The Bronte Weekly Enterprise

ALMANAC

VOL. 16, NO. 25.

BRONTE, COKE COUNTY, TEXAS, JULY 13, 1934.

SUBSCRIPTION, A YEAR \$1.00

Hon. Edward K. Russell, Gubernatorial Candidate, Catches Voters' Ears Here

Surprises in politics are com- jian, but that he is a farmer and mon-especially is this true as stock-raiser. Mr. Russell is the to the results when announcements are made on the night after the primary.

But, Bronte had a surprise, for, who is it that has not heard Wednesday afternoon-one that of this wonderful cotton? Mr. was different. It was a surprise Russell declared that he had no in two ways.

A local citizen who has become dissatisfied with the candidate he had been supporting because, as he saw the situation, he had given much encouragement to those who should be his political enemies, by his attitude on liquor, and other moral issues, such as race track gambling and so forth.

Hon. Russell had a speaking things working harmoniously date in Sweetwater at 2 o'clock and to the satisfaction of every Wednesday afternoon and at patri tic citizen." San Angelo at 8 o'clock that Mr. Russell is a strict church evening.

The local citizen got in com- the repeal of the prohibition amunication with Mr. Russell's mendment-he does not even fafriends in Sweetwater. It was vor submitting the question. In arranged to have Mr. Russell that particular he is in a class speak here at 5 o'clock. There to himself as a candidate. And was only time to print the cir- in this particular it is a call to culars and bill the business part every church man and church of town. Consequently the lady woman throughout the land to voters did not get to hear Mr. support Mr. Russell. Likewise. Russell. As a result this editor Mr. Russell is bitterly opposed is being reminded by some of the to horse race gambling. And, I ladies that they have their poll sure as we are writing this, if 18, 1879, making him to be fiftax receipts. So, this explanation Mr. Russell becames governor of ty-six years old when death is given that all may know it Texas there will be a cleanup claimed him Some years ago is sincerely regretted by the of the places of infamy from one deceased had the misfortune to not be given. But, not with American ideals who does ternoon and it was but a little standing a fine crowd heard Mr. not desire to see that end ac- time til he was dead. Mr. Russell expressed himself as strict churchman or not? happily surprised at the size of There is no question, but that was sixteen years old. the crowd, with no more public- if Mr. Russell is elected, it will Deceased was a brother of ity than had been given. The speaker made many mental affairs of Texas. friends and votes in his plain, straightforward way of dealing with the issues of the campaign. He spoke of his opponents as excellent gentlemen and that he justice of the peace precinct, for would like to have them all just the first six months of 1934, ac- in Bronte and Tennyson when across the street from kan as cording to the report of Justice it became known that Grandhis neighbors. Yet, in the next of the Peace H. M. Robinson, to mother Meyers had died at the sentence he declared that every the State Health Department, is family home, in the Juniper ger for many years-and those one of them had disqualified as follows: Births, 14, deaths, community, Wednesday afterthemselves for being governor. 9. Then he proved, at least, to the satisfaction of many who heard not a baby born-the first mon- while at her work, she was him, that he was correct in his th in the thirty years that Dr. stricken with partial paralysis assertion.

originator of the Russell Big Boll cotton. That fact always introduces him to the farmers-

political debts to pay-hence, if the people elected him he could give his time and attention to getting Texas "out of the mud." He characterized the quarrel in progress in Texas over the relief work as "a disgrace to the fair name of Texas." "And," de-clared the speaker, "if I am elected, by the application of strict business methods I can soon obviate all that and have

man and is therefore opposed to

"A good head and industrious hand a worth gold in any land." JULY 9-Elias Howe, sewing machine inventor, born 1819 10-The first steambozi reaches Chicago's haw bor, 1832. 11-John Quincy Adams, the 6th President, born 1767. 12-Josiah Wedgwood, noted pottery maker, born 1730. 13-Maude Adams makes he in "The Little Minister," 1905. 30

14-The start of the bloody French Revolution, 1789.

15-U. S. Rainbow Division stops German drive, 1918

A. J. LANDERS DIES

A. J. Landers died at the family home, near Lowake, Monday July 9, 1934, and the body was buried in Fairview cemetery at Bronte, Tuesday afternoon, following religious services at the graveside by Rev. Lewis Stuckey.

Deceased was born October

Methodist Meeting Progresses; Rev. Vanderpool Brings Great Messages

church which began Thursday this way. evening of last week is now entering the second week.

There is growing interest in anxious that all who will, may the meeting. The attendance is attend the meeting and get the splendid and though thus far inspiration and uplift that the the interest, far as visible re- services will bring to all who atsults are concerned, is not deep tend with an earnest heart deas the ministers in charge of the sire for good to come to them meeting, and the interested out of the meeting. members are desiring, is deepening. The people hear with is out in the open, beneath the unbroken interest, the messages istars, where one can look up and

Rev. Walter Vanderpool, pastor of the Ballinger Methodist lighted place of out door worchurch, is directing the meeting, ship, where the evening breezes doing the preaching. Rev.Van- keep one comfortable and make derpool is an excellent preacher, the hour spent there one of deand always brings a message



Rev. Walter Vanderpool

friends of Mr. Russell that wid- end of the state to the other. And lose an eye. A pain struck him that appeals to the best there is church in htat city, are in their er publicity of his coming could where is the patriotic citizen in that blinded eye the other af- the human heart. While he in- annual summer revival meeting dulyes in many witticisms, yet this week. they are all to the point. He is the meeting is growing in in-

Russell. To friends privately, complished, whether he is a Deceased had been a member a man with a passion for hu- terest and reports come of the of the Baptist church since he manity, to help struggling men excellent messages being delivand women to higher realms of ered by Rev. McClain.

moral and spiritual life. Re- The meeting will continu gardless as to the outcome of til at least Sunday night. All the meeting, one thing is sure, are invited to attend. that is, by his earnest, heartsearching appeals to those who NOLAN CO. COWBOY ROUND hear him, to take "the upward way," his sincere exhortations and his passionate reasoning with his auditors, he has won a carried a news item with referplace in the confidence and esteem of our people that will linwho pray will never think of 23-24. noon. De ceased had not been him without breathing a pray-

The meeting at the Methodist er of thanksgiving that he came

The meeting is to continue indefinitely. Pastor Dunson is

Worship at the evening hour of the preacher at each service. behold the handiwork of God. Comfortable pews and the well light and helpfulness. The song service of the large choir, directed by Mrs. Alfred Taylor, with Mrs. Irvin Cumbie at the piano, is within itself sufficient to repay one many times for attending.

Folks, you are invited to attend. You will receive a hearty welcome and it will do you good to attend.

REVIVAL MEETING AT TENNYSON IN PROGRESS

The Baptist at Tennyson, led by their pastor, Rev. M. C. Golden of Ballinger, who is assisted by Rev. J. H. McClain of Ballinger, patsor of the Baptist

he is not a lawyer, nor a politic- June no death was reported.

Editor, The Bronte Enterprise,

Bronte, Texas.

it:

Dear Sir:

bring a new day in the govern- F. Landers of Marie.

-0-VITAL STATISTICS

Vital statistics for the Bronte

Leonard has been here that no from which she neve rallied. A-

GRANDMOTHER MEYERS DIES

Many hearts were saddened

Mr. Russell made it plain that baby was born. In the month of bout four o'clock. Wednesday afternoon, surrounded by her children and grand children and long-time neighbors and friends she went to be with God and her body was free.

> ri, December 17, 1854, making her to be four score years old when death came and brought her surcease from all of life's toil and strife.

> was Elizabeth Kellison. About fifty years ago she was married to A. Meyers. The husband of deceased passed on August 8, 1927. Four children survive to suffer the loneliness that her go-Charley Meyers and J. P. Meyers of Bronte; W. L. Meyers, Linden and Mrs. R. W. Ward of Rosebud, all of whom were present at the funeral.

Religious services were conducted at the home, in keeping with the request of deceased, while she lived, by Revs. Lewis Stuckey of Bronte and M. C. Golden of Ballinger, who is pastor of the Tennyson Baptist church of which church deceased was a member at her death. It was a quiet, still, gentle summer morning; the birds were (Continued on page four)

BLACKWELL LADY WINS AS BEAUTIFUL COWGIRL

Blackwell and Bronte are just a little bit haughty now-their entrant at the West Texas Cowboy Reunion, at Stamford, embracing July 4th, won as the most beautiful of all the en-trants in the contest. The lady was Mrs. Shalor Copeland.

There were fifty-three cities and towns, extending from Fort ternoon, July 9, with Miss Susie Worth on the East to "where Tannehill. the woodbine twineth" on the West. And everyone of them carried out: was a paragon of beauty and in | Devotional readings, Mrs. Roe the mastery of the art of riding. Williams, Miss Earl Eubanks. So, it was and is a matter of much delight to the many Lou Hines. friends of Mr. and Mrs. Copeland that she won.

And the prize was "some- Mrs. Carrie Williams. thing for a woman to cry abent"-it was just a \$350, saddle.

the week visiting relatives at

Coleman. Mr. Whitt will go

down Saturday night and return

Sunday morning, bringing his

mother, Mrs. Emma Whitt, and

Katharine, home with him Mrs.

Whitt will spend some time here

with her son and family.

UP DATE IS AUG. 16-17

Last week The Enterprise ence to the 4th Annual Nolan County Cow Boy Round Up. The date was given as August

Ollie Cox, owner of the Double Heart ranch, where the rodeo is to be held, and who is manager of the roundup, informs The Enterprise that the dates had to be changed.

The dates under the new arrangements are August 16-17just a week earlier than the former dates.

Y. W. A. MEETS

The Y. W. A. met Monday af-

The following program was

Piano selections, Miss Esther

Reading, Miss MaxineVaron. Talk: Century of Progress,

Prayer, Miss Susie Tannehill. A delicious salad plate was served to Mmes, Homer Good, C. N. Baker, Oscar Long, Roe Wil-Katharine Whitt is spending liams, Virgil Tannehill, Cumbie Ivey, Lewis Stuckey and Misses Lois Lambert, Nell Lowry, Pauline Glenn-Miss Glenn is a new member; and to the following guests: Mrs. Carrie Williams. and Misses Esther Lou Hines of San Angelo and Miss Maxine Naron of Brownwood.

Mrs. W. L. Hayley of Norton and Lufkin. Mrs. H. A. Hayley returned Tuesday from a visit and children of Lufkin returned of some weeks that took her to with Mrs. Hayley and will visit Chourne, Dallas, Fort Worth here for some time.

I received the marked copy of your good paper and read the article congratulating Abilene, and I appreciated it very much. I certainly appreciated your suggestion to our schools to just send the young men home if their parents

approved of their drinking. * I am enclosing check for \$1.00. If you have not sent the Presidents of our schools a copy of this paper, I wish you would and mark that paragraph where you made the suggestion to them. Thanks.

AN APPRECIATED LETTER

ticle, congratulating Abilene on the fact that its fine citi-

zenship, led by the capable and loyal presidents of the three

Christian institutions of learning that city has, they won in

the beer election, the previous Saturday, which had been

forced upon the people there by the liquor crowd. From

quite a few have come expressions of appreciation for the

article. But no word was more appreciated than that in a

personal letter from Mr. C. M. Caldwell of Abilene, one of

Abilene's most outstanding citizens and progressive busi-

ness men and president of the board of trustees of Hardin

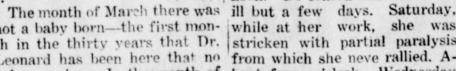
and Simmons University. And, though the letter was per-

sonal, we take the liberty to quote the following portions of

Last week The Enterprise carried a congratulatory ar-

Cordially yours, C. M. Caldwell.

Abilene, Texas, July 7, 1934.



Deceased was born in Missou-

The maiden name of deceased ng leaves them. They are THE BRONTE ENTERPRISE, COKE COUNTY, TEXAS JULY 13, 1934

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THE BRONTE ENTERPRISE D. M. WEST, EDITOR AND BUSINESS MANAGER

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

THAT VIRTUOUS (?) HONESTY-BREEDING RACE-HORSE GAMBLING LAW

"The sport of kings is primarily the sport of gamblers, The only proof necessary is that experience has definitely shown that horse racing cannot exist without betting. The moment legalized betting on the running turf'is restored, the equally apparent fact is revealed that community business suffers in proportion to the prosperity of the track. The war on the new Texas pari mutuels law opened this week by a committee representing several state organizations will probably be long and bitter. In the long run the News predicts that it will win. A crusade against the gambling evil enlists out of bitter experience both the puritan and all who have the economic welfare of their communities at heart.

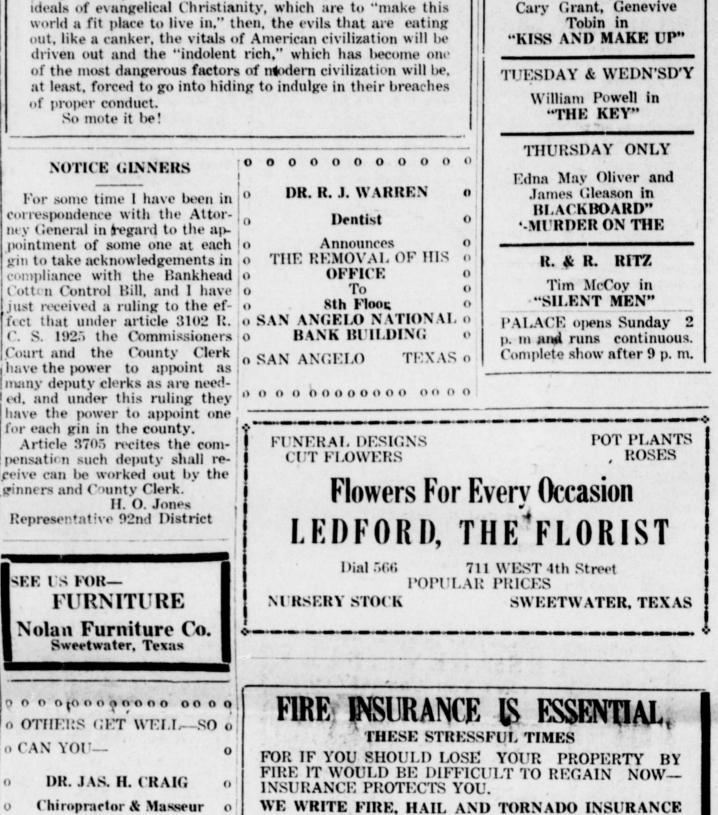
"Whatever might be said in defense of the pari mutuel betting with limitation of risk to actual wagering at the track, that law has no opportunity for fair test and will never have. The legislation of one type of race track betting opened wide the gates to all of its companions. There is more wagering through books in Texas today, at least in the larger cities, than through the pari mutuel machines. There has been numerous arrests of known bookmakers but few convictions. Technicality intervenes for one thing, although the law is clear. Enforcement officers are loath to attack one form of gambling that in all common sense is little different from another given legislative sanction. Juries are equally lax.

"In the final analysis, the pari mutuel law will die from steady economic pressure. Employers are already refusing to countenance their employes following the horses. Credit tightening is inevitable on the man whose settlement is slowed down by his fondness for backing unlucky judgment on horses. A state taxed to the limit of resources to relieve distress meets its obligations with a fine sense of community responsibility but cannot be blamed if it tightens purse strings against the results of folly and indulgence."-Dallas News.

The first two sentences in the above plain, frank, open discussion on gambling is all that should be necessary to say in order to put every man and woman with American ideals and any desire whatever for common decency to obtain, and who have any regard whatsoever for the best interests of the race, squarely against horse race gambling.

"Experience has definitely shown that horse racing cannot exist without gambling." "Experience" has shown more. It has shown that no kind of sport can exist and thrive without gambling, whether it is horse racing, wrestling, boxing or what not-not, even, football. "Experience" has shown even more and that is that gampling does not thrive, when it goes alone. The same "eternal triangle" exists and will continue to exist long as time lasts wherever gambling exists. And that is "the trinity of evils," always go hand in hand-liquor, prostitutes and gamblers. Where one exists and thrives, the other two will also abound. For, "where the carcass is the carrion crows will be gathered together." You cannot make either of this "trinity of evils respectable. Some are so densely ignorant yet, or else they are insincere in their statements, and argue that prostitution should be given a semblance of respectability by making it legal and segregating the vice. Either of the other two evils in question can be made respectable no more by legalizing than can the one just mentioned. Anything that is inherently wrong cannot be made right by law. Many people-even church people-voted last year for the legalizing of beer, in the belief that by making liquor drinking and liquor selling legal, it would become a respectable industry and social conditions would become "eutopian"yea verily, some thought-or, at least argued, as if liquor joints would be clean and wholesome and everything on such premises would be like a Sunday school affair. Hence, the bunch of sports into whose hands the people placed such matters, "did a plenty." They were "so pious" and so abhorred the saloon, that they passed laws and now the drug stores and the cafes and hotels are open saloons. and American girls-God of our fathers! think of it !-- are barmaids, behind the bars of the liquor joints, living amid such environs daily, "dishing out" the damnable stuff, to drinking, drunken, carousing men and women. And that is the condition that was created by church people largely in Texas, who go to church Sunday morning and pray. "Lead us not into temptation." And one preacher-truly we are compelled to admit that there is at least one "political preacher" in Texas, and he is the "reverend gentleman, who met with that group of patriots (?) last year, who met for the specific purpose of "promoting true temperance" (?) in Texas and throughout the nation by bringing legal liquor into existence again. This "political preacher" met with the above group of patriots (?) and teachers (?) and promoters (?) of "true temperance," and led the group in the opening prayer of their "pious" and moral-uplifting (?) gathering. We have often wondered for what he prayed. Evidently he prayed in keeping with the wish that had been expressed some time before by Brother Al Smith, one of the "has beens" in political aspirations, who said that he wanted to see this country as wet again as the Atlantic ocean. One thing is certain, if he prayed in keeping with the wishes of the group who had him there to open their meeting, he got results for them. Bad as we need rain, in Texas, if legal liquor is flowing in answer to the above request of the "political preacher," we would be afraid to ask him to make a request for rain-for, Texas might be washed into the gulf of Mexico. But, somehow, he is "one political preacher" against whom we have seen not one word of criticism from the wet press. The time is upon the people of Texas and this nation, when those who love the American home, and the higher American ideals and the things that will save our civilization, must prsent a solid body and demand that the "trinity

of evils" that have wrecked every civilization of the world, where they have been given unbridled license, must be driven from the borders of our fair land. Let the Methodists read again their church discipline with reference to liquor and such evils; let the Presbyterians read again their Catechism relative to such things; let the Baptists read again their Church covenant, and all other evangelical Christians read the expressions of their respective churches with reference to the evils under consideration-then let this group pledge fidelity anew to their church obligations and the ideals of evangelical Christianity, which are to "make this world a fit place to live in," then, the evils that are eating out, like a canker, the vitals of American civilization will be driven out and the "indolent rich," which has become one of the most dangerous factors of modern civilization will be, at least, forced to go into hiding to indulge in their breaches of proper conduct. So mote it be!



R. & R. PALACE

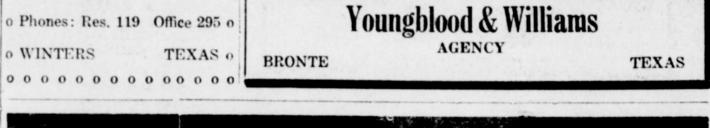
Sweetwater, Texas

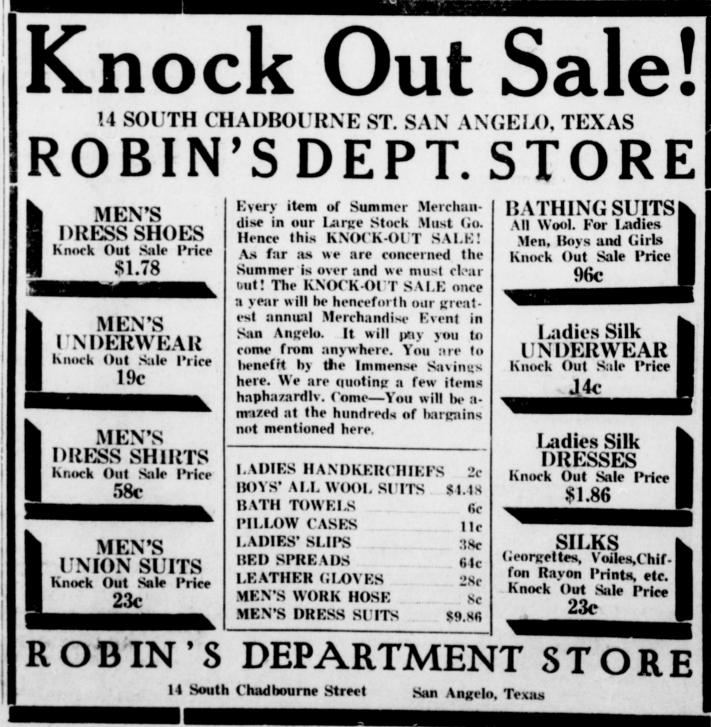
Fri. & Sat. July 13-14

Frank Buck's

"WILD CARGO"

SUNDAY AND MONDAY







THE BRONTE ENTERPRISE, COKE COUNTY, TEXAS, JULY 13, 1934

THE BRONTE ENTERPRISE, COKE COUNTY, TEXAS JULY 13, 1934

THE BRONTE |KICKAPOO BAPTISTS ARE IN GOOD MEETING D. M. WEST, EDITOR ANI

Entered as Second Class Matter, apoo Baptist church, three miles Wednesday, when we met an Texas, March 1, 1918, under Actnorth of Bronte, on highway 70, old-time friend we had not seen

THAT VIRTUOUS (?) HO! The patsor, Eld. Charley Car- in question has made his home HORSE GAMroll of Richland Springs, is di- in Coke county, or on the Coke

week.

"The sport of kings is prpreaching. The only proof necessary is t It has not yet been the priv- home here in Bronte for almost shown that horse racing cam ilege of the editor to attend the fifteen years. moment legalized betting on timeeting. But reports come of equally apparent fact is revea good attendance and growing Ainslie Turner. Back in the suffers in proportion to the printerest. Thost who have at- early 10s we were associated on the new Texas pari mutu tended report that Elder Carroll with the religious life of Water dead, and there beside the sleepcommittee representing sev is doing some excellent preach- Valley as pastor of one of the ing body of the husband of her

probably be long and bitter. ing. dicts that it will win. A cru! An invitation is cordially ex- church relations of Mr. Turner ed body was put away tenderly enlists out of bitter experien tended to each and all to attend and the writer were not the same and beautifully, beneath the have the economic welfare of the meeting. Go, if you can, for yet we became steadfast friends. embankment of flowers, to sleep "Whatever might be said it will do you good.

betting with limitation of r

ies are equally lax. "In the final analysis," 18th amendment would bring no better man in his ideals of steady economic pressure. I with reference to their safety life, and no friend more loyalto countenance their employ from the perils of strong drink and prove that he still wants tightening is inevitable on simply to balance the budget of to keep in touch with us Mr. has left her children, grand slowed down by his fondness the government. That is exact- Turner slipped us a "deflated children and the great company on horses. A state taxed to 11y the way every parent espec- dollar" and told us to send him distress meets its obligations islly should look at the matter, our paper. His name has responsibility but cannot bilt is good to have men of busi- been enrolled in our "subscrip- solation that is divine, strings against the results ofness affairs to speak out like tion family" as a new member, News.

The first two sentences quiet, moral element of our citi- prosper and enjoy the weekly from Rankin and W. B. Baxter discussion on gambling is all zenship to turn governmental visits of our paper for fifty from Meridian were here Thurssay in order to put every maaffairs over to the sports and years to come. ideals and any desire whateythugs and toughs-but all

has shown even more and thrive, when it goes alone. ists and will continue to exi gambling exists. And that i go hand in hand-liquor, pro one exists and thrives, the where they

ROPIN'S DEPARTMENT

The writer was walking thru The congregation of the Kick- the court house at Robert Lee, have a meeting in progress this for more than a quarter of a century, though the gentleman recting the meeting, doing the county line for more than thirty years and we have made our

congregations. Though the young womanhood, theaged, tir-

light the other day when we met shall be no more. track, that law has no oppor H. O. Whitt made an address and talked of the yesteryears of never have. The legislation before the Methodist Sunday life. Mr. Turner admitted that ting opened wide the gates school Sunday morning that has he is not the regular attendant is more wagering through provoked thought. One man at church that he was in former in the larger cities, than thr who heard the address stated it years-but, every Sunday even-There has been numerous an was worth going twenty-five ing, in his home, over radio, he few convictions. Technicalit miles to any man to hear the ad- hears the world's best and ablest though the law is clear. En dress. Mr. Whitt was quoted, preachers. But, whether Ainsattack one form of gamblin as saying that he was not will- lie Turner ever went to church little different from another ing to give his little boys over or not, does not matter, there is to the risk that the repeal of the no better citizen in West Texas, the above. It is not right for and we wish that he live and

tain, and who have any regashould throw themselves in the "Experience has definite corrupt politics and corrupt poli-more. It has shown that acticians are seeking to impose thrive without gambling, appon the people. Ing, boxing & what not in the people. It has shown that active and the people. Ing, boxing & what not in the people in the peo

EDITOR MEETS OLD FRIEND GRANDMOTHER MEYERS (Continued from page one)

singing in the trees about the home; the choir asng the hymns of comfort; the ministers read words of revelation concerning the resurrection and spoke beautiful words as to the queenly life of the dear, aged grandmother in Israel; prayers were offered-then, the last farewell radiantly beautiful even in The gentleman in question is death, and the last good bye; then the long funeral train moved off for the silent city of the Therefore, it was a mutual de- and rest undisturbed until time

> Deceased had been a member of the Baptist church for fortytwo years. Her life wa sbeautiful because she had "grown old beautifully." As age advanced on her it seemed to make her spirit even more gentle and sweet. Hers wa sa jolly nature and her presence and her smiles and laughter always brought cheer and sunlight to all.

Hers was a beautiful life and beautiful are the memories she of her friends.

May the sorrowing have con-

Mr. and Mrs. W. J. Green day attending the funeral of Grandmother Meyers.

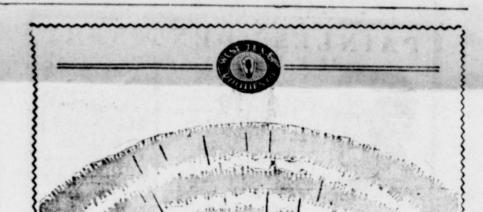
MARRIED

Saturday evening, July 7 1934, at the editor's home, the writer officiating, in the presence of members of the immediate families of the contracting parties and a few friends, Mr. Othar Crisp of Menard and Miss Elizabeth Eubanks of Bronte were united in marriage.

The bride is the daughter of look at the sweet, gentle face, Mr. and Mrs. Charley Eubanks of the Hayrick community. She was born and reared here and possesses those fine qualities of young womanhood that qualify her to be the companion of the one to whom she has given herself in marriage. Her friends will wish her every happiness in the married life.

While the groom is a stranger to the writer, yet he impresses one as a young man of strict integrity and of good breeding. The Enterprise joins with the friends of the bride in congratulations to the groom upon his winning her as his life's partner and we wish for them every blessing as they enter life together.

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STORE KNOCK-OUT SALE

The weather is hot-everybody knows that.

Business is somewhat dullnone may know that except those engaged in business,

But, The Enterprise knows one place of business that is not dull-at least, that was true, the other day when we visited the place. That place is Robin's Department Store in San Ange-10.

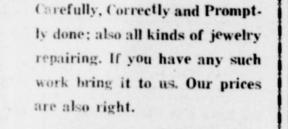
There is a reason-and that is that this big store has inaugurated a sale. It is called Robin's Department Store Knock Out Sale. And when this writer was in their place of business the other day, it was acomplete "knock out," almost, to the one who wanted to be served immediately, for, the big fosce of clerks were on the run and then thty could not serve the customers with immediate promptness.

Real bargains are being offered in this sale, as the prices quoted elsewhere in this paper will show. Turn and read their ad.

TO SPEAK HERE

Hon. Wm. E. Davenport of San Angelo, candidate for district attorney of the 51st Judicial District, requests The Enterprise to announce that he will speak on the streets of Bronte, Saturday afternoon, July 14, in behalf of his candidacy for the office to which he aspires. You are invited to hear him.

Mr. and Mrs. Carter from Menard are visiting Mrs. Carter's parents, Mr. and Mrs. Lee Richards. Their many friends are glad to see Mr. and Mrs. Carter again.



TEXAS

F. S. KREYER THE JEWELER

WATCH REPAIRING

SAN ANGELO



To shield her loved ones To manage her home

OHE is the business manager of a household. She must do the thinking for its little members and "be a desen places at once."

But she knows she can count on her telephone. It protects her loved ones, conserves her strength, and keeps her friends in reach.

San Angelo Telephone Company

Except in the larger cities, electric service was rarely satisfactory before long-distance transmission of electric power was perfected.

Small local plants serving single communities generally lack the variety and volume of demand which enables a larger system, serving a wide area, to operate efficiently.

Nor can small, isolated plants meet sudden new demands for more power nearly as readily as the larger system.

The transmission line can deliver larger amounts of power at once without the delay of installing additional equipment. Thus it clears the road for industrial growth.

The present-day industrial progress of small communities is based in a large measure on the ample and economical power supply which resulted when the transmission systems replaced small local plants throughout the nation.

With 2,608 miles of transmission lines, the West Texas Utilities stands ready to render satisfactory service to 159 prosperous cities, towns and communities throughout West Texas-"The Land of Opportunity."

Do you know that your increased use of Electric Service is billed on a surpris-ingly low rate schedule . . . and adds only a small amount to your total bill?

West Texas Utilities