling who is a student in Hardin-Baylor College at Belton is spending the holidays with her parents, Mr. and Mrs. Walter Modgling.

Prof. and Mrs. Wade Reese and son from Pampa, are spending the week-end with Mrs. Reese's parents, Mr. and Mrs. Robert Knierim. Prof. Reese is teaching in the Pampa school.

Robert Herron and daughter, Miss Roberta, of Eunice, New Mexico were in Bronte first of the week. Mr. Herron was here attending to business.

## Contract To Sell 50 Foxes to St. Louis Sportsman

"Our business is good, thank you," is the sign that Homer Good and Homer Walton, dog fanciers and hunters, could hang out on the front of their kennels.

Recently, "Homer & Homer" entered dogs in the dog shows of three states, Oklahoma, New Mexico and Texas, and the boys like to have brought the whole show home with them—they won so many 1st, 2nd and 3rd prizes with their dogs.

The fine showings the Bronte boys made with their dogs so pleased a wealthy dog fancier and sportsman of Kansas City Missouri that he made a contract with the Bronte men to catch him 50 foxes with which to stock his hunting grounds in the Ozark mountains where he has a large lodge. Already Messrs. Good & Walton have caught about 20 of the foxes—and the fox are not injured in the least by the dogs. Indeed, it seems still to be true, "every man to his trade." No doubt, the Bronte men have some of the best dog kennels in all the country. And another thing, since the hunters, aided by the sheepmen, have waged an incessant war on the wolves, thus killing practically all of them the fox are multiplying now until they are going to prove a menace to sheepmen and poultry raisers—for, fox are bad after small animals and poultry. So, these gentlemen are doing a good thing for the country in catching the fox.

C. C. Holder, erstwhile citizen of Bronte, but more recently of Benton, Illinois, was here first of the week, visiting his son, Clyde, who is managing his father's ranch, seven miles southwest of Bronte. Mr. Holder is with the surveying corps of the War Department. His crew having finished quite a job of surveying at Benton, he was transferred by the Department back to Texas. His next work will be on the Rio Grande river below El Paso, near Fabins. Mr. Holder took time to call and give us "the glad hand" and order his Enterprise changed from Benton to Fabins. His many friends were glad to see Mr. Holder again and to see him looking the very picture of health.

## Play Night, Wednesday Night, At Auditorium

Wednesday night of next week, December 6, is "play night" at the school auditorium, as sponsored by the Community Service Club. These are enjoyable evenings and it is intended that everybody attend.

So, keep the hour in mind and be present and enjoy the festivities and the happy social environs of the evening.

Last week for the lack of space The Enterprise failed to report on deer hunters who had good luck. B. A. Bell, Leroy Scott, and Bob Coleman and Raymond Coleman went to Van Horn and brought back three bucks, killed by the first three hunters. Raymond said the little deers were too wild for him to tame.

It has occurred to us, "how funny" it would be for you to "play Santa" with us, if you happen to be in arrears on your subscription—come in and see us about it and try the experiment.

## Bronte Lady Finds Enterprise On Sea Shore

For real interest and a romantic setting, The Enterprise feels that the story we are revealing in this article is excelled in no similar story in any newspaper, anywhere.

A few weeks ago The Enterprise printed a letter written by Mrs. Bo Pearce, in a facetious strain, to her pet cat, which she left here when she went to be with her husband in Los Angeles, California who is attending an electric school there. Mrs. Pearce had complained to her parents and sisters, Mr. and Mrs. Ben Gilreath and the Misses Gilreath, in her letters that they did not write with a satisfactory regularity. In one of her moods, she wrote her pet cat, addressing the cat, as Mr. Tiny Gilreath. The letter came to its destination on schedule time and was received by the Gilreath family. When they had read the letter, they showed it to The Enterprise editor and we begged for the privilege of printing it, which was granted.

Now, the interesting, romantic part of the story follows:

Mrs. Pearce was driving along the ocean beach and seeing a newspaper being blown along by the ocean breeze, glanced down at the paper and saw it was a Bronte Enterprise. Stopping her car, she got out and got the paper and her eyes fell on the story about the letter to her cat. As she says, imagine her surprise when she saw the story in the paper.

Part of Mrs. Pearce's letter to her sister Miss Clarine follows: "Dearest Red:

"Hi my Palsy Walsy: Listen honey, now I didn't know I was writing for The Bronte Enterprise. As I was driving down Jefferson, with my chin hanging out the door, what should I see but a Bronte Enterprise being blown along by a cool ocean breeze. I said, "I will get it and read the news." Lo! and behold what did I see but my letter that I had written to Tiny. Well, to say the least of it, you could have made correction in my English and spelling—ha ha! Who did it anyway and why?"

Well, I'm busy as a bee doing things—working mostly. I am getting fat as a pig and not wearing my hair any special way."

Balance of the letter was personal and hence we do not print it.

But, we daresay, there has never been a story for singular and interesting aspects that surpasses the above.

Anyhow, The Enterprise editor wonders if it would not be worth while for us to establish an advertising connection in Los Angeles so that the advertisers of that Pacific coast town can have a paper in which to advertise that is read by the citizenry there.

## CARD OF THANKS

We take this way of thanking our dear friends at Tennyson and elsewhere, as well as all the good people generally, for their many kindnesses and sympathy in the unexpected death of our dear baby boy. Dear friends, we can never forget you and long as we live you will have an abiding place in our memories. You did all you could for us and the recollections of your gentle sympathy and kindly ministries to us will always bless us. God bless each of you.

Mr. and Mrs. C. N. Webb.

## IN MEMORY OF CORDELL WEBB, PUPIL OF TENNYSON SCHOOL

"TO CORDELL"  
Cordell Webb was called home to heaven on November 20, 1939, at the age of 6 years and 36 days.

Our school is made sad, but we know that heaven will be made brighter by his presence there.

He attended school only 44 days, but in that short time the entire school learned to love him, his laughing brown eyes and the jolly way he had reciting his lessons each day. His classmates depended on him. They always said: "Cordell can."

The little vacant chair in our room can never be filled by anyone so sweet and lovable. His charming little smile won him friends not only in school but wherever he went.

As we say "Goodbye" to Cordell we find comfort in the thought that God in his wisdom knows best and we hope to meet him "over there" some day.

His Teacher,  
—Ann Roennigke.

## Bronte School News

### COMMERCIAL CLASSES SEE CHAMPION TYPEST AT SAN ANGELO

A very enjoyable as well as an educational trip was made by the Commercial classes to San Angelo to see the World's fastest typist. A speed display and lecture was given on typing Wednesday, November 22, at the Municipal Auditorium.

Albert Tangora won the world's typing championship in 1935, 1936, and 1937, using a Royal typewriter. He did 141 net five-stroke words per minute for one hour from unfamiliar copy in making the 1937 mark. This is the highest rate of speed ever attained by any typist in an official contest. His accuracy is better than 99 per cent.

The following students witnessed the very interesting program by Tangora:

Elizabeth Baker, Dorothy Boatright, Joy Luckett, Dorothy Meador, La Vera Williams, Noah Pruitt, Annie Jeanne Gideon, Marjorie Percifull, Francis Pruitt, Dwain Pruitt, Bud Compton, Vernon Glenn, Merle Murphey, Archie Pittman, Durwood Stephenson, Christine Vanzandt, Billie Brooks, Irma Ruth Adair, J. B. Olivas, Kenneth St. Clair, Bobbie Modgling, Ernestine Buford, and Phyllis Ann Richman. Mrs. J. T. Henry, commercial teacher, and Supt. B. B. Covey, accompanied these students to San Angelo.

### FRESHMEN CLASS ENJOY PARTY

On November 24, 1939 the Freshmen class was entertained with a party given by their room mothers, Mrs. Henry Hudson, Mrs. Buck Ivey, Mrs. Milton Wylie, and Mrs. Mark Chumley. The party was held at the Baptist tabernacle.

After a social hour of games, a very refreshing plate was served to each person present.

The party was enjoyed by all who attended.  
—Imogene Hudman, reporter.

### HOMEMAKING CLUB I MEET TUESDAY MORNING

The Homemaking I Club met on Tuesday November 28, at 9 o'clock with Katherine Rawlings presiding. An interesting program on Thanksgiving and Christmas food preparation and decorations was enjoyed by the members present.

Miss Hettie Clark is visiting in Austin and San Antonio for several days.

## Abilene Looks for Santa Claus Next Monday

For a city with its colleges, universities and other institutions of learning that make Abilene "the Athens of the West," as such, it cannot be excelled. But, "the town" has forgotten about caps and gowns and classic learning and all such things just at this time. The city has gotten on "the firing line" of fun and amusement and a proper observance of the gladsome Christmas holiday season.

To usher in the glad season, Abilene has arranged for a visit from old Santa Claus, Monday, December 4—and, everywhere, on every hand, are the evidences that Abilene is ready for the visit of old Santa and for the glad season to be ushered in.

In Abilene first of the week the writer found everybody in every store, busy as could be, getting Christmas gift goods on display and talking the prospective visit of old Santa all the time.

The Enterprise carries a page invitation from a few of the outstanding business firms of the city, inviting everybody to come to the big parade, Santa Claus will stage in Abilene Monday afternoon. Due to circumstances we could not control, we had to abandon our visits to the stores, asking the firms to join in the two-page invitation to all our people in Bronteland to attend the festivities Monday. Therefore, Abilene's invitation by individual firms is reduced to one page. We make explanation so that all will understand.

Yet Abilene wants you to be their guest Monday—go and take the "kiddies," if you will—it will be barrels of fun for the children—and then "grampa" even will have a good time, too.

### CLARK FAMILY HAS DUCK DINNER

On Wednesday evening, November 23, the Clark family with a number of their friends gathered at the Cottage Hotel, the home of Miss Hetty and Wylie Clark, to enjoy a dinner of roast duck.

The table was decorated with a beautiful center piece filled with Lyer, around which was artistically arranged a veritable feast of the goodies of both garden and field climaxed with heaping dishes of roast wild duck, the fruits of Mr. Wylie's trusted fowling piece and cooked to a turn as Miss Hetty can cook roast duck, and, believe me, she knows how it is done. Never, in the knowledge of the writer, has he enjoyed a more appetizing meal and such was the consensus of opinion of all those who ate at that table.

Those present were Dr. and Mrs. Mayo of San Angelo; Mr. and Mrs. R. G. Clark of Austin; Jack Larkin, his wife and daughter, Jacqueline, of Wingate and D. M. Miller of Big Springs. Those present from Bronte were Mr. and Mrs. W. C. Clark, Homer Walton, Jimmie Allen, Mr. and Mrs. D. Larkin, B. B. Covey, Miss Hetty Clark, Mrs. Cova Petty, Carol Petty, and Mrs. Ruby Davenport.

Mr. and Mrs. E. C. Rawlings spent Thanksgiving with Mr. Rawling's mother, Mrs. M. J. Rawlings, at San Angelo, celebrating Mrs. Rawling's 94th birthday. Mrs. Rawlings is not in good health but is able to converse and enjoy having her children and grandchildren with her. Hers has been a remarkable life.





# Sweetwa



## SANTA CLA

### DECEMBER 5, 1939

#### ON THE ABOVE DATE AND HOUR

SWEETWATER WANTS YOU TO COME AND JOIN IN THE HAPPY FESTIVITIES OF THE DAY. SEE THE GRAND PARADE AND THE "KIDDIES" AND LET THE CHILDREN GET THE THRILL THAT ALWAYS COMES TO CHILDREN FROM SEEING SANTA CLAUSE IN SWEETWATER BUT TO VISIT THEM ALSO IN THEIR PLACES OF BUSINESS:

### FREE-4000 Sacks Candy-FREE

For the Children of this Section next  
Tuesday Afternoon, December 5th, 4 P. M.  
Old Santa Says "COME!"

SWEETWATER BOARD OF CITY DEVELOPMENT  
SPONSORS OF THE SANTA CLAUS PARADE

#### COME AND SEE SANTA DRI-SHEEN PROCESS "Food For Fabrics"

Dri-Sheen can be used only in our Modern  
Filter Equipment

**ROY RASCO**  
CLEANERS & HATTERS  
SWEETWATER, TEXAS

Make It a Musical  
Christmas  
Our Musical Lines are  
Complete.  
Violins, Guitars, Band  
Instruments, Latest  
Song Hits  
Radio Repairing a  
Specialty  
Come be with the crowds  
that will be in Sweet-  
water Tuesday.

**P. T. QUAST**  
MUSIC STORE

**H. E. POLK**

Jeweler

MEET SANTA, TUESDAY  
And  
Come See Us About Your Shoe Needs  
THE FIRE SALE

Is going on and we are offering

UNUSUAL BARGAINS

Come see our stocks and the prices we are making

**COWEN'S SHOE STORE**

#### 'RAH FOR SANTA CLAUS

The old gent will be here, Tuesday, without fail.  
Take a day out, and bring friend wife and the  
"kiddies" and enjoy the day in Sweetwater.

#### REMEMBER

If it is building materials of any kind we can sup-  
ply you and are anxious always to have you come  
to us for estimates of any size job.

FHA LOAN ARRANGED

**W. B. Ferguson Lumber Co.**

#### COME TUESDAY

Have a good time and also make it a profitable visit by coming to us and buying Your Cooking  
Necessities

YOU KNOW PIGGLY WIGGLY QUALITY AND VALUES

### Piggly Wiggly

### Curley

### -- LUMBER --

KILN DRIED from LOUISIANA Mill

At Prices that will save you MONEY  
DELIVERED IN TRUCK LOADS

**J. P. BROWN & SON - Lumber**

1194 S. Chadbourne - Phone 3426 - San Angelo

#### FARM FOR LEASE

Small farm, in edge of Run-  
nels county on Mule creek ad-  
jacent to Webb ranch; 28 1-2  
acres; about 16 acres in cultiva-  
tion; 3-room house, with small  
double porch, small barn and lot,  
well, windmill and 2 small ground  
reservoirs; Government money  
this year, \$36.00. Entire place  
for year, \$75.00.

R. L. Howell,  
Tennyson, Texas.

#### COTTON GINNING REPORT

Census report shows that 1612  
bales of cotton were ginned in  
Coke County from the crop of  
1939 prior to November 14, as  
compared with 2688 bales for  
the crop of 1938.

**Dr. C. W. Cheatham**

DENTIST  
X-RAY  
BALLINGER, TEXAS

**Dr. R. C. Maddox**

DENTIST  
-X-RAY-  
Winters, Texas

#### Constipated?

"For years I had occasional constipation,  
awful gas bloating, headaches and back pains,  
Adlerika always helped right away. Now, I  
eat sausage, bananas, pie, anything I want.  
Never felt better." Mrs. Mabel Schott.

**ADLERIKA**



# Lessons On Thrift

HOLD ON TO YOUR PAY

Science and art is a part of the plan  
To lift the load from the shoulders of man.  
The tractor, today, we find in the fields,  
And even old Dobbin from labor it shields.  
The hoe no longer mixes mortar for brick;  
They have a machine that now does the trick.  
The world advances and we may progress,  
But unless we save we may have less.  
The First National Bank has always found  
The man who saves has a system that's sound.

**THE FIRST NATIONAL BANK**  
L. T. YOUNGBLOOD, President

## 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

## S. E. ADAMS

ABSTRACTS REAL ESTATE TITLE INSURANCE

FHA LOANS FIRE AND  
buy, build, refinance HAZARD INSURANCE

LET

## M. L. Leddy Saddle And Boot Shop

Take care of your special order in Saddles, Boots, Billfolds or anything made of leather. Remember a gift made of Real Leather is not only very useful but very permanent.

### Leddy's For Leather

ANY KIND ANY TIME — 24 S Chadbourne  
SAN ANGELO, TEXAS

Save Money! Special Holiday Rate  
For Limited Time Only!

## SAN ANGELO STANDARD-TIMES

One full year, six issues a week, without Sunday, by mail in West Texas, **\$4.95**

One full year, seven issues a week, with Sunday, by mail in West Texas, **\$5.95**

Weekly Standard, 16 pages each issue with all the livestock news, by mail in West Texas, **\$1.00**

### WORLD'S GREATEST MUSIC

Almost a Gift. Write for full details from San Angelo Standard-Times.

### MORE WEST TEXAS NEWS

Staff men, many correspondents bring Standard-Times readers more news concerning West Texas agriculture, oil, sports, etc. than any other daily.

### LATER NEWS FIRST

Special truck and bus schedules, and 2 a. m. press time means later news, night games for Standard-Times subscribers.

PLACE YOUR ORDER WITH THE  
BRONTE ENTERPRISE

## BLACKWELL NEWS

By Mrs. Chas. Ragsdale

### Blackwell Teachers Are Entertained With Dinner

Mr. and Mrs. Leroy Stone entertained the Blackwell teachers with a Thanksgiving 6 o'clock dinner last Thursday.

The house was beautifully with autumn leaves and flowers and candles were used for light.

The guests were Mr. and Mrs. Arnold Richards, Mr. and Mrs. Robert Post, Mr. and Mrs. Emmett Bryan, Mr. and Mrs. Homer Graham, Mr. Travis Mason, Miss Ethel Hollingshead, Miss Mollie Lee Pyron, Miss Mary Branch, Miss Neva Neep-er, Miss Weathered and Mrs. Gwendolyn Jay.

### Methodist Young People Enjoy 42 Party

The Methodist young people enjoyed a "42" party at the Methodist annex last Thursday night.

Delicious pie, topped with whipped cream, and coffee were served to the following: Mr. and Mrs. Arnold Richards, Mr. and Mrs. Robert Post, Mr. and Mrs. Henry Raney, Mr. and Mrs. Joe Oden, Mr. and Mrs. Alton Oden, Rev. and Mrs. Porterfield, Mrs. Chas. Ragsdale, Mr. Travis Mason, Mr. Jack Hamilton, Mr. Edwin Evans, Mr. Walter Sanders, Miss Ethel Hollingshead, Miss Neva Neep-er, Miss Mollie Pyrol, Miss Mary Branch, Miss Bert Smith and Mr. Robert English.

### Thanksgiving Program And Pastor Pounded

A Thanksgiving program was given at the Methodist church last Friday night.

The church was beautifully decorated with autumn leaves and flowers. After the program Rev. and Mrs. J. W. Porterfield were presented with a pounding. Cookies and coffee and hot chocolate were served to a large crowd.

### Entertains With "42" Party

Mr. and Mrs. Walter Leach entertained with a "42" party last Thursday night. The house was beautifully decorated with autumn leaves and flowers. The Thanksgiving theme was carried out.

Delicious chicken salad sandwiches, fruit punch, potato chips, olives, and orange baskets filled with salted nuts were served to the following: Miss Bess Leach, Mr. and Mrs. Everett Ellis, Mr. and Mrs. F. D. Willis, Mr. and Mrs. P. G. Dabney, Mr. and Mrs. R. H. Jordan, Mr. and Mrs. Jack Steuart, Blackwell; Mr. and Mrs. Homer Graham, Mr. and Mrs. Delbert Stewart of Hylton.

Mrs. Dabney and Mr. Ellis won high scores. Bill Leach was the official puncher for the progressive "42". Each table was covered with hand drawn linen cloth.

## RED & WHITE FOOD SPECIALS

FOR FRIDAY AND SATURDAY DECEMBER 1-2

FLAV-R-JELL	Red & White Gelatin Dessert Pick your Flavor. 3 pkgs. ....	14 <sup>c</sup>
Pineapple Juice	Red & White 46-oz. can .....	25 <sup>c</sup>
PINTO BEANS	Choice Re-cleaned Colorado New Crop. 10 Lbs. ....	45 <sup>c</sup>
ORANGES	Full of Juice Texas doz. 5 <sup>c</sup> bu.	85 <sup>c</sup>
GRAPEFRUIT	Texas Marsh Seedless Dozen .....	10 <sup>c</sup>
POTATOES	Idaho White 10 Pounds .....	13 <sup>c</sup>
CRISCO	For Cakes, Pastry and Frying 3 pounds .....	48 <sup>c</sup>

Red & White 48-lb sack  
**FLOUR** All Purpose Flour. You know the quality. It is used in San Angelo Cooking school. **1<sup>37</sup>**

A blend that is Making New friends Every day  
**COFFEE** lb. can. . . . 25c 2-lb can. . . 49c


**PORK CHOPS** Armour's Quality Fresh and Lean. Lb. 15<sup>c</sup>  
**PORK SAUSAGE** Seasoned Perfectly Lb. 15<sup>c</sup>

**TOMATO CATSUP** Brimfull Extra standard, 14 oz. . . . 10c

EGGS—25c per Dozen. Highest Prices anywhere for Cream Turkey Market Opens Next Week—See Us.

## CUMBIE & CO.

RED & WHITE STORE

Time now to store your summer clothes. The Troy offers a special storage in the Troy Trunk. Protect your summer clothes now; store them in the Troy Trunk for 7 Months for ONLY  Plus Cleaning and Pressing

BONDED FOR YOUR PROTECTION

**TROY** LAUNDRY DRY CLEANERS DIAL 3198  
217 W. Beauregard San Angelo, Texas

# TO THE PUBLIC

BRING ME YOUR LAUNDRY—I NEED IT TO MEET MY EXPENSES.

FRIENDS, I STOOD BY YOR IN THE PAST—NOW I ASK YOU TO STAND BY ME.

SERVE-YOUR-SELF 40 minutes ..... 25c  
I will do your flat work for 6 cents a pound.

**MRS. S. O. JACKSON**

## You Don't Have To Buy a BUTANE GAS PLANT

TO ENJOY CITY CONVENIENCE IN YOUR COUNTRY HOME.

WE WILL INSTALL A PLANT FOR A SMALL CHARGE ON A SERVICE CHARGE BASIS AND YOU PAY FOR THE GAS AS YOU USE IT.

## N. A. James Inc.

SAN ANGELO, TEXAS



# Santa Claus IS Coming TO ABILENE



MONDAY DECEMBER 4th, 4:00 P. M.

**Big Parade! Comedy Characters, Fun, Fun! COME!**

Abilene has plans made and is ready to make Monday, December 4, an outstanding day in the memory of all who come to enjoy the festivities that have been arranged for. Santa Claus direct from the North Pole will be here and will lead the parade. ABILENE JUST WANTS YOU TO COME THAT YOU MAY ENJOY THE DAY That starts the Happy Christmas-Tide for 1939.

DOBSON & COMPANY SAYS---

**Welcome to Abilene  
AND  
The Santa Claus Parade**

AFTER THE PARADE BE SURE TO ATTEND THE  
**FINAL CLEANUP SALE**

OF THE BIG FIRE STOCK AT 318 PINE ST.  
SALE CLOSES SATURDAY DECEMBER 9TH

**Prices Cut Heavily — Bargains Galore**

**Visit Our Showroom  
for  
Useful Electrical Gifts**

SHOWROOMS LOCATED AT

Abilene — Winters — San Angelo — Ballinger

**West Texas Utilities  
Company**

With All of Abilene We Want You to

**COME, SEE SANTA CLAUS**

And have a good time. Also

**We Invite You**

To visit us whether you want to make purchases or not. And if you need shoes for either men or ladies, we have the famous and well known Florsheim Shoes.

**ACKERS SHOE STORE**

**C O M E**

"You are welcome as the flowers in May"

**DOYLE'S CAFES**

Abilene, Texas

AIR CONDITIONED BY FRIGIDAIRE

Two Convenient Locations

190 Cypress                      432 Pine  
Corner N. 2nd                      Opposite Hilton Hotel

**COME, SEE SANTA**

Bring the wife and "kiddies" and have a good time, and

**Take Advantage**

Of the pleasure trip and turn it also into one of profit by visiting us and buying the Useful Christmas Gifts in the way of clothing and other accessories for the family.

We will be glad to see you in our place whether you want to buy or not

**S. & Q CLOTHIERS**



# er Wants You

## TO MEET

## US NEXT TUESDAY

## 9, AT 4:00 P. M.

### R, SANTA CLAUS WILL BE HERE

CHARACTERS—HEAR THE BANDS PLAY; CATCH THE HAPPY SPIRIT OF THE GLAD CHRISTMAS-TIDE. BRING THE WIFE  
THE FOLLOWING BUSINESS AND PROFESSIONAL FIRMS AND INDIVIDUALS EXTEND YOU A WELCOME NOT ONLY TO

#### COME AND SEE SANTA

And

We invite the good housewives and all others who are interested in a washing machine to call on us and let us show you the

#### ADVANTAGES OF THE MAYTAG

And if you can't come Tuesday, write us or come any time you can.

Buy On Easy Installments and Pay While You Use the Machine

We have moved from 417 Oak Street to the North side of Square—Next to Montgomery, Ward & Co. Phone 3232—Sweetwater

**G. D. Brasher's Maytag Shop**

#### WALL PAPER AT LARGE DISCOUNTS

Now Is The Time To Re-Paper

### Burton-Lingo Company

SWEETWATER TEXAS

PHONE 651

#### DON'T FAIL TO SEE SANTA CLAUS

And it will be a mighty fine time to call on us and let us tell you about Butane Gas—its installation, superior service it gives and the cost. We will be glad to discuss the whole matter with you.

You Will Be Surprised at the Low Cost and Wonderfully Pleased at the Service Butane Gives.

#### Butane Gas & Appliance Co.

W. L. FOY, Manager  
120 Locust St. Phones: 2686; Night: 2501-D

WHEN YOU THINK OF CHRISTMAS  
THINK OF SANTA CLAUS  
WHEN YOU THINK OF HEALTH  
THINK OF

#### DANN'S HEALTH HOME

Listen to KXOX News  
1 P. M. Each Day Except Sunday

#### TOYLAND

Now Open!

A STORE FULL OF CHRISTMAS GIFTS  
FOR ALL THE FAMILY

This Year For Christmas It's

#### RUSSELLS

Locust and Broadway Sweetwater

#### COME AND SEE SANTA AND THE BIG PARADE "MAKE IT A FURNITURE CHRISTMAS"

Buy that which will not only please every member of the family, but will also be useful after the holidays.

#### BUY FURNITURE

We invite the ladies and all others to visit our store Tuesday, or any other day you come to the city and see our showings of furniture of all kinds

### Elrod Furniture

#### EVERYTHING IN - LUMBER -

For Building Purposes

And at prices that will be to your interest to buy from us.  
See Us For Estimates and Prices Before You Buy

#### TEXAS TRADING COMPANY

1007 North Chadbourne

San Angelo

Mr. and Mrs. R. G. Clark returned to their home at Austin Tuesday, after a visit of several days here with relatives. It had been several years since Mr. and Mrs. Clark were here and their friends were glad to see them again.

Dan McDonald of Dallas visited his parents Mr. and Mrs. D. T. McDonald last week.

#### 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.

s Cafe



# SPECIALS

SPUDS, 10 pounds	19c
LINEN MOPS Each	19c
BEANS Ranch Style 3 cans	23c
COFFEE Everyday 2 Lbs.	34c
CAKE FLOUR Swansdown 2 1-2 Lb. box	28c
COCOANUT bulk Lb.	21c
CRANBERRIES Lb.	18c
TOILET TISSUE 6 Rolls	25c
ROSE MILK 7 Small cans	25c
CRACKERS 2 Lb. box	16c
PEANUT BUTTER Full quart	25c
MARSHMALLOWS in cellophane bags Lb.	15c
PICKLES sour quart	15c
PEACHES sliced or halves 2 1-2 can	19c
CORN FLAKES Jersey 3 large boxes	23c
OATS Crystal Wedding 3-Lb. box	23c
OATS Mother's with cup and saucer 3-Lbs.	28c

See Our Prices in the Market Before You Buy your Meats.  
Pay Top Prices for Eggs.

## W. MODGLING

CASH GROCERY  
BRONTE, TEXAS

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.

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### 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.

### TEXAS THEATRE BRONTE, TEXAS

Motion Pictures Are Your Best Entertainment  
—Air Conditioned—

Friday and Saturday Dec. 1-2  
Mickey Rooney—Lewis Stone  
—in—

"ANDY HARDY GETS  
SPRING FEVER"  
Also Comedy—News

Tuesday Night Only  
Tony Martin—Slim Summerville  
—in—

"UP THE RIVER"  
Also Comedy

### ALAMO THEATRE

Robert Lee  
Friday and Saturday Dec. 1-2  
"ONLY ANGELS  
HAVE WINGS"

Sunday And Monday  
"THE STORY OF  
ALEXANDER GRAHAM  
BELL"

Wednesday Dec. 6  
"DAUGHTERS COURAGEOUS"

### ABILENE FIRE SALE CLOSING; BIG BARGAINS

In the Page invitation of some of the leading business concerns of Abilene to all the folks in Bronteland to visit Abilene Monday, December 4, and join that city in a Santa Claus celebration thus ushering in the glad holiday season, is the announcement of Dobson & Co., to the effect that they are closing their Big Fire Sale and inviting everybody to come to Abilene and take advantage of the big bargains they are offering.

The editor visited Dobson & Co., the other day while in Abilene and found the force of sales-folk "busy as bees," marking the stocks to "a new low" for the big closeout sale. Dobson & Co. are known over Bronteland as this Company some years ago operated a big business in San Angelo and made many friends all over this section. Read the announcement of Dobson & Co. as well as the invitations of the others who appear in the page invitation. The editor regrets that circumstances arose that made it impossible for him to see others of the progressive business concerns of Abilene—and we hope that none will feel that we slighted them in not calling on them. The day we gave to going to Abilene and soliciting the page, things turned out that he did not have time to visit others. Friends, we will see you later. A merry Christmas to all of you.

### BRASHER'S MAYTAG SHOP SELLS MACHINES, INSTALLMENT PLAN

In the two-page invitation of Sweetwater's business firms to the people of the Bronte-Blackwell sections of country, to the Santa Claus Parade in that city, Tuesday, is Brasher's Maytag Shop, owned and operated by G. D. Brasher.

Mr. Brasher is no new comer in Sweetwater, nor is he new in the washing machine business. For some twelve years Mr. Brasher has been engaged in the washing machine sales and service business. And he took the space for two reasons: He wanted to join with Sweetwater in the invitation to everybody to attend the big Santa Claus festivities there Tuesday. Then, he has recently changed his place of business in Sweetwater. Mr. Brasher's shop was formerly on Oakes street. But now he is located on the North side of the square, next to Montgomery, Ward & Co.

The Enterprise suggests that

if you go to Sweetwater Tuesday if you are interested in wanting to purchase a washing machine, you call on Mr. Brasher in his new place and let him explain the terms by which you can get a Maytag washing machine—one of the best made.

Archie Epperson and sister Miss Lethea Epperson from Ames, Texas, are visiting their

The world is growing wiser And it's growing better too, Regardless of the front page That tells the bad we do. We have more human kindness Than in any age before; If you want to still live better Trade at J. E. Davis Co. Store (Blackwell)—Will pay 1, 2, and 3c each for burlap bags.

brother, Postmaster R. J. Epperson and Mrs. Epperson.

## I AM HERE FOR "KEEPS"

Dear Friends:

I thought I wanted to leave Bronte and Coke county. But after traveling around a good deal, I can say that old Coke can't be beaten—so, I am here to stay.

All of you who have tried Watkins Products know they cannot be beaten—and the prices speak for themselves. You can get your Products at any time at my home in Bronte. I thank everyone for all the patronage of the past and will appreciate your future business.

### T. J. GILLMORE

WATKINS DEALER


## THE COVERED WAGON

What stirring pictures of daring, adventure and success this rugged old fortress calls to mind! Our pioneer's hopes and dreams rode on its staunch hickory wheels—and today transportation is still the bone and sinew of prosperity and progress! These automobiles are built for TODAY'S Needs:

- 1938 Ford V-8 DeLuxe Tudor
- 1938 Ford V-8 DeLuxe Fordor
- 1938 Ford V-8 Coupe
- 1937 Ford V-8 DeLuxe Tudor
- 1937 Ford V-8 DeLuxe Fordor
- 1937 Ford V-8 V-8 Coupe
- 1936 Ford V-8 DeLuxe Tudor
- 1936 Ford V-8 DeLuxe Fordor
- 1936 Ford V-8 Coupe
- 1935 Ford V-8 DeLuxe Tudor
- 1935 Ford V-8 DeLuxe Fordor
- 1935 Ford V-8 Coupe

WE TRADE FOR LIVESTOCK

## Wood Motor Co.

50-50 IF IT'S FROM WOOD—IT'S GOOD R&G  
Guarantee YOUR DEALER Guarantee  
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31 YEARS IN SAN ANGELO

## When you think of CHRISTMAS

DON'T OVERLOOK THE GIFT THAT  
WILL BRING THE GREATEST JOY  
TO AUNTS, UNCLES, AND GRAND-  
PARENTS — A NEW PORTRAIT OF  
THE CHILDREN.

## WILLIS STUDIO

SWEETWATER, TEXAS