

The Bronte Weekly Enterprise

VOL. 15, NO. 34.

BRONTE, COKE COUNTY, TEXAS. SEPTEMBER 15, 1933.

Subscription only \$1 the year.

COKE COTTON FARMERS RECEIVE COTTON CHECKS

Coke county cotton farmers—at least a few of them—are as happy this morning as "a girl on her engagement day." For, their cotton checks have been received from the government and will be distributed this afternoon.

Only a few of the checks—to be exact, twenty-six in all—have been received. These checks go to the farmers at Robert Lee and Bronte. But it means that it is only a few days now till all the checks will be in. The total sum of the checks to be distributed today is \$6,991. Those receiving checks are:

F. M. Andrews, Robert Lee.
W. O. Eubanks, Bronte.
Emory A. Bell, Bronte.
Johnie Rogers, Bronte.
J. H. Scott, Bronte.
John F. Rives, Robert Lee.
L. T. Youngblood, Bronte.
Finis K. Turney, Robert Lee.
Austin Sandusky, Bronte.
J. W. Warner, Bronte.
Fred L. Hook, Bronte.
Herbert B. Owen, Robert Lee.
J. C. Rabb, Robert Lee.
Robert H. Herron, Bronte.
Sam E. Brock, Bronte.
James E. Warner, Bronte.
W. E. Brock, Bronte.
Andrew J. Muston, Bronte.
Johnny J. Rogers, Bronte.
A. R. Spencer, Bronte.
Henry E. Rogers, Bronte.
John G. Robertson, Bronte.
W. J. Eads, Bronte.
Robt. R. Ash, Bronte.
Leonard C. Rogers, Bronte.
Tige B. Richards, Bronte.
John G. Warner, Bronte.
Walter M. Alexander, Bronte.
John M. Sims, Bronte.
Andy F. Cowley, Robert Lee.
Iarkin W. Pruitt, Bronte.
J. A. Waldrop, Bronte.
Robt. R. Ash, Bronte.

Checks to those at Robert Lee will be given out Saturday afternoon at the office of the county agent, September 16, 1933.

Checks to Bronte farmers will be given out this afternoon, Friday, September 15, 1933, in Bronte.

Each farmer will receive a notice when his check arrives.

REV. HAWKINS PREACHES

Rev. W. E. Hawkins Sr. will preach Sunday morning in the Mayes school house community, and in the afternoon and night at Cow Creek. Everybody is cordially invited to attend.

COKE SONG MEET TO BE AT KICKAPOO CHURCH

The Coke County Singing Convention will be held with the Kickapoo Baptist church, four miles north of Bronte, on highway 70, on the second Sunday in October.

It will be an all day affair, with dinner on the ground—but all who attend are expected to bring a basket of lunch, for no community could be expected to furnish free lunch for the crowd that will be in attendance.

Leading singers, including several well known quartettes will be in attendance and have part on the program. You are cordially invited—but, don't go without your lunch basket.

MARRIED

Thursday night, September 7, 1933, at the editor's home, the writer officiating, Mr. Eugene J. Smith and Miss Pauline Caldwell both of Sweetwater, were united in marriage.

The bride is the daughter of Mr. and Mrs. R. B. Caldwell of Bronte and is a young woman of charm and is qualified in mind and heart to be the companion of the one to whom she has given herself in marriage.

The groom is a young man of sterling quality and is receiving the congratulations of his friends upon his good fortune in winning the one he has for his companion through life.

Mr. and Mrs. Smith went to Ballinger to visit his relatives for a few days after which they will be at home in Sweetwater, where Mr. Smith holds a good position with a top and body company. The Enterprise joins with their friends, wishing the happy two increasing happiness as they journey through life together.

Dr. Leonard made the editor have "day dreams of muscadines and 'possums" the other day. Some of the doctor's relatives sent him a shipment of muscadines from his old home in Arkansas, and he divided his gift with us. They were the first muscadines we had tasted in forty years—but, they had lost none of their flavor. Thanks to Doctor Leonard for this "reminder of boyhood days."

OPENS ANOTHER STORE

C. E. Bruton is opening another store in Bronte. Some months ago Mr. Bruton built him

AMERICAN LEGION HAS ITS ANNUAL PICNIC

Things were happy as a marriage bell in Bronte, Thursday evening, in the circles of the ex-service men of Coke county.

The occasion was that of the annual picnic of the ex-service men of the county. It was the third annual event of its kind—and though the former occasions were most delightful, yet Thursday evening's gathering eclipsed the other occasions, it is said, for its many happy features.

A basket lunch supplied by the ladies augmented with abundance of delicious barbecue, bread, pickles, etc., supplied by the Legion made a menu that pleased the large crowd in attendance.

Adresses and music and other pleasing features made up the program that followed the supper.

CARD OF THANKS

We desire, in this way, to express our deepest gratitude to all our dear friends and the good people generally of Bronte, for their continued kindly interest in our dear mother and grandmother, Mrs. Annie Henson, during the days and weeks of her illness, and for your kindly words of sympathy and ministries, when she was dead, in preparing her body for burial. Your kindnesses, dear friends, leave us blessed memories which help us now in the hours of our loneliness.

God bless you each and all. Her children and grand children.

Dee Thurmond McCleskey surprised his parents and his many friends when he came in home first of the week for a two days visit from the forestry camp at Las Vegas. Dee Thurmond had so freshened up that he looked like the walking advertisement of some fattening food product. Dee Thurmond expressed himself as highly pleased with his work and says that he is going to enlist for another six months when his enlistment expires this time.

a modern reenforced concrete business house in Bronte, on highway 70, leading out towards San Angelo and opened a brand new stock of groceries and market. From the first Mr. Bruton has enjoyed a good business.

Mr. Bruton is launching out and is opening a store in the Geo. Woullard building on the Robert Lee highway in the west part of town. Leslie Woullard will have charge of the new store. Leslie is one of Bronte's fine young men and will be there all the time to give the people service. Read Mr. Bruton's announcement about the new store in this issue of The Enterprise.

BRONTE SCHOOL HAS A VACATION PERIOD

Bronte school closed its summer term Friday and will have a vacation period of indefinite length.

The vacation was taken that the children whose fathers are cotton farmers might aid in gathering the cotton. The length of the vacation will be determined by the length of time it will require to get the cotton harvested.

NEW COUNTY AGENT

The editor met a man Wednesday we have been wanting to meet for the past several days—that man was Mr. E. R. Lawrence, the demonstration agent of Coke county. Mr. Lawrence entered upon his duties in his relations with the county, first of the month. Naturally, he has been a very busy man, getting his hands on the task that his job imposes.

Mr. Lawrence comes from Sterling county. He is a graduate of A & M College and is a most genial and pleasing gentleman. He knows his "demonstration" and no doubt will do great and valuable work for the county in his duties.

The Enterprise joins with all the citizenry of our county in a hearty welcome to Mr. Lawrence and this is to let him know that The Enterprise is ready and anxious to cooperate with him in any and all of his work for the good of our county.

Albert Wynne is out again after an illness that kept him in for some time. His friends are glad to see him out again.

The editor and wife enjoyed a "New Mexico vegetable dinner" Thursday, due to the kindly thoughtfulness of Mr. and Mrs. N. W. Kiker of Portales, New Mexico and Mr. and Mrs. Jess Percifull of Bronte. Mr. and Mrs. Percifull returned Wednesday night from a visit with Mr. and Mrs. Kiker who are Mrs. Percifull's parents. Mr. Kiker owns an irrigated farm. He grows vegetables chiefly. When Mr. and Mrs. Percifull were ready to return home Mr. and Kiker gave them a fine large portion of vegetables with instructions to divide with the editor and wife, which they did. Consequently we relished a strictly vegetable menu that was never excelled, consisting of snap beans, sweet potatoes, tomatoes and sweet peppers. All parties have our thanks for this treat. Mr. Kiker has a large bean crop. They picked a half acre Monday and got twenty seven hundred pounds of beans. This suggests what will happen here when the government installs the proposed Coke County Irrigation System.

BRONTE BAND BOYS GET COLLEGE TUITION

Good fortune unexpected came the way of several of the members of the Bronte band the other day.

Howard Payne College at Brownwood formulated plans to inaugurate a college band of worth-while proportions and ability. The college adopted the policy to give scholarships to all boys over the country who could meet the requirements set by the college band master as to ability to play a band instrument in order to qualify as a member of the college band.

Bronte's boys being known far and near as members of the Bronte band, Howard Payne's bandmaster sent a proposition to C. C. Holder, director of the Bronte band, offering scholarships to members of the Bronte band, as many of them as could qualify as members of the college band.

Monday six of the boys went to Brownwood and took the examination before the college band master and everyone of them won a scholarship.

Hence, it must be that the training the members of the Bronte band have had is of the very highest order, else they could not have met the exacting requirements of the Howard Payne band.

The boys who went and took the examination are: Robert Knierim, James Hearn, Norman Kiker, Elmer Modgling, G. W. Gideon, Curtis Smith.

The boys are all busy trying to perfect plans so that they can attend college and be members of the college band.

DRUG COMPANY REDUCES PRICES

There is at least one business institution in Sweetwater that is keeping faith with the NRA program with reference not to sell for extortionate prices—that institution is the Sweetwater Drug Company.

Mr. L. L. Armor is the owner of this prosperous and growing business. Mr. Armor is an old Concho county boy, having lived at Eden where his father now resides. Hence Mr. Armor knows West Texas and West Texas ways. He is genial and pleasant in his dealings and is a hustler. He knows the drug business thoroughly. He has two stores and his stocks are of the highest quality of standard merchandise in his lines.

The Sweetwater Drug Company has an ad in this issue of The Enterprise in which prices are quoted on some lines of merchandise. The prices speak for themselves. We call the attention of our readers both at Bronte and Blackwell because of the remarkable prices that are made in the ad. And they are no "bait" prices either, thrown out just for one week to attract people, but they are every day prices.

Read the ad and when you go to Sweetwater call on the Sweetwater Drug Company, at either or both stores, and see for yourself the large, up-to-the-minute stocks of standard quality merchandise and the remarkably low prices on all lines.

Clyde Holder observed his fifteenth birthday Sunday. His mother surprised him with a birthday supper. Clyde is one of Bronte's finest boys of the younger set—and though just a boy yet he has many of the steadier habits of one many years older. We wish for Clyde many, many happy returns of the day.

Store Opening ANNOUNCEMENT

To all my friends and the public generally:

I am pleased to announce that I have opened another store. The new store is located in the Geo. Woullard building on the Robert Lee highway, in the west part of town.

I have opened this store that I may serve my customers and all the people who reside on out in the country in that direction. This makes it convenient for all. And that is what we have gone into business in Bronte for—to serve the people.

Leslie Woullard is in charge of the new store and will be right on the job all the time to serve you. Our stock, of course, is fresh and new and clean—you will get the very best all the time and at prices that will be to your interest.

We thank everybody for the fine patronage given us since opening our doors. Visit us at either or both places.

We will also serve Magnolia gasoline and oils at the Woullard store.

C. E. BRUTON
Groceries, Gasoline and Oils

Isn't It The Truth?

ROY L. CRAWFORD, PALMER, TEXAS

God can't teach a dull pupil very much, but He can't teach a truant anything at all.

Some church members have not had regeneration at all. They have only taken a pious vaccination which built up in them a resistance against the gospel germ and they seem to be immune.

The meanest woman in all the world is still better than some men who claim to be good.

A post mortem examination will only reveal to others how you might have still been alive.

THE BRONTE ENETRPRISE
Editor and Business Manager
D. M. West

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

Well, today is the immortal day (?) for Texas democracy—which means Jim Ferguson and booze, for this is the day that legal beer joints open under the Roosevelt-Garner-Ferguson regime. Something, indeed, the three democratic leaders and the booze crowd should be very proud (?) of.

The wet demos are grooming Jim Ferguson to run against Senator Tom Connally for the United States Senate. Candor compels two statements: First, the booze bunch will be a bunch of ingrates if they don't give Jim Ferguson anything he asks for, to the presidency, for he has consistently fought all the way through to get booze back for them. And there is something from Bill Shakespeare to the effect that ingratitude is the basest of crimes. Next, as to Tom Connally, well, he has no right to expect any support from anybody. He was a great pro until he was elected to congress and for a time thereafter. But, when the junior senator began to believe that there was a likelihood of the wets getting into supremacy again, Tom couldn't "stand the gaff," and therefore he took an "awful spell of cold feet." And when the issues were joined Tom "tucked tail for tall timber." A man of that

type is not qualified for leadership anywhere when there is a crisis likely to arise. The sure way to determine how much real stamina is in a man is to watch his course in an emergency. Jim Ferguson on the booze question has always been out in the open. He never asked any quarters and never gave any quarters. If contending for booze defeated Jim Ferguson he was willing to go down with his principles into defeat—that kind of a man is always to be admired, for you can know just what to expect of such a man. But, the type of man, the principal and only thing in which he is concerned and which he wants above everything else is his job—hence further than his principles will advance his candidacy his convictions can go to perdition. So, if it is to be a Jim Ferguson and Tom Connally line-up, thousands of people among the dries are going to feel that Connally, if he is in sympathy in the least with the dry cause, he cannot be depended on and hence will vote for Ferguson purely because he will stay with his convictions regardless. And when the sovereign people line up and politically kill every "straddler" that is in a place of public trust and power, it will be the finest day for public affairs to which this republic has ever come, for "ill fares the land and to hastening ills a prey,
Where wealth increases and men decay."

The little son of Mr. and Mrs. John Caudle fell off a bicycle Wednesday afternoon and broke his arm.

MEMORIAL RADIO PROGRAM

Rev. T. L. Sorrels, who, some years ago, was pastor of the Bronte Methodist church, has advised the family that he will give a radio program, next Wednesday afternoon, September 21, from 3:30 to 4 o'clock, to the memory of F. O. Key.

The program will be from Fort Worth, over KFJZ.

Robert Joyce from Abilene is visiting H. M. Robinson this week. Mr. Joyce owns the farm on which Mr. Robinson resides.

Justice of the Peace H. M. Robinson united in marriage Mr. E. E. Hester and Miss Rubey Childress of Robert Lee, at his home Saturday night.

The legislature convenes today—the Lord save the state from a long session by this ten-dollars-a-day, extravagant bunch!

Fall gardens are looking fine. And those who sowed oats will also soon have grazing for their stock—things could be worse.

Mr. and Mrs. Hubert Hayley of Lufkin were visiting relatives and friends the last week end. Their many friends were glad to see Mr. and Mrs. Hayley again.

CARD OF THANKS

We wish to thank our friends for their many acts of kindness and words of comfort during our recent sorrow. Words fail to express our gratitude to you. Mr. and Mrs. Geo. Chisholm and family.

JACKSON'S CITY BAKERY

LOCATED W. DALE AVE., WINTERS, PHONE 226

This modern establishment, engaged in the production of baked goods of superior quality, is numbered among the highest class sanitary bakeries not only of this section but of the entire state as well.

Success and happiness depend upon health, and health depends upon the quality of food we eat. Good bread is essential to every man, woman and child in America. Today the responsibility of making good bread has been

placed upon the baker.

Recognizing this responsibility, this company, backed by its long and continued effort to make an ever better bread, now gives the people a most delicious and distinctive loaf, a bread to meet and satisfy the tast of the most discriminating, a bread that will satisfy the most hungry appetite.

Nothing is used in the process but the very best grades of flour, pure milk, sugar, salt, shortening and other ingredients, mixed

and baked by means of scientific clean, sanitary conditions by thoroughly experienced and skilled workmen.

By means of automatically operated machines the bread is scarcely touched by human hands during the entire process.

The next bill of groceries you buy in Winters include a loaf or two of their bread. It contains a heavy percentage of nutritive elements and is the best food in the world for the kiddies—at lunch or meals.

IRA BRANNON AUTO WRECKING COMPANY

IN WINTERS, PHONE 45

This is a well known establishment that is furnishing a most excellent service in a business every one should support. They offer an opportunity to make great savings on used parts for automobiles.

In the past, when an automobile became worthless it was junked and nothing more thought of. Now this is not so, for companies like this one have been formed whose sole purpose is to salvage automobiles.

They tear down and utilize the parts in various ways. By doing so they save the cost of producing these parts again, which releases material and labor for the

production of new parts and for new cars. There are many parts of an automobile that show but little wear after years of service and while they can be broken and are in many cases they scarcely ever wear out. This places on the market these parts, practically as good as new at prices that are much under those of new ones.

They have a large stock of parts for all cars and if you need parts it will pay you to call and in all probability they will be able to supply your demands and fix you out in the best shape and at prices much under the

price of new parts.

Because of the ready sale of these parts when salvaged, this company will surprise you in the price they give for the automobile that you thought was good only for junk. Give them a chance regardless of the condition of the machine and we are sure you will be satisfied.

We are pleased to compliment Ira Brannon Auto Wrecking Co. on the nature of the business and to assure all readers that whenever they have anything to dispose of in their line they can do no better than to get in touch with this firm.

DR. JAS. H. CRAIG
CHIROPRACTOR

MAIN ST., JORDAN BUILDING in WINTERS

This man is one of the most prominent professional people of this section, a man of wide experience in his profession, and enjoying a large and well merited clientele.

The practice of this well known chiropractor is increasing by rapid strides until he is today considered one of the leading professional people of this section.

He is an expert in diagnosis and offers the people the highest type of professional service. Many people from over this part of the country are visitors at his office and receive very

beneficial expert attention.

In the professional life of this part of the state there is no one who has attained a more successful career than this doctor who is recognized as an authority on any diseases, and is often consulted by other members of his profession.

He has had adequate training to practice his profession most successfully, having had general and special education designed especially for all of the work that the science of chiropractic entails. With years of actual experience, it is not strange that Dr. Craig is one of

the busiest professional people of this vicinity and surrounding territory, for his services are in great demand. He is courteous and accommodating and can be reached very conveniently.

The general satisfaction expressed by his many clients and the great demand for his services constitutes a well merited tribute to his efficient and conscientious methods.

We commend Dr. Craig upon the valuable work that he is doing in this section and direct the attention of our readers to his efficient methods.

Sweetwater DRUG CO.

Cut Prices on Everything Every Day

Buy Before Drug Code Goes Into Effect—Prices Are Sure To Rise!

- 25c Colgate Tooth Paste 15c
- \$1.25 Argotane 79c
- 60c Syrup Pepsin 39c
- \$1.00 Cardui 79c
- 55c Hind's Honey & Almond Cream 39c
- 1 Pint Mineral Oil 39c
- \$1.25 Hot Water Bottle 49c
- 50c Bost Tooth Paste 29c
- 12 Palm & Olive Soap 39c
- 1 Pint Milk o Magnesia 34c
- 35c Vick's Salve 27c
- 1 Pint Rubbing Alcohol 19c

We Specialize In Filling Prescriptions
Your Medicine Is Just As Accurate As Your Druggist

LET US PROTECT YOUR HEALTH AND AT A SAVING

SWEETWATER DRUG COMPANY

STORE NO. 1—225 OAK STREET—PHONE 444
STORE NO. 2—OLD LOCATION—PHONE 2322

SWEETWATER

TEXAS

THE FAIR STORE

PHILLIP JOSEPH, Manager

LOCATED W. DALE AVE., WINTERS, TEXAS

This is one of the leading stores in this section, offering most exclusive quality goods a modern shopping center for the people of this section.

All the goods for this store come from the arbiters of the very latest fashion and are of rare beauty. Specialties and lingerie from this store are not just ordinary, but have a style of their own.

Though many miles removed from New York, which is known as the style center of America, this efficient establishment is thoroughly up-to-date and its many departments are replete with the models of the hour in various materials and shades which have been approved by the world's leading arbiters of fashion. No sooner has any style been accepted by the leading fashion authorities of the nation, than it at once makes its

appearance in a variety of materials for the choice of the people of this section.

In this well known establishment is found not only the styles and materials in the most popular vogue today among society's leaders, but the more conservative of the modest lingerie that have met with universal approval. As regards price, you will find this lingerie which hang in graceful and becoming lines are offered at most reasonable figures, for while this store enjoys the patronage of the leading citizens of the community it is a most popular store within many miles among people of every walk of life.

You will find in charge people whose keen judgment has been responsible for the most excellent patronage extended to this popular store and we wish to direct all our readers attention to this store.

WALTER T. WHITE
Grocery & Market

126 S. MAIN IN WINTERS

Everything in the way of the very finest of groceries can be obtained here and in the highest grades. Clerks are courteous and keenly alert to wait on you. Try them on your next trip to Winters.

Enjoying a large and well merited patronage from the town and this section of country.

There are few, if any grocery dealers in this section who have attained a prominence equal to this popular dealer for the accommodation of the public. He has an enviable record for cleanliness and sanitation.

Insisting that everything about his place be in accordance with the most modern scientific ideas regarding sanitation, he

has thus assured the public that groceries which come from his store are pure and wholesome.

By reason of his fair dealing with the public his patronage has increased until today his place is visited daily by many, not only from his home city, but from the surrounding territory. Whenever in need of anything in his line, our readers could do no better than to visit this popular place and be convinced and see products which they offer in abundance and at prices that are extremely reasonable.

We are glad to compliment White Grocery & Market for the policies adopted and to predict for this firm continued prosperity.



OUR PART



The Flag Goes Up—

This company has subscribed to the National Recovery Act, and accepts the moral and financial responsibilities that are involved.

The Price of Electricity Comes Down—

Beginning September 1st, the 3 per cent Federal Tax on domestic and commercial electric bills will no longer be paid by our customers. Hereafter the tax will be paid by the company.

THIS IS A REDUCTION IN YOUR COST FOR ELECTRICITY

... But decreases our earnings from commercial and domestic use by 3 per cent ... The National Recovery Act also subjects this company to additional operating expenses ... Under the code for the industry which now governs this company, we are re-arranging personnel and working schedules which will result in increased payrolls.

These conditions create new, difficult and costly problems for us, but we approach them willingly, glad to contribute what we can to help the nation to better times.

YOUR PART

USE MORE ELECTRICITY in your business and in your home.

Your business will be stimulated, your home will become more livable. . . . and you will be playing the game.

As always, the real interests of the company and its consumers are identical. That community of interest is the foundation of the policy of the NRA. The spirit will insure its success.

West Texas Utilities Company

SEED DRILL GONE

Whoever got my seed drill will please bring it home, for I need it. Thank you.
G. A. Best.

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o **HAGELSTEIN MONU-** o
o **MENT CO.** o

o **Memorials of Distinction** o
o **Come to the Yard—See what** o
o **you buy.** o

o **731 So. 11th, Abilene Texas** o
o **606 So. Chadbourne, San An-** o

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o o o o o o o o o o o o o o o o
o **GEO. T. WILSON** o
o **A T T O R N E Y** o
o **P. O. BOX 678** o

o **Room 205 Central National** o
o **Bank Building** o
o **Phone No. 6524** o

o **SAN ANGELO TEXAS** o
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o o o o o o o o o o o o o o o o
o **PASSENGERS AND** o
o **PARCELS CARRIED** o
o **BALLINGER STAR** o
o **MAIL ROUTE** o

o **Daily, Except Sunday** o
o **Leaves Bronte 8:30 A. M.** o
o **Returns to Bronte 3:04** o
o **P. M.** o
o **W. J. McLaughlin, Mgr.** o

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o **C. W. CHEATHAM** o
o **Dentist** o
o **X-Ray** o
o **BALLINGER, TEXAS** o

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BED ROOM SUITE \$47.50

WE HAVE EVERYTHING FOR THE HOME

ELROD Furniture Co.

West Broadway SWEETWATER TEXAS

o o o o o o o o o o o o o o o o
o **ELWIN GERRON** o
o **Attorney-At-Law** o
o **Office in Courthouse** o

Notice to Farmers

The Bronte gins will operate 8 hours each day. One from 7 A. M. to 3 P. M. and one from 11 A. M. to 7 P. M.

There will be a gin operating 12 hours each day. But will not weigh any cotton in on yard after 6 P. M.

PLANTERS GIN CO.
By A. F. McQueen, Manager.
LUTTRELL & KEENEY GIN
By J. D. Luttrell, Manager.

LYNDON F. WEBB

"Consign Your Wool and Mohair to Mr. Webb"
116 E. 3RD ST., SAN ANGELO

Our industrial edition would not be complete without prominent mention of the business operations of this firm and their extensive operations in the way of conducting a fine house for the consignment of wool and mohair.

Commendable publicity and valuable advertising is given our section by this progressive firm, far and wide, dealing as they do on a large scale in this line and their up-to-date operations are of the most extensive nature and add to the commer-

cial efficiency and attractiveness of this section as a market for wool and mohair.

Through the years they have been doing business they have always been most fair and honest in their negotiations and afforded the public a valuable market for the stock they handle.

It is very important that the producers should have a market that is up to the standard and this section is fortunate in having such extensive dealers.

If we did not have an estab-

lishment of this kind much of the products would have to be shipped to the other cities and the seller would not receive a price that compares favorably with the prices got by this company.

There can be no questioning the fact that this company is one of the most important commercial firms of this section; its management is in the hands of men who know the business in which they are engaged from A to Z.

MODERN WAY GROCERY

NO. 1, 222 N. MAIN ST., SAN ANGELO
NO. 2, 419 S. CHADBOURNE, SAN ANGELO
NO. 3, 1303 W. BEAUREGARD SAN ANGELO

This is also one of the leading grocery concerns in this community offering the best in pure foods and groceries. Have an extensive patronage in this territory.

This well known grocery is the one store in this community where the house wife knows she can secure the best in foods and at a reasonable price. The store is modern and up-to-date in every particular, clean and sanitary throughout, the business is conducted along progressive lines and we are proud to say they are a credit to the commercial life of this section.

Here is your local grocery with the interest of your home

and country at heart. Fair and straightforward in their business dealings, it is not strange they have reached such a success.

To be able of making certain of getting the very best of foods and other allied products is a great boon to any city or section. At this store you will find the salespeople have the ability of giving you exactly what you wish, and a large or small order receives the same courteous treatment.

The management of the store sees that quality is high and that you receive always the choicest of everything.

This is the place where the

highest of quality prevails at the lowest possible price. All that is needed is a trial to convince the most exacting.

The public is thus assured of a market of the very highest grade right near, and thus they merit the consideration and liberal support of all our people.

The management will be found to be courteous and accommodating at all times, and has been closely allied with the large business interests in this section for some time.

They will appreciate having you call and get acquainted. You are invited to inspect their stock.

NOTICE

This is to give notice to my patients and everybody else who may be interested in my professional services that because of conditions I cannot control I have been compelled to move my office from The Enterprise building to my home in the west part of Bronte. But I have good facilities and can give you treatment any time day or night.

Thanking one and all, I am,
Dr. R. R. McCleskey.

o **A. D. MILLER** o
o **ALL KINDS** o
o **OF** o
o **SHOE REPAIRING** o
o **All Work Guaranteed** o
o **Work done promptly** o
o **I will appreciate your work** o
o **Come to See Me** o

FIRE INSURANCE IS ESSENTIAL

THESE STRESSFUL TIMES

FOR IF YOU SHOULD LOSE YOUR PROPERTY BY FIRE IT WOULD BE DIFFICULT TO REGAIN NOW—INSURANCE PROTECTS YOU.

WE WRITE FIRE, HAIL AND TORNADO INSURANCE

Youngblood & Williams

AGENCY

BRONTE

TEXAS

FOR ECONOMY TRY TELEPHONE

Save Time and Costly Mileage

LOCAL AND LONG DISTANCE

NUMBER PLEASE

BETTIS & STURGES

LADIES READY-TO-WEAR
HUTCHINGS AVE., BALLINGER

After Tuesday of next week this firm will be in their new quarters at Hutchings and 7th Street, next door to Perry Bros. See them in their new quarters when in town.

All of these garments are known for their smartness and their individuality of designs—Entire establishment under direction of management of excellent taste, featuring high grade goods at reasonable prices—one of the real economical trade centers of the community.

Individuality and distinctiveness of design is noted in specialties and ready-to-wear from this establishment and this is in a large degree responsible for the extensive trade of this store. All the garments of this

ual run of merchandise of the up-to-date store are not just ordinary, but have a style of their own. A large line of the season's stock is now on hand for the accommodation of the public and no matter whether it is street, sport or dress suit or garments any design you may desire you can get it here and it will be becoming and give you taste and good looks.

In this age of high prices this store is recognized as the one place where the women of the country can be fitted out in garments of the day at a reasonable figure. People marvel at the excellent merchandise that can be obtained here at prices lower than those prevailing on the

day. They exercise wonderful taste which is responsible in a large degree for the excellent patronage of the store. The principle upon which this store is operated is that of furnishing individual and distinctive garments of all kinds most reasonable and meeting any and all competition as to style and price. This accounts for the fact that the establishment is the mecca for the well dressed ladies of Ballinger and surrounding sections of country.

It is a pleasure for us to direct attention to this well known place as one of the most important features of this community's commercial efficiency.

DAIRYLAND CREAMERY CO.

107 PECAN, SWEETWATER

This up-to-date concern is a very prominent institution which has aided in the upbuilding of its community and West Texas and renders a valued and an essential service in the furnishing of their products. A well known concern under a local management thoroughly conversant with every feature of the business.

Commendable publicity and valuable advertising is given their home city and this part of West Texas by this progressive firm. Their operations are of a most extensive nature and add

to the commercial efficiency and attractiveness of Sweetwater as headquarters for quality products.

Why should not this company be able to produce as good, if not better dairy products than any other company?

Their supply of cream comes from the healthiest and best fed cows in this particularly advantageous section. The plant is positively as sanitary as long experience and the expenditure of much money can make it, and it is in the hands of men who are thoroughly conversant with ev-

ery feature of the business.

There is no reason why they should not occupy a prominent place in the better class of dairy markets and the above are some of the reasons why their brands are more and more popular with particular buyers, and why this concern is prospering far beyond even the promoters expectations.

In making this review we are glad to compliment the growing business the concern is conducting and to say that this firm will greatly aid in the development of this section of the state.

They buy all available products in Sweetwater and vicinity.

SWEETWATER COTTON OIL CO.

LOCATED NORTH OF SWEETWATER

Cotton seed and its products is their business and they know this line from the ground up. They are prepared to give you all information regarding them, and they consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt reply. A courteous response with comprehensive knowledge to every request and you are not obligated in any

way, merely because you asked questions.

We are very glad to compliment this well known place and refer it to all of our readers.

They are very extensive dealers in cotton seed products. Honest dealings, coupled with years of service are the results of this successful concern and enjoys an extensive patronage.

They know these lines very thoroughly and arranged to offer

the very best. But they did not stop there, for this company was, indeed, wise in their business and appreciated the necessity of real, magnanimous service. They equipped themselves to furnish the trade with service second to none and the success of their enterprise since they have been in business testifies to the wisdom of their course.

LEVY BROS. DEPARTMENT STORE

100 E. BROADWAY In SWEETWATER

The buyer of this store has just returned from New York, Chicago and St. Louis markets and was fortunate in retaining prices on goods previously booked which is far below the present day market.

A progressive firm under able management, meriting the liberal patronage of the people of this section.

To be merely rendering an average service in an average establishment, is all well and good. But to be able to give a service that is just a little in advance of others in an establishment that has become a feature of the mercantile life of the community; that is indeed something well worth while. And that is just exactly the case with this well-known concern.

First, they insist that their service is dependable. You know that you are going to get value received and courteous treatment when you trade here because past experience has

taught you that they are personally interested in you and your trade. Next, they leave nothing undone in their effort to provide for you the very best that can be had for the money.

These are some of the secrets of success of this well-known and ever popular establishment. These are some of the reasons why the experienced management finds that trade increases each season. These are but a few of the reasons that we wish in this review to direct the special attention of our readers to this establishment as one of the essential factors in the life of Sweetwater and this section of country and as a panacea for the merchandising ills of the day. But what we particularly call our readers' attention to is the fact that if you do your shopping here, you deal with people who are directly interested in you and your welfare.

BATTS CHEVROLET CO.

CHEVROLET SALES & SERVICE

LOCATED IN BALLINGER PHONE 292

They now offer a complete line of new cars which afford even greater quality than ever before. The public has recognized that Chevrolet represents a high standard of quality at low cost. As a result Chevrolet has become the world's largest producers of automobiles. The Chevrolet models embody quality features such as you would expect to find on cars of much higher price.

Chevrolet now offers a new automobile so sensational as to electrify the nation!

Marvelous new Fisher bodies! Performance that is a revelation to owners of even the higher priced cars!

The engine of this great new car is of improved valve-in-the-head design. Imperial six-cylinder engine; silent Synchromesh shift and simplified free wheeling, 60 H. P. (20 pct. increase, 65 to 70 M. P. H. Faster, quieter get-away; smarter Fisher bodies; greater comfort and vision; unequalled economy and service policy. Low delivery

prices and easy G. M. A. C. terms.

All Chevrolet models are finished Duco, the finish that retains its color and lustre almost indefinitely and withstands very much harder usage. Here again, a quality feature hitherto not found in other low-priced cars. Truly it combines beauty and comfort with the Chevrolet standard of economical transportation.

This firm is under the management of people of wide automobile experience. Their long service to the motoring public has taught them the superiority of the Chevrolet and they will be pleased at any time to demonstrate any of these models to you. They are progressive business people whose interest in every patron extends through the period of the entire life of the car purchased.

We urge all readers that a visit to Batts Chevrolet Co. will prove interesting and profitable. Ask for a demonstration.

FARM BUREAU GINS

FARM BUREAU GIN NO. 1

FARM BUREAU GIN NO. 30

LOCATED IN BALLINGER

Gin No. 1 is devoted to ginning Mebane cotton exclusively.

Gin No. 30, phone 681, is an all steel gin and is fireproof, which does custom ginning. We ask our readers to see them for ginning cotton.

This concern operates a modern business that has built a reputation far and wide for the highest quality at the most reasonable prices, and a service that is both complete and satisfactory. One of the reliable, progressive and up-to-date firms of Ballinger and all this section of country.

As the general purpose of this edition is to give both the local and outside world an adequate idea of our progress and the general excellence of our various products we deem it quite appropriate to devote this space to this well known firm.

The men who originated this enterprise obtained a liberal education in the school of experience and supplemented this with a keen insight into the markets of the world and with this desirable foundation they have equipped themselves to render an unexcelled service in ginning cot-

ton.

The active operations of the concern is in the hands and under the direction of men who are so well known that any further remarks are unnecessary, but we cannot refrain from stating that this enterprise is fortunate in having as active head men so thoroughly familiar with the details of this business and whose executive ability and familiarity with business conditions have kept the plant thoroughly abreast of the times. It is such firms as this one that makes a city and country prosperous and worth while.

Through their honest and straightforward dealings with the public, they have made friends for the company and they have always taken an active interest in the affairs of its employes, and a commendable interest in their fellowmen, realizing that a concern located in a community, or section of country, that is not progressive will wither and die because of its environment.

This is without question one of West Texas' most important and valued concerns.

DR. W. H. LOOKS
DENTIST

224 N. Browning Street, San Angelo, will be in his office in Bronte, in The Enterprise building, on Wednesday of each week.

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o ELWIN GERRON o
o Attorney-At-Law o
o Office in Courthouse o
o o o o o o o o o o o o o o

THE HIDDEN QUART
STAYS UP IN YOUR MOTOR
AND NEVER DRAINS AWAY

CONOCO

CONOCO GERM PROCESSED MOTOR OIL
PARAFFIN BASE

You may at times forget to add a needed quart. This slip of memory may be forgiven, if you use Conoco Germ Processed Motor Oil, for the 'Hidden Quart' extends its protection to cover the lapse, and gives extra miles to safely reach the next Red Triangle Station.

This exceptional lubrication is brought about by the Germ Process—exclusively Conoco's patented formula. By adding extra oiliness and penetrativeness to the very highest quality motor oil, complete protection is achieved.

With all these qualities, the total cost of this oil is low . . . five miles for a penny.