

THE BRONTE ENTERPRISE

Vol. 28

BRONTE, TEXAS, NOVEMBER 15, 1946

No. 46

WHAT GOES ON . . .

By Jane Nunnally

Mrs. Albert Rees and Sidney Rees of Center Point spent the weekend here with R. W. Rees and his family. Mrs. Rees is his mother and Sidney is a brother.

The H. A. Springers went to Stephenville over the weekend, where they visited the Colan Jones family.

The Mac Rippetoes visited Mrs. A. W. Littlefield in Robert Lee last Monday.

Gaylord Bernard of Fort Worth is here visiting the Mac Rippetoes this weekend. He is Mrs. Rippetoe's brother, and her parents, Mr. and Mrs. J. D. Bernard, are expected to return to Fort Worth with him.

Alvin Bell, University of Texas student, was home over the week-end from Austin.

Mr. and Mrs. Wilburn Olson of Odessa visited Miss Lela Langford over the week-end.

Mr. and Mrs. Allen Coppedge visited Mrs. Conner in Brownwood last week.

The Charlie Keneeys went to Angelo Monday for the holiday, and while there were guests of the Gene Keneeys.

The J. L. Keneeys had company over the week-end from Abilene.

Herbert Bell has moved to Phoenix, Arizona, where he will be employed.

The Cecil Kemps visited the Frank Kemps in Ballinger last Sunday.

Sorry to report that John Holcombe, son of the Chet Holcombes, sprained his leg last Saturday.

Louis Alexander of McMahon passed away last Tuesday, November 12, and he was the father of Monroe Alexander of Bronte.

Mr. and Mrs. F. L. Clark went to Ballinger last week to see the ball game. J. E. Parris of Wingate visited the Clarks last week. Rumor has it that he's really a fine rodeo roper.

Mrs. C. W. Luttrell of San Antonio visited the Clarks for two weeks too, WSCS

The WSCS met Tuesday, November 12, with Mrs. Fred McDonald serving as hostess. Refreshments were served to Mmes. G. W. Crume, L. Johnson, B. E. Modgling, H. O. Whitt, Brooks Browning, Albert Rawlings, S. A. Kiker, and Miss Ira Lloyd.

Mrs. Johnson covered two chapters in the book "India at the Threshold," which book the group will be studying for the rest of this year.

The next meeting will be held in the home of Mrs. B. F. Bridges on Tuesday, November 19th at 2:30 p. m. Mrs. Baker is to be honored with a shower at that time, also.

The editor broadcasts from San Angelo every Tuesday night at 7:15 over KGKL, in a 15-minute summary of news about Bronte, Coke County, and our Latin American relations. Tune in for the latest.

Mr. and Mrs. Robert Hugh Sims and Mrs. O. W. Eubanks were Angelo visitors last Thursday, when they patronized Enterprise advertisers.

Miss Carolyn Kemp, daughter of the Cecil Kemps, visited her grandparents, Mr. and Mrs. Frank Kemp of Ballinger, Saturday.

Rayma Bagwell was disappointed last Friday when she didn't get to go to Abilene.

Anne Franklin was home for the weekend from San Angelo College, where she said the work was getting harder all the time.

Archie and Lawrence Pittman were home for the week end from A. & M. College.

Roberta Herron of San Antonio visited Mr. and Mrs. Robert Herron over the weekend.

Vanna Ruth Caperton of San Antonio visited her parents, Mr. and Mrs. Emmett Caperton over the weekend, and on Saturday before that, she visited friends on the University of Texas campus, where she saw the Longhorns beat the SMU Mustangs.

Marjorie Percifull of San Antonio was home over the weekend to see her folks, Mr. and Mrs. J. A. Percifull.

H. O. Whitt, Jr. came home from John Tarleton to spend his off time with his parents, Mr. and Mrs. H. O. Whitt. Hubert has been going to the dentist lately, so is not up to par as he might be.

Matt Caperton of A. & M. College dropped in home for a few days' visit too, and will visit friends and relatives.

Betty Pittman celebrated her 16th birthday on Friday, November 8, the same day Bronte beat Christoval.

Mr. and Mrs. C. G. Nichols of Nacogdoches visited Mr. and Mrs. G. D. Luckett last weekend.

Junior Study Club

The Junior Study Club met last Friday in the home of Mrs. R. T. Caperton, and members of the group answered roll call with their favorite type of music. Mrs. Hollis Stevens represented the club members at the art exhibit held last weekend.

The club "42" party will be held in the home economics room of the high school next Tuesday night, November 19th, at 7:00 o'clock, and will be a regular social gathering.

Refreshments were served to Mmes. Clark Glenn, Earl Glenn, Francis Pruitt, Louis Bridges, Hollis Stevens, Robert Hugh Sims, Joe McCutchen, and Mrs. Clark Glenn gave a talk on "The Elements of Music."

Mrs. Robert Hugh Sims talked on "Story of Music" also. Hostesses for the "42" social include Mmes. Hollis Stevens, Joe McCutchen, and Robert Hugh Sims. The group also attended the art exhibit following the club program.

Mr. and Mrs. D. K. Glenn and family, Don and Eddy, went to Angelo, Sunday, to visit M. A. Butner, who is in the hospital there. He's Mrs. Glenn's father.

Mrs. E. L. Nunnally, mother of the editor, spent the weekend in Bronte with her son and his family. They all went to Abilene, Friday, for the WTCC convention, and were accompanied by Steve Badley.

The editor, formerly a leader of the young people and member of the First Presbyterian Church of San Angelo, has been invited to address them next Sunday night. His topic will be "The Power of Christ."



SARAH OLIVAS

SARAH OLIVAS TO WED DAVID GUTIERREZ

Miss Sarah Olivas, daughter of Mrs. Canuta Olivas and the late John Olivas, formerly of Bronte, will be married tomorrow, November 16th, to Mr. David Gutierrez, son of Mr. and Mrs. J. Gutierrez of Albuquerque, New Mexico. The wedding will take place in Albuquerque, at 612 East Page Street at 7:00 P. M.

The Olivas family formerly lived in Bronte, where they were well thought of, and friends here will be happy to learn of Sarah's marriage.

BRONTE DUMPS CHRISTOVAL 34-0

Billy Bob Herron scored four of the five touchdowns last Friday at Christoval to pace the Bronte Longhorns in winning over the Christoval Cougars by a score of 34-0.

Three of the touchdowns came from short runs, and one was a 50-yard dash, and with three conversion points too, Herron racked up 27 points.

Portis Robbins scored the fifth touchdown, and conversion point was made by Billy Thomas, who carried over a pass from Frank White. First downs were 15-6 for Bronte.

ROGER BABSON FORECASTS

The stock market is not the only thing that has had a bump during the past two months. I happen to be vice-president of the Newton-Waltham Bank & Trust Company with assets of \$65,000,000. Naturally, we take a large number of mortgages. Just before leaving on my Western trip, it looked to me as if the edge is off the real estate market here in the East.

Conditions In The Middle West

Hence, on my Western trip I constantly inquired regarding real estate and found that all cities visited told the same story. Briefly, this is that the demand continues for small houses selling from \$8,000 to \$12,000; but that the demand for larger houses, even new ones, has fallen off considerably.

Real estate agents tell me that property that has been selling for \$15,000 or over is now being marked down at least 20%. This applies to older fairly modern houses and also to new houses. Large houses are actually a drug on the market at the present time in some sections of the country. Veterans are gradually getting located. Rumors are abundant that new houses are being built of green wood, with few nails and poor fixtures, which cause the purchasers to be wary of them.

Farm Investment

The subsistence farm which produces only enough to feed the family, pay taxes and hire a man, but where the owner has a position or business on the outside, is holding firm in price. This is especially true in the case of property within a mile or two of a church, stores, post office, schools, etc. Real estate people are looking up such property with the idea of cutting it up into a subdivision of five or ten acres.

While on my trip, I purchased two 160-acre farms. Both of these I can rent at a figure to pay taxes and give me 4% on my investment. This is good enough these days with the security which a good farm offers. In one instance, the farm was within walking distance of a city of 5,000 population. I consider this a safe investment considering the excellent soil, drainage and location on a bus line.

During this trip I found an instinctive desire of farmers to want to move in a southerly direction. Farmers in Minnesota are selling and buying farms in Kansas, Iowa and Missouri; while farmers in these Central States are selling and buying farms in Oklahoma, Texas and perhaps Kentucky.

Bronte Delegates Attend WTCC Meeting

Several hundred members and directors of the West Texas Chamber of Commerce met in Abilene last Friday to cast ballots on 8 planks proposed to affiliates by WTCC leaders. Representing Bronte were Steve Badley and Ed Nunnally, Jr. Robert Knierim, although unable to attend, was again named director representing the Bronte Community Service Club.

Youth Activities

Badley had a lengthy conversation with Rev. James Todd of Panhandle, pastor of the First Christian Church of that city, who is widely known for his work with young people, and he and Badley discussed youth and recreation problems that are encountered here in Bronte. Rev. Todd offered to come to Bronte for a several day's visit, to discuss with community leaders any efforts that may be made in behalf of the young folks of Bronte, and their desires for a youth or recreational center and the enjoyment of wholesome activities. Rev. Todd would come at his own expense, and would need only food and shelter while in our midst. If enough interest can be aroused, it is believed that he may be extended an invitation to visit Bronte and confer with its leaders about youth activities.

UCRA

The editor spoke to the assembly, placing on record the observation that members of the UCRA did not believe they had received proper support, cooperation, or help from the WTCC in regard to the furtherance of plans for the Buffalo Reservoir. It is known that WTCC leaders have openly espoused, encouraged, and aided in every way possible another project on the Colorado River which might be considered a rival to the UCRA plans for Buffalo Reservoir above Bronte, but the remarks that UCRA had been left in the cold brought no response from the members assembled at Abilene. Certain members did look a bit uncomfortable as the UCRA's position was unfolded, but no open comments were given in answer.

University Revenues

The resolution supporting a constitutional amendment to divide revenues from the University of Texas Land Fund was opposed by the editor, who suggested to the members that the University fund be let alone. He pointed out that there seemed to be ample criticism of the University, its administration, its policies, and its funds.

"On the one hand," he declared, "people view with alarm everything the University tries to do, and on the other hand, they are not against trying to grab all the money away from it that they can."

Moreover, he pointed out that Texas was blessed with nearly 100 institutions of higher learning, all of whom were constantly crying for funds. "Would it not be wise," he suggested, "to practice consolidation, combine and join institutions, as is being done, and thus more adequately support a smaller number of colleges instead of offering inadequate help to such a growing number?"

He observed, finally, that whereas the emphasis was on big and pretty buildings, to which school boards and administrators could point with pride, there was still much to be done towards raising the salaries of the teachers who worked in them.

In summing up, the editor pleaded for more consideration for the teachers and higher salaries, indicating his belief that pretty buildings were not the answer when thousands of experienced and capable teachers are leaving the profession every year because of pitiful financial returns.

Members of the local club had previously voted on the issues as follows: Approved the motion that need be prescribed as the sole basis for eligibility for old age assistance, opposed creating more extensive eligibility, and opposed the Wagner-Murray-Dingell bill providing for socialized medicine; approved amending the motor fuel tax law; opposed the abolishment of the ad valorem tax; approved industrial advertising, agricultural research, new farm-to-market road formula, taxpayers code of ethics; opposed an ad valorem tax to create a building fund for state colleges, and opposed the division of revenues from the University of Texas land fund.

Fireman: A man who never takes his eyes off the hose.

BIG GAME COMING

The Bronte Longhorns tackle Paint Rock this afternoon, but their minds will be on the game with the Robert Lee Steers, scheduled for next Thursday, November 21st, at Robert Lee.

The two teams played in October, with the Steers coming from behind to cop the game with a score of 13-7, and this time the Longhorns will be out for revenge. Quite a large crowd is expected, for this game will decide the district winner, and the two teams are quite evenly matched.

Dopsters are willing to grant that the Longhorn forward wall is a shade better than that offered by the Steers, but point out that the Robert Lee backfield is given the nod over the Longhorn backs.

At any rate, we've decided to go out on a limb and try to pick some winners. Here's the slate:

Bronte over Robert Lee.
Rice over A. & M.,
S. M. U. over Arkansas,
Tennessee over Boston College,
Army over Pennsylvania,
Alabama over Vanderbilt,
Texas over T. C. U.,
Oklahoma Aggies over Texas Tech,
Moon over Miami.

Farm, Ranch and Livestock News

Egg shipments were higher in Texas in September, compared with September a year ago, the University of Texas Bureau of Business Research reports.

Eggs received by rail at Texas stations totaled 90 carloads, while in September 1945 only 37 carloads were received.

Fewer dairy products were manufactured in Texas in September — there was less production of creamery butter, ice cream, and American cheese.

There were 1,492,000 pounds of creamery butter production, compared with 1,908,000 pounds in September, 1945; ice cream production dropped 12 per cent below production for September, 1945. American cheese production was 775,000 pounds, but 21 per cent below production of September 1945.

Dairy products' production during September consumed approximately 80,677,000 pounds of milk.

Evidence of less livestock on the market in Texas during September is noticed in that 8,025 carloads were shipped in September, but that this total was 18 per cent below the August 1946 shipments and 24 per cent less than September 1945 shipments.

The largest monthly decrease was registered in shipments of hogs, which totaled only 89 carloads in September, compared with 317 in August.

Sheep shipments gained during the month, as the 2,052 carloads were 12 per cent above August shipments, but 21 per cent lower than the total reported last year.

Cattle shipments totaled 4,627 carloads, and were down 27 per cent from August, and 21 per cent lower than September, 1945.

Yield of sumac sorghum recently harvested on the farms of Texas Technological College varied from four tons per acre on non-irrigated land to as much as 15 tons per acre on an irrigated plot. A total of 995 tons of silage was produced from 148 acres.

Trench silos have an advantage over hay stacks as a means of storing feed because silage will keep for years without rotting or being exposed to rats, birds and the weather, it was pointed out by Dean W. L. Stangel of the Agricultural division.

An additional trench silo was recently dug on the Tech farm at a cost of 45c per ton storage space. Cost of harvesting and ensiling this year's crop varied from 83c to \$1.25 per ton.

Farmers may help prevent the customary winter drop in milk production by providing sheds for dairy cattle and by keeping the herd's drinking water well above freezing, according to N. C. Fine, associate professor of animal husbandry at Texas Technological College.

The best temperature for water in cold weather is about 40 degrees Fahrenheit. If cows are unprotected from the weather and if they must waste body heat warming the water they drink, they burn up nutrients that should be available for milk production.

Because milk is 87 per cent water and cows' bodies are from 70 to 80 per cent water, dairy cows require more water than any other farm animal. Commercially built stock tank heaters, some of which run on electricity, may be purchased when available for about \$25.

TENNYSON TOPICS . . .

By Mrs. Tom Green

Mrs. John Gaston came back to her home in Tennyson Wednesday after visiting her family in East Texas.

Mr. and Mrs. Robert Brown were visiting in Angelo Saturday, where they patronized Enterprise advertisers.

Bert Cornelius was over there, too, and he likewise purchased from the advertisers. Tom Green was there, also the Harrells, while John Clark was over in Sweetwater.

Mr. Glidewell and daughter, Maxine, were guests of Grace Green. He brought his car down for Jo Edd Harrell to paint, then returned to his home in Big Lake, while Maxine stayed for the week-end.

Grace Green, Carol Westbrook, Jewel Latham, Della Gibson, Charles Westbrook, Douglas Ditmore, Raymond Ditmore, and Joel Webb went to the ball game in Angelo Friday night.

Gladys Palmer stopped by to see the Greens the other day, and the Claude Hallmarks stopped by Saturday.

Tris Brooks and Lela, and girl friend, Tommy Lee Wilson, were visiting their family, the Ben Brooks, last Monday, then returned to their home in Eldorado.

Billy Ray and Darlene Miller of Angelo were visiting their folks here, last Sunday.

Mr. and Mrs. Buddy Stewart and Lou Ella and Lee Allen were here Sunday.

Lou Ella Stewart ate dinner with Della Gibson Sunday.

Mr. and Mrs. E. D. Little had their oldest grandson, Alvin Bell of Austin, here for Sunday dinner, also their daughter, A. E. Bell and grandson, Tommy Ray of Bronte.

Mr. and Mrs. Gene Smith and two sons of Lubbock and Billy Washam of Sweetwater were the guests of Mr. and Mrs. R. B. Caldwell, also Mr. and Mrs. Caldwell, Neil, and his two friends from Abilene were down Sunday and Monday.

The W. T. Greens, Mrs. Robert Brown and Russell, Mrs. Eddie Fiveash and Eddie, Ruff Baker, were all Angelo shoppers last Tuesday, and all patronized Enterprise advertisers.

Mrs. W. T. Green visited her son, William Jessie, in Dallas last week. He is to have another operation before he will be able to return home.

The Quilting Club met at Mrs. Joe Millers last Tuesday.

See the writer for your subscription to the Bronte Enterprise, Coke County's largest paper filled with news of Coke County folks.

COKE COUNTY MINISTERIAL ALLIANCE

The Coke County Ministerial Alliance met Monday morning, Nov. 11, in the study of the Baptist Church in Bronte and reorganized with the following four members: Rev. C. R. Blake, Bronte, president; Rev. J. H. Estes, Robert Lee, vice-president; Rev. Geo. B. McCrary, Bronte, secretary-treasurer; and Rev. Fred Blake, Robert Lee, program chairman. We were very glad to welcome into our alliance Rev. J. H. Estes, who has recently been appointed pastor of The Methodist Church in Robert Lee in place of Rev. J. C. Campbell.

We are not seeking advertisement for ourselves, but we do want our people to know that we meet together for fellowship, inspiration and exchange of views, in order that in a cooperative effort, rather than competitive, we may work together in the common cause to which we have been called and appointed.

BATES FEED STORE WELCOMES COKE

Mr. and Mrs. Joe Bates, located in the Bates Feed Store on the Angelo-Ballinger highway, extend a hearty welcome to their Coke County friends and invite them in to visit and shop.

They carry a full line of mashes, pellets, Nutrene dog food, mixed grain, stock medicines, drenches, leather goods, chicken and dairy feed, range cubes, all kinds of hay, and they'll sell it in either truck or carload lots.

Mrs. Bates used to live near Winters, where she had lots of friends, and she's glad to see them over too. Drop in for a warm welcome.

Oyster: A fish that's built like a nut.

AROUND ABOUT TOWN . . .

Mr. and Mrs. E. M. Hall of San Antonio arrived last Friday to visit several days with Loyd McCleskey and family. The Halls formerly lived here for over 20 years, he said, also remarking that he thought no other preacher could begin to compare with C. R. Blake, local Baptist pastor.

Mac Rippetoe of the Bronte Pharmacy and Jess Percifull of the Central Drug store reported their newsstands sold out of Bronte Enterprises by Saturday noon, so we replenished their supply only to run out ourselves. A. J. Bilbo in Robert Lee usually runs out of copies too, as well as Mrs. Roy Sanderson in Blackwell. The only sure way of getting your Bronte Enterprise is to subscribe, then when these newsstands run out you'll have the laugh on the other fellow. Subscribe for the Bronte Enterprise!

Clay Dell Richards has gone to Angelo, where she is reported to be out job hunting.

Steve Badley spent Wednesday getting around, as he was in Angelo during the morning and in Robert Lee in the afternoon.

Mr. and Mrs. Z. M. Decie of Alpine visited Mr. and Mrs. O. H. Wiloughby last week. The two couples went to Waco Friday for the week-end, and enjoyed attending the Texas-Baylor football game in Waco Saturday.

KATHERINE RAWLINGS INITIATED

Miss Katherine Rawlings, daughter of Mr. and Mrs. A. N. Rawlings, was initiated into the Mary Lyon Honor Society last Thursday night, November 7, at TSCW in Denton. Purpose of the Club is to foster professional spirit and to seek and maintain the highest standards of scholarship and professional preparation.

Miss Rawlings is a senior Home Economics major, with a minor in chemistry. She also takes part in several other clubs on the campus. She is president of the Home Economics Club; secretary of TSCW Round Table; secretary of Phi Upsilon Omicron (national honorary fraternity), and a member of the Mary Swartz Rose Club and the Betsy Ross Literary Society.

METHODIST CHURCH

Rev. Geo. B. McCrary, Pastor BRONTE

10:00 Church School
11:00 Morning Worship
6:30 Evening Worship
7:30 Methodist Youth Fellowship.

Wednesday

7:00 Bible Study.

TENNYSON

7:00 Saturday (Preaching).

3:00 Sunday (Preaching).

Guitar Player: A musician who has easy pickings.

BE SURE YOU ARE ALL RIGHT

A way to know the right from the wrong
Is to reason out things as you go along.
But knowing and doing are two different things—
You must act when you know if it anything brings.
Our copy-book had a maxim that said,
"Be sure you are right, then go ahead."
That you should save you know is a fact,
But it profits you nothing unless you act.
THE FIRST NATIONAL BANK has found that a man
Must not only know but act on his plan.

FIRST NATIONAL BANK IN BRONTE

Casco Electric HEATING PADS Big Line of NEW JEWELRY

FOR HOT COFFEE THERMOS BOTTLES
PINT OR GALLON PRESCRIPTION SERVICE
Here's the BEST

In Town. Bring yours in — sudden and complete service.

And a lot of FLASHLIGHTS — FILMS — RUBBER GOODS
COSMETICS AND SUNDRIES. NEED ANY GIFTS?

BRONTE PHARMACY

COMPLETE MOTOR REBUILDING CAN BE OBTAINED IN OUR SHOP WHY GO ELSEWHERE?

CONOCO GASOLINE AND MOTOR OILS
Let Us Get Your Car Ready For Fall and Winter Driving.

Caperton Motor Co. PHONE 154 BRONTE

COX-VAUTRAIN FUNERAL HOME

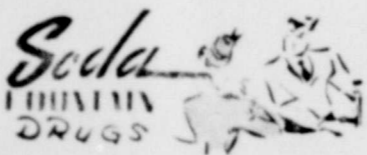
500 W. BEAUREGARD SAN ANGELO

Air Conditioned Ambulance Service

DIAL 3113

When Away From Coke County

WE INVITE YOU TO
MAKE THIS STORE
YOUR HEADQUARTERS.
"Let Us Serve You"



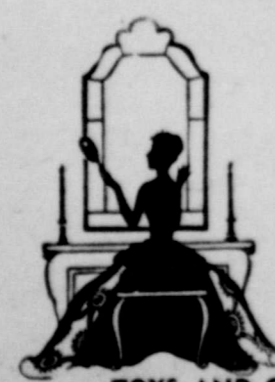
MALONE - NANCE DRUG STORE (Formerly Week's Drug) BALLINGER

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HARRIET HUBBARD AYER
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Christmas Tree Bulbs—Decorations
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PAUL HUDMAN DRUG STORE 201 N. MAIN SAN ANGELO



COOPERATION

was not all it might have been in the recent controversy involving the stagnant pool of water. The three parties involved were forced to spend several hundred dollars in court costs and legal fees, and after all was said and done, those sums of money might have been put to better use.

We do not mean this as an objection to an attorney making a living, but we do think that these several hundred dollars might have been well used here in Bronte in a constructive fashion, and could well have been, had there been a kinder spirit of cooperation. Each party expressed the desire to cooperate but others charged the cooperation would appear only as one-sided propositions.

At any rate, it cost the City of Bronte the sum of \$100, and taxpayers, who have to foot the bill, are saying they believe that cooperation is not quite as expensive.

NEW ROADS

are fine to have, and Governor-elect Buford Jester promised last week in Abilene that West Texas would have its share of them. The building of new roads, however, presents a challenge to Bronte, and its people, for the better the roads, the easier it is to get in one's car and go elsewhere to shop.

Bronte merchants declare Bronte folks do most of their shopping in San Angelo and Ballinger, while merchants there declare people do all their shopping in Dallas and Fort Worth, and so the story goes.

All declare, though, that people will usually buy at home if they can find what they want and if they are provided with a wide enough choice, and above all, at a reasonable price.

Local merchants are facing this challenge, and facing it well. The construction of a new garage and motor company, the opening of a new auto store, the remodeling of a hardware store, the erection of a farm implement building, the establishment of a Kaiser-Frazer auto agency, all indicate that Bronte merchants are on their toes.

Bronte people cannot wait for business to come to town — they must go after it lest they fall by the wayside. If that is blunt truth, let's make the most of it. Let's invite people to town, make them welcome, provide a parking place for them, give them bargains that will provide them with values, and seek constantly to attract new people and new business firms, so that all may prosper and make money.

Then, and only then, will we find that these new roads are bringing people to Bronte, not taking them away to shop elsewhere.

Any small-town paper, such as the Bronte Enterprise, could not exist without out-of-town advertising. Each and every other small-town paper in West Texas that we read contains out-of-town advertising, as well. Our policy, and our "foreign" advertisers know this — is to tell the people of Bronte to buy in Bronte if they possibly can, and if not — then, and only then, patronize the other advertisers who think enough of your dollars to try to get you to spend them in their own particular store when you are in their town.

"Foreign" ads will not cause people to leave town, for people travel anyway, but they are designed to make the reader aware of bargains when and as he goes to other towns where the advertisers are located.

Therefore, not only Bronte, but other smaller communities as well, must decide whether new roads will bring business to them, or provide better means for its retreat elsewhere. One thing, at least, is certain — good business is not going to come to us, we've got to go get it!

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ED NUNNALLY, JR., EDITOR



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in State Contest, for
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Per year, outside of Texas \$2.50

Any reflection on the character or
standing of any person, firm or cor-
poration is not intended and will be
gladly corrected upon notification.

Coke Farmers May Use FHA

Coke County farmers who are un-
able to obtain operating loans from
local banks, co-operative lending
agencies or other responsible sources
in their communities may seek assis-
tance from the Federal government
through the recently created Farm-
ers' Home Administration, according to
Oscar M. Fowler, Coke County
Supervisor for FHA.

FHA combines in one agency the
functions formerly carried on by the
Farm Security Administration, the
Emergency Crop and Feed Loan Divi-
sion of the Farm Credit Administra-
tion, Mr. Fowler said. It assumed
responsibility for their programs on
November 1.

The new agency's facilities are
available only to farmers who are un-
able to obtain financing at interest

rates not exceeding five per cent from
banks and other lending agencies in
their communities. Eligibility of ap-
licants is passed upon by a local
committee of Coke County farmers,
who certify, among other things, that
the applicant is not able to obtain
credit elsewhere.

The production and subsistence
loans made by the Farmers' Home
Administration are of two types, Mr.
Fowler said: annual loans and adjust-
ment-type loans.

Adjustment-type loans are similar
to the "rehabilitation" loans formerly
made by the Farm Security Adminis-
tration. They are based on improved
farm and home management plans
worked out jointly by the borrower
family and FHA supervisors. These
plans call for home production of feed
and of the family living as nearly as
possible; for several sources of cash
income for the farm, and improved
soil conservation practices and the
best land utilization. The loans may
be made for farm operations, for
purchase of additional livestock and
modern tools and equipment for the
farmer, and canning or other needed
equipment for the farm home—in fact
for anything needed to put the farm
and home plan into operation. The
loans are accompanied by on-the-farm
assistance in farm and home manage-
ment problems provided by FHA
supervisors. Repayment may be made
over a period of up to five years.

Annual loans are operating loans
made without a farm and home man-
agement plan, but must be repaid
within 12 months. They are similar
to the type of loans formerly made
by the Emergency Crop and Feed
Loan Division of the Farm Credit
Administration.

Under the provisions of the law
creating the new agency, production
and subsistence loans may not be
made to any one borrower for more
than \$3,500 in any one year; total
indebtedness of any one borrower
to the agency is restricted to \$5,000.
The loans bear five per cent interest.
Borrowers indebted to the Farmers'
Home Administration for five years
may not obtain further credit until
their indebtedness has been paid in
full.

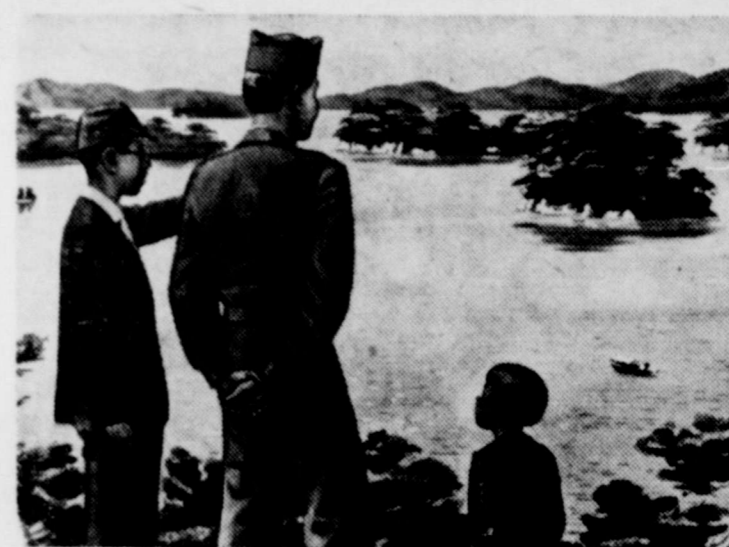
ROI-TAN CIGARS For as long as they last
LIMITED AMOUNT OF **SCHICK RAZORS**
Halo Shampoo LOTS OF THIS
KODAK FILMS — TUYA PERFUMES — RADIOS
AND RECORD PLAYERS — Table Models and
Combinations Also
Central Drug Store
BRONTE

FEED FOR IMMEDIATE SALE —

Sweetwater Laying Mash, second to none	\$3.95
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Look toward Korea and Japan! A thrilling new job and a new life—with interesting work, sports, entertainment and travel opportunities—can be had for the asking by qualified young men who volunteer for the 1st Cavalry, 11th Airborne, 6th, 7th, 24th or 25th Infantry Divisions.

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Japan's "Isles of Pines" are but a sample of the attractions of an Army career in the Far East. The Army has reopened comfortable hotels, theaters, swimming pools, tennis clubs, golf courses, ball parks. These—familiar haunts of pre-war tourists—and many new developments—provide a broad choice of recreation.

Not everyone can measure up to this job. Only 3-year enlistees who meet prescribed physical and mental standards can enjoy the benefits of such a job. High overseas pay, good food and lodging and a generous retirement plan make your future in the Army Ground Forces too good to miss! See your nearest Army Recruiting Officer for full details.

* Listen to: "Sound Off," "Warriors of Peace," "Voice of the Army," "Preddy We Hail," and Major Football Broadcasts on your radio.

HERE'S WHAT YOU GAIN ON OVERSEAS SERVICE

★	IN ADDITION	Master Sergeant or First Sergeant	STARTING BASE PAY PER MONTH	
			Service in U. S.	Service Overseas
TO FOOD	Technical Sergeant	135.00	162.00	
HOUSING	Staff Sergeant	115.00	138.00	
CLOTHES	Sergeant	100.00	120.00	
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	Private First Class	80.00	96.00	
	Private	75.00	90.00	

Overseas Service Increases Base Pay by 20%

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U. S. Army Recruiting Station,
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Federal Building
San Angelo, Texas



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GIFT GOODS and TOYS		FREE GIFT WRAPPING

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BROOKSHIRE BROWSINGS . . .

By Homalie Clark

Mr. and Mrs. Alfred Rose visited in the home of Mr. and Mrs. Gus Redman at Norton, Sunday.
Mr. and Mrs. Verlin Oates of San Angelo came out Sunday to visit with Mr. and Mrs. Willard Caudle.
Mr. and Mrs. Henry Boatright of Miles, and Mr. and Mrs. Jim Harris of San Angelo came out Sunday to

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or it Will Cost You Nothing
Over two million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial! Ask for "Willard's Message" which fully explains this treatment—free—at

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SAN ANGELO BY-PRODUCTS & RENDERING CO.

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IT'S FAMOUS! WE HANDLE IT AS WELL AS A LINE OF MARTIN'S STOCK SUPPLIES
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ROBERT LEE

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405-7 Rust Bldg.
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CACTUS CAFE
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FOR FINE FOODS
AT ALL TIMES

PHILLIPS GLASSES

Made Right -
Styled Right -
Price Right!



Dr. Phillips
OPTOMETRIST AND OPTICIAN
28-A W. Beauregard
SAN ANGELO

visit with W. M. Alexander and children.

Mr. and Mrs. J. C. Boatright spent Sunday with Mr. and Mrs. Herb Holland.

Mr. and Mrs. Charlie Brown spent Sunday at Tennyson with Mr. and Mrs. Joe Miller.

Mr. and Mrs. J. P. Duffy, Mr. and Mrs. Darrell Duffy, and Mr. and Mrs. R. C. Horton spent Sunday with Mr. and Mrs. John Cook at San Angelo.

Mr. and Mrs. Tom Kropp of Eola visited, Monday, in the home of Mr. and Mrs. John Bednar.

Billie Joyce Smith of Ballinger came out Friday to spend the weekend with Mr. and Mrs. Willis Smith.

Rev. L. B. Smith spent Sunday with Mr. and Mrs. A. J. Essary. Howard Gleghorn has gone to Happy where he will work.

Frances Clark of Corpus Christi is home on a two weeks visit with her parents Mr. and Mrs. Homer Clark. She is employed at Western Union there.

MURPHYS HAVE BIG WEEK

Mr. and Mrs. W. K. Murphy had a big time of it last week. Two aunts and an uncle came down to visit them from Denver, Colorado, including Mr. and Mrs. A. F. Culbertson and Miss Culbertson. The visitors stopped by on their way home from a month's trip all over the eastern United States.

Then on Thursday, November 7th, arrived the Murphy's baby boy, George Lynn, who weighed all of eight pounds. Mother and baby are "doing fine."

Bob Keyes, famed Coke County horse trader, says his name is not spelled "Key."

SANCO SOCIETY..

By Billie Joe Gartman

The WHD Club gave a party last Thursday night with 46 present at the Club House. The group played dominoes and other games and there was a grab bag for the youngsters. The Club thanks all those who took part and helped with donations. Cake, coffee, and cocoa were enjoyed by all.

Mr. and Mrs. Leo Prime and Johnny visited in Ballinger Sunday.

Mrs. Leon Lenord and baby girl have been moved from an Angelo hospital to the home of her parents, I. H. Devalls.

Pvt. and Mrs. Truett Arbuckle are the proud parents of a baby girl born November 9 at an Angelo hospital. Truett is here from San Antonio to spend a few days.

Mr. and Mrs. Glenn Thomason of Angelo visited home folks here Sunday.

The H. L. Reids visited the Arbuckles last Sunday.

Sorry to report that L. S. Bird is still in the hospital at Angelo, where his situation is critical.

Pvt. Elmer Adkins, son of Mr. and Mrs. O. D. Atkins, has returned home

after several months overseas, and is expecting his discharge soon.

Bridal Shower

Mrs. L. E. Wink and Mrs. Bryan Gartman were hostesses for a bridal shower Friday afternoon honoring Mr. and Mrs. Walter McCallion. Some 50 guests were there, and a large number of beautiful and useful gifts were unwrapped. Mrs. J. W. Service, Jr., was also a hostess, and friends of the bride and groom were present from San Angelo and Bronte, also.

See the writer for your subscription to the Bronte Enterprise, Coke County's largest newspaper of home town news.

Lynn Keeney was in Ballinger, Tuesday morning, loaded down with what looked like cotton batting.

Gabe Smith, one of Ballinger's most notable rabbit twisters, declared the other day that his granddaughter was either going to grow up to be a rabbit twister, or else she'd sure marry one. You'll find Gabe in the American Cafe where Bronte folks eat when they go to Ballinger.

W. P. Barnes, head of Barnes and Co., in Angelo, is in Dallas this week looking for more merchandise to sell to Coke County folks.

FOR FINE FOOD
TASTY COFFEE
FRESH PIES
and GOOD OL' BARBECUE . . .
BRONTE CAFE

HOTELS for LIVESTOCK

The central livestock market is as American as the "hot dog." No other country has the like of it. European sellers and buyers haggle over individual animals. In South America most of the dealing is done right on the *estancias*, where the livestock is raised. But here in the leading livestock nation of the world, for 75 years central markets have played a big part in the job of moving meat toward dinner tables of the United States.

When a carload of livestock rolls off the prairies or out of the mountains into one of the 65 or more great central markets, the animals are "greeted" and "registered" at the unloading dock, much as travelers are received and registered in hotels. From there they are sent to their "rooms"—the pens assigned to the commission man to whom the owner has shipped his animals. There these hogs, cattle, calves and lambs are rested and given food and drink.

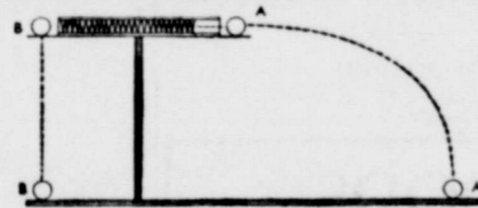
Just as hotels compete for guests, so these central markets compete with each other for the business of accommodating the 88 million head of livestock which come in each year. Thousands of livestock buyers and order buyers bid against each other and the sale is made to the highest bidder. With 26,000 meat packers and other commercial slaughterers active in livestock

Soda Bill Sez:

... to be a success at farming, you have to dig in.
... if you want to realize that cattle in the air, you had better get down to earth first.



Things Are NOT Always as They Seem



The mechanical device pictured above shoots the ball marked A and at the same instant drops the ball marked B straight down. It certainly looks as if B will hit the ground first, since ball A has so much farther to go. But the fact is that they will both strike the ground at precisely the same instant. In our business, too, things are not always as they seem. On September 1, 1946, the U. S. Dept. of Agriculture reported that in the entire country there were 356 million pounds of meat stocks in cold storage. That is a lot of pounds. But actually it is the lowest on record for that date . . . and compares with 626 million a year ago and a 631-million average for 1941-1945. Here in America we eat about 50 million pounds of meat a day, so the September 1 supply of meat in cold storage was barely enough to feed us seven days.

Martha Logan Recipe for APPLE TORTE

Yield: 6 servings
1 tablespoon melted butter 1/2 cup sifted flour
1 egg 2 teaspoons baking powder
4 tart cooking apples 1/2 cup nuts
1 cup sugar 1/2 cup chopped raisins
1/2 teaspoon vanilla or dates

Pare and chop apples. Sift dry ingredients together. Combine all ingredients. Spread in a 9-inch square buttered cake pan. Bake in a moderate oven (350° F.) about 30 minutes, or until apples are soft. Serve hot or cold with foamy or hard sauce.



buying, it is easy to see that the American livestock marketing system is the most competitive in the world.

These "livestock hotels" are a separate branch of the livestock-meat industry. They are privately owned. Swift & Company does not own a single share of any stockyards company.

Thanksgiving

In this Thanksgiving month, the people of our nation—and of many other nations—owe a debt of gratitude to the ranchers and farmers of America. All through the war, in spite of its tremendous requirements, our people ate well. And in spite of sharing with the earth's hungry, our people are still eating well. Today, to be sure, not all the meat they would like to have . . . but plenty of nutritious food to keep them well and strong. That is because for long years millions of farm and ranch men, women and children have kept the food supply up, working harder than ever before, overcoming shortages of help and machinery and many other obstacles. Yes, Americans may well offer thanks this month to all those who produce our food.

OUR CITY COUSIN



City Cousin on the farm
Thought that there was little harm
In eating apples by the dozen . . .
Now he is our sickly cousin!

FERTILITY OF RANGE BEEF CATTLE

by A. L. Baker and J. R. Queensberry
United States Department of Agriculture

Cows in the western ranch states drop from a 40 to a 70 percent calf crop with an average of 63 percent. This means that for every 100 cows the average rancher can expect to get only 63 calves.

However, the following recommendations, based on a study made, should aid the rancher in increasing his production:

1. Cows should be identified by proper markings so that shy breeders can be culled from the herd at an early age. Good producing cows may be kept until at least ten years of age without loss of fertility.

Winter's Coming

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YOUR CAR READY
FOR THAT
WINTER DRIVING
TRY OUR
MAGNOLIA PRODUCTS
"One Stop Does It All"



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We are now
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TURKEYS
And PAYING HIGHEST
MARKET PRICES.
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you sell.



MOORE PRODUCE COMPANY
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SPREAD

When visiting with livestock producers on farms or ranches, or at meetings, the subject of "spread" often comes up for discussion. Then I give them an explanation of the difference between the price they get for livestock and the price we meat packers receive for the meat we sell.

To me it is a source of continual surprise that the spread is not greater than it is. During my years of experience in the livestock-meat industry, here is what I have learned about spread. We at Swift & Company have been paying farmers and ranchers approximately 76¢, on the average, out of every dollar we receive from those to whom we sell, for all products we process and handle, including hides, glands, and all by-products. That leaves us 24¢ to cover the cost of processing and marketing.

Out of the 24¢ comes the cost of buying livestock and other agricultural products. The cost of preparation and refrigeration. The cost of loading them into cars and trucks. The cost of transporting them to our branch houses or to retailers. The cost of branch house operation and of selling and delivering the products to the retail dealers. In addition, we have taxes to pay; plus insurance and all the other necessary costs of doing business. When all these expenses have been paid, we make a profit, which over a period of years has averaged a fraction of a cent a pound on the 6 1/2 billion pounds of products we handle annually.

There is no other business in the country that does so much for so little.

F.M. Simpson,
Agricultural Research Department

2. Cows that fail to produce calves in two successive years should be culled from the herd.
3. Where practical, it is advisable to test bulls for semen quality before breeding season in order to eliminate the partly sterile bulls.
4. There is an advantage in using bulls four years old or over, of proven breeding ability.
5. The establishment of small breeding pastures capable of maintaining herds of about 30 cows is recommended as a means of increasing the calf crop.
6. Even some larger ranches would do well to resort to pasture breeding if they could thus obtain even the 6 percent raise in calf crop obtained in this U.S.D.A. study.

SWIFT & COMPANY
UNION STOCK YARDS
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NUTRITION IS OUR BUSINESS — AND YOURS
Right Eating Adds Life to Your Years — and Years to Your Life

Flying Horsepower

There he goes into the wild blue yonder... Man, I'm beginning to feel like the ground crew at the airport. Cars come crawling in... I pump 'em full of Flying Horsepower, and z-o-o-o-o-m... they take off. Our improved MOBILGAS has perky pick-up and pull-away pep... spirited performance on any road, any weather. And for leap-to-life starts on shivery mornings, you can't beat new MOBIL OIL. It kicks out motor-killing dirt and grime... keeps your engine MOBIL OIL clean! Get your car in tip-top condition for winter. We've got a real ground crew now to give you the famous pre-war MAGNOLIA WINTERPROOF SERVICE.

Winterproof Now

- Quicker Starts
- Smoother Rides
- Easier Shifts
- Anti-Freeze

AT THE SIGN OF THE FLYING RED HORSE

Magnolia Dealer

Mobil OIL

What does it take to run a baby?

Plenty — and plenty of electricity, too. A hungry young citizen needs food — lots of it — often. That food needs preparation — refrigeration — reheating.

Baby needs hot water — lots of it — often. So does his wardrobe. And because Mother worries about germs, she boils practically everything but Baby himself.

Clocks must be dependable when there's a baby in the house. Lights must go on — quick — when he cries out in his sleep. Rooms must be kept warm — the list is endless.



Today's mothers are luckier than those of 20 years ago. With electricity ready at all times — in any quantity — to help with the household chores, mothers have more time to enjoy their youngsters. Never before has electricity done so many tasks for so little cost. Actually, the average family today gets twice as much electricity for its money as it did 20 years ago. Your friends and neighbors in this company — and your own increased usage — helped make that possible.

West Texas Utilities Company

Say You Saw It in the Enterprise

IN BALLINGER IT'S THE
AMERICAN CAFE
OWNER: GABE SMITH, RABBIT TWISTER

HERE'S BLACKWELL . . .

By Mrs. Charles Ragsdale

Edward Sanders of San Antonio visited his parents, Mr. and Mrs. L. Sanders this week.

Mr. and Mrs. Roy Sanderson and Mr. and Mrs. Kelly Richards visited in Abilene Sunday.

Mr. and Mrs. Charles Cavin of Sweetwater were guests of Mrs. Nancy Bagley over the week-end.

Mrs. Lizzie Coleman had as her guests Mr. and Mrs. Carl Coleman of Pecos, Walter Coleman of San Antonio, and David Ward of San Angelo.

Mr. and Mrs. Burch Bryant of San Angelo were week-end visitors here.

Mr. and Mrs. Cleveland Shaffer and daughters of Sweetwater were here over the week-end.

Mrs. J. D. Helden and son and Robert Reaves of Austin are visiting Mr. and Mrs. R. H. Reaves, and also visited in Tahoka.

Curtis Blair and Evlee Ray Holland have returned from overseas and now have their discharges.

Donald Childers of Los Angeles is visiting Mr. and Mrs. Carl Finley.

Earnestine Sanderson, McMurry College student, has been appointed a delegate to go to a young people's meeting at Hillsboro Thanksgiving, WSCS.

The Methodist WSCS met in the Sunday School rooms last Monday. Following a song, Mrs. Charles Ragsdale gave the devotional; Mrs. C. H. Bolin a prayer; Mrs. J. W. Leach talked on "Methodist Women at Work for Family Security"; Mrs. Austin Jordan talked on "Church's Ministry to the Family"; Mrs. Frank Youree on "Becoming a World Citizen." Following the program, Mrs. Austin Jordan and Mrs. T. A. Carlisle were hostesses for the social hour. Mrs. L. Sweet presented Mrs. J. A. Wheeler with a going away gift, and others present were Mmes. L. W. Sweet, J. A. Oden, Carl Whitaker, and Wiley McRorey.

We extend a hearty welcome to Rev. Ray Ulmer Bird, new Methodist pastor, who is expected to occupy his pulpit Sunday morning. He was raised in Coke County, and his many friends will welcome him.

Rev. and Mrs. J. A. Wheeler are moving to Meadow, where he will be pastor. The folks here wish them every happiness in their new place.

The WHD Club displayed hand work and canned goods they had made during the past year when they met last week in the home of Mrs. Edgar Smith. Each member told of things she had accomplished, and refreshments were served to Mmes. J. W. Leach, T. A. Carlisle, Earnest Ware, George Russell, Charles Ragsdale, Cecil Smith, R. Lanier, Austin Jordan, D. T. Hunt, R. H. Reaves, Susie Hill, Ester Bryant, J. M. Bateman.

Charlien Kemp was presented with a pin for 4-H Club work at the Council in Sweetwater last Saturday.

PERCIFULL REUNION

For the first time in four years, the J. A. Percifull family got together over the weekend for a family reunion, thoroughly enjoyed by all who were there.

Those on hand included Mr. and Mrs. Dan Percifull and Danny Lee of Tahatchie, California; Mr. and Mrs. Wayne Percifull and Denzel Wayne and Wayman Allen of Midland; Marjorie Percifull of San Antonio; Mr. and Mrs. Noel Percifull and Gay of Bronte, and Mr. and Mrs. J. A. Percifull, in whose home the celebration took place.

John Passow, lifelong friend of the writer, was in Bronte, Sunday afternoon, on a visit.

NEW METHODIST PASTOR AT BLACKWELL

Rev. Ulmer Bird of Sanco, son of Mr. and Mrs. L. S. Bird, is expected to assume his new pastorate of the Blackwell Methodist Church next Sunday, November 17th. He will replace Rev. J. A. Wheeler.

Ulmer was born at Sanco, and served 28 months as chaplain in the U. S. Army, where he saw service in Germany, England, France, and Belgium. He was separated from the service in April with the rank of major, and served an unexpired pastorate at Moran, Shackleford County, since last June.

"Sanco is mighty close to Blackwell, anyway," Ulmer said, "and I'll be very glad to see all my old friends at the services, as well as new friends I hope to greet and welcome."

He announced that his sermon topic for Sunday night would concern his experiences overseas with the Army, and extended a cordial invitation to the Blackwell folks to come to church Sunday.

NOTICE OF HEARING TO APPROPRIATE PUBLIC WATERS OF THE STATE OF TEXAS
No. 1498

Notice is hereby given, to whom concerned, that the UPPER COLORADO RIVER AUTHORITY, the postoffice address of which is Robert Lee, Texas, did on the 2nd day of November, A. D. 1946, file its application in the office of the Board of Water Engineers for the State of Texas, in which it applies for a permit to appropriate of the unappropriated waters of the State of Texas, from the Colorado River, in Coke County, Texas, not to exceed Six hundred Seventy thousand (670,000 acre-feet of water per annum for the irrigation of not to exceed Fifty-eight thousand (58,000) acres of land, and also for municipal and industrial purposes, said water to be impounded in a reservoir created by the construction of a dam, the storage capacity of the reservoir to be 670,000 acre-feet, and to impound in said reservoir and to divert therefrom not to exceed 670,000 acre-feet of water per annum for the purposes herein stated. Said 58,000 acres being parts of approximately 170,000 acres located in Southwestern part of Coke County, Southwestern part of Runtels County, Northwestern part of Concho County, and Northwestern part of Tom Green County, as shown by maps on file with the Board of Water Engineers in their office in Austin, Texas.

A hearing on the application of the said Upper Colorado River Authority will be held by the Board of Water Engineers for the State of Texas, in the office of the Board at Austin, Texas, on Monday, December 16th, A. D. 1946, beginning at ten o'clock A. M. at which time and place all parties interested may appear and be heard. Such hearing will be continued from time to time, and from place to place, if necessary, until such determination has been made relative to said application as the said Board of Water Engineers may deem right, equitable and proper.

Given under and by virtue of an order of the Board of Water Engineers for the State of Texas, at the office of the said Board at Austin, Texas, this the 4th day of November, 1946.

C. S. CLARK
JOHN W. PRITCHETT
E. V. SPENCE
BOARD OF WATER ENGINEERS,
Board of Water Engineers.
(SEAL)
Attest:
A. W. McDONALD
Secretary.

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COTTONS

Outing Flannel, Ticking, Seersucker, Pretty Prints, Voiles, Organdy, Batiste, Lots of Plaids, Gabardines and Suiting.

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Flannels, black and white Satin, Prints, Plaids, Gabardines and Crepes.

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Solids, Plaids, Stripes — 100% and Blends
Some Linings.
Sewing notions—plenty zippers—pins—buttons

Large Bath Towels — in colors and all white
Wash Clothes — in colors and all white

Pillow Cases, extra nice grade pr. \$1.32

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25% Wool-75% Cotton, Size 72x84, 3 3/4 lbs. \$6.50
25% Wool-25% Rayon - 50% Cotton 72x84, 3 3/4 lbs \$7.50
100% Virgin Wool — Size 72x90 \$12.95

(National Advertised Cannon-Leaksville)

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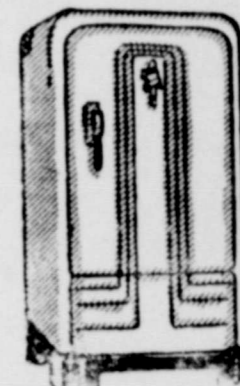
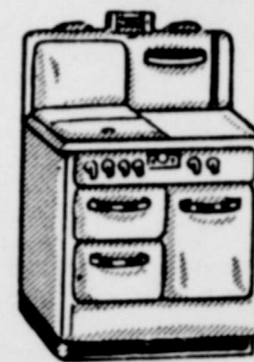
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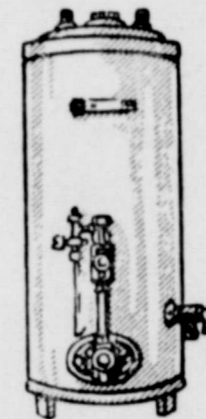
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WEST TEXAS

Brand New Items
Postwar Materials
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As well as 1-inch boards for sheeting.

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CACTUS LUMBER CO.

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Place Your FLOWER Orders With
BRONTE PHARMACY Phone 46

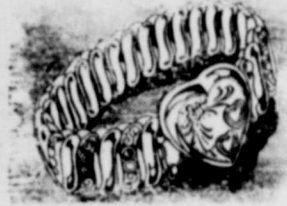
WEEK-END SPECIALS

Prince Albert Tobacco, 3 Cans for	25c
Morton's Salt, 2 Boxes for	15c
Yellow Onions, Per Pound	3c
Mother's Cocoa, 1 Pound	10c
Hawk Eye Sweet Corn, Per Can	17c
Canned Fruit Cake, 1 Pound	75c
CEREALS—	
Cheerios and Wheaties, 2 Boxes for	22c

CUMBIE & COMPANY
BRONTE

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CHRISTMAS SHOPPING TIME IS HERE . . .



The Diamond Center of West Texas Invites You

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- WATCHES
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 - ELECTRIC CLOCKS
- SHOP EARLY!**

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Gem Jewelers

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SAN ANGELO, TEXAS

WEEKEND SPECIALS

46-Oz. Grapefruit Juice	29c
46-Oz. Tomato Juice	25c
16-Oz. McGrath Brand Beans in Tomato Sauce	3 for 25c
Imperial Brand Sardines, Flat Can	3 for 27c
Red Crown Brand Potted Meat	3 Cans for 20c
KC Baking Powder, 25-Oz.	19c
Purex, Per Quart	11c
Louisiana Ribbon-Cane Syrup	
1/2 Gal. 67c; 1 Gal. \$1.29	
Spuds U. S. No. 1, 10 Lbs.	39c
Fresh Tomatoes, 2 Lbs.	25c
Chase & Sanborn Coffee, Lb.	37c
Grapefruit	1 Dozen 57c

MEATS

A Wide Selection of Fresh Meats for Your Sunday Dinner

DRY GOODS

We have a new assortment of Ladies' Hats . . . Excellent for Christmas Presents.

Silk Hose, Per Pair \$2.75

FRUITT'S STORE

"Don't Go By — Come Buy"

BRONTE



SCARCE ITEMS OUTING - PRINTS DOMESTIC

SEER-SUCKERS — SPUN RAYONS — MUSLINS
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NEWLY ARRIVED

BIG COTTON DOUBLE BLANKETS
5 - 25% WOOL

Big Selection of Mens'

KHAKI MATCHED SUITS

Men's and Boys' **MOHAWK OVERALLS**

An ample stock is available, and we pledge **NO INCREASE** in prices unless we should be forced up by wholesale prices beyond our control.

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BALLINGER DRY GOODS CO.

"QUALITY FIRST"
Ross Black (Rabbit Twisters) Earl Baker

ROBERT LEE REVELATIONS . . .

By Doris Pettit

Mrs. George King of Rotan is visiting her father, S. B. Plumlee.

Mr. and Mrs. W. T. Roach are on a trip to New Mexico this week. He will do some deer hunting while his wife visits friends in Artesia.

Mary Pearl Bearden visited her parents in Lamsea this week.

Mr. and Mrs. Joe Schooler and son of Blythe, California, returned Wednesday after a week's visit with his brothers, Tom and Raymond, and his mother.

Lt. and Mrs. Robert Lowry and Mrs. Robert Lowry, Sr., of Ballinger visited with Mrs. W. H. Bell.

Rial Denman and his father, J. F. Denman, were visiting friends and relatives Tuesday.

Mr. and Mrs. Pete Davis and children of Colorado City, Mr. and Mrs. O. W. Davis and son of McCamey, Mr. and Mrs. Wesley Kinsey and children of Fluvanna, Mr. and Mrs. Russell Zoet and daughter of San Antonio, Mr. and Mrs. Charles Vowell of Ozona, and Mr. and Mrs. Bob L. Davis of Abilene were weekend visitors in the home of Mr. and Mrs. G. E. Davis.

Mrs. McNeil Wylie's brother has been visiting her this week.

The P-TA honored the 6th grade with a party Tuesday night in the school gym as a reward for bringing more contributions to the country store in the Halloween Carnival.

Boys in the armed forces home this week-end include J. W. Service, Truett Arbuckle, Elmer Adkins, Gary Simpson, and Pete Hickman.

Mr. and Mrs. J. E. Mitchell of Bronte were honored with a birthday dinner in the home of Mr. and Mrs. Alton Roberts Sunday. Guests included Mr. and Mrs. J. D. Mitchell and family of Big Spring, Mr. and Mrs. Marion Mitchell and family of Bronte, Mr. and Mrs. J. W. Denman of Robert Lee, Mr. and Mrs. Roy Braswell of Robert Lee, Iva Retta Braswell of Robert Lee, Irvin Escue of San Angelo, Mr. and Mrs. Chester Harwell of Lometa, and Mrs. Gene Brooks and daughter, Imogene, visited for a while in the afternoon.

Mr. and Mrs. Mac Rippetoe, Belva, and Nona Gayle of Bronte were over for a visit with Mrs. A. W. Littlefield and children Monday night.

The Steers are scheduled to play football in Stanton Friday night. They held a 76-6 victory over the Wingate Pirates last Friday night.

See the writer for your subscription to the Bronte Enterprise, the paper with more news of Coke County than any other.

C. E. Bruton is happy to announce the installation of a brand-new bicycle rack which has been placed on Main Street for the convenience of local boys with bicycles. It also happens to contain the name of White's Auto Store, which is beside the point, as Everett would say, but it is his solution to a problem advanced at the recent city council meeting — what to do with boys' bicycles placed up against plate-glass windows? — Everett has found a solution, so hats off to Alderman Bruton for facing a problem and meeting it!

BRADLEY'S TIRE CO. IN NEW LOCATION

M. J. Bradley, owner and manager of the Bradley Tire Co., in Ballinger, has now moved to his new location there in the OK Tire Shop, located at 117 N. 8th Street.

Bradley was formerly located in the old Seidel Building, across the street from the Post Office and in the same building with the Harmon Motor Company, but is now ready for business in his new location, which is across the street from the Texas Theatre.

Bradley is the agent for U. S. Royal Tires, and now has rather a complete line, including Fleetway truck tires, de luxe passenger tires, bicycle tires, U. S. and Star batteries, Delco Radios, and all the trimmings.

He's the Runnels County agent for his product, and came there from Denver City, Texas, last April. In the latter place, he was with the Humble Oil and Refining Co.

Mrs. Bradley, the former Miss Elizabeth Parker, taught home economics in the Ballinger schools for nearly 10 years, and is widely known there.

The Bradleys are inviting their friends to come over for their tire needs, and will give them a hearty welcome. Remember the new location, on 8th Street, and see them for your needs. Folks will also enjoy reading their ad, which appears elsewhere in the paper.

Dwain Bagwell has some schemes in mind that should make him some money. He'll have more to say about that next week.

L. T. Youngblood, getting ready to enter the bank Tuesday morning, had some cold fingers so had a time holding on to the keys.

George Anderson has some mighty pretty records, and if you love good music, his records and new record-player are two things you won't want to miss.



ALL GARMENTS

brought to us for cleaning are given our personalized care. Before leaving our plant each garment is closely inspected to insure your complete satisfaction. Our modern equipment and scientific methods assure you of a job well done. Give us a trial today—

KEMP KLEANERS — Bronte

We've got the Best Farm Tires in Town



U.S. ROYAL
The Farm Tractor Tire with a BACKBONE

Husky lugs dig deep—deliver maximum traction. Each U. S. Royal Farm Tractor Tire is engineered for easy rolling on the highway—tough work in the fields.

U.S. ROYAL
Implement Tire

U.S. ROYAL
Tri-Rib Tractor Tire

Built for both ground-driven and free-rolling implements.

Delivers maximum cushioning and easier steering.

- U. S. ROYAL FLEETWAY TRUCK TIRES
- U. S. ROYAL DE LUXE PASSENGER TIRES
- U. S. ROYAL BICYCLE TIRES
- U. S. BATTERIES AND DELCO RADIOS

BRADLEY'S TIRE CO.

(Now Located in O K Tire Shop)

117 N. 8TH BALLINGER PHONE 16



ALEXANDER'S CAFE

CHADBOURNE AND CONCHO SAN ANGELO
YOU'LL FIND YOUR COKE COUNTY FRIENDS HERE

THOUSANDS OF THINGS YOU'LL WANT!



35c

CHRISTMAS GAMES AND TOYS
DOLLS — TRICYCLES
WALL-IN-ONE WALLPAPER

Washable and Fade Proof
\$3.49 for One Room, and Includes Border and Paste

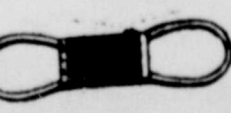


SO REASONABLE . . .



GEM RAZOR and BLADES — 39c and Up
ELECTRIC TOASTERS
PAN AMERICAN ALUMINUM WARE . . .

SHOX STOCK FOR ELECTRIC FENCES



39c to 59c

LUGGAGE — PAINT
LIGHT CORDS AND
FIXTURES — TOOLS



WHITE'S AUTO STORE

BRONTE

MR. AND MRS. C. E. BRUTON

TEXAS THEATRE

BRONTE, TEXAS

FRIDAY AND SATURDAY, NOV. 15 - 16
Zane Grey's **"WANDERER OF THE WASTELAND"**
With James Warren - Audrey Long
Also Two-Reel Comedy and News

SUNDAY 1:30 and 3:10 also MON., NOV. 17 - 18
Maureen O'Hara - Dick Haymes in
"DO YOU LOVE ME?" (Color)
Also Cartoon

TUESDAY ONLY, NOV. 19
"TOKYO ROSE"
With Don Douglas - Buren Barr - Keye Luke
Also Comedy

ALAMO THEATRE

ROBERT LEE, TEXAS

FRIDAY AND SATURDAY, NOV. 15 - 16
Johnny Mac Brown - Raymond Hatton
in **"UNDER ARIZONA SKIES"**
Also "Three Stooges" - News and Rams vs. Bears, Football

SUNDAY 1:30 and 3:10 also MON., NOV. 17 - 18
Joel McCrea - Brian Donlevy
in **"THE VIRGINIAN"** (Technicolor)
Also Cartoon

WEDNESDAY ONLY, NOV. 20
"TOKYO ROSE"
With Don Douglas - Buren Barr - Keye Luke
Also Comedy

PERSONAL SHOPPING SERVICE . . .

When not convenient to shop in person, use our mail service. Mail orders given personal, prompt attention.

Cox-Rushing-Greer Co.

"Serving West Texas Since 1918"
SAN ANGELO, TEXAS

BARGAINS IN STARTED CHICKS

Up to Three Weeks Old

Have Fryers By Christmas

WILLIAMS HATCHERY & SUPPLY

BOX 664 BALLINGER

NORTON NOTATIONS . . .

By Betty Jo Shelburne

Rev. G. K. Corley left Monday for Mineral Wells to attend the annual Texas Convention of the Baptist Church in that city.

E. Otis Allen has been home a few days between meetings.

Mrs. G. K. Corley, Mrs. S. K. Shelburne and Misses Charlene Carlton, Jo Alice Simpson, Mozelle Martin, Juannelle Chatman and Betty Shelburne attended the funeral of Mrs. Frank Zak at Rowena last Wednesday.

The football boys and the pep squad girls had a pep rally in Norton last Thursday night before the game with Miles, Friday, which ended in Norton's defeat by a score of 6-0.

There was no school here the 11th. Many attended the Ballinger-Coleman football game.

The football boys have selected their Football Sweetheart which is Shirley Cope. She will be crowned at the Christoval-Norton football game here this afternoon.

Troy Compton of the Navy was home from Corpus Christi over the weekend.

Lanham Carter of the Army was also home over the weekend from San Antonio.

The Bobby and Winston Modglings of San Angelo were over for the weekend, which they spent with the Barney Modglings.

Sorry to report that I. M. Cumbie is suffering from blood poisoning which came about when he cut himself with a knife while out butchering.

Mr. and Mrs. McNeil Wylie, Gerald Allen, and Dr. J. D. Leonard were around Angelo last Thursday, enjoying themselves and having a good time.

WANT-ADS

Most late battery radios can be converted to electricity for \$10 to \$25. Bring in your radio for estimate. Radios for sale. Guaranteed repairing. RADIO JIM, 211 N. Chadbourne, San Angelo.

PRE-HOLIDAY SPECIALS

Odd sofa in damask; regular \$189.50 now \$112.50.

Two-piece Lawson suite; regular \$197.50, now \$157.50.

Two-piece suite, rose or blue, regular \$157.50, now \$137.50.

Two-piece suite, blue damask; regular \$139.50, now \$112.50.

Love seat and chair; regular \$76.50, now \$59.50.

T. W. TAYLOR & SON
62-64 North Chadbourne, San Angelo

FOR SALE - Five-room house and bath at Norton, to be moved. A. F. SCHWERTNER, Norton.

FOR SALE - Your want ad, occupying this same space, would have been read by over 5,000 people this week. It costs only a few cents, and it gets results.

Arrow Feeds

RANGE CUBES

CHICKEN and DAIRY FEED
All Kinds of Hay-Mixed Grains

JOE BATES FEED STORE
SAN ANGELO

UNBLEACHED DOMESTIC

L L 26 cents Per Yard

DRESS SHIRTS

SIZES 14 - 17 (WHITES, TOO)

CUMBIE & WILKINS

BRONTE



LIKE WALKING ON A DEEP, SOFT CARPET WHEREVER YOU GO!

"Million-Aires"

The more you are on your feet, the more you'll appreciate the special patented "Million-Aire" insole. It extends under your entire foot, from heel to toe, and absorbs the shocks of hard pavement walking . . . like walking on a deep, soft carpet wherever you go. Come in and try on a pair—know Jarman's friendliness of fit.

\$8.95 to \$10.95
MOST STYLES



Barnes & Co.

29 W. BEAUREGARD SAN ANGELO

ATTENTION EVERYBODY — THIS WAY — DON'T WAIT!

Move Fast — HIGGINBOTHAM BROS. & CO. in Ballinger

Have Lost Sight of O. P. A. and PROFITS — **PRICES ARE SMASHED**

The cut goes deeper and deeper. The Greatest **CUT PRICE SALE** in many years — **BEGINS FRIDAY, NOVEMBER 15.**

Don't Wait — the rush is coming — get your part of these **WONDERFUL BARGAINS** while they last —

ALL Ladies' and Children's Ready-to-Wear goes on sale — nothing reserved — It's really A **CLEAN SWEEP SALE** on all Ladies' and Children's **COATS — SUITS — DRESSES — SKIRTS — BLOUSES — SWEATERS — ROBES — LOUNGING PAJAMAS — CHILDREN'S HATS AND CAPS AND LADIES' HATS**

THIS IS NO ORDINARY SALE — But a Great **CLOSE OUT SALE**

Just to give you an idea of the cut prices —

Ladies Suits and Coats that sold for \$42.50 go on sale at **\$29.88**

Suits and Coats that sold for \$29.95 go at **\$19.88**

\$12.95 values at **\$8.88** — \$22.50 Dresses at **\$15.88**

And on down the line —

ALL LADIES' HATS AT 1/2 PRICE

EVERYTHING IS REDUCED TO ALMOST UNBELIEVABLE PRICES

Don't forget the time — Expect great savings — **YOU WON'T BE DISAPPOINTED** — No Returns — No Refunds — No Alterations

All Sales Final



HIGGINBOTHAM'S IN BALLINGER