

# The BRONTE ENTERPRISE

Vol. 43

BRONTE, TEXAS, SEPTEMBER 28, 1961

No. 39



CAPERTON'S NEW HOME

## Caperton Open House Is Set for Weekend

Along with the showing of the new 1962 model Chevrolets this weekend, Caperton Chevrolet Co. will have a grand opening of their recently enlarged and remodeled building. The modernization and enlargement of the building was completed last summer but the formal opening was delayed to coincide with the showing of the new 1962 cars.

Free coffee and doughnuts will be served all day Friday and Saturday to all visitors at Capertons. Free gifts will also be given to all who attend the opening.

Five new models of the 1962 Chevrolet will be on display for the showing of the new cars. E. L. Caperton said the firm was supposed to have had ten new models, but that recent strikes in General Motors plants had cut their allotment down.

The three partners who own the local Chevrolet agency, E. L. Caperton, and his two sons, R. T. and Matthew, have issued an invitation to everyone in this area to visit them this weekend and inspect their new facilities, as well as to see the new Chevys.

"We are proud of our new home and we want all our friends to see it," they said.

Capertons also pointed out that they are deeply indebted to the

## Grandson of Local Residents Drowns In Concho River

Funeral services for Curtis Doyle, 12, of San Angelo were held Tuesday, Sept. 19, in Johnson's Funeral Chapel there. Rev. R. H. Beauchamp, pastor of Ninth and Main Church of Christ officiated. Burial was in Lawnhaven Memorial Cemetery. He was the grandson of Mr. and Mrs. Bert Cornelius of Tennyson.

The lad drowned in the Concho River near Lone Wolf Dam about 3 p. m., Sunday, Sept. 17. He apparently lost his footing on the dam and plunged 10 feet into the shallow water and was knocked unconscious.

Other survivors include his mother, Mrs. Tom Pace of San Angelo; his father, Robert Doyle of Louisiana; a sister, Mrs. Marion Briggs of California and a brother, Richard Allen Mills, who is in the Navy.

He was a nephew of Mr. and Mrs. Melvin James and Mr. and Mrs. George Knoepes of San Angelo and Bert Cornelius Jr. of Midland.

Pall bearers were Raymond and Douglas Cornelius of San Benito; MSgt J. R. Cornelius, San Antonio; Robert and Bob Cornelius, San Angelo and Hobart Harrell.

Other relatives who came for the services were Mrs. Anna Wolff, McCamey; Mrs. George Ross, Odessa; Mrs. Roy Irby, Denver City and Mrs. Letha Robinson of Blanchard, Oklahoma.

customers and friends they have served during the 12 years they have handled Chevrolets. "Without the loyal support of these customers, our expansion program would not have been possible, and we are deeply grateful to everyone," they said.

An eight page section in this issue of The Enterprise is devoted to the Grand opening of the new building. For more details on the opening, readers are invited to turn to it.

## Gene Sherrod Is Recipient Of Scholarship

Philadelphia, Pa. — Gene A. Sherrod, of Bronte, is among the sixty-four winners of scholarships granted by the J. W. Van Dyke Scholarship Foundation for the 1961-62 school term. The grants are made on a competitive basis to children of current, retired, or deceased employees of The Atlantic Refining Company.

A graduate of Bronte High School in 1958, Gene is entering his senior year at the University of Texas, where he is a pre-medical student. He is the son of Mr. and Mrs. Allen D. Sherrod.

The Foundation was established in 1946 by the will of Mr. Van Dyke, who was president and chairman of the board of The Atlantic Refining Company. Since the beginning of the foundation, approximately 690 students have received scholarships, and 175 will be attending colleges and universities this year under these grants.

## Longhorns Will Host Jim Ned Indians Friday

If season records have any bearing on a team's toughness, the Bronte Longhorns have a rugged job cut out for them Friday night when they will host the Jim Ned Indians.

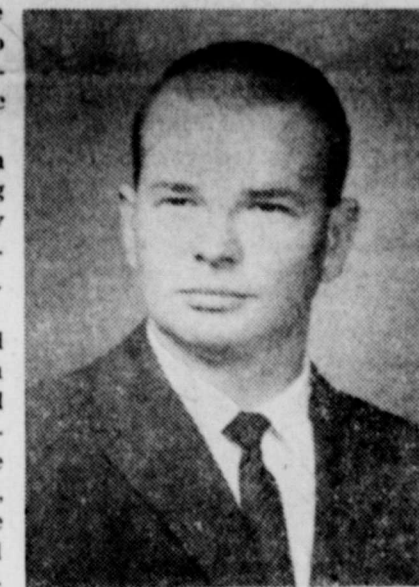
The Indians have won four games out of four this season and have scored 74 points to their opponents' 20. This fine record gives the Jim Ned boys the lead in District 7-B. On the other side

### SHOWER FALLS HERE

A light shower measuring 4 inch fell in Bronte early Monday morning. This area was in the south edge of a storm which dropped deluging rains on Midland, Big Spring, Snyder and Colorado City. Many homes and other buildings in Big Spring and Midland had to be evacuated because of Mrs. Benny Corley. They all at

### ANNUAL DEPOSITS DUE

Mrs. Billie Joe Luckett, annual staff advisor, announced this week that October 6 is the deadline to pay the \$2.00 deposit required to reserve a Bronte School annual yearbook.



GENE ALLEN SHEROD

of the picture, the Longhorns have a 1-1-1 season record, having defeated May, lost to Ozona, and tied Santa Anna.

Longhorn fans, however, are optimistic about the outcome of the game, as the Bronte footballers showed definite improvement last week against Santa Anna.

Dee Arrott is back in the lineup and that will help the Longhorns tremendously. He played most of the time offensively last week, and should be going full blast this week.

### DISTRICT 6-B RESULTS

Last week's games showed the following results: Roscoe downed

Hermleigh, 27-8; Loraine eased by Coahoma, 8-0; Robert Lee won their first game against Melvin, 14-6; Roby went past Rule, 28-0; and Jim Ned stomped Trent, 24-8.

This Friday, in addition to the game here, will see Sands playing at Trent, Roscoe at Roby, Robert Lee at Marfa, and Wylie at Loraine.

In district 6-B, Roby and Loraine are tied for first and second place with a .667 season record, while Bronte, Hermleigh and Robert Lee are all tied up with .500 each for third, fourth and fifth. Trent, with .333, is in the cellar this week.

## New Fords To Go on Display Friday at Bronte Motor Co.

Charlie Boecking in inviting all the residents of this area to visit the showroom of Bronte Motor Co. this weekend to see the new models of the 1962 Ford which will be on display Friday, Sept. 29.

Boecking will have two models of the new automobiles on the floor for the inspection of visitors. Boecking said he is well pleased

### WWI VETERANS TO MEET

Regular monthly meeting of Coke County Barracks 2409 Veterans of World War I U. S. A. will be held Thursday night of next week, Oct. 5, at 7:30 in the American Legion Hall at Bronte. Frank Mullican will give a report of the recent national convention in Dallas which he attended as a delegate from the Coke County Barracks. Further plans will also be made for the World War I Veterans Barbecue to be held at the County Park in Bronte on Saturday, Nov. 11. A good attendance is requested for the meeting next Thursday night.

with the 1962 Fords, saying that they represent a new all time high in comfort, safety and convenience for Ford drivers.

The following information was issued regarding the improvements in the new models:

Featuring a crisp, fresh approach to Ford's classic straight-line styling, the 1962 Ford Galaxie incorporates major engineering advancements that reduce recommended owner maintenance to a convenient "twice-a-year" level. For the first time, the popular Ford Galaxie is being offered in twelve models in two series: The Galaxie and the new Galaxie "500" series.

The 1962 Galaxie is the first regular production vehicle in automotive history to have a factory recommended 6,000-mile service interval.

Lee A. Iacocca, Ford Motor Company vice president and general manager of the Ford Division, said that in addition to the many self-maintenance features introduced on the Galaxie last year, 1962 Galaxies will offer:

30,000 mile lubrication for wheel bearings.

A factory installed radiator coolant good for 35 degrees below zero and with a normal change interval of 30,000 miles or two years.

Extended fuel filter life of 30,000 miles.

A recommended oil change interval of 6,000 miles.

"These features, coupled with our 30,000-mile major lubrication schedule, self-adjusting brakes, double-wrapped aluminum muff-

Continued on page 3

## Bronte, Santa Anna Tie, 22-22

In what may be the most exciting ball game of the season, the Bronte Longhorns and the Santa Anna Mountaineers fought to a 22-22 tie last Friday night at the local stadium. It was Bronte's ball game all the way during the first half, with the Longhorns leading by a score of 14-0 at half time.

The third quarter proved to be the Longhorns undoing. The Longhorns were plagued with fumbles and Mountaineers, and the boys from Santa Anna made one TD and two extra points. Then they worked their way deep into Longhorn territory before the beginning of the final period. The fourth period saw the visitors make two touchdowns, but the Longhorns bulldozed their way back into the ball game to tie the score.

Bronte received the kickoff and after a couple of short gains, Dee Arrott quick kicked all the way to the Santa Anna 27. The ball game see-sawed back and forth for three more series of downs, then, with a 3rd down and 17 to go, the Mountaineers fumbled and the Longhorns recovered on the 18.

Buddy Walker went through the

line for 11 yards and a first down. Arrott picked up a couple, and Walker went through on the next play for the touchdown. Arrott carried the conversion over, to make the score 8-0.

Tommy Boecking left footed the ball to Santa Anna's 10 yard line where Harold Walker took it and brought it out to the 32. The Mountaineers got a good drive to going and had a second down with eight yards to go on Bronte's 35 yard line when the quarter ended.

### 2nd QUARTER

Randy Brown went 12 yards for a first on the 23. Then H. Walker carried for another first which took the Mountaineers to Bronte's nine. Walker carried twice for losses and Santa Anna was penalized five for offsidess, making it second goal to go on the Bronte 16. Two incomplete passes and a one yard pickup ended the series for the Mountaineers and Bronte took over at about their 15 yard line.

The Longhorns were unable to go, so Charles Lee punted, Santa Anna touched the ball and Jimmy Wells recovered it for the Longhorns. Arrott made a gain of nine

and Walker went for the first down on the 20. Santa Anna drew a personal foul penalty, setting the Longhorns up with a first and goal to go on the eight yard line. Arrott went over right tackle for the TD on the first try. The conversion was no good, and the score was 14-0.

The Mountaineers received the kickoff by Boecking and tried desperately to make pay dirt before the gun sounded, the ball went over to the Longhorns. Defensive tactics by Rudy Phillips, Jack Corley, Leslie Brice, Eddie Spiller and others had messed up the first half of the ball game for the Mountaineers.

### 3RD QUARTER

Santa Anna got the ball on the 41 yard line after Boecking's kick-off toe missed the ball. After three carries, the Mountaineers lacked four yards having a first down. They gambled and won, with Walker carrying the ball to the Bronte 30. Tinker Dockrey and Walker did the running chores and after four tries had a first and 10 on Bronte's 12 yard line.

Continued on back page

### BYRD FUNERAL SUNDAY IN CLYDE BAPTIST CHURCH

Funeral services for James Arthur Byrd, 56, were held Sunday at 3 p. m. from First Baptist Church in Clyde. Burial followed in the Ross Cemetery at Baird. He was a brother of Mrs. L. L. Wilkins of Bronte.

Mr. Byrd died Thursday in the Veterans Hospital in Big Spring. He had been hospitalized there about a month, but had been in ill health for a long time.

He was a World War II veteran. He is survived by his parents, Mr. and Mrs. Joe Byrd of Clyde; a daughter, Carleita Fay Byrd of Abilene; four sisters and three brothers.



Ben Oglesby ..... Publisher  
Mrs. Ben Oglesby ..... Editor

Entered as second class matter at the Post Office at Bronte, Texas, March 1, 1918, under the Act of March 3, 1879.

Subscription Rates  
Per year in Coke and adjoining counties ..... \$2.50  
Per year elsewhere ..... \$3.00

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

UNCLE HUIE from HOG CREEK says

DEAR MISTER EDITOR:

My neighbor come by my house Sunday night to set fer a spell and do a little lamenting. In all the years I've knowed him, they ain't nothing that has gone to suit him. He was claiming Sunday night that farm prices will git worse and worse and he figgers maybe he'd sell out and move to some big city and git hisself a job in a factory.

I tried to cheer him up, told him things was about as good out here as they was anywhere, that in the end things break about even fer all of us everywhere. He allowed as how he'd took note of that fact too. Fer instant, he said he'd observed that the rich and the pore git about the same amount of ice, the rich gitting it in the summertime and the pore in the winter.

When he gits to lamenting real good he's mighty hard to cheer up. I changed directions and told him he ought to set down and write his Congressman all about his problems. He said he'd tried that both under the Old Frontier and the New Frontier and gits about the same results. He claims Congressmen ain't got but two remedies fer anything and both of them is bad. They either pass a law or appoint a committee, and if the law ain't bad, the committee is stacked. Anyhow, he said, he ain't had a reply to the last two letters he sent to Washington.

I wouldn't doubt it, Mister Editor. When a Congressman don't answer a letter from a rancher or farmer it's on account of him never gitting the letter. I reckon a secretary sorts out the mail and none of them knows the difference between a hayrake and a silo. A farmer can git to be a Congressman, but the farm ain't never produce a Congressman's secretary. A heap of Congressmen brags about how they has walked behind a mule from sunup to sunset, but you never heard that kind of talk from one of their secretaries.

It ain't knowed too much around the community, but my neighbor's real first names are Thomas Jefferson, and I think the trouble started right there. Some parents give their kids distinguished names hoping it'll make 'em turn out right, but you'll note from time to time that we got a heap of George Washingtons and Thomas Jeffersons in the penitentiary. The first boy should be named fer his Pa, the first girl fer her Ma. Of course when they git up to 12 or 14 kids like in the old days, the

parents might have to branch out a bit, but I don't see no excuse fer branching out all the way to Thomas Jefferson.

Yours truly,  
Uncle Huie

Nealy Mackey is a medical patient in the Clinic Hospital in San Angelo.

1962 Ford Trucks To Cut Expenses

Ford Division of Ford Motor Company has concentrated its entire 1962 light truck engineering effort on reducing truck operating costs.

John F. McLean, truck marketing manager for the Ford Division, said that "in a deliberate effort to help business men combat inflationary-type operating costs, Ford has focused its prime attention on engineering improvements rather than body changes."

Mr. McLean explained that the continued movement of our population into vast suburban areas has made it necessary for businessmen to travel greater distances in delivering consumer goods. As a result, he said, the increase in total truck mileage and delivery man-hours required is adversely affecting business profits.

"In our efforts to help businessmen offset this inflationary-type operating expense, we have developed what might literally be termed a light and medium-duty truck 'Business Fleet,'" Mr. McLean said. "The Ford 'Business Fleet' includes a complete selection of commercial vehicles that are designed to give maximum fuel economy and reduce required maintenance, while offering increased durability and reliability."

tion of commercial vehicles that are designed to give maximum fuel economy and reduce required maintenance, while offering increased durability and reliability."

In Ford's 1962 Business Fleet, truck buyers may select any of six economy-type engines, ranging in size and horsepower from a 144-cubic inch 85 horsepower 6-cylinder to a 292-cubic inch 170 horsepower V-8. Each engine has been designed to provide maximum economy and power for specific types of hauling jobs.

Typical of the many truck engineering advancements that have been incorporated into the Ford

Business Fleet are those built into the 1962 Falcon Ranchero and Sedan Delivery trucks.

Drivers of 1962 Ford pickups will ride more comfortably and experience less fatigue, in "driverized" cabs. Thick foam rubber seat pads provide standard pickup cabs with built-in comfort. In addition, the Ranchero has new standard and deluxe upholstery and trim combinations.

Including the heavy and extra-heavy-duty gasoline- and diesel-powered trucks, Ford Division offers over 600 separate truck models for 1962.

SHOP BRONTE FIRST

Change in Telephone Numbers  
SIMS HARDWARE CO.  
473-4091  
R. H. SIMS RESIDENCE  
473-4711

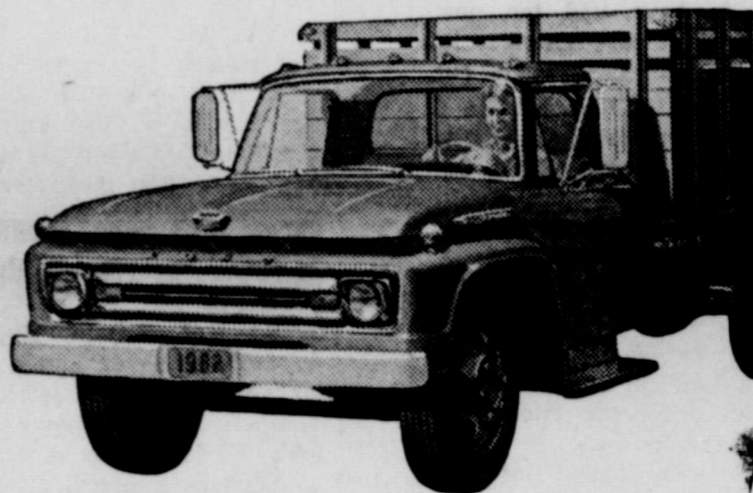
Please Copy Our New Numbers in Your Phone Book

COME SEE

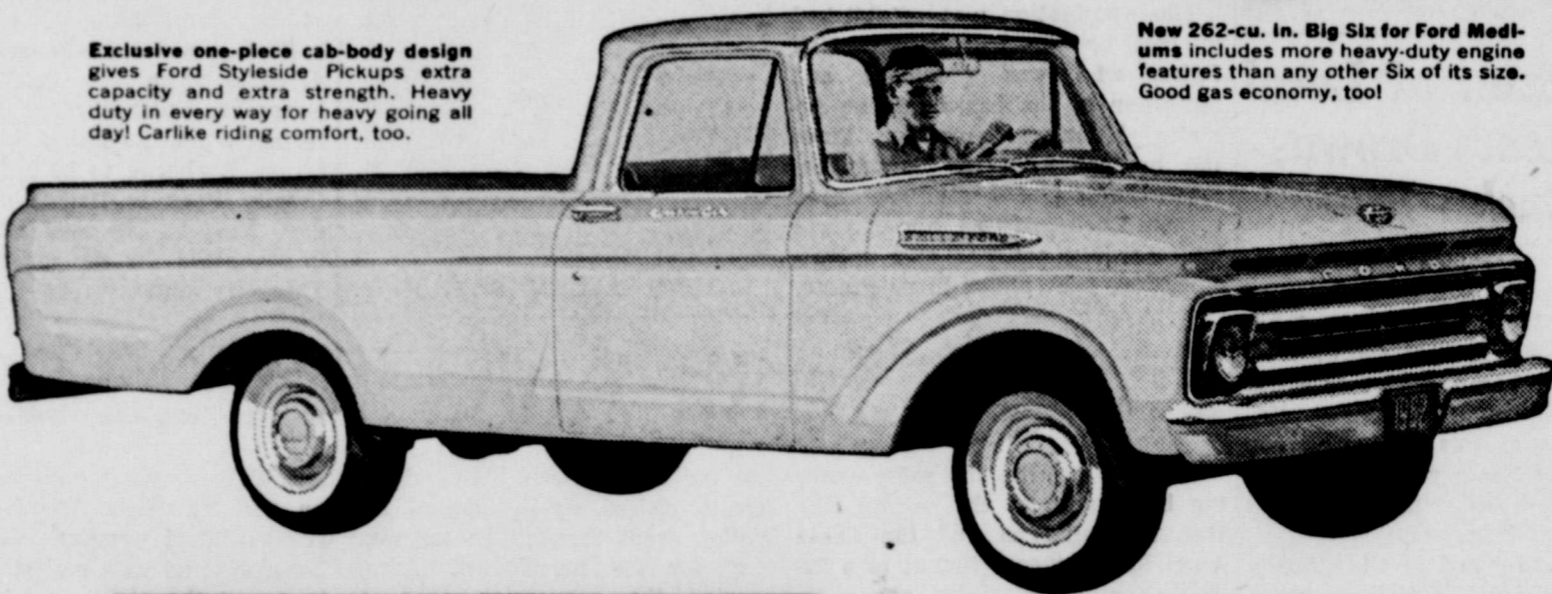
new Ford Trucks for '62



America's best selling van—and small wonder! Priced far under popular conventional 6½-ft. panels but has larger loadspace (204 cu. ft.)! It can save \$100 a year on gas, oil, tires.



New 262-cu. in. Big Six for Ford Mediums includes more heavy-duty engine features than any other Six of its size. Good gas economy, too!



Exclusive one-piece cab-body design gives Ford Styleside Pickups extra capacity and extra strength. Heavy duty in every way for heavy going all day! Carlike riding comfort, too.

COME SAVE

with full-time economy

Come meet the trucks that make saving money a full-time business . . . the new Ford Trucks for '62 . . . a selection of over 600 models in all! Come see the truck that's right for your job, whatever your job. Come see the trucks you can buy and operate at lower cost . . . trucks that can save you money mile after mile, load after load, year after year!

Ford's full-time economy only starts with low price. It includes savings on gas and oil. It includes savings on tires and on maintenance—wherever there's a chance to save. FORD TRUCKS COST LESS. Come in today and let us show you how. Check out the facts. Work out a deal.

SAVE NOW . . . SAVE FROM NOW ON!

PRODUCTS OF FORD MOTOR COMPANY

COME IN!!!!

Bronte Motor Company

Farmers & Ranchmen

WHY NOT PROTECT YOUR INVESTMENTS?

Farm Bureau Insurance is the answer. We write insurance on Buildings, Autos, Machinery, and all Types of Farm Liability, and Crop Hall.

All Types of Life Insurance Contracts.

See Me at Robert Lee on Tuesdays of each week, In Bronte on Saturdays, Or Phone 282-2291 Blackwell O. T. COLVIN, Agent

# New Ford Car - - -

Continued from page 1

ler, and specially processed underbody parts," Mr. Iacocca said, "mean that the average 12,000-mile-a-year Galaxie owner will require normal maintenance on his vehicle only once every six months."

All twelve 1962 Ford Galaxie models will be introduced in Ford dealer showrooms Friday, September 29.

The sculptured body of the 1962 Galaxie gives the appearance of actual motion to its unmistakably classic Ford lines. This appearance of movement is emphasized in the recessed Thunderbird-like rear window, and in the forward thrust of the roof itself.

There are 12 models in the Galaxie and Galaxie 500 series: Galaxie 2- and 4-door sedans; Galaxie 500 2- and 4-door sedans and hardtops and a convertible. In the station wagon series five spacious vehicles are offered; the 4-door 6-passenger Ranch Wagon, 4-door 6- and 9-passenger Country Sedans, and 4-door 6- and 9-passenger Country Squires.

All five new Galaxie station wagons have an easy-to-operate roll-down rear window in the tailgate. A power operated rear window is standard in both of the Country Squires and in the 9-passenger Country Sedan, and optional in the other two station wagon models.

### 1962 FALCON

The Ford Falcon for 1962 boasts new styling, an expansion of the economy and maintenance-free features that have made it the best selling compact car in the country, and the addition of two new models.

The new models are a Falcon Squire station wagon and a Deluxe Club Wagon.

While describing the compact car's new styling as still "distinctively Falcon," Matthew S. McLaughlin, general sales manager of Fort Motor Company's Ford Division, pointed out that the Falcon has a new grille, new front fenders and hood, and larger taillights, but still retains the inside-outside dimensions of its predecessors.

On the interior, the instrument cluster has been revamped and there are new fabrics, styles and colors for all models.

In addition, Mr. McLaughlin stated, 62 engineering improvements have been incorporated into the 1962 models.

The new Falcon line of 13 models will be introduced by Ford dealers on September 29.

Included in the Falcon line of 13 models being offered for 1962 are — standard and deluxe two- and four-door sedans, two-door Futura, standard and deluxe two- and four-door sedans, two-door Futura, standard and deluxe two- and four-door station wagons, four-door Squire station wagon, Station Bus, Club wagon, and Deluxe Club wagon.

The Falcon Squire is a smart, four-door, six-passenger station

wagon with simulated wood exterior trim that imparts a custom-crafted look. Lined oak rails (made of fiberglass) follow the body side contour lines, go around the tail lamps and across the tailgate. "Fiberglass planked" walnut grained paneling appears between the rails.

The Station Bus, Club Wagon and the new Deluxe Club Wagon are versatile "family fun vehicles" designed to carry eight passengers, or easily convert to a camping unit, a home on wheels, or an all-around utility vehicle with 204 cubic feet of cargo space. In addition to the driver and right-front passenger doors, all three vehicles have double doors on the right side and in the rear.

Elaborating on the Falcon car's new styling, Mr. McLaughlin said that "new front end sheet metal for 1962 provides greater horizontal thrust and cleanliness of design."

The J. O. Y. Class of the First Baptist Church met in the fellowship hall of the church for a covered dish social and business meeting Tuesday evening, September 19.

Vetal Flores was re-elected teacher of the class and Mrs. E. L. Caperton was named assistant teacher. Mrs. T. O. Spiller was elected president of the group.

Other officers named were: vice president, Mrs. Chester Harwell; secretary, Miss Myrtle Lasswell; assistant secretary, Mrs. L. L. Webb; treasurer, Mrs. J. F. Hughes.

Present at the meeting were Mr. and Mrs. Vetal Flores, Mr. and Mrs. E. L. Caperton, Mr. and Mrs. Floyd Crunk, Mr. and Mrs. Taylor Emerson, Mmes. W. Hipp, M. J. Laswell, Collins Sayner, L. L. Webb and C. B. Welborn and Miss Myrtle Lasswell.

Mr. and Mrs. J. F. Hughes took her parents, Mr. and Mrs. E. A. Baugh to their home in Stanton last Wednesday. The Baughs had been visiting in the Hughes home for the past ten days.

YOU ARE CORDIALLY  
INVITED TO SEE THE NEW  
**1962 Fords**  
ON DISPLAY  
FRIDAY, SEPT. 29  
In Our Showroom  
In Bronte  
**Bronte Motor Co.**

## The Ford in your future will be here tomorrow!

Starting tomorrow at your Ford Dealer's, you will discover a line of Fords so long, so new, so varied that everyone will find his personal Ford—the car that fits his pleasure and needs *precisely!* ■ For those who want a true luxury car, there are two distinguished new series of Galaxies—both swift as a rumor, silent as a secret. With Thunderbird styling, and quality that sets a new industry standard, the 1962 Galaxies give you every essential feature of far costlier cars. ■ If you are looking for economy without

compromise, look to America's favorite compact: this year there are more Falcons than ever to choose from—13 in all. ■ Wagon fanciers will find unprecedented variety—from a new wagon that seats eight to a Falcon Squire Wagon with the rich woodlike finish of the famous Country Squire. ■ Pick the Ford in your future with this confidence: every 1962 Ford is built to a standard of quality so high that it will change all your ideas of how fine, how quiet, how enduring a car can be.



GALAXIE/500 CLUB VICTORIA (foreground) . . . GALAXIE TOWN SEDAN (background) . . . The Galaxie/500—new in name, new in luxury—is for those who want all of the elegant extras. The 1962 Galaxie makes

it easier than ever to move up to fine-car luxury—at the low Ford price. All Galaxies are beautifully built to be more service-free. They go 30,000 miles between major lubrications, 6,000 miles between oil

changes and minor lubrications. Brakes adjust themselves automatically.



FALCON SQUIRE WAGON . . . Brand new for '62, it's sleek and sophisticated. Inside, it is available with Futura bucket seats and console! Outside, it has elegant woodlike steel side paneling.



FALCON FORDOR SEDAN . . . Just one of 13 Falcons for 1962, this 4-door sedan has an improved version of the Falcon Six engine that last spring recorded the best gas mileage for a Six or Eight in the 25-year history of the Mobilgas Economy Run.



Features of the future—now



And we know that all things work together for good to them that love God. —(Romans 8:28)

When we truly love God, we obey His commandments; then, calm and content in His love and good, we enjoy health and happiness in all we do, for we are sustained and strengthened by the power of the Almighty.

**Bronte Motor Company**

**HERE'S BLACKWELL**

By Mrs. Charles Ragsdale

Mr. and Mrs. C. B. Smith returned from Laramie, Wyo., Sept. 21, after visiting their son and daughter-in-law, Dr. and Mrs. Dixie R. Smith, and children, Michael, Marc, and Toria Jane, who was born Sept. 10. She weighed 6½ pounds.

**WSCS Meeting**

The Women's Society of Christian Service met in the home of Mrs. Charles Ragsdale Monday afternoon. Mrs. Eddy Garvin gave the devotional. Mrs. P. G. Dabney, study leader, began the study of "Churches for New Times" by T. E. Matson.

A refreshment plate was served to one guest, Mrs. C. Patton of Clyde, and Mmes. Dabney, Garvin, Josie Hipp, Austin Jordan, L. W. Sweet, Wyley McRorey, R. E. Patton, T. A. Carlisle, Henry Raney, Lee Alderman and Jim Wilson.

Monday night was Ladies night when the Blackwell Lions met at the school cafeteria. After supper Supt. Caffey Welsh spoke on improvements Blackwell School has made. He said the Sloop method is being used in the first four grades. All of the grades have been strengthened in Math and science.

**Hornets Defeat Lohn Eagles**

Bobby Dale scored 12 points for a second quarter rampage Friday night and then held off a Lohn Eagle attack in the final quarter to squeeze out a 22-19 victory.

Mickey Campbell scored 12 points, Jimmie Cate ran for a touchdown and Bill Hindman kicked four points in the second quarter to account for all the Hornet scores.

Blackwell scored 12 points for Lohn before halftime and then added the final TD in the fourth.

Blackwell will pay at McCaulley Sept. 29.

Ross Reaves of Bledsoe visited in Blackwell last week. His aunt, Mrs. George Russell, accompanied him to Waco where they visited his father, R. H. Reaves, who has been ill.

The Euterpean Club met at the cabin of Mr. and Mrs. L. W. Sweet at Oak Creek Lake Thursday night for a covered dish supper for the husbands. Mrs. Frank Brownfield, president, welcomed guests. Mrs. L. W. Sweet presented members with new yearbooks. Assisting her with the preparation

of the books were Mmes. Lee Alderman, R. Q. Spence, O. T. Colvin and Brownfield.

Members present were Mmes. Sweet, Colvin, Spence, Brownfield, Austin Jordan, W. W. Youngblood, W. C. Shamblin, Henry Raney, P. G. Dabney, Kay Corley, Charles Ragsdale and Miss Bertha Smith.

Guests present were Mrs. Neita Neal, T. F. Ragsdale, and the husbands of the members.

Next meeting will be Thursday night, October 5, with Mrs. R. V. Copeland.

Mrs. T. F. Ragsdale of Winters is visiting relatives in Blackwell this week.

Rev. Kay Corley is ill in the Bronte hospital.

Mr. and Mrs. Tom V. Copeland and son of Littlefield spent the weekend with his parents, Mr. and Mrs. R. V. Copeland.

**CAPERTON REUNION**

The children of the late M. G. and Vannie Caperton met last weekend in Abilene in the homes of Willie and Edd Caperton. All the surviving children were present.

Those attending were Mrs. Lizzie Wood of Baird, Mrs. Lillian Carlton of Norton, Mrs. Ben Reaves, Mrs. Genie Fort, Mr. and Mrs. E. L. Caperton, all of Bronte, Mr. and Mrs. Bedford Caperton of Temple and Mr. and Mrs. Wallace Caperton of Clyde. Mrs. Corinn Pickford and husband of Clyde were also present.

**HOSPITAL NEWS**

Sept. 20 — D. H. Lowrance admitted.

Sept. 21 — Mrs. Royce Fancher admitted. Mrs. Charlie Boecking, Mrs. N. J. Taylor dismissed.

Sept. 22 — Victor Brock, Mrs. Maggie Scott admitted. Kathy Brown dismissed.

Sept. 23 — W. Y. Capps admitted.

Sept. 24 — J. A. Percifull, Kay Corley admitted.

Sept. 25 — Mrs. Taylor Emerson admitted. Mrs. D. Duffey dismissed.

Mr. and Mrs. Nolan Butler and children went to Lockhart over the weekend to visit her brother-in-law and sister, Mr. and Mrs. Harold Brock. Mr. Brock and Mr. Butler spent one day in Amarillo with Keifer Butler, who is still a patient in an Amarillo hospital following a football scrimmage accident in August.

Mr. and Mrs. R. D. Hembree and children, and his sister, Mrs. Davenport, of Andrews visited in the W. B. McShan home last week and Mrs. Davenport went on to Temple to visit their mother, who is ill.

**STOP - SHOP - SAVE**  
**SPECIALS FRIDAY & SATURDAY Sept. 29 & 30**

GOLD MEDAL  
**FLOUR - 5 Lbs. 49c**

CRACKER BARREL 1 LB. BOX  
**CRACKERS - - 21c**

FRITOS BRAND  
**CHILI - No. 2 Can 59c**

**GUM - - 4 for 15c**

BIG K FILLER REG. 25c PKG.  
**PAPER - 2 for 25c**

Kimbell's Chopped Mustard or Turnip No. 303  
**GREENS - 2 for 25c**

**SUGAR - 5 Lb. Bag 49c**

COMSTOCK NO. 2 CAN  
**PIE APPLES - 21c**

FOLGER'S  
**COFFEE - Lb. Can 69c**

SWIFT'S JEWEL 3 LB. CAN  
**SHORTENING - 65c**

**PICNIC HAMS - Lb. 29c**

FRESH  
**GROUND MEAT Lb. 39c**

**BEEF RIBS - Lb. 25c**

**BEEF ROAST - Lb. 43c**

GOOCH'S  
**WIENERS - 1 Lb. 38c**

RIDLEY'S  
**SAUSAGE - 2 Lbs. 89c**

KIMBELL  
**BISCUITS - 3 for 25c**

KIMBELL'S  
**OLEO - - Lb. 19c**

CELLO BAG 10 LBS.  
**WHITE SPUDS - 35c**

CELLO PKG.  
**CARROTS - 2 for 21c**

"We Reserve the Right to Limit Quantity"

**SHOP WHERE YOUR DOLLAR HAS MORE CENTS**



**SIMS FOOD STORE**



**Santa Fe**

... serving the West and Southwest... the railroad that is always on the move toward a better way.

**Louveta's Beauty Shop**

**HAS MOVED INTO TOWN**

**Now Located in Butane Service Co. Bldg.**

**Just Off Highway in North Bronte**

(On Same Street as Hallmark's Garage)

**FOR APPOINTMENTS**

**CALL 473-4101**

**Night Call 473-4584**

**Blackwell Soldier Signs Up For Six Year Re-enlistment**

Stuttgart, Germany — Specialist Four G. K. Gaston, son of Mr. and Mrs. Ollie H. Gaston of Blackwell, recently re-enlisted for six years in the Regular Army while serving as a welder in the 585th Ordnance Company in Stuttgart, Germany.

Specialist Gaston entered the

Army in May, 1960 and arrived overseas the following July.

The 27-year-old soldier is a 1955 graduate of Blackwell High School.

Before entering the Army, he was employed by the Sweetwater Police Department.

His wife, Nora Ann, is with him in Germany.

READ THE WANT ADS.

**PERSONALS**

Mr. and Mrs. Clarence Doggett and children of Jacksboro visited last Friday with Mrs. Mary Walker and Buddy.

Recent visitors in the home of Mrs. F. L. Clark were her grandson and wife, Mr. and Mrs. Charles Clark of Abilene.

**The Bronte Enterprise**

**Mrs. E. F. Glenn Hosts Sorosis Club Members; Mrs. Cumbie Speaker**

Mrs. Edward Cumbie presented a program on "Women of Mercy" at the Sorosis Club meeting Thursday evening in the home of Mrs. E. F. Glenn. Mrs. Cumbie also presided at

September 28, 1961

a short business session. Mrs. Glenn served pie and coffee to two visitors, Mmes. Norman Kiker and Davey Crockett, and the following members: Mmes. Clyde Lee, W. D. McDonald, Clark Glenn, Joe Rawlings, Bob Howard, Vernon Glenn, Jacob Morrow, Jean Sheppard, Roy Robinson, Ben Oglesby and Cumbie.



Now here—a great new exclusive from Buick

**ADVANCED THRUST**

Moves power forward for arrow-straight going

It puts the engine ahead like the tip of an arrow • It tames "wind wander" and road sway • It sweeps you forward in a hush of luxury • It turns the floor hump into foot space.

**WHAT IT IS**—Buick's big new move: It positions the great new Wildcat V-8 and Turbine Drive way up front over Buick's front wheels.

**WHAT IT DOES**—As the engine went forward, the floor hump went DOWN. And, the forward weight makes wheel response far quicker, cornering far surer, ride far smoother.

**WHY YOU'LL LOVE IT**—It's the closest you can come to sports car handling in a passenger car. Distances shrink before its 3/4-G thrust. Hills disappear. Lean on curves is gone because the frame's gone wider. Winds don't make you wander. It's going at its Buick best!

**'62 BUICK**

**Underwood Buick Co.**  
Hutchens and 10th St. Ballinger, Texas

# NEWS FROM TENNYSON

By Mrs. Jack Corley

The Tennyson Quilting Club met Thursday in the Community Center with Mmes. Erve Little and Sudie Brown as hostesses. Ladies present were Mmes. Ben Brooks, Ola Rogers, J. D. Reeves, Chas. Ray Brown and Velda, Gene Halamicek, Pete Thomas and children, Hamp Thomas, Bill Feil, Charlie Brown, Melvin Brown and Debbie, Roy Baker, Otto Finck, John Clark, Tom Green, Gene Stewart, Wallace Montgomery, Robert Brown and Claude Ditmore. Next meeting will be October 5 with Mrs. Bill Feil.

Hoyt D. Craig of Killeen visited Mr. and Mrs. Ben Brooks Friday. Mr. and Mrs. Brooks and her mother, Mrs. Lilly Cotton, spent Wednesday with Mrs. J. S. Holland and Mr. and Mrs. B. Story of Ray.

Attending an old fiddlers contest at Winters Saturday night were Mr. and Mrs. Robert Brown and Cathy, Mr. and Mrs. Pat Patterson, Mr. and Mrs. Homer Cornelius, Mr. and Mrs. Bert Cornelius, Mr. and Mrs. Chester Derrick and girls and Mr. and Mrs. Clarence Derrick.

Mrs. Tom Green went to San Angelo Wednesday where she visited her daughter, Mrs. Jo Edd Harrell, and children.

Mr. and Mrs. J. C. Boatright visited the R. L. Ganns in Ballinger Saturday evening.

Mr. and Mrs. John Clark made a weekend trip to Odessa to visit their son, Bobby, who was in the hospital there.

Mr. and Mrs. Chester Derrick and girls of Odessa spent the weekend here with the Clarence Derricks.

George James is ill in a San Angelo hospital. Recent guests in the James home have been Mr. and Mrs. George James Jr. and son of Eden, Mr. and Mrs. Beauford James and son and Melvin James of San Angelo.

Saturday night dinner guests of Mr. and Mrs. Claude Ditmore were Mr. and Mrs. D. W. Sheffy and children and Jean and Jane Humphrey of San Angelo.

Mrs. Kirk Dyess and Curtis of Norton visited Mrs. Robert Brown Saturday.

Mr. and Mrs. Louis Baker of Eldorado were Sunday guests in the Roy Baker home.

Mrs. Jack Corley and Mr. and Mrs. James Tidwell and children visited Mrs. B. R. Davis in San Angelo Saturday.

Mr. and Mrs. John Gaston and children and Buzzy Gaston of San Angelo were Sunday supper guests of Mrs. Addie Gaston and Sam.

Mary Corley accompanied Mr. and Mrs. Marvin Corley and Peggy to Waco last weekend where they visited Mr. and Mrs. Benny Corley.

Recent guests in the J. C. Boatright home were Mr. and Mrs. David Tompkins of Houston, Mr. and Mrs. Charles Hester and children of Winters, Mr. and Mrs. Lonnie Hester and Gary and Mr. and Mrs. Lloyd Hester of Abilene, Mr. and Mrs. C. H. Hester and Luther and Mr. and Mrs. J. B. Arrott and boys of Bronte.

Guests during the weekend in the Boatright home were Mr and Mrs. Sparks Boatright of Winters, Mr. and Mrs. W. Y. Boatright of Miles and Charles Rogers of Dallas.

Mr. and Mrs. Wayne Arrott went to Christoval Sunday after their daughters, Karen, Susan and Diana, who had been visiting their grandparents, the Weavers, there.

Mr. and Mrs. Grady Louis Coulter and children and Mr. and Mrs. Pete Thomas and children left Friday for Cheyenne, Wyoming where they will make their homes. The men are employed with a construction firm there.

# BROOKSHIRE BROWSINGS

By Mrs. Herbert Holland

Mrs. Willard Caudle spent Wednesday in San Angelo with Mr. and Mrs. J. W. Caudle and Mr. and Mrs. Verlin Oates.

Mr. and Mrs. Willie Dean Stephenson and family of Rankin visited her parents, Mr. and Mrs. George Cope, at Norton last weekend. The Stephensons, Mr. Cope and Lynda visited the Caudles Sunday.

Recent guest in the Les Webb home was his sister, Mrs. Thelma Rhea of Fort Worth. The Webbs received word Thursday of the death of a nephew, Maj. Jones F. Webb, 41. He was killed in an airplane crash Wednesday in California. His home was in Michigan. He was the son of Mr. and Mrs. J. S. Webb of San Angelo.

Mrs. Dean Thomas and children returned to their home in Hamilton Wednesday after a three weeks visit with relatives here and in Bronte.

Elton Keeling of Hobbs, New Mexico, nephew of the Herbert Hollands, was injured last week when he fell from a jeep. He was taken to a bone specialist in El Paso for treatment of a broken leg.

Mr. and Mrs. Jim Tom Jones and son moved from this community to San Angelo last week.

Mr. and Mrs. Jerry Landers and Carl Florence spent the weekend in Hale Center with Mr. and Mrs. Edsel Hall. Mrs. Susie Garlington, who had been visiting there, returned home with them.

# The Bronte Enterprise

September 28, 1961

Visiting Mr. and Mrs. Jim Clark Saturday night were Mr. and Mrs. Willie McNutt of Miles and Jim Clark of Big Spring.

About .2 inch of rain fell in a shower Monday morning.

Saturday supper guests of Mr. and Mrs. T. G. Gleghorn were Mr. and Mrs. Preston Davis of Bronte. Mr. and Mrs. Doyle Gleghorn and Gary of Miles visited them Friday.

Mr. and Mrs. Rob Springer of Mrs. Ben McNeal of Klattenhoff visited Mr. and Mrs. Herbert Holland Wednesday afternoon. The men went hunting and the group had a dove supper Wednesday

night. Bert Hester is in St. John's Hospital in San Angelo, following a fall from a ladder when he received a broken hip. His condition is considered critical. His children, Mrs. Bill Iskey of Dallas and Bert Hester Jr. of Maine are here. Brookshire Baptist Church honored their pastor, Rev. Paul Podrazo and his wife with a pound- ing of groceries at the church Sunday night.

Mr. and Mrs. G. L. Cook and Jay and Mrs. Addie Cook visited the ladies' brother, J. P. Roach, and family at Paint Rock Sunday.

## NEW HOME OWNERS POLICY FOR FARMERS & RANCHERS

WILL BE AVAILABLE  
**October 2nd**

This new policy will be much cheaper and will have many more coverages than anything we have had to offer heretofore.

Travel and Accident Policies

Please See Us Soon

**Youngblood & Glenn**

First Nat'l Bank Bldg.

Bronte



For Life, Hospitalization and Polio Insurance, See  
**B. D. SNEAD**  
At First National Bank

We Cordially Invite All  
Our Friends in the  
BRONTE AREA  
TO VISIT US

FRIDAY, SEPT. 29

And See Our Display of the New

**Mercury**

AND

**Comet**

BE OUR GUEST

**Ivey Motor Co.**

Your Authorized Mercury Dealer

Robert Lee



## GROWTH

Keystone of the Center of the Southwest

West Texas Utilities Company's service facilities are growing as the area we serve grows.

This service area is the Center of the Southwest — the very heart of a five-state region that is growing 25 per cent faster than the Nation.

A multi-million-dollar growth program is now under way, and even more expansion is in the planning stages. Major examples are our new generating, transmission and distribution facilities, where much construction is now going on.

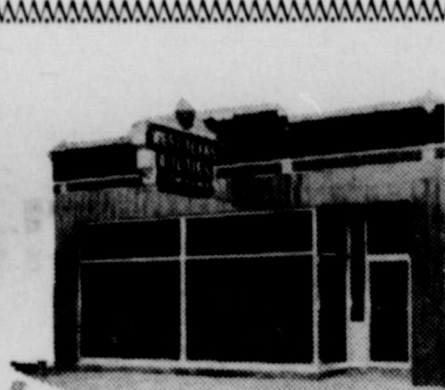
Our continuing growth program is seen also at the local level. Pictured here, for example, are three of our local offices which have been remodeled recently.

This Company is convinced that we face Growth Unlimited. The money we are spending for expansion today is our INVESTMENT IN THE FUTURE.

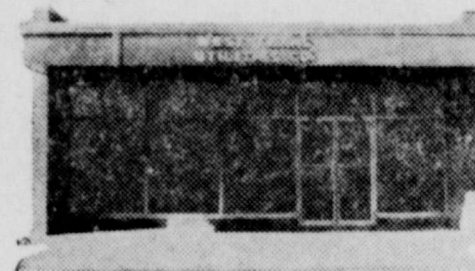
West Texas Utilities

Company

an investor owned company



Recently remodeled WTU office at Haskell



Recently remodeled WTU office at Clyde



Recently remodeled WTU office at Clarendon



**New Tax Exemptions**

Mr. and Mrs. Leslie Dean Caperton of Lubbock are the parents of a new daughter, Leslie Gayle, born September 21 in a Lubbock hospital. She weighed 7 pounds, 10 ounces, and has a sister, Karen, 2.

The father is employed with G. M. A. C. in Lubbock. Grandparents are Mr. and Mrs. E. L. Caperton and Mr. and Mrs. H. M. Kirkland of Bronte. Mrs. Kirkland is visiting her daughter and family in Lubbock this week.

Mr. and Mrs. T. C. Baggett received word this week of the birth of a granddaughter on Friday, September 22. The baby is the daughter of Mr. and Mrs. C. R. Gray of Elva, Alabama. The couple has two boys, Mickey and Mark.

Other grandparents are Rev. and Mrs. L. M. Gray of Clanton, Alabama.

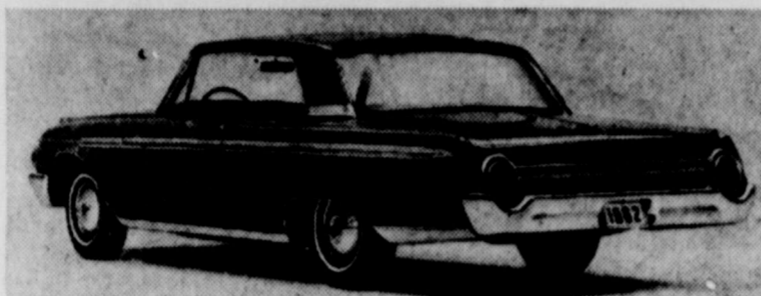
**WCS MEETS MONDAY WITH MRS. BRIDGES**

The W. S. C. S. of the Methodist Church met Monday afternoon in the home of Mrs. Nora Bridges. Fifteen members and three visitors were present.

Mrs. A. N. Rawlings was in charge of the program. "Church for the New Time." She also read a history of the Bronte Methodist Church. Mrs. F. S. Higginbotham gave the devotional.

Mr. J. M. Rutherford was honored with a surprise Sunshine Box, after which Mrs. Bridges served a salad plate to those present.

**SHOP BRONTE FIRST**



The top offering in Ford's station wagon line for 1962 is this four-door, nine-passenger Country Squire (top). The power-operated rear window is standard in this Squire as well as in the six-passenger Country Squire and in the nine-passenger Country Sedan. The Galaxie nine-passenger wagons have the only forward facing third seat in the low-priced car field. Tailgate openings on all of the wagons are more than 50" wide. This Galaxie 500 two-door hardtop (bottom) is one of twelve models being offered in Ford's expanded Galaxie series for 1962. The sculptured body of the 1962 Galaxie gives the appearance of actual motion to its unmistakably classic Ford lines. This appearance of movement is emphasized in the recessed Thunderbird-like rear window and in the forward thrust of the roof itself. The new Galaxie series will feature an industry first—"Twice-a-year" maintenance.

**LANDRUM FUNERAL**

Funeral services for Jephtha G. Landrum, 78, of Fluvanna, were held Sunday at Fluvanna. He died at 10:15 a. m. Saturday in a Snyder Hospital. He had been in ill health for some time.

He was the father-in-law of Mrs. Jephtha Landrum of Bronte, teacher in the local school system. He is also survived by his wife, four daughters, and the son, Jephtha.

Mr. and Mrs. T. D. Joplin and children of San Angelo visited relatives and friends in Bronte Friday night.

**Mr. and Mrs. Marvin Corley and Peggy and Mary Corley went to Waco last weekend to visit their son and daughter-in-law, Mr. and Mrs. Benny Corley. They all attended the Baylor-Wake Forest football game. Benny, a sophomore at Baylor and member of the football team, saw limited action in the game. He will make the trip this weekend to Pittsburgh with the Baylor Bear Squad.**

Mrs. G. D. Luckett spent a few days this week with her daughter, Mrs. A. J. McDaniels, and family in San Angelo.

**The Bronte Enterprise**

WELCOMES

**New Car Advertisers**

- CHEVROLET—**  
Caperton Chevrolet Co.
- FORD—**  
Bronte Motor Co.
- OLDSMOBILE—**  
Morgan & Bradshaw Car Co.
- BUICK—**  
Underwood Buick Co.
- MERCURY—**  
Ivey Motor Co.

We are happy that these automobile manufacturing firms and their dealers saw fit to spend their advertising money this week in The Bronte Enterprise. These firms are recognizing the fact that the Community Newspaper is the most widely read medium available to them to get their advertising message before a specific area. They are also recognizing the fact that the Community Newspaper presents their message at the convenience of the audience — does not force the audience to be present at a specific time and place to receive it.

**Lunchroom Menu**

Monday, October 2 — Hot dogs, fritos, salad, peach cobbler.  
 Tuesday, Oct. 3 — Meat loaf, white beans, vegetable salad, corn bread, peanut butter cookies.  
 Wednesday, Oct 4 — Hamburger steaks, blackeyed peas, buttered corn, sliced beets, corn bread, cherry cobbler.  
 Thursday, Oct. 5 — Barbecue, pinto beans, potato salad, rolls, upside down pineapple cake.  
 Friday, Oct. 6 — Steak fingers, cream potatoes, rolls, stewed apricots.

Ann Harris, daughter of Dr. and Mrs. John R. Harris, left Thursday of last week for Waynesboro, Virginia, where she is a freshman student at Fairfax Hall, a school for girls.

**LOCAL NEWS**

Bobby Bingham spent the past weekend in Anson visiting his parents, Mr. and Mrs. C. D. Bingham.  
 Mrs. Clark Glenn and boys went to Eula over the weekend to visit her parents, Mr. and Mrs. M. Russell. Mr. Russell was at home after spending 15 days in Hendricks Hospital in Abilene following a fall from a ladder. He is still confined to the bed and is in traction.  
 Mr. and Mrs. J. R. Rasco are spending the weekend in Andrews with their son-in-law and daughter, Mr. and Mrs. Bryan Baker, and family.

Gerald Sandusky spent the weekend in the home of his parents, Mr. and Mrs. Austin Sandusky. He is a junior high coach at Levelland.



Prices for Fri. & Sat., Sept. 29 & 30

- CHILI, Wolf Brand - No. 2 Can 59c**
- OUR DARLING CREAM STYLE CORN - - - No. 303 21c**
- DUNCAN HINES White, Yellow, Devils Food CAKE MIX - 3 Pkgs. \$1.00**
- GERBER'S STRAINED BABY FOODS - 6 Cans 66c**
- KIMBELL'S OR DIAMOND OLEO - - - - Lb. 18c**
- TOKAY GRAPES - 2 Lbs. 25c**
- FRESH NEW POTATOES - Lb. 5 1/2c**
- SUPER SPECIAL \$1.00 SIZE WOODBURY LOTION - - 45c**

**WE GIVE FRONTIER STAMPS**

Double Stamps on Wednesday with Purchase of \$2.50 or More



- RANCH STYLE SLICED BACON - - Lb. 49c**
- BACON SQUARES - Lb. 29c**
- GOOCH'S PURE PORK SAUSAGE - - 2 Lbs. 89c**
- FRESH LEAN HAMBURGER - - Lb. 39c**
- CHUCK BEEF ROAST - Lb. 49c**

The Friendly Store

**Henry's Food Mkt.**

### County Agents News Column

A few weeks ago one of the 4-H club members, Jo Alice Evans of Sanco, daughter of Mr. and Mrs. J. Evans, lost a hereford steer she was feeding to enter in the winter stock shows. The calf died very suddenly. Rather than take any chances, we had the animal checked by a veterinarian. He diagnosed the trouble is black leg.

The reason for telling the story here is this — Jo Alice's calf had been vaccinated to prevent black leg. But he was less than four months of age when vaccinated. The veterinarian stated that most calves will not develop an immunity to black leg, if they are vaccinated prior to four months of age.

Ranchers that vaccinate ordi-

narily do so when they brand, mark, etc, when their calves are young.

Despite the fact that it will necessitate handling your stock another time, vaccinating for black leg should be done after the animals are four months of age.

The Coke Soil Conservation District will hold a zone 3 supervisor's election at the Green Mountain Community Center on Tuesday night, October 3, at 7:30 p. m. Mr. W. E. Burns, zone 3 supervisor will be in charge of the meeting. W. E. Jacoby and/or Jim Haralson, of the local Soil Conservation Service unit will present a program of interest to those in attendance. All land owners in zone three are encouraged to attend the meeting and cast their vote. The public is invited to attend the meeting.

This is the last week of employ-

### H D Agent's News Dept.

By CAROLE HOOPER

As many of you know, I am resigning as home demonstration agent. I want to take this chance to thank you for being so nice and co-operative and for helping me make this a very pleasant home the past three years. It's a cliché to say so, but, I won't be forgetting you!

I want to end my "news writing" career with one last recipe. I hope that you will enjoy it.

I have a new pastry recipe which requires no sifting of flour and no cutting in of shortening!

Home for Miss Carole Hooper as Home Demonstration Agent for Coke County. We have profited by her coming our way. We will miss her. We wish her every success and happiness in her new environment as a housewife.

It's called "1-2-3 Pastry" and its that simple. It is excellent for tarts, but equally as perfect for single and two crust pies and fried pies.

#### 1-2-3 Pastry for Tarts

1 cup plus 2 tblsp. unsifted all-purpose flour  
 1/2 teaspoon salt  
 1/2 cup corn oil  
 2 tblsp. cold water.

To measure flour, dip dry measuring cup and measuring spoon into flour canister and level off with straight edged spatula. Mix flour and salt in a mixing bowl. Add corn oil and blend in thoroughly with fork. Sprinkle all the water over the mixture; mix well. Press dough firmly into ball with hands. If too dry, add 1-2 table-spoons more corn oil.

Flatten dough slightly, immediately roll pastry between two pieces of waxed paper. Wipe table with damp cloth to prevent paper from slipping. Peel off top pa-

per. Cut into 4-inch rounds, fit loosely into medium-size muffin or tart pans. Shape gently. Fill and bake as directed for strawberry jam tarts.

#### Strawberry Jam Tarts

6 tblsp. margarine or butter  
 3/4 cup sugar  
 1/8 tsp. salt  
 2 eggs, well beaten  
 1 tblsp. flour  
 1 teasp. almond extract  
 1/4 cup strawberry jam  
 whipped cream (optional)

Cream margarine, sugar and salt. Blend in eggs; stir in flour and almond extract. Spoon 1 teaspoon strawberry jam into each pastry lined tart pan. Spoon creamed mixture into pans, filling about 2/3 full. Bake 12-15 minutes or until brown at 425 degrees. Cool a few minutes before removing from pans. Serve either warm or cold with whipped cream, if desired. Makes 8-10 medium size tarts.



Meet the men with  
**"SOMETHING EXTRA"!**



Introducing BRONTE'S  
 NEWEST OLDSMOBILE DEALER...

## MORGAN & BRADSHAW CAR CO.

BALLINGER, TEXAS



DYNAMIC 88 HOLIDAY COUPE

Newest home for the newest cars in town! We're proud to be Oldsmobile's newest dealership — with the experienced personnel . . . modern service equipment . . . and up-to-the-minute facilities to serve your complete motoring needs. Plus a showroom full of the smartest, smoothest performers on display anywhere — the brilliant new Oldsmobiles for '62! Stop in soon . . . let us show you why there's "SOMETHING EXTRA" about owning an OLDS!



NINETY-EIGHT HOLIDAY SPORTS SEDAN

THERE'S AN OLDS THAT'S SIZED RIGHT . . . POWERED RIGHT . . . PRICED RIGHT . . . FOR YOU!

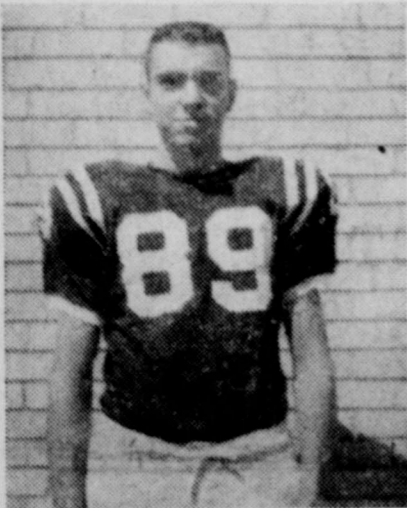




JOE SHAVER



RAY SISSOM



TOMMY BOECKING



EDDIE SPILLER



# KICK OFF TIME!



## Bronte Longhorns

VS.

## Jim Ned Indians

### Here - Friday



A good football team needs and deserves the full support of its fans. We urge you to attend all games and back your team. Let's give the boys our full support.



### ATTEND THE GAME SUPPORT YOUR TEAM

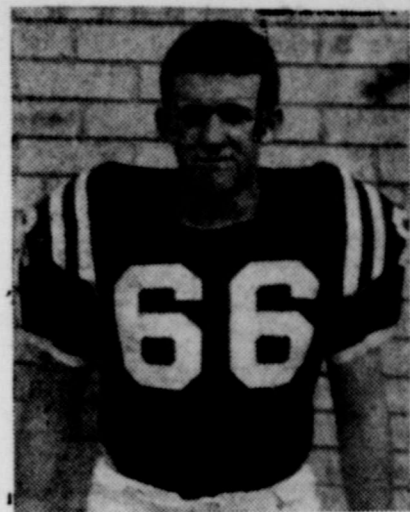
### SEE THE Longhorn Band

#### Season Schedule

Sept. 29 — Jim Ned, here.  
Oct. 6 — Roscoe, there.  
Oct. 13 — Hermleigh, here.  
Oct. 20 — Loraine, there.  
Oct. 27 — Roby, here.  
Nov. 4 — Trent, there.  
Nov. 10 — Robert Lee, here.

#### Season Record

Bronte 30, May 0  
Bronte 6, Ozona 22  
Bronte 22, Santa Anna 22



RUDY PHILLIPS



This Ad Sponsored in the Interest of Good Sportsmanship by the Following Firms and Individuals

Bob Wilson Barber Shop  
Central Drug  
Sims Food Store  
Cactus Cafe  
Caperton Chevrolet Co.  
Humble Service Station  
Motel Victor  
Bronte Hospital  
Henry's Food Market  
Webb's Chevron Station  
Kemp's Cleaners  
Home Motor Co.  
Ditmore's Texaco Station  
W. W. Thetford, County Judge

Charlie C. Boecking  
Bill & Charles Gulf Station  
First National Bank  
White Auto Store, Mr. & Mrs. C. E. Bruton  
The Bronte Enterprise  
Home Lumber Co.  
Lammers Station & Grocery  
West Texas Utilities Co.  
Scott Butane Co.  
Cumbie & Mackey  
Spencer's Grocery and Station  
Lockett's Col-Tex Station  
Mr. and Mrs. J. D. Luttrell Jr.  
Sims Hardware Co.

Karl Hoblitzelle, Oil Operator  
O. T. Colvin  
Clift Funeral Home  
J. L. Tinkler, County Clerk  
Mr. and Mrs. O. B. Jacobs  
Louveta's Beauty Shop  
Betty's Beauty Shop  
Hughes Radio & TV Service  
Baggett Radio & TV Service  
Howard Brock, Commissioner, Prec. 2  
Patterson Pharmacy  
W. H. Maxwell, Jr., Conoco Products  
Hurlin & Eula Vern Lee  
Texas Theatre

**Classified Ads** *EVERY AD A VALUE OPPORTUNITY*

**COTTON FARMERS**

Calcium arsenic acid for defoliation of cotton can be purchased from Sims Hardware Co. Bronte, Texas.

**PRICED TO SELL:** Our three bed room home. 473-2182. Turney Casey. tfc

**VICTORGRAIN SEED OATS** for sale. Extra good quality. Edward Cumbie. 37-tfc

**FOR FAST efficient developing service** by Fox, bring your film to Central Drug Store.

**BEFORE BUYING** Reference books, see the World Book and Child Craft. Mrs. Jeff Dean. Phone 453-4781.

**CHRISTMAS SELLING SEASON WILL START SOON**

Prepare now for large profits selling beautiful Avon gifts. We train you. Write Box 1629, San Angelo, Texas.

**SAM'S FLOOR SERVICE**

Sanding and finishing. Cleaning, waxing and repair of tile, linoleum or hardwood. Carpets cleaned. Spots removed. One year moth-proof guarantee. Free estimates. Sam A. Ihlenfeldt. Call collect day or night. PL-4487, Winters, Texas. 39-2tp

**HOUSE FOR SALE:** Partly furnished (optional), two bedrooms, den, utility, attached garage. J. R. Rasco. tfc

**FOR RENT**—Two bedroom house. Myrtle Reeves. 473-2191. 39-1tc

**FOR SALE**—Two residential lots. Small down and small monthly payments. R. H. Sims. 39-1tc

**WANT TO BUY** good used boys' 26 inch bicycle. Jean Sheppard. Enterprise office or 473-2181.

Mr. and Mrs. Bob Wilson and children spent the weekend with her parents, Mr. and Mrs. W. T. Reed, in Breckenridge.

**SANTA ANNA GAME** —

Continued from front page

Walker took care of the ball the next four plays and went over the goal line for a touchdown. Conversion run was good. Score: 14-8.

Bronte got off to a good start, going almost to midfield after the kickoff. There they bogged down and Lee had to punt. The Mountaineers couldn't make the necessary yards, so they punted and pulled the same trick the Longhorns had done earlier in the game by recovering the ball after it had been touched by a Bronte player. This hard luck gave the Mountaineers the ball on Bronte's 42. The Mountaineers blasted their way up to the Longhorn 23 before the end of the quarter.

**4TH QUARTER**

Dockery went to the Bronte 19 for a first. Walker helped Dockery with the ball carrying and the Mountaineers were faced with a fourth and 5 on the Bronte 14 yard line. Quarterback Pete Simmons handed off to Brown on a reverse and the fleet footed right halfback went around left end all the way to the double stripe. The extra point try was good and Santa Anna was ahead in the ball game, 16-14.

The Mountaineer kickoff was taken by Rudy Olivas, but he fumbled after a short return, and Santa Anna was set up to score again with a first and 10 on the Bronte 22 yard line. On the third play of the series, Bronte drew a penalty for personal foul and the Mountaineers were in good shape. They had a 1st and goal to go on the 10 yard line. With Dockery and Walker running the visitors made it up to the three yard line in three tries. From there Walker went over for the Mountaineers third touchdown. Score was 22-14 after conversion try failed.

With their back to the wall, the

Longhorns dug in, and Walker returned Santa Anna's punt to the 42. Arrott and Walker took turns carrying the ball and in nine yards carried to the visitors' four yard line where it was a first and goal to go. Walker made two yards through the middle and on the next plunge went across the double stripe. Arrott ran the extra points, and the ball game was all tied up, 22-22.

Time was growing short and the Mountaineers were able to carry the ball six times before the clock got around.

**ROSCOE BEATS B TEAM**

Bronte High School's B football team traveled to Roscoe Thursday for a tilt with the B Plowboys. The local lads suffered an 8-6 defeat at the hands of the Roscoe boys.

**SHOP BRONTE FIRST**

**HEDGE BY SAVING**

With the problems of life all have to tussle  
And those who succeed must get up and hustle.  
To fight in this world and meet competition,  
Brains have the odds; they're the best ammunition.  
But keen minded men go broke everyday  
By playing the market the very wrong way;  
And others as brainy and equally strong  
Have lost all they had by doing things wrong.  
THE FIRST NATIONAL BANK has found it pays  
To hedge by saving in various ways.

**First National Bank**

IN BRONTE

**OAK CREEK**

**Village Grocery**

PHONE 282-2301

1 Mile South Blackwell, Texas on San Angelo Highway

**SPECIALS Friday, Saturday And Sunday**

SEPT. 29 - 30 & OCT. 1

Open Seven Days a Week—6 a.m.—8 p.m.

**KIMBELL'S**

**CHILI** No. 300 Can **39c**

**MILE HIGH SWEET Pickles** Qt. Jar **39c**

**KIMBELL'S Salad Dressing** Qt. **39c**

**EVERYDAY LOW PRICES**

HUNT'S	8 OZ. CAN	SNOWDRIFT	
TOMATO SAUSE	- 2 for 21c	SHORTENING	- 3 Lb. Can 85c
WHITE HOUSE	300 CAN	ZEE	
APPLE SAUCE	- 2 for 45c	TOILET TISSUE	- 4 Roll Pkg. 39c

**CRAFT MEATS** RETAIL WHOLESALE PROCESSING

CRAFT'S BABY BEEF (300-350 Lbs.) and USDA CHOICE HEAVY BEEF (500-600 Lbs.). Quarter or side custom cut, double wrapped and sharp frozen. (SAME PRICE).

GOOCH'S RANCH STYLE **BACON** 2 Lb. Pkg. **\$1.19**

**PORK STEAK** - Lb. 49c SWIFT'S PREMIUM CHICKEN HENS - LB. 45c

FRESH 3 LBS. **GROUND BEEF** - \$1.00 LONGHORN CHEESE - Lb. 59c

BABY **BEEF LIVER** - Lb. 49c BONELESS BEEF PAN BAR-B-Q - Lb. 79c

**CAFÉ Open 6 a.m.**

OUR SPECIALTY IS "GOOD FOOD" EVERY DAY

We Are Serving Our Daily Lunch at a Specially Low Price—

SOUP AND SALAD  
CHOICE OF MEAT  
POTATO & VEGETABLE  
DRINK & DESSERT **65c**

**TEXAS THEATRE, Bronte Texas**

Evening Show Starts at 6:30 — Sunday Matinee 1:30  
Motion Pictures Are Your Finest Entertainment

THURSDAY AND SATURDAY, SEPTEMBER 28 & 30  
Bob Hope, Lucille Ball in  
**"THE FACTS OF LIFE"**  
Also Cartoon

SUNDAY & MONDAY, OCTOBER 1 & 2, Matinee Sunday 1:30  
Steve Reeve in  
**"MORGAN THE PIRATE"**  
(In Color) Also Cartoon

**IN SICKNESS AND IN HEALTH**

**The Man to Call on—Your Pharmacist**

Whenever you need a prescription filled promptly call on us! You can be sure that we will get your prescription to you as quickly as possible, and that it will be filled with our usual accurate, exacting skill.



**Patterson Pharmacy**  
Next Door to Bronte Hospital

# Caperton Chevrolet Company Section of The BRONTE ENTERPRISE

Vol. 43

BRONTE, TEXAS, SEPTEMBER 28, 1961

No. 39



THE NEW HOME OF CAPERTON CHEVROLET—The front of the newly remodeled and enlarged Chevrolet agency in Bronte spans across a footing of 100 feet on Highway 277. The remodeling job was completed last summer but the formal opening was postponed until this coming weekend when the public is invited to in-

spect the new addition and at the same time see the new 1962 model Chevrolets which will be on display. The open house will be held both Friday and Saturday, with free coffee and doughnuts as well as prizes for all who attend.

## Caperton Building Now Has 9,000 Feet Floor Space

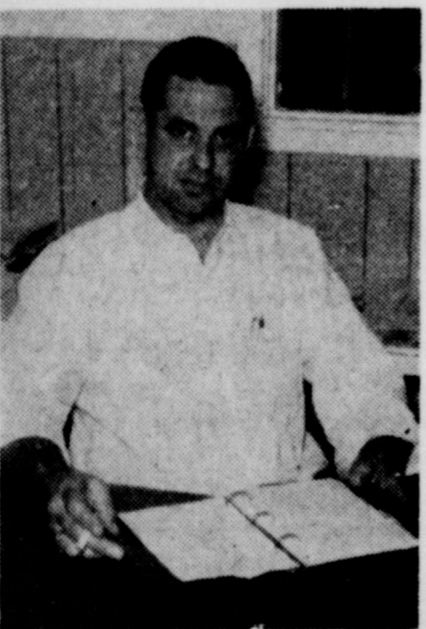
### Owners of Chevrolet Agency Life-Long Residents of Area



E. L. CAPERTON



R. T. CAPERTON



MATTHEW CAPERTON

THE OWNERS—E. L. Caperton and his two sons, R. T. and Matthew, own Caperton Chevrolet Co. E. L. and R. T. have owned the firm since its beginning in its present location, and were joined a few months later by Matthew Caperton.

The three men who own Caperton Chevrolet Co. have lived in the Bronte area all of their lives. Emmett Caperton, father of Matthew and R. T., the other two partners, was born near Maverick but was raised at Bronte. Both of the brothers were born here and grew up in Bronte.

When the firm opened in its present location in February, 1947, it was known as Caperton Motor Co. Active in the business at that time were Emmett and R. T. Caperton and Bob Coleman, a brother-in-law of Emmett. Coleman sold his interest in the firm in April, 1947, to Matthew Caperton and the three have operated it as a partnership since that time.

In 1949 the business took on the Chevrolet dealership in Bronte. Since they assumed the Chevy dealership they have sold approximately 2350 new cars and 2675 used cars.

Prior to moving into their present location, Emmett Caperton had been in the garage business in Bronte for 14 years. Before entering this field he was a farmer. He is married to the former Miss Lillian Coleman. They are parents of three sons, the two who are his partners, and the third, Leslie Dean Caperton, is employed in Lubbock after graduating from Texas Tech. They also have a daughter, Mrs. Jack (Savannah Ruth) Belcher, of Andrews. Mr. and Mrs. Caperton live in their home on Highway 277 here in Bronte.

Matthew Caperton graduated from Bronte High School in 1943, and attended San Angelo College and Texas A&M. He is also a World War II veteran, having served with the U. S. Navy. The youngest of the three partners, Matthew is married to the former Miss Armilda Looney of Robert Lee. They have three children, Janet, Matthew Jr., and Savannah Jo. Their home is on Washington street in Bronte.

R. T. Caperton is a graduate of Bronte High School and of Texas A&M College. He served in World War II in the Quartermaster Corps and was discharged as a major. R. T. and his family live in San Angelo. He is married to the former Miss Zelma Slaughter and they have three children, Jacque, Randy and Kimberly.

In 1951 the R. T. Capertons

moved to Sterling City after purchasing the Chevrolet agency there. R. T. operated the business several years but closed it out and returned to re-enter the Bronte business with his father and brother.



The famous trade mark of Chevrolet was first used in 1913. The founder of the company, W. C. Durant, saw the figure on some wallpaper in a French hotel and thought it would make a good nameplate for an automobile.



BACK IS DIFFERENT, TOO—The back end of Caperton Chevrolet has a new look, with the addition of the building in the center of the picture. The washing and greasing department is housed in the center part of the building where the big double doors are open. Caperton's spacious storage lot, which has been newly resurfaced, is shown in the foreground. A few of the cars in their usually large inventory can also be seen.

The recently completed enlarging and remodeling program of Caperton Chevrolet Co. gives the local auto dealers approximately 9,000 feet of floor space under one roof. Actually only about 2400 additional feet of space was added, as Capertons have owned the building next to Humble Service Station for some time. The new structure built between closes the gap between their two buildings, making the storage part to the south much more accessible and useful. A solid front across the entire width of the building was constructed.

The old part of the building which formerly housed the business except for storage, now is used exclusively for a display room, with the repair department in the rear. The wash and grease department has been moved from one corner of the old building to the rear of the new center portion.

The front part of the new building houses four new offices, one for each of the owners, and one for the bookkeeper. Behind the offices is the parts department which has a counter opening into both the shop and the display rooms. The parts section also opens to the south into the building next to the Humble station. It is used as storage space for extra parts and accessories.

A great deal of new furniture was purchased for the offices, and an inter-com was installed, allowing all departments to communicate without having to walk back and forth. Each office has a telephone also.

A large planter was built in front of the building. A new sign across the front of the building proclaims the name of the firm in large red letters, and a sign showing the Chevrolet trademark is perched atop a pole in front of the building.

A quarter block of space behind the agency has been resurfaced and is being used as a parking lot for new and used cars and trucks.

A new floor was poured in the back of the original building where the shop is located.

#### CHEVY STARTED IN 1911

In March, 1911, a group of men working in a loft above a small shop in Detroit began assembling the first Chevrolet. Louis Chevrolet, famed racing driver in the early part of the century, directed this work, having been hired by W. C. Durant to design an engine for the new car.

This Bel Air sedan is

### One of 14 New 1962 Chevrolet Models



A distinctively new styling touch in both the front and rear end of the 1962 Chevrolets is a sharp departure from the sloping hood formerly used. The Bel Air 4-Door Sedan with twin wind-splits on the hood is one of 14 new standard size

passenger cars offered by Chevrolet in '62. The Bel Air models are exquisite, with new luxurious interiors and appointments. A new Chevy II series will also be shown by Chevrolet dealers when the 1962 passenger car lines go on display Sept. 29.



**Yes, We Are All Proud of the  
Newly Enlarged Home of  
Caperton Chevrolet Co.**

And EXTEND HEARTY BEST WISHES AND

***Congratulations***

On the Occasion of Their

***Grand Opening***

As residents of Bronte, we are proud of the new addition to Caperton Chevrolet Co. Their aggressive spirit and determination have built a business in Bronte of which we can all be proud. The beautiful structure which they have created through their recent remodeling and enlarging program adds much to the

looks of our town and we are sure it will make it possible for them to give even better service to their many customers. We join the owners and employees of Caperton Chevrolet Co. in expressing pride in this fine addition to our town.

This Ad Sponsored by the Following Friends of Caperton Chevrolet Co.

**White Auto Store**

Mr. & Mrs. C. E. Bruton

**Kemp's Cleaners**

**Home Motor Co.**

Mr. & Mrs. R. W. Rees

**Clift Funeral Home**

Mr. & Mrs. Bruce Clift

**Sims Food Store**

Mr. & Mrs. T. F. Sims Jr.

**Cactus Cafe**

Pete & Inez Nutter

**Mr. & Mrs. Howard Brock**

**First National Bank**

**Bronte Feed & Supply  
Bronte Flowers & Gifts**

**Bronte Hospital**

**Chevron Service Station**

Mr. & Mrs. L. L. Webb

**Ditmore's Texaco Station**

**Cumbie & Mackey**

Mr. & Mrs. R. E. Cumbie  
Mr. & Mrs. J. B. Mackey

**Humble Service Station**

**The Bronte Enterprise**

# New Chevys Feature Many Improvements

DETROIT — Chevrolet's passenger car line-up for 1962 features extensive restyling and major mechanical changes for its standard models plus a new complete line of smaller cars to be known at Chevy II. This will bring the company's 1962 passenger car line-up to 32 models — highest in its history — available in the Corvair, Corvette, Chevy II and standard Chevrolet

lines. These cars will be displayed in Chevrolet dealerships beginning Friday, September 29.

The new Chevy II is larger than the Corvair but smaller than Chevrolet's regular car. Station wagons, a hardtop sport coupe and a convertible are included among nine models in the new line which emphasizes simplicity in styling and maximum functionalism in design.

Although the Chevy II design is basically conventional, it offers new front-mounted four- and six-cylinder engines, integral frame and body construction with bolt-on front end and an industry exclusive in tapered plate rear springs. Both three-speed manual and automatic transmissions will be available.

From a styling standpoint, the standard Chevrolet for 1962 reflects the greatest change, although Corvair models and the Corvette will also feature a number of appearance changes as well as new exterior colors and interiors.

The new standard Chevrolet features a crisp, tailored look. The 1962 models have completely new sheet metal, grille work, bumpers and ornamentation, as well as new exterior colors and restyled interiors. New roof lines for sedans and the Impala sport coupe also highlight the new styling.

A number of mechanical changes and modifications will improve performance, durability and economy of 1962 models.

Among the major changes are a new 327 cu. in. V8 engine, a new weight saving Powerglide automatic transmission and tires with advanced two-ply design.

The new V8 engine is rated at 250 horsepower. It replaces the 348 cu. in. engine except for use in heavy trucks. Its performance equals the 348, but fuel economy and engine operating efficiency are both improved.

The redesigned Powerglide will be used with the new V8 engine and both the four- and six-cylinder engines of the Chevy II line. Extensive use of aluminum helps save 85 pounds of weight.

The new tires give improved fuel economy and ride quality while retaining load-carrying abilities, strength and durability of four-ply tires.

Heaters and built-in front seat belt anchors are standard equipment on all 1962 Chevrolet cars. A limited slip differential and air-conditioning are also available throughout the line of 32 passenger car models.

Adding to its fresh styling appearance, Corvair will have new twin ornamental grilles in front plus restyled emblems, tail lights and engine exhaust grille. As a result of the strong popularity of the sporty Monza models, the Corvair 500 station wagon will be replaced by a luxurious Monza station wagon with optional bucket seats.

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September 28, 1961

Corvette for 1962 will display a different look through a new body side cove treatment, as well as new radiator grille and emblems. The higher powered 327 cu. in. V8 engine will replace the 283 cu. in. engine in this popular American sports car.

The new Chevy II, while being slightly larger on the outside than the Corvair, is designed to give

passenger car and luggage space more nearly equal that of the standard Chevrolet. The car is 183 inches long and has a 110-inch wheelbase. It is 70.8 inches wide and 55 inches high.

E. N. Cole, Chevrolet general manager, said "the Chevy II is designed to provide good basic transportation for the average A-

Continued on Back Page

## CONGRATULATIONS

TO

## CAPERTON CHEVROLET CO.

On the Completion of Your

## ENLARGED BUILDING

We supplied the new high quality Crawford Doors and a Delco-Matic Garage Door Opener for this beautiful new building.

### Dealers for Crawford Doors



See Us About Your DOOR PROBLEMS

## Crawford Door Sales

Of San Angelo

310 N. Milton

Phone 655-7776

San Angelo, Texas

## WE ARE ALWAYS GLAD TO SEE OUR CUSTOMERS

## MAKE PROGRESS

And

# Caperton Chevrolet Co.

Has Taken a Most Progressive

Step with the Enlarging and

Remodeling of Their Building.

We Send Our Sincere

## Congratulations

On the Improvement

# LANDERS

Wholesale Automotive Parts

59-63 N. Chadbourne

San Angelo, Texas

## Hearty Congratulations - - Capertons

WE ARE DEALERS FOR  
American Standard Heating and  
Air Conditioning Equipment

AND

Modernaire and Artic Circle  
Evaporative Coolers

We Can Work on Your Gaffer & Sattler Central Heating

FREE ESTIMATES

Expert Mechanic to Service Our Units

Duct Work, Heating and Cooling Systems  
Were Installed by Us

Yes, we were glad to have a part in the work of enlarging and remodeling Caperton Chevrolet Co. We are proud of this splendid addition and wish them many successful years of business in their new home.

## Capitol Heating & Cooling

53 E. Ave. A

San Angelo

Phone 655-9963

*You Are Cordially Invited  
To Attend The*

# **GRAND OPENING**

OF THE NEWLY ENLARGED  
AND REMODELED

**Building**

OF



**CAPERTON  
Chevrolet Co.**

*Friday and Saturday*

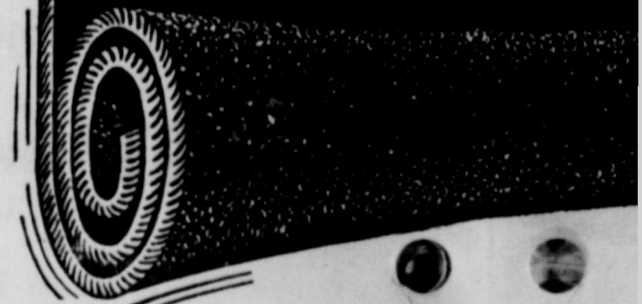
**September 29 and 30**

And To Inspect Our Display of Brand New

**1962 Model**

**CHEVROLETS**

WE'RE  
ROLLING  
OUT THE  
RED  
CARPET  
FOR YOU



# FREE GIFTS

FOR EVERYONE

COFFEE & DO-NUTS

Footballs, Candy and  
Balloons for the Kids

Perfume and Pot Holders  
For the Ladies



ALL WELCOME YOU—Our entire staff issues you an invitation to visit us this weekend. They will all be on hand to answer any questions and show you around. Standing left to right are Roy Robinson, Louis Galloway, Clifford Hageman and Dwain Hageman, who make up our staff of mechanics; Royce Fancher, our parts man; Pete Puentez, who operates our wash and grease department. Sitting left to right are Jerry Proctor, our bookkeeper; E. L. Caperton, R. T. Caperton, and Matthew Caperton, the owners.

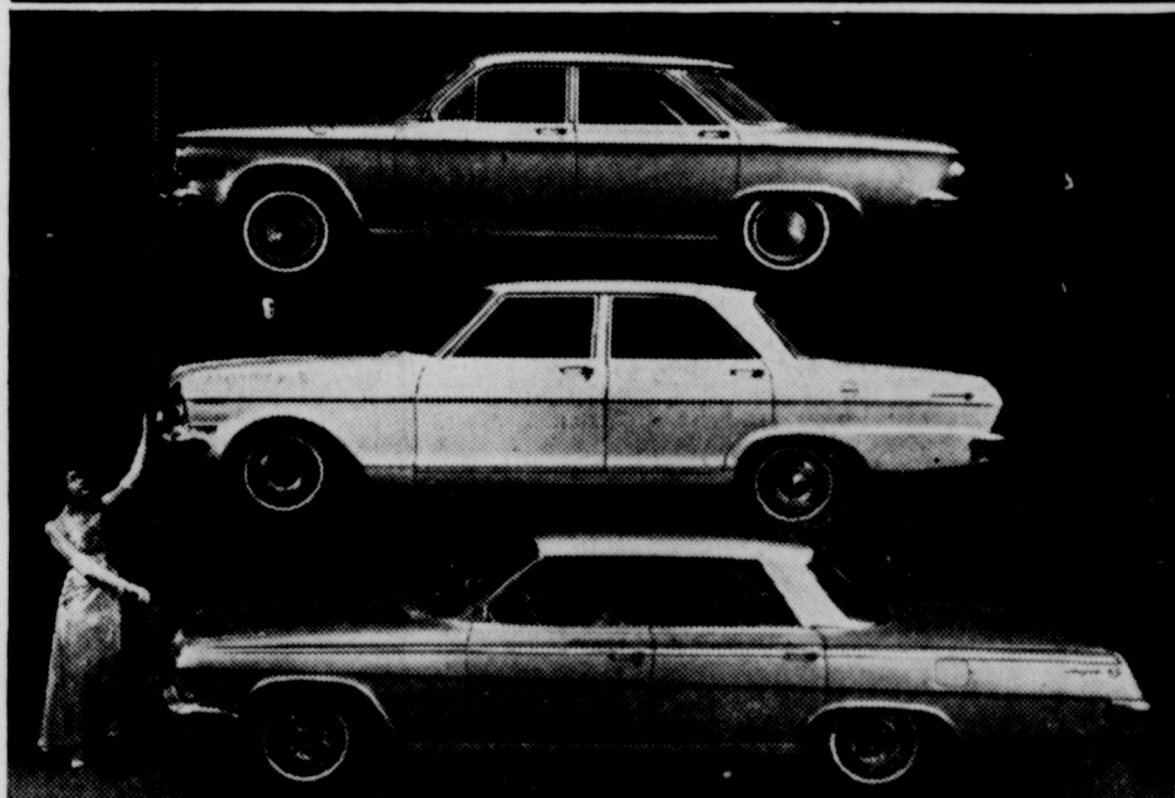
We are especially proud this year to invite you to see the new 1962 Chevrolets — for in addition to having a fine product to show you, we want you to see the newly remodeled and enlarged home of Caperton Chevrolet Co. This improvement is made possible by your patronage and friendship during the past years, and we want to thank you, one and all, for the business you have given us.

WE WILL HAVE 5 MODELS OF THE  
**New 1962 Chevrolet**  
ON OUR FLOOR FOR YOUR INSPECTION

**Y'all  
Come**

Greater choice as

**Chevrolet Offers 3 Lines for 1962**



The wide range of choices Chevrolet dealers will offer for 1962 is hinted in this three-car photograph. Pictured to compare over-all length are (top to bottom) the 180-inch Corvair 4-Door Sedan; the 183-inch Chevy II 4-Door Sedan, and the Impala Sport Sedan which measures 209.6 inches. They are representative of 32 passenger car models which Chevrolet dealers will start displaying September 29. The new Chevy II's bow in on the same date as other Chevrolet-built cars.



**TAKE CARE OF YOUR CAR TROUBLES**—The staff of the repair department of Caperton Chevrolet Co., from left to right, is made up of Pete Puentez, wash and grease man; Louis Galloway, Clifford Hageman, Roy Robinson and Dwain Hageman, mechanics.

### Mechanics Have 42 Years Experience

The four mechanics who do the work in the repair department of Caperton Chevrolet Co. have a total of 42 years experience behind them. Two of them, Clifford Hageman and Roy Robinson, have been with the firm since it opened in its present location in 1947. Hageman worked for the firm before 1947, and prior to starting to work for Caperton's, Robinson had acquired some experience in the Air Force.

Louis Galloway started to work

for the Chevrolet agency this past summer, but has had 10 years previous experience. Dwain Hageman has been employed by Capertons for the past three years.

All the mechanics are thoroughly versed in general automotive repair work and have specialized in fixing anything about Chevrolets. They are all regular attendants at the various schools of instruction sponsored by Chevrolet.

Pete Puentez, the wash and grease man, has been with Capertons for the past ten years.

### Number of Units Sold Is Indication Of Steady Growth

The number of new and used cars and trucks turned each year by Caperton Chevrolet Co. is a good index to the growth of the local Chevrolet agency. Since the firm assumed the Chevrolet dealership in 1949, it has sold approximately 2350 new cars and trucks and 2675 used units.

Exact figures were not available for each year during the period from 1951 through 1955, but an

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September 28, 1961

average for them was worked out by Matthew Caperton. Here is the way the figures stack up:

	New	Used
1949	49	50
1950	101	137
1951*	146	153
1952*	146	153
1953*	146	153
1954*	146	153
1955*	146	153
1956	190	169
1957	197	241
1958	250	300
1959	265	317
1960	371	409

1961\*\* 206 255  
\*—Figures shown are an average for these five years.

\*\*—Figures are for units sold up to Sept. 1, 1961.

Caperton said the increasing trend would not hold good for this year, as they have not been able to obtain as many cars as they needed. This difficulty leaves them with 1960 as the record year for number of units handled.

A complete standard Chevrolet motor car was available in 1923 for \$525.

*Best Wishes - -*

TO OUR FRIENDS AT

**Caperton Chevrolet Co.**

The newly enlarged home of Caperton Chevrolet is an indication of faith in the future progress of Bronte and West Texas. This beautiful new addition to Bronte is something for everyone of your citizens to be proud of and we are proud of it for you.

We Are Grateful for the Opportunity of Supplying the  
**OFFICE FURNITURE**

**West Supply Company**

OFFICE FURNITURE & EQUIPMENT

7 South Chadbourne

Phone 655-6363

SAN ANGELO, TEXAS

OUR SINCERE & HEARTY

**Congratulations**

To

**Caperton  
Chevrolet Co.**

We feel it was a privilege to work with the Capertons in enlarging and remodeling. Being the general contractor on this job, we were especially proud of the results of the work.

In San Angelo We Have New Houses  
Finished and Ready to Move Into.

**Charlie J. Barta**

HOME BUILDER

1818 A&M

San Angelo

Ph. 949-2502

IT WAS OUR PLEASURE  
TO WORK WITH

**Caperton Chevrolet Co.**

On Their Recent Construction Job

Our firm installed the glass in this fine new addition to Bronte. We are proud of our part in Capertons' remodeling and enlarging job and offer our —

**Congratulations**

**Ace Glass & Mirror Co.**

"ANYTHING IN GLASS"

Phone 655-6559

SAN ANGELO

416 S. Oakes



## Chevy II New Line for 1962

Detroit—Chevrolet this week introduces the Chevy II, a complete new line of cars with new dimensions in size and function for the American motoring public.

Chevy II is larger than the Corvair but smaller than Chevrolet's standard cars. It will feature nine models, including station wagons, a hardtop sport coupe and a convertible.

The new models, which represent the most complete line of smaller-than-standard cars introduced in recent years, will go on display at Chevrolet dealerships Friday.

Chevrolet General Manager E. N. Cole said the new line features "maximum functionalism with thrift."

He said "the Chevy II was designed to provide good basic transportation for the average Ameri-

can family and at the most reasonable cost. This includes not only the original purchase price but also more economical operating and maintenance expenses."

Styling features "refined simplicity." This is accentuated by long, smooth flowing lines plus subtle sculpturing of the sheet metal. The front end is distinguished by single headlamps and a lattice-type grille.

While the design of the Chevy II is generally along conventional lines, the car includes several outstanding mechanical features differing from standard models:

1. Tapered plate springs, exclusive to the U. S. auto industry.

2. New four-cylinder and six-cylinder engines developed for the new line.

3. Integral frame and body construction with bolt-on front end.

The nine Chevy II models are divided into three series. The standard, called the 100, will in-

clude two- and four-door sedans and a two-seat station wagon. The deluxe series, called the 300, will contain two- and four-door sedans and a three-seat station wagon. Top series of the line, the Nova 400, will contain a two-seat station wagon, plus a two-door sport coupe and a convertible.

The Chevy II models are 183 inches long and have a 110-inch wheelbase. They are 70.8 inches wide and 55 inches high.

While slightly larger than the Corvair all around in exterior dimensions, Chevy II has passenger room and luggage space more nearly equal to the standard car. In comparison with the Corvair, the Chevy II four-door sedans are almost four inches wider, 3.5 inches higher and the wheelbase is two inches longer. They contain 13.3 cubic feet of usable trunk space.

Fourteen exterior colors will be offered

## The Bronte Enterprise

September 28, 1961



**PARTS MAN**—Royce Fancher has been employed as parts man for Caperton Chevrolet Co. for the past 5 years. His duties include keeping the large stock of parts and accessories in order and scheduling work of the repair department of the business.



**BOOKKEEPER** — Mrs. Muri (Geraldine) Proctor has one of the busiest places in the Caperton Chevrolet building as her office. She keeps all accounts and attends to secretarial work of the automobile agency. Mrs. Proctor came to work for Capertons about 3½ years ago.

## FRIDAY

# A New World of Worth from Chevrolet for '62!



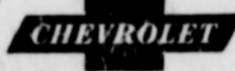
'62 Impala Sport Coupe—with a roof line that looks like a convertible's

## '62 CHEVROLET Rich new styling with Jet-smooth ride!

Here's everything a car fancier could want. Freshminted style that comes to a climax in the sportiest sport coupe you've seen yet. A road-gentling Jet-smooth ride. A new choice of V8 skedaddle. Rich Body by Fisher interiors. Beauty that's specially built to stay beautiful. Here in '62 is more than ever to please you from the make that pleases most people.

It's like owning an expensive car without the expense. Check it over from its clean-thrusting prow to its rakish rear deck. Then—head for the open highway. That sittin'-on-satin feeling you get is Chevrolet's famous Jet-smooth ride at work. The standard six and V8 are triggered to do special things on regular gas, and for real hair-trigger reflexes you have a choice of four optional-at-extra-cost V8's with out-

put all the way up to 409 hp. ■ New steel front fender undershirts guard against corrosion. Even the heater and defroster come as standard equipment this year. This is the kind of car that will make you feel luxurious all over, and your Chevrolet dealer will be only too happy to show you how easy it is to have one of your own.



Corvair Monza Club Coupe

## THE '62 CORVAIR MONZA

The car that puts sport in the driver's seat!

Step right up and meet the latest version of the car that's proved its mettle in the fiercest competition going—'62 Corvair. Bigger new brakes team up with Corvair's renowned rear-engine traction for just about the surest footed going on the road. A new Monza Station Wagon makes its debut. And all models sport freshly tailored upholstery inside matched by sassy new styling accents outside.



Chevy II 300 2-Door Sedan

## HERE'S THE NEW CHEVY II

Modern basic transportation in a totally new line of cars

Here are all the solid, time-tested virtues you know you can count on from all the Chevrolet family—plus some surprises you've never seen on any car before. A full line of saucy new-size models, each built a new way for easier service and maintenance. Thrifty? Choice of a frugal 4- or spunky 6-cylinder engine (in most models). Roomy? Sedans seat six solid citizens. Price? A real pleasant surprise!

See the '62 Chevrolets, the new Chevy II's and '62 Corvairs at your local authorized Chevrolet dealer's

# Caperton Chevrolet Company

113 S. State St. (Highway 277)

BRONTE, TEXAS

Phone GR 3-2501

*Larger V8 Engines and*  
**Diesel Debut in '62 Chevrolet Trucks**



Diesel power for the first time, addition of two higher powered V8's, and lower hood lines for better road visibility highlight Chevrolet's 1962 truck line. New to most of the 198 models are directional signals as standard equipment, single headlamps and longer life mufflers. New optional equipment includes alternating current generators, tinted glass and sliding rear cab window for better ventilation. Proved independent front suspension is retained with improvements.

*Smooth flowing lines accent*  
**Chevrolet's Newest Line—the Chevy II**



One of the nine models of Chevrolet's newest passenger car line, the Chevy II series, is this 4-door sedan which proudly reflects straight flowing lines with simply sculptured details. Recessed single unit headlamps, a choice of four- or six-cylinder engines, and manual or automatic transmission are but a few of the many features found in this new line. The Chevy II's, along with the complete array of 1962 Chevrolet cars, will make their public appearance on September 29.

**NEW CHEVYS FEATURE —**

Continued from page 3

merican family and at the most reasonable cost. This includes not only the original purchase price but also more economical operating and maintenance expenses."

The car has simple, yet refined styling. Finely sculptured lines flow the length and width of the car to give it a long and substantial appearance.

The nine Chevy II models are divided into three series, with station wagons listed in each. In addition, two-door and four-door sedans are included in the 100 and 300 series. The Nova series also includes a sport coupe and convertible.

The tapered plate spring introduced on the Chevy II is an industry first and fulfills a long-time dream of automotive engineers. It is the result of years of research to find a rear spring arrangement which would cut the weight and assembly time of multi-leaf and coil springs while providing friction-free ride quality.

The new rear springs are mounted in heavy rubber insulators for maximum noise isolation. The spring is a steel bar five feet long with variation in thickness and width to provide uniform stress distribution.

Economy of operation is emphasized in both the four-cylinder

and six-cylinder engines designed specifically for the Chevy II. This will make the first time since 1928 that Chevrolet has offered a four-cylinder plant. The four-cylinder engine has a 153 cu. in. displacement and is rated at 90 horsepower. The six-cylinder unit has 194 cu. in. displacement and generates 120 horsepower.

Both automatic and three-speed manual transmissions are available in the Chevy II.

The body-frame integral design used by Chevy II provides unusual strength and torsional rigidity as well as weight savings. The highly functional design of the entire car allows maximum conversion of exterior size to usable interior space for passenger comfort and luggage storage. In addition, the unitized front end structure will decrease maintenance costs because of easier access of components and parts for maintenance, repair or replacement.

The wide customer choice available in the Chevy II is further accentuated by the 14 exterior colors which will be available along with color keyed interiors. A full line of comfort and safety options will be available, including power steering and brakes.

A total of 2,999 Chevrolets were manufactured in 1962.

The 43-millionth Chevrolet was built June 17, 1960.

*Congratulations*

TO

**Caperton Chevrolet Co.**

On the Completion of Your Remodeling Project

We want to express our thanks to Capertons for the opportunity of working with them on this project. We congratulate them and the people of Bronte on this fine new addition.

**South Texas Lumber  
 And Hardware Co.**

"Everything to Build Anything"

Ave. B and Irving      Phone 655-8108      San Angelo

*Best Wishes - -*

To Our

**GOOD CUSTOMER,**

**Caperton**

**Chevrolet Co.**

ON YOUR RECENT  
 EXPANSION PROGRAM

Caperton Chevrolet Co. has proven by its recent expansion program that there is still plenty of room for success for those who work at their job, sell quality merchandise, and render first class service to their customers. The business management, growth and acceptance of this progressive firm is an asset to this part of our state.

**Parts Mart**

Dial 653-1359      314 N. Chadbourne  
 San Angelo, Texas