

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, MAY 13, 1938.

NUMBER 18.

Robert Lee Editor Charges Enterprise Editor with Beer Sales Promotion

The following is the letter from our young friend and fellow publisher, Felix Puett, one of the editors of The Robert Lee Observer and our reply:

Robert Lee, Texas,
May 7, 1938.

Bro. D. M. West,
Editor, Bronte Enterprise,
Bronte, Texas.

Dear Bro. West:

I just read your columns on the beer question and I also noticed the beer write up in your last week's issue, and you will probably have more letters next week, for and against the beer question.

Let me say a few words on the subject. First let me make myself clear on the matter. I am against beer, always have been and always will be. I have never put my lips to beer or any other drink of the beer class (strong drinks.) But I think you are advertising beer as much if not more than you would if you had quietly inserted the ad. You have aroused attention of many people. The ones against it strongly write to you their views on the matter and the ones on the fence and the ones in favor of beer are watching on. Most of them are laughing up their sleeves. And they will continue to drink beer after you have gone to your reward. The younger generation who are watching think it is disgusting and a lot of foolishness and will drink if they take a notion and when they get an opportunity. The bootleggers are going to see that they get the opportunity. The youths who do not drink will not benefit from your beer scandle so are you doing any good? I say no. You are advertising beer more than I did by inserting the advertisement and keeping my mouth shut. That advertisement will never make me or anyone else drink the stuff.

Did you ever wonder, Bro. West, who is voting to keep a community, town, or city, dry? Go out and find out. The bootleggers and their gang are so they can have the territory. Don't get me wrong. I don't want to see Coke County wet any more than you do and I would vote a dry ticket. I just wanted to show you something maybe you had not stopped to think much about.

Felix W. Puett,
Editor, The Robert
Lee Observer.

Dear Felix:

Referring to the above letter, let me assure you that I am expressing myself in deepest sincerity when I thank you for thus writing. For, I have not only invited each and all to write regarding the question involved, but I have been persistent—for I desire an expression from everyone who will, regardless of "race, creed, color, political affiliation or former state of servitude."

Then, too, I deeply appreciate the fraternal spirit of your letter and the kindly brotherly advice you give me. I have "missed the mark" in life many times, perhaps by not taking brotherly advice voluntarily tendered me. Though both of us are engaged in the newspaper pursuit in adjoining towns and in the same county, we are in no sense of the term competitors, and there is no "green-eyed jealousy" between us as fellow publishers. The fact that you have voluntarily tendered me your brotherly counsels with reference to the matter involved, which I regard as serious, indicates to me that far as you are concerned, we are

not competitors and therefore you desire that I do not injure myself by taking a wrong attitude on a public question. I assure you that I appreciate your brotherly interest in my behalf and the kindly advice you tender.

But, now, Felix, as a matter of self defense, I am going to write you in the same spirit of candor and plainness as you have addressed me.

But, coming now to the contents of your letter, I am sincere when I state to you I regret that you did not confer with me before you mailed the letter to me, so that I could in a kindly way call your attention to one statement you make, namely: "That advertisement will never make me or anyone else drink the stuff."

Now, Felix, did you measure the import of that statement before you mailed me your letter? If I understand you, that is the equivalent of saying, "My newspaper is absolutely without any selling power as an advertising medium." If that is what you mean, Felix, do you think you will deal fairly with the brewers, in taking their money, when you know absolutely that you are not going to give them value received? If that is what you meant, my boy, I do not see how you can pursue any other course and be fair with the brewers. Many of the local merchants in your town and mine make the very same statement about our papers that you seem to convey in the above statement—that it does not pay to advertise. It has been my rule in life when a man in business speaks thus to me, I do not insist on his advertising in my columns—for I seek advertising patronage from no man on only two bases: One is that it "pays to advertise;" the other is in community projects and programs, to encourage the business interests of my town to be cooperative for the good of the community. No, Felix, I have never told an advertiser that it will not increase the sales of his merchandise to advertise—and when I believe that, I will accept no advertising. And, the brewers are with me, Felix. They take the same view. Do you think for a moment that the brewers in the advertising scheme in question, believe as you "that advertisement will not make anyone drink the stuff?" Did you know, Felix, that the brewers in the scheme in question are passing up the larger dailies in this present advertising campaign, and going out to the small country weeklies like yours and mine? And did you know that they never paused a moment to raise the question as to what a newspaper charges for the advertising? Some papers no larger in circulation than yours and mine, Felix, I am informed, not authentically, however, are getting as much per inch for this advertising, and even more in some instances, than the regular rates of the San Angelo and Abilene daily newspapers? But, yet, you say "that advertisement will make no one drink the stuff." I hardly know how you are going to get out of the predicament you are in about the matter. You, of course, will have to send the advertising agency of the brewers tear sheets of your issues that carry their ads before you can collect for your advertising. Yet, if they should happen to read this issue of The Enterprise and see the open declaration you make in your letter that their advertising, far as

Preparations For Work Being Made on Highway 158

County Commissioner S. A. Kiker informs The Enterprise that the district surveyor's office at San Angelo has advised him that work of final preparations for the letting of contracts on Highway 158 has begun. This work includes the surveys of the highway west, and for the Oak Creeking crossing, north of old Fort Chadbourne.

The two jobs as the Commission has informed Judge McNeil Wylie and Mr. Kiker include a strip of highway west of Bronte, from the railroad crossing straightening the road to go almost due west, by the John Caudle home and the building of a bridge across West Kickapoo creek. Another strip of construction is that from the top of seven mile hill between Bronte and Robert Lee, back this way through the hill, west of the Ed Hallmark place, coming into the present highway again at the Hallmark home.

The construction work north of Bronte includes the bridge across Oak creek.

BIRTHS

To Mr. and Mrs. John B. Clark, Tennyson, a boy, May 7.
To Mr. and Mrs. J. J. Blair, Robert Lee, a boy, May 9.

your columns are concerned, is a waste of money, unless they are the greatest dupes that ever spent money for advertising space, they will cancel their contract with you—for, those brewers are not out to make a contribution to you and me; they are out strictly to increase the sales of beer. So, if you so request, I will not mail them a copy of this issue of The Enterprise, and thus protect you far as I can consistently. However, there is another angle of the situation: It might be if you would send them a copy yourself and call their attention to your letter and the real purpose you intended it should serve they might pay you extra for writing the letter, as it is fine beer selling propaganda, as its author declares, he always votes dry, and therefore, the real effect of the letter is a camouflage to promote beer sales.

But, there is another angle of your letter, Felix, that might ruin you with the brewers should you send them a copy of this issue of The Enterprise carrying your letter—that angle is: You recall, of course, Felix, that the ad you carried week before last—the first ad of the series the brewers have contracted with you for—stated that some people believe that beer is intoxicating, dangerous and so forth. But they, (the brewers) have all the facts on their side to the effect that their beer is not only not "intoxicating," but "a harmless food drink." But, unfortunately (?) in your letter, Felix, with all the others of the fine men and women who wrote The Enterprise, you classify beer as "intoxicating." Hence, you see, of course, you have branded the brewers as a group of falsifiers as to their claims for their products. I do not know how you feel about it, Felix, but if I was an advertiser in your columns, and you should write a letter stating virtually that I was making claims for the article I was advertising that were not true, you dead morally certain would get no more of my advertising money.

Then, another thing about the situation, Felix, is this: The

(Continued on page 2)

Bronte Schools Close Friday of Next Week

The Bronte school closing exercises will be held next week. The baccalaureate sermon will be delivered by Rev. A. V. Bradley Sunday morning at 11 o'clock, at the school auditorium.

Friday evening the exercises of the graduating class will be held. Rev. J. H. Thompson will deliver the address before the graduating class. Supt. N. Johnson will present the diplomas to the members of the class.

Bronte Band's Rose Festival Greatly Pleases

The Bronte school band, under the direction of Prof. E. N. Smith, was presented in "The Rose Festival," Monday evening at the school auditorium.

It was the most imposing program, perhaps, that was ever presented by the Bronte school band, in all the years of the band's existence.

In a veritable rose garden to which the spacious stage had been converted, the band appeared. And from the beginning to the last number every feature of the evening's entertainment was par excellence. The numbers, consisting of band renditions, cornet solos, saxophone duets, and other instrumental numbers, as well as vocal selections by the young ladies' choral club, made the program varied and replete, with not a number that did not receive generous applause from the audience.

Prof. Smith and his band are to be congratulated on this splendid and classic program they rendered.

J. E. YOUNG IMPLEMENT COMPANY SELL MANY GRAIN COMBINES

In this issue, The Enterprise has a new advertising patron. Reference is made to the J. E. Young Implement Co. of San Angelo.

While the company is new as an advertiser, of farm implements yet the owner and manager of the business, Mr. J. E. Young is not a "new comer," but instead is one of West Texas "old timers." For thirty years Mr. Young has been in business in San Angelo, and for the past six years in the implement business.

The J. E. Young Implement Co. sells tractors and grain combines. They have an announcement in this issue with reference to their tractors and combines. It will be well worthwhile for our readers who are interested in combines to read the ad of the Young Implement Co. Should you happen not to know Mr. Young personally, The Enterprise will underwrite for him.

MRS. WHITT HOSTESS TO W. M. S.

The Methodist W. M. S. met with Mrs. H. O. Whitt Monday afternoon.

A program, "Sixty Years In China" was presented, with Mrs. O. H. Willoughby.

Those having parts on the program were Mesdames S. A. Kiker, Fervell Sims, B. E. Modgling, Dollie Wylie, and D. K. Glenn.

Ice cream and cake were served to 15 members present.

B. B. Covey Is Elected Supt. of Bronte Schools

At a called meeting of the Bronte school board Saturday night Prof. B. B. Covey of Weldon was elected as superintendent of the Bronte schools for the 1938-39 session.

The superintendent-elect is said to be a school man, both as to his scholastic preparation and in a broad and varied experience both as a teacher and as superintendent.

Prof. Covey is a brother of Prof. R. S. Covey of Sweetwater schools, who is very popular in his city because of his successful management of the Sweetwater schools.

Bronte's new superintendent has no family except himself and wife, Prof. and Mrs. Covey will arrive in Bronte July 1, at which time Prof. Covey will assume charge of the local school work.

In behalf of all our people in Bronte and throughout the Bronte school district, we bid welcome to Prof. and Mrs. Covey and wish for them many years of successful and happy work in the midst of the people of Bronte and Bronteland.

AN INTERESTING AND PLEASING GUEST

Mrs. T. J. Carmody of Dallas was a week end guest in the home of Rev. and Mrs. D. M. West. Mrs. Carmody is a nurse in the Dallas schools, which position she has held for many years.

Mrs. Carmody's life and her experiences are interesting. She was born in Nicaragua, the daughter of an American Consul. She was educated in France and Italy. She is the mother of four children, the youngest of whom will soon finish in the Dallas schools.

To us folks out in the small town and country places the greatness of the work of Mrs. Carmody almost puts within us the spirit of wonderment. For instance, the Dallas schools have eighteen trained nurses, whose sole duties are to look after the children—their home life, the dependents and delinquents and keep in touch generally with the family life and the children in Dallas. Three of the nurses are colored who look after the colored children. These nurses touch the home life of every nationality and creed.

It was, indeed, interesting to hear Mrs. Carmody disclose, after being quizzed, of course, concerning her life's work, and relative to the Dallas schools, their organization and gigantic proportions. The Dallas school system has sixty schools in its system, some of which employ as many as forty teachers—hence it is seen that the Dallas school system has anywhere from two thousand to twenty-five hundred teachers.

It was indeed delightful to have this gracious and interesting lady in our home.

The friends in Bronte of Miss Lillian Bowen, who was the victim of a hold-up Sunday afternoon, between Fort Stockton and Marfa, will be glad to know that she is suffering no serious after-effects from the nerve-wrecking experience, except nervousness. Writing the editor and wife she stated that she was going on with her work without any hindrance. Miss Bowen will be remembered as the dermatologist who was here last year and gave beauty culture demonstrations.

The Bronte Enterprise
D. M. WEST
Publisher-Manager

Subscription Rates
In State\$1.00 year
Out of State\$1.50 year

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

Any erroneous reflection upon the character standing or reputation of any person, firm, or corporation which may occur in the columns of this paper will be gladly corrected upon being brought to the attention of the Editor.

BEER ADS
(Continued from page one)

brewers assert in their ad which you have already carried that their beer is "harmless and a wholesome food drink." According to your statement above, it is "intoxicating." What about honesty in advertising, Felix? If you are correct in classifying beer with intoxicating liquors, then, the brewers have perpetrated not only a fraud against you, but also a falsehood

and a sham against your readers and the last mother's son of them deserves to be branded as "unmitigated falsifiers." In fact, when you stated that beer is intoxicating, you took the "gentleman's route" to say they are "liars." Now, who has told the truth as to their beer, you or the brewers? If beer is not intoxicating, then it seems to me, you are due the brewers an apology. But, if, as you state above, beer is intoxicating, then are you are you going to do about advertising the products of the brewers for them, under their false claims as to the quality and the virtues of their products? If you are correct in asserting that beer is intoxicating, then are you going to be a party to the dishonest scheme of the brewers, and aid them through your columns to sell a product concerning which you say that they have not told the truth? You and I, and all other newspaper men, if we maintain the ideals we should, must stand for absolute honesty in advertising, and especially as to quality and virtue of the article advertised—otherwise, we betray the confidence of our readers, and forfeit our right to their continued patron-

age as subscribers. I have made it a rule through life, as a newspaper man, that if I found an advertiser taking advantage of my readers, and advertise merchandise under false representations, that advertiser was barred from the columns of my paper as an advertiser—and I have done this, not because of any belief that I am one possessed with super-goodness, but it is a matter of common honesty in my relations with my readers. The moment an advertiser places his ad in my paper, I become a member of his sales force, and one of his salesmen, concerning whom common honesty compels me to do my best to promote the sales of the advertiser's commodity. Therefore, I want always to be able to put my o. k on both the advertiser and the quality of his merchandise. And wherever and whenever I have found an advertiser practicing dishonesty in his representation as to the quality of his merchandise he is barred from further perpetrating his dishonest advertising in my columns. You say that beer is intoxicating—which if true (and it is)—what are you going to do with the advertising of the brewers, when they come to you and say that

beer is not intoxicating and desire space in your paper? I leave you to answer for yourself, Felix. But, far as I am concerned, the whole liquor-making bunch between the two oceans, both the legal and the illegal ones, do not have enough money to get one line in my paper—and especially when they come as these brewers are doing, and under the false representation that beer is not intoxicating, but instead is a harmless wholesome food drink. If, when the brewers wanted to start their campaign to increase the sale of their beer (and that is their only reason for starting this campaign) had they said to the readers of the country newspapers: "We are going to be honest with you—we want to increase the sale of beer and therefore we are coming to you in a series of well prepared appeals and appeal to you to go to drinking beer, as it is not as intoxicating as hard liquors," then there could have been no fault at least with their methods. But, to perpetrate the fraud they are seeking to do, through their advertising, according your estimate of beer with reference to its intoxicating qualities—well, as I have always viewed the matter, every newspaper in this land that professes to believe in honesty in advertising, should have denounced this dishonest and nefarious scheme of this group of brewers, and refused them space for advertising purposes until at such time as they would agree to conform to the absolute truth with reference to their beer—but, of course, Felix, I am just one and have no voice in what others may do.

your letter, Felix, that I must deny and denounce—that is your last paragraph, in which you raise the question as to who it is that always votes to keep a community or town dry. You state that they are the bootleggers and their "gang," and that they do so in order that they may have the territory for themselves, so that they can continue to bootleg. Now, Felix, my honest opinion is that a "one-eyed nigger" has got more sense than really to believe such "rot" as that. Your statement is an open insult to the fine men and women who have written The Enterprise regarding the matter, and the other great hosts of men and women like them throughout the country. I believe, Felix, if I were you, I would retract that statement, and say to the folks candidly that you did not mean it when you wrote it. Did you know, Felix, that the liquor enforcement officers declare that the greatest trouble they are having as to enforcing the law against the bootleggers is that the real bootlegger who knows his game never sells any kind of liquor except bonded liquor, carrying the U. S. government stamp—that leaves the bootlegger in the clear with the Federal government and in the State it is only a small finable offense to bootleg liquor. Hence you see there is absolutely not one thing in your statement that the bootleggers want to keep the country dry. When they can have bonded liquor easily available, they can sell it without fear of interference from the federal government. Therefore, I denounce your statement that only boot-

But, there is one feature in

(Continued on page 3)



Gifts

for the Class of 1938

Mail Orders Filled Same Day

If you haven't an opportunity to look over our complete selections just send your order and we'll do the shopping for you. Don't forget sizes and colors desired!

- Hosiery 79c to \$1.00
- Silk Pajamas \$1.95
- Silk Step-Ins 49c to 95c
- Silk Gowns \$1.95
- Slips (any style) \$1.00 and \$1.69
- Beaded Bags 98c

- Young Men's Shirts \$1.49 and \$1.95
- Pajamas \$1.49, \$1.95, up
- Ties 45c and 95c
- Sox—Short or Long 25c and 50c
- Polo Shirts 95c
- Novelty Jewelry Sets
Belt and buckle sets, tie clasps,
collar pins, traveling cases.
..... \$1.00 up



Dresses

for her gift!

4⁹⁵

Late summer styles in light and dark sheers—bolero styles are also included—A special group!

Suits

for Graduation!

Curlee Suits for young men—with two trousers!

2750

Boys' White Linen Suits

495

One Pair Trousers



JOHNSON'S

Gifts Wrapped At No Additional Charge.
SAN ANGELO, TEXAS

Formal Opening Day
ANNOUNCEMENT
Of
The Kate-Nell Toggery Shop

To the ladies of Bronte and all ladies who come to Bronte to shop:
I am pleased to announce that I have opened a ladies' and children's ready-to wear department store in Bronte.

Our Stocks

Are absolutely new and well and carefully selected. I have bought my stocks with two things in view: First, I have a sufficient variety to be able to please those who are exacting. Second, my prices will be in keeping with every purse.

Our Location

Is in The Enterprise building, on the first floor, facing Main Street. We have a new and elegant place as well as an elegant and new stock of Merchandise.

Our Opening Day

Is next Saturday, May 14. We are anxious that not only every lady and child shall visit us Saturday, but we also invite the gentlemen to come with their wives and see our new store. Don't fail to come—we will be disappointed if you do not look in upon us Saturday.

We Bid You Welcome!

WE HOPE TO SURPRISE YOU IN OUR FINE, BEAUTIFUL NEW STORE WITH ITS BEAUTIFUL NEW LINES OF SEASONABLE READY-TO-WEAR FOR LADIES.

PLENTY OF PARKING SPACE IN FRONT OF OUR STORE

KATE-NELL TOGGERY SHOP
MRS. ELVA McCUTCHEN, OWNER

Mrs. Charles Brock, Miss Elizabeth Brock and Carl Brock were San Angelo visitors Tuesday.

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following candidates for the office next-above their names, subject to the action of the Democratic Primary, July 23, 1938:

For Representative, 92 District:
R. H. REAVES

COKE COUNTY, TEXAS

For County Judge:
McNEIL WYLIE
(Re-election)
J. C. JORDAN
ROY BREY

For County and District Clerk:
WILLIS SMITH
(Re-election)

For Sheriff and Tax Assessor-Collector:

FRANK PERCIFULL
(re-election)
F. E. MODGLING

For County Treasurer:

MRS. B. M. GRAMLING
MYRTLE L. HURLEY
IRVAN H. BRUNSON
(Re-election)
O. W. CHAPMAN

For County Commissioner of the Bronte Precinct:

S. A. KIKER
(Re-election)

For County Commissioner of the Tennyson Precinct:

J. L. STEPHENSON
W. T. GREEN
SAM GASTON
(Re-election)

RUNNELS COUNTY, TEXAS

For District Attorney, 119th Judicial District:
FRANK C. DICKEY

For Sheriff of Runnels County:
CALVIN ROBERSON



Like a Great River

The sum of our long years of experience is like a great river with hundreds of tributaries. From many sources have come valuable knowledge, new methods, modern ideas; all pouring into the one vast stream of knowledge which never stops, but which flows on endlessly.

KING-HOLT Funeral Home

908 EIGHTH ST.
PHONE 82-RING-2
•• PROMPT ••
AMBULANCE SERVICE

BEER ADS

(Continued from page 2)
leggers are voting to keep the country dry.

Finally, you say, "Don't get me wrong. I don't want Coke county wet any more than you do." It means, then, Felix, that you want to join with the bootleggers to keep the country dry so that they can "have the territory." Seriously, I must question your statement about wanting to keep liquor out. To say the least, I should "hate like thunder and lightning" to have a county election and expect to keep it dry, if all who claim to be against liquor should take "the limber tail" as you seem to have, and take to "tall timber."

Come over to see me, Felix, and we will take a soda pop together for the sake of safety, rather than beer, although your brewers say that their beer is harmless and is only a "wholesome food drink."

Your friend,
D. M. West.

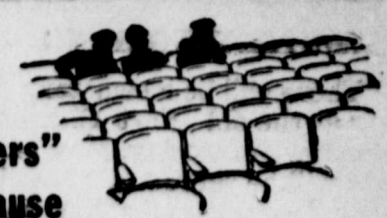
P. S. I have just read your letter again, Felix, and there are two or three other things about which you write to which I must refer:

First, you say: "I have never put my lips to beer or any other drink of the beer class (strong drinks.)" Now that simply is fine and I congratulate you—for strong drink, not even one drink for a robust, healthy person, man or woman, ever aided him physically, mentally, socially, morally, or otherwise. And it is my devout hope that you shall not be one of those who may be influenced to take to strong drink, to whom you make allusion in your letter, because I have taken occasion to refuse to

accept the brewers' ads until I know that they are doing honest advertising with reference to the quality of the beer, as they want me through the columns of my paper to increase sales of their beer.

The next thing is that some are "laughing in their sleeves—in other words, if I correctly understand you, they are making me the victim of their shafts of ridicule. If that is what you mean, let me assure you that it does not disturb me in the least. I have never let the shafts of ridicule or the plaudits of praise affect me in my course, when I have sufficient light to know my position as to the rightness or wrongness of the question involved. So, if there is a group of "sillies" who would ridicule me for trying to be fair with both my advertisers and my readers, that is a concern of the "sillies" and not mine.

And yet one other word, Felix, about the letter as to its contents: You say in the last paragraph: "Did you ever wonder, Bro. West, who is voting to keep a community, town or city dry? Go out and find out. The bootleggers and their gang are so they can have the territory." Then further down in the same paragraph you say: "I do not want to see Coke county wet any more than you do and I would vote a dry ticket." Am I, then, to understand, Felix, that you have placed both yourself and me in the bootlegger class? If so, then Coke County is "up against it"—it has only two newspaper editors and they both are bootleggers. But, I can not believe, Felix, that you so intend. Hence, I am calling your attention to show you the absolute



He makes more "oil-changers" take a back seat . . . because

ONLY YOUR MILEAGE MERCHANT OIL-PLATES YOUR ENGINE



Do you need any reminder of what oil you bought? Not if it delivers smooth long mileage that you can't forget! Then here's the real big value of the little drain tag you get from Your Mileage Merchant: he marks it with your mileage today as you change to his patented

Conoco Germ Processed oil, and then you can keep tabs on how far you go before you ever need another quart in your OIL-PLATED engine.

OIL-PLATING is exclusive with Conoco Germ Processed oil. The patent-guarded Germ Process forces this oil to "magnetize" on to the working parts in the form of implanted slippery OIL-PLATING. The parts that used to wear worst and make your oil "rub out" fastest, now possess this all-over, deep-seated OIL-PLATING. It can neither drain down while your engine is stopped, nor let loose in all the whirl of 4,000 revolutions a minute. Therefore OIL-PLATING, done only by Your Mileage Merchant, distinctly tells you why your Germ Processed oil and your car money won't do a "disappearing act."

Continental Oil Company

CONOCO GERM PROCESSED OIL



inconsistency of your attitude in your whole letter. And, now, as one who is seriously interested in you, if I were you, and the letter is not solely my own, after seeing how you have crossed yourself in "more ways than a farmer can whip a mule," I would repudiate the letter and demand of the one who aided me in writing it, to allow me to (Continued on page 4)

For Sale

At A REAL Bargain

Model "P" 16-Foot CASE COMBINE

MACHINE AND MOTOR HAS RECENTLY BEEN Completely Overhauled

"IF IT'S FROM WOOD—IT'S GOOD"

WOOD MOTOR COMPANY

Your FORD Dealer

New Car Bldg.—342-348 S. Chadbourne, Dial 3191

Used Car Bldg.—Twohig & Randolph, Dial 6559

Used Car Lot—Concho & Irving, Dial 6558

For Your HEALTH

Chiropractic — Massage — Electric Treatment
Colonic Irrigations — Vapor Baths — X-ray
Rooms for Patients

Dann's Health Home

E. A. Dann, D. C.

A Complete Drugless Health Service

207 Pecan (Across from Sears Roebuck & Co.)

Phones — 3291 — Nite 2837

Sweetwater

PLENTY OF LUMBER Bargain Prices

2 x 4—8 to 20 ft. lengths, a hundred feet for \$2.50
2 x 6—10 to 16 ft. lengths, a hundred feet \$2.50
1 x 8 Shiplap—10 to 16 ft. lengths, a hundred \$2.50
1 x 12 boxing, a hundred \$3.00

TEXAS TRADING COMPANY

1007 North Chadbourne

San Angelo

Seeds Seeds Seeds Seeds

Bagley and Chapman Ranch

COTTON SEED

Cleaned, Tested and in New Bags.

As Good as Can Be Had.

85c Bushel

A Full Line of State Certified Grain Sorghums
Blight Resistant Milo

If your local dealer does not have our seed, see us.

Whitaker Brothers

418 S. OAKES

SAN ANGELO

Seeds Seeds Seeds Seeds

Seeds Seeds Seeds Seeds

Seeds Seeds Seeds Seeds

CEMETERY WORKING

There will be a cemetery working at the old Fort Chadbourne cemetery Saturday, May 14. Dinner will be served. All are invited to attend and assist in the good work.

BEER ADS

(Continued from page 3)

give the name of the letter's real author—for the flimsy and inconsistent arguments of the letter leave you in a laughable plight before all who read it, regardless as to their views on the liquor question. And this final fact about the whole matter, Felix: One cannot be on both sides of a question. You are either for beer and other intoxicating liquors to flow and to continue to demoralize and wreck both youth and old age, or else you are against it. Hence, by your own admission that beer is intoxicating, if you take the advertising of the brewers, you become their salesman, and necessarily you must wish them success in their campaign, or else you become guilty of something of which I can not believe you capable, namely, to be dishonest in your business relations with your advertising patrons. If you accept their advertising and accept their pay for same, if you or any other man can show me that such a course is consistent and right to take their money and then seek to destroy their business, I will have not one word further of comment. That's all—thank you!

R. H. REAVES FOR REPRESENTATIVE OF THE 92ND DISTRICT

In the proper place in the Political Announcement Column of this issue of The Enterprise will be found the name of R. H. Reaves, whose address is Blackwell but whose residence is in Coke County, for representative of this, the 92nd district. The district is composed of Coke, Kunnels and Concho counties.

The Enterprise does not hesitate to say that R. H. Reaves is qualified, both in his educational advantages and in his business experiences in life, to make this district an acceptable and efficient representative. A school teacher for some years, then he entered the mercantile business which he followed for a time. But, hearing the call of the great open spaces of West Texas prairies, he gave up the mercantile business and became a farmer and stock farmer which he has followed successfully and which he is now engaged in.

Coming to Texas a little boy, Mr. Reaves has spent his life in Texas. For thirty three years he has been in this immediate part of West Texas, and since 1922 he has been a resident of Coke county. Therefore, Mr. Reaves knows the needs of the schools of Texas, he knows the needs of the business world and he knows the needs of the farmer and stockman and all the other tax payers as well.

Mr. Reaves was engaged for

quite a time by the State Tax Commission to do tax surveying work throughout this part of West Texas, working in several counties. In this work were included Coke and Runnels county. In this work, Mr. Reaves says, he got valuable information that will aid him in his work as representative, if the people see fit to elect him.

As to the integrity and reliability of Mr. Reaves, Texas has no man who will excel him in this particular. The Enterprise does not hesitate to commend Mr. Reaves to each and all as a man of splendid ideals as to his private life and character. And if the people see fit to elect him, he will make a representative that will reflect credit upon his district and the grand old state of Texas.

Chief in Mr. Reaves platform is economy of government and equalized taxation based on just valuations of both realty and personal property.

Mr. Reaves says that beginning about June 1, he will start his active campaign and there will be no letup until the primary. He requests that each and all regard this, a personal solicitation.

BRONTE YOUNG LADY TO ACT AS PAGE

Lubbock, Tex. May 12—Miss Louise Chumley, daughter of Mr. and Mrs. Mark Chumley, has been selected to act as Page in the annual Texas Technological College Women's Recognition service, May 17.



DON'T LOSE YOUR CROP NOW! Get an Oliver Grain Master 6 and know you have the biggest value in its class—for saving your grain

Out in your fields is a growing crop, a crop you have worked to raise. You have done all the work of plowing, or discing, preparing your seedbed, sowing that crop. Its harvest means your profit, livelihood and comforts for you and your family.

With an Oliver Grain Master 6 you are assured of saving your crop before wind, rain or weather can damage it—and saving it with the most complete and efficient machinery yet devised for getting the grain from the straw.

The Grain Master handles a big variety of crops. It is a one-man machine. All controls are easily reached from the tractor seat. The Grain Master is light in weight and light in draft. It rolls along easily on rubber tires.

Come in and see us about the Oliver Grain Master—a 6-foot power take-off or motor-driven combine.



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Texas

BLACKWELL NEWS CORNER

MRS. CHARLES RAGSDALE

Graduating Class

The graduates of Blackwell School for this year are Barney Jordan, president, George Sweet, Burl Pruitt, Roy Doggett, A. C. Morton, Tony Nobles, Hazel Morre, Louise Pate, Maurine Robin, Eula Mae Carruth, Clara Belle Gains, and Dorothea Brannon.

Tony Nobles is Valedictorian. Maxine Robin is Salutatorian. George Sweet won highest grades for the boys.

School Closing Program Following is the program for the closing of school.

May 22—Commencement exercises at the school auditorium. Rev. J. H. Dean preaches.

May 23—Seventh Grade Promotion exercises. Rev. A. J. Jones.

May 23—Senior Graduation exercises. Zollie Stakley will give the address.

All of the teachers have been re-elected for another year.

MRS. ELVA McCUTCHEN OPENS ALADIES' TOGGERY SHOP

Mrs. McCutchen, upon deciding to enter business in Bronte decided that she would specialize and cater only to the ladies and children. Hence she contacted the leading wholesale dealers in the above lines and bought carefully just such lines as she knew the ladies in Bronte were interested in. As a result she will surprise all who visit her place on Saturday, the opening day.

Not only will Mrs. McCutchen surprise her callers Saturday in her fine and well-selected displays of women's ready-to-wear, but also in her new and beautiful place of business. Deciding fully to enter business in Bronte, Mrs. McCutchen took especial occasion to seek the very best and most desirable location. Finally she made an arrangement with the owner of The Enterprise building to complete a low-Toggery Shop Saturday.

Rebekahs Give Farewell

The Rebekah Lodge gave Mrs. Jess Jagers a farewell handkerchief shower at the home of Mrs. A. C. Hargraves Saturday afternoon at 3 o'clock. Games were played. A bouquet of flowers was presented to the oldest mother, and the youngest on Mrs. Lena Kirkland was presented the bouquet as the oldest mother, and Mrs. Cecil Hargraves was presented the other as the youngest mother present.

The gifts were presented to Mrs. Jagers. A number of friends who couldn't be present sent gifts. A pink and green color scheme was carried out.

The Methodist Missionary Society met at the church Monday afternoon. The May program was given.

er floor of the building so that she could have an absolutely new and attractive place of business as well as new and attractive lines of merchandise. Accordingly a force of men was put to work and the completion of the building to suit exactly the needs of Mrs. McCutchen for her line of business was carried out. And The Enterprise does not hesitate to state that Mrs. McCutchen has just as elegant and beautiful and satisfactory place of business in which for her lady customers to call and make their purchases as they will in the larger cities.

Mrs. McCutchen has done a beautiful thing in selecting the name for her business. She has designated it as the "Kate-Nell Toggery Shop." The names "Kate-Nell" are those of her two beautiful little daughters.

Mrs. McCutchen has designated Saturday, May 14, as the day of the formal opening of her shop and she cordially invites each and all, both ladies and gentleman as well as all the children to visit the "Kate-Nell

INSIST ON GETTING THE ALL AMERICAN CHOICE

ADJUSTABLE TREAD UNIVERSAL Visionlined TRACTORS

"Z" FEATURES

- "VISIONLINED" means a tractor design that gives operator a comfortable operating position and good vision so that it's easy to see any job being done.
- Adjustable Tread, 34" to 70" on regular models, 54" to 64" on single front wheel models.
- Front-end Adjuster allows wheel to be raised or lowered.
- 7 1/2" Torque Rods.
- All parts easily inspected and serviced.
- Rubber Mounted Seat.
- Heavy Patented Steering Wheel.
- Steering Wheel Adjusts side to side.
- Self-Steering and Electric Lights also available.
- The Original "Chickens and Quacks" Machine with easy Slingshot Hitch and Top-tye Operated Pumps and Square Top Bar Attachments.

"140 FEWER PARTS" SERVICED FROM A MILK STOOL

Says leading Iowa farmer — "We find in this ultra modern 5 speed row crop tractor, not just another tractor standing design — this tractor gives us usual fuel economy but this tractor gives us heavy loads — in short this tractor light loads, while having the reserve power to operate a 3 bottom plow under most conditions. This is a most enviable make tractor history — will prove as far ahead of its time as was the Twin City '12-20' in 1919."

MODERN ECONOMY COMBINES IN 3 SIZES

The HARVESTOR was the FIRST light weight, high capacity ALL-Steel combine—weighing nearly a ton less than previous combines of its size. (12-ft. cut.) Many patented features that no other combines have—SINGLE UNIT CONSTRUCTION—SELF-LEVELING SHOE, etc. The HARVESTOR JRS. are basically like the famous 12-ft. BIG CAPACITY: the record of the 12-ft. proves M-M HARVESTOR design leads in saving cleaning, and handling all crops. The 6 and 8-ft HARVESTORS, compared with the 12-ft., have the capacity of a 9-ft. ONLY 2 WHEELS: Extra large RUBBER TIRES assure smooth operation—steel or rubber on 12-ft. . . . 6 and 8-ft.—1 man operation—power take-off or engine drive—12-ft. engine drive—1 or 2 man operation.

No BELTS—ROLLER chain drives. BEARINGS: All roller and bronze NO CANVAS Platform Conveyor to wear out and cause trouble and expense. Fewer and better moving parts.

HARVESTORS cut from the highest to 1 1/2 inches off ground with whole machine in normal operating position. PICKUP fingers help pick the crop right off the ground. It's als the "King of Soy Bean Combines."

The Original HARVESTOR is the most popular in its class—a complete sell-out in 1934—IN 1935 the biggest seller of all combines and again an increased production — and AGAIN the BIGGEST SELLER in its size. 1937 records surpassed all others.

J. E. Young Implement Co.
San Angelo Texas