

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, MAY 20, 1938.

NUMBER 19.

Enterprise Rejects Beer Advertising— Decision Based on Letters and Other Facts

Some weeks ago The Enterprise was tendered an advertising contract by the brewers of the country. A lifetime policy of refusing to insert advertising of all intoxicating liquors brought afresh a question we settled at the outset of our life's work as a newspaper man. The brewers in their first ad virtually declared that beer is not intoxicating, and stated positively that it is "a wholesome food beverage." Having not kept up closely with the latest developments of the processes of brewing beer, and the seeming sincerity of the brewers in their declarations that "the weight of evidence is against" all who believe that beer is intoxicating and harmful and that "there is nothing more promising to combat the evil or too much alcohol than the opportunity of drinking good beer," we decided that we owed it to ourselves as the editor of a newspaper with a lifetime policy not to take advertising of intoxicating liquors, and that we also owed it to the several homes into which our paper goes, to raise the question, explain our policy regarding the matter, and invite letters of suggestions from any and all who cared to express themselves, regardless as to their views on the liquor question. We did this for our own benefit, with an open mind that if it could be proven that the latest processes of brewing beer take out of it the element of intoxication, then, there would be no consistent reason for refusing to accept beer advertising—for, we need every penny we can earn legitimately and consistently from our advertising revenues.

Hence, we invited letters—and the letters have been coming for four weeks. They have come from those in every walk of life almost—those who are prominent and influential, and from those in the more limited spheres in life.

The letters speak for themselves. Every letter received, except three, outspokenly said that we could not afford to accept the advertising in question. Of the three that did not say, not to take the ads, one said outright for us to accept the advertising, because it would be right for us to do so. However, the writer of that letter stated that beer is "slightly intoxicating." The second letter did not commit its author either way, and he did not say for us to accept the ads. But, he raised the question about merchandising and stated that our advertising columns are our stock in trade, and asked whether or not we would sell merchandise to some who might come and want to buy and refuse to sell to others. Then, he asked us as to why we should not sell our merchandise (our advertising columns) to the brewers, if they desired to purchase. The third letter, from an editor, stated substantially, that we were selling more beer by refusing to accept the ads and giving the matter publicity than he had done by inserting the ad in his paper and saying nothing about it. So, now, it is our responsibility to give our decision and our reasons therefor.

But, before we give our decision and the reasons for thus deciding, we have two or three other letters we insert. One is from Mrs. J. T. Davis of Robert Lee. Mrs. Davis is one of Coke county's truly pioneer and noble women, and her letter speaks for itself:

Congratulates The Enterprise In Refusing Beer Ads

Robert Lee, Texas,
May 8, 1938.

Dear Bro. West:

I, as a subscriber to The Enterprise, think you are to be congratulated upon your stand. We need more men of your type, and should stand by them. You have more interest in the welfare of men and women than the money involved would mean to you. I say "women" because I am one that is punished for what beer and strong drink have done to weaken the mind and to cause amazing things. It is a nerve poison, so the doctors tell me. It always acts upon the nerve tissue, from the highest level of the brain downward. Beer and alcohol do not keep out, but let in body enemies. Those with a past history of heavy drinking are weakened in mind and body, and often suffer hallucinations. I am glad women can vote. I would like to use the ballot to keep both soft and strong drink out.

May all your subscribers unite to help you keep the columns of your paper clean. Best wishes to you and wife.

Respectfully,
Mrs. J. D. Davis.

The third letter that did not advise the rejection of the beer advertising was that which we carried last week from our fellow publisher and good young friend, Felix Puett of Robert Lee. We reviewed Mr. Puett's letter last week, and at least, to the satisfaction of our own mind, showed the false and inconsistent philosophies of his attitude in the matter.

However, in a private letter to us first of the week, Felix says that he is of the same opinion still and that he took our "roast" of his attitude good-naturedly—hence, it seems that we are going to have to give Felix up as a "hopeless case," when it comes to making him a convert to our way of thinking about the matter. But, we have another letter from Robert Lee—from one of the best and truest friends Felix has—one of Robert Lee's prominent and influential men and one of Coke county's finest citizens. For business reasons the writer has requested that his name not be given. He says:

Dear Bro. West:
Your answer to our young, but very much loved, editor of the Robert Lee Observer in today's issue of the Bronte Enterprise is worth a life time subscription to your paper. And although I shall always live nearer Robert Lee than Bronte, and probably shall always be a subscriber to my local paper, yet I never expect to be without the Bronte Enterprise again.

Every point you so forcefully presented constitutes a portion of those great truths concerning this matter to which a beer-tainted, gin-soaked citizenship has long been benightedly blind. I am sure you have thrown some light into some darkened minds. I cannot add anything to your analysis of the fraudulent and preposterous dissertations, or rather misrepresentations with which the country is being deluged for the purpose of promoting the debauchery of the youths of the land. You are fighting a good fight and although you may not receive any earthly compensation for your courageous efforts to turn people from the very brink of hell, I know a reward is being laid up for you.

I am informed that one of the "ads" in question attempts to mislead undisciplined minds to

Congregational Have Homecoming Methodists to

The Congregational Methodist will have a homecoming day observance the 5th Sunday in this month, at the Mount Victory church of the Brookshier community.

Rev. Brady Slate of Gouldbusk will be the principal speaker. Rev. Slate was pastor of the church some twenty years ago.

The homecoming program will start Saturday night, May 28, with a preaching service.

Dinner will be served on the ground Sunday at noon. Everybody is cordially invited to attend and bring a well-filled basket of lunch. A large attendance is expected and a great day is anticipated.

Ye editor and wife gratefully acknowledge an invitation from our good friends, Mr. and Mrs. W. H. Cothran, to be present, as their guests, which we plan to do, if not prevented.

I believe that legalizing of the sale of beer will be a death blow to the business of the bootlegger. Nothing could be farther from the truth. Put a beer joint in Robert Lee or Bronte and the whiskey bootlegger will receive incalculable advantage in two ways: First, this legalizing of mild alcoholic intoxicant will develop the alcohol habit and thereby increase the demand for his merchandise; second; the sale of a drunk-producing beverage will serve as a cover to the bootlegger's nefarious trade. In the latter case when a man is found drunk the conclusion of the investigating officials, if any, will be that the drunk man was drunk on beer bought at a legitimate beer joint. And, in fact, as to that matter, whiskey may be sold right out of the beer with little danger of molestation by the forces of the law, since no one will be surprised to see a man stagger out of a beer joint, and no one will ever know what kind of liquor made him drunk, and all the bootleggers know this. So, no statement is farther from the truth than the statement by the brewers that the sale of beer will tend to ruin the bootlegger's business.

"I congratulate you on the noble stand you have taken for the truth and right in this connection, and assure you that you will triumph in the end and receive a crown of victory."

Thank you, good friend—whether I triumph or not, I will adhere to my business policy, concerning the changing of which the brewers' money has no appeal.

With reference to the two letters of Mr. I. O. Wooden of Balingier—the one printed in a recent issue and the other that appears further along in this article we make the following observations concerning them: Mr. Wooden not only does not deny that beer is "intoxicating," as the brewers state in their ads, but admits that it is "slightly intoxicating." Hence, "Ike," by your own evidence, I cannot change my policy to accept the advertising offered me by the brewers. Then, greater still, "Ike," knowing your spirit of downright honesty, do you think I should accept an ad that on its very face is false? I know, that down in your rugged old honest heart, you will say, "no." The brewers, as I see it, should have been more fair with the newspaper men, in their ads, and with the readers of the newspapers in which the ads were plan-

KYLE GOOD DIES

The friends of deceased and of the family were saddened when the news came of the death of Kyle Good, which occurred at Lubbock, last Thursday, May 12. Deceased was ill but a brief time, and died when even the members of the family were not hardly expecting it. Interment was at Lubbock Friday.

Deceased is survived by his wife, Mr. and Mrs. Milt Good of Dickens, and other loved ones.

Mr. and Mrs. Walker Good and Mrs. Melvin Gideon attended the funeral, from Bronte.

ned by the brewers, to appear. Quite a few of the merchants of your town advertise their merchandise in my newspaper, "Ike." Suppose one of them should advertise as to the quality of his merchandise, yet you would go and buy—then, you should discover that the merchandise was not the quality as advertised—that the merchant had misrepresented in his ad in my paper. Then you should learn from me that I knew at the time the ad was put in my paper that I knew the merchant was misrepresenting as to his merchandise—what do you think, your opinion would be of me, "Ike," as to my being an honest man? And could you ever feel otherwise towards me than that I had violated your confidence, and was willing to "play crooked" with the merchant in question, simply for the bit of advertising patronage the merchant gave me?

W. W. Lockhart happened to an accident Wednesday that came near being very serious. Mr. Lockhart was engaged in painting his house. He set his ladder too straight and it toppled over with him, throwing him to the ground. He narrowly missed breaking his leg. Other than some severe bruises, it is not thought that he is injured.

In the question of my accepting the beer ads, had the brewers been honest, frank and fair with the people as you are, "Ike," I never would have raised the question. Had they stated that beer is "slightly intoxicating," as you say it is, there would have been no question in my mind—for, I would not have thought of varying from my established policy of declining all advertising of intoxicating liquors. And I speak sincerely

(Continued on page two)

Baccalaureate Sermon by Rev. Bradley Sunday

Rev. A. V. Bradley, pastor of the Bronte Baptist church, delivered the baccalaureate sermon before the graduating class of the Bronte High school, Sunday morning, at the school auditorium. A large audience was in attendance. Rev. Bradley brought an inspiring and helpful message on the things that constitute real life.

The exercises of the seventh grade were held Thursday evening, with Mr. H. O. Whitt delivering the address before the class.

The graduating exercises of the senior class will be held this evening. Rev. J. H. Thompson, pastor of the Bronte Methodist church, will deliver the address before the class. Supt. N. Johnson will deliver diplomas to 22 graduates. Then—well, it will all be over, except the goodbyes and tears, as the curtain falls.

Bronte Pharmacy Formal Opening Day, Saturday

J. M. Rippetoe, owner and manager of the Bronte Pharmacy, will have a formal opening day, Saturday. Mr. Rippetoe now has one of the best stocked and best arranged drug stores to be found anywhere in a town the size of Bronte. Read the invitation of the Bronte Pharmacy and visit this new store Saturday.

Born to Mr. and Mrs. Elbert Wrinkle, a fine baby boy, Thursday, May 19, 1938. Congratulations to the happy parents.

GO TO DETROIT

Mr. and Mrs. Chas. Baker departed Sunday morning on a trip to Detroit, Michigan.

Mr. and Mrs. Baker will be absent some three weeks. Mr. Baker is head salesman of the Used Car Department of the Coke Motor Co. of Robert Lee. Mrs. Baker—well, of course, she went along to "keep Charley straight." Mr. and Mrs. Baker will bring back a new car with them.

One Minute Sermon

BY REV. A. V. BRADLEY

"YOU SEND IN ONE"

For the past seven months I have been writing articles for the One Minute Sermon column in The Enterprise—it is a great pleasure for me to do that. I have met with several who say they read each subject, then clip it out and put it in their scrap book. Recently I visited one of our church members who is bed fast, and she said about the only sermons she has had in some time were those she read in the Bronte paper. Perhaps our brief writings are helping to encourage some good people to live lives for the Master. We trust that some day we will find some one who says his reading these sermons has led him to Christ.

The subjects that I could find appropriate for this column are many, in fact the Bible is full of them; but I want each reader of this article to sit down and write a subject you would like to be briefly discussed in this space and send it to me and I will do my best to develop it and have it printed. If it is a subject you are puzzled over, or a subject you think would be of interest to some one else, send it in. Subjects on Bible doctrines, present day conditions, modern evils, or any subject, we will seek to give an unbiased discussion of it. Any suggestions along with your subjects will be accepted. My address is Box 175, Bronte, Texas. If you do not want your name referred to in any way please state it in your letter, otherwise we may use it. Call your family together now, and decide upon a subject as a group and send in more than one subject where the family or group decide. But do it today, then look in this blocked off space for your subject to appear later. Thanks.

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) to you, when I state that I am regretful that the brewers could not make good their declaration to the effect that beer is not intoxicating—for, I need the money, as I have said before, and desire to make my advertising columns earn all possible. But, greater still, "Ike," had the brewers through their years of brewing experiments developed a beer that men would relish as they have always relished beer, and yet it was not intoxicating, it would be one of the greatest and most desirable things, perhaps, that could come to pass. In my boyhood days I drank a little beer and relished it. And I do not mind to say to you that

had the brewers spoken the truth about their present day beer, namely, that it is not intoxicating, but a "wholesome food beverage," then, "Ike," you and I could "blow the foam" together and relish a glass of the "wholesome food beverage." But, since beer is as it always was, just beer, and at its best as you say, is "slightly intoxicating," I can not accept the advertising. Since beer is "slightly intoxicating," for "the sake of safety," I will refrain from it, and continue to drink good old soda pop. Come out, "Ike," and we will "have one together."

In the beginning of this article we stated that all but three letters advised us not to accept the ads. One of the three letters referred to was from our long-time friend, A. T. Wright of Eldorado. Mr. Wright is an ex-newspaper man, and was a successful one, too. He made enough money out of his newspaper to enter the mercantile business. Selling his newspaper some years ago he entered the mercantile business and has made a success, and is operating one of the best stores in Eldorado.

Now, "A. T.," just like a capable newspaper writer, when he so desires, you "covered up your tracks," in your letter until I can not decide really as to what your attitude towards the question is—whether you really mean that I should take the advertising, or whether you were only raising some questions with

me for discussion.

Anyhow, your case you make out is not a parallel case. You insist in your letter that my advertising columns are my stock in trade, and that I should sell to all who come to my counters to buy. As I view the matter the advertising department of my paper is not merchandise—it is only a service. The only commodity I sell is my newspaper—that is my stock in trade. My subscribers buy my merchandise and my advertisers buy only my service, which service I render through the columns of my paper. Hence when the brewers came and wanted to engage me, they were not wanting to buy my newspapers, but they desired to engage my service as one of their salesmen, using my newspaper as a medium through which I was to serve them. So, pal, when you think it through, I believe you must agree with me, that it was my service and not my merchandise, that the brewers sought. Now, I would sell the brewers any number of subscriptions, of course, for which they desired to subscribe. They would then be buying my merchandise—but, brother, when the brewers come and want to employ me as a member of their sales force (that is what it means virtually to allow them to carry on a promotional sales plan through the columns of my paper)—well, that is entirely different to selling them my merchandise. And not until I am willing to put on the bar-

tender's apron and sell beer myself for the "easy money" there is in selling intoxicating liquors, can I afford to join the sales force of any brewer, or group of brewers, and promote the sales of their beer—for, in that event, I would be right along with the brewers in selling their intoxicating liquors. No man, as I see it, ever enters the liquor business until he becomes willing, at the sacrifice of all other considerations, to make "easy money," which means to make money, without giving value received, and to the actual hurt, not only of those to whom he sells his liquors, but also at the risk of hurting many to whom he does not sell, and to the general hurt of society.

I am closing my columns, far as I know, now, A. T., to any further discussion, but I would like to have a private line from you as to what you think of my line of reasoning about the matter.

The question is: If beer is intoxicating, can a newspaper man admit its advertising to his columns, without being joined with the brewers in the sale of their beer? We, of course, say that he can not—and until someone comes forward with a different line of reasoning on the issue, we have no justification whatever to change our policy with reference to the matter.

The letter below is from our

friend, "Ike" Wooden of Ballinger. This is Mr. Wooden's second letter. We print it and following will be some comments: Dear Sir:

Let the Bible be your guide. Obey God—follow Jesus. Do not follow men—I Kings: 13:18 to 24. Drunkenness is condemned throughout the Bible, but not drinking in moderation. Christ drank wine: Luke 7:33-34 Deacons were allowed to drink: I Timothy 3-8. Women were allowed to drink: Titus 2: 3; Christ made wine: John 2:1-10; God made a feast of wine: Isaiah 25:67; God said to drink wine: Isaiah 62: 8,9; God said to buy strong drink: Deut. 14:26

The people will quit the Bible: Rev. 11:3-8. Well, they have almost done that now, unless it fits their religion.

I have no defense for myself. I feel it to be my duty to defend my Savior and my God from all attacks. If twelve bottles of beer will make a man drunk, he should drink less—that depends upon the man. I know two people who cannot eat an orange a day. I would not accuse Christ, the deacons, old women, or even Timothy, of being part drunk. When the Bible mentions grape juice, it says not to drink it, or eat grapes even dried grapes: Prov. : 20 1-23; temperance,

(Continued on page 3)

INSIST ON GETTING

"THE AMERICAN CHOICE"

ADJUSTABLE TREAD UNIVERSAL Visionline TRACTORS

"Z" FEATURES

"VISIONLINED" means a tractor design that gives operator a comfortable operating position and good vision so that it is easy to see any job being done.

- Adjustable Tread, 34" to 70" on regular models, 54" to 84" on single front wheel models.
- Feathers Adjustable with wheels.
- Big Bend Brakes individually operated.
- 7 1/2 H. Turning Radius.
- All parts more easily inspected and serviced.
- Roller Mounted Seat.
- Roover Platform.
- Steering Wheel Adjustable from seat.
- Self Starter and Electric Lights also available.
- The Original "Quick-on and Quick-off" Machine with easy Slip-pitch Hitch and Top-tilt Operated Power-lift and Square Tool Bar Attacher.

5 SPEEDS FORWARD TO 15 M.P.H. VARIABLE SPEED GOVERNOR ADJUSTABLE FROM SEAT

"16 FEWER PARTS" ... "SERVICED FROM A MILK STOOL"

... Save Farm Implements Here.

Says leading Iowa farmer — "We had in the ultra modern 3 speed row crop tractor, not just another tractor model, but one of entirely new and outstanding design... this motor gives us great fuel economy... both on light and 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 serviceable machine... the new 'Z' is going to 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 also 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

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 8191

Used Car Bldg.—Twohig & Randolph, Dial 6559

Used Car Lot—Concho & Irving, Dial 6558

A Short Cut to Baking Success
THE QUALITY AND UNIFORMITY OF
Golden Bell Flour

ASSURES PERFECT RESULTS IN EVERY BAKING ENDEAVOR

All the flour milled is tested for color, smoothness and baking qualities.

Every sack of GOLDEN BELL Flour is guaranteed to give complete satisfaction whether it be for biscuits, pies or cakes.

Get a sack today and know the contentment that comes with baking success.

ASK YOUR GROCER FOR GOLDEN BELL FLOUR, OR COME TO THE MILL FOR IT.

C. L. Green
Milling & Grain Company

FLOUR, MEAL, GRAIN, HAY AND COAL
BONDED ELEVATOR

Winters

Texas

BRONTE PHARMACY

J. M. RIPPETOE, OWNER and MANAGER

FORMAL OPENING DAY ANNOUNCEMENT

Saturday, May 21, 1938

WE ARE PLEASED TO STATE THAT WE NOW HAVE FINISHED REMODELING THE INTERIOR OF OUR PLACE OF BUSINESS, AND THE ENLARGING AND REARRANGING OUR STOCKS AND THE INSTALLATION OF OUR DRINK FOUNTAIN. WE INVITE YOU TO VISIT US NEXT SATURDAY, MAY 21, AND LETS GET ACQUAINTED. WE WILL BE GLAD TO SEE YOU AND DISAPPOINTED IF YOU DO NOT CALL.

Drink at our modern cold drink fount

Special Prices all the time on ice cream

SOUVENIRS FOR ALL WHO VISIT US ON OPENING DAY!

CONGRATULATIONS and WELCOME

To

Bronte Pharmacy

AND

Mr. and Mrs. J. M. Rippetoe

WE ARE GLAD YOU HAVE COME TO MAKE YOUR HOME AMONG US.

CUMBIE & CO.

RED & WHITE

I. M. CUMBIE, Manager

BEER ADS

(Continued from page two)
Prov. 20: 29-31 is not in my Bible. Neither is Prov. 29:31. Isaiah 5:11-14; more temperance: Isaiah 28: 7; drunkenness, Habakuk 2:15.

It is not the putting of the bottle to thy neighbor's lips that is condemned—it is the purpose.

Please give me the chapter and the verse that says, "Thou shalt not make, buy, sell, or transport or possess wine." Wine is 10 per cent stronger than beer. If it is no harm to make and sell wine, it surely is no harm to advertise it."

I know very little about the modern churches. I do know what the New Testament says about the church, and they used wine at the Lord's table: I Cor. 11: 19-22. I believe that sixty years ago they would have turned a man out of the Baptist church, if he had suggested substituting grape juice for wine, at the Lord's table. I know three churches that still use wine. The Bible does not camouflage: Malachi 1: 6; II Tim. 3: 16-17; II (Continued on last page)

WELCOME

To

Our Neighbors

Bronte Pharmacy

AND

Mr. and Mrs. J. M. Rippetoe

WE ARE GLAD TO HAVE YOU AS OUR NEIGHBORS

Texas Theatre

Congratulations and Welcome to
BRONTE PHARMACY

AND
MR. AND MRS. J. M. RIPPETOE

A Good Day to You Saturday and a Permanent fine business
W. MODGLING MARKET & GROCERY
W. MODGLING, OWENR and MANAGER



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

BALLINGER, TEXAS

Congratulations and Welcome to
BRONTE PHARMACY

AND
MR. AND MRS. J. M. RIPPETOE

We Wish You a fine Opening Day and a Prosperous Business
LET EVERYBODY EAT HOME-COOKED BREAD

BRONTE BAKERY

B. F. GILREATH, OWNER and MANAGER

THE OFFICERS, DIRECTORS AND EMPLOYES OF
FIRST NATIONAL BANK
IN BRONTE

Extends Welcome To

Bronte Pharmacy

And hearty Congratulations and Welcome to Mr. and Mrs. J. M. Rippetoe

IT IS THE POLICY OF THIS BANK TO BID WELCOME TO EVERY WORTHWHILE BUSINESS THAT COMES TO BRONTE, AND TO GIVE EVERY REASONABLE ENCOURAGEMENT TO EVERY ENTERPRISE THAT IS FOR THE GOOD OF OUR TOWN AND SECTION OF COUNTRY.

A CONSISTENT BANKING SERVICE

Member Federal Deposit Insurance Corporation

WELCOME

To

Bronte Pharmacy

AND

Mr and Mrs. J. M. Rippetoe

MAY YOU HAVE A SPLENDID FORMAL OPENING DAY AND A SUCCESSFUL BUSINESS PERMANENTLY

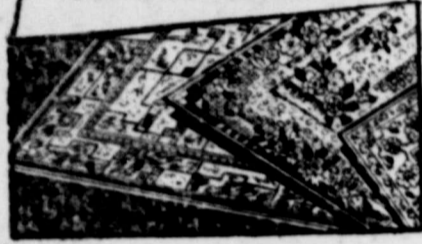
KEENEY'S VARIETY STORE

FRANK KEENEY, OWNER



King-Holt Company
BALLINGER

is now showing
the same lovely
**ARMSTRONG'S
QUAKER RUGS**
you hear about
on the **RADIO**



Our spring collection
just arrived
All sizes—priced low

Blackwell News

MRS. CHARLES RAGSDALE

Methodist Ladies Meet

The Methodist Missionary Society met at the Methodist church Monday afternoon. Mrs. P. G. Dabney taught "Rebuilding Rural America." Mrs. Austin Jordan, Mrs. Bun Kirk, Mrs. A. J. Jones and Mrs. Delos Alsop were on the program.

Baptist Ladies Meet

The Baptist Woman's Missionary Society met at the Baptist church Monday afternoon. The 5th chapter of Galatians was studied, with the pastor, Rev. J. H. Dean, teaching. Fifteen members were present, and all report that great good came from the lesson.

PREACHING AT FORT CHADBOURNE

After contacting a number of the members of the Baptist church at Ft. Chadbourne, Rev. A. V. Bradley, local Baptist pastor at Bronte, is going to preach at the church, this Sunday, May 22, at 3 P. M. We are urging all of the people of the community to attend, as plans are being made to organize a Sunday school there.

The pastor announces that he will play three songs on Heaven, on his bass accordion. All are invited to attend.

BEER ADS
(Continued from page 3)
Tim. 4: 3-4.
I. O. Wooden.
As to our comments on Mr.

SURPRISE MARRIAGE

One of the happiest surprises to her many friends is the announcement of the marriage of Miss Lois Lambert to Mr. Mr. B. Harrison of Midlan. The happy event occurred at Anson, March 18, 1938. Justice Sprayberry of Anson officiated.

The bride is the daughter of Mrs. J. P. Lambert of this city. She was born, reared and educated here, finishing in the Bronte High school in the class of 1930. Since 1933 she has been a trusted and appreciated employe of the San Angelo Telephone Company, in the Bronte office. A young woman, cultured and of gracious mien, she numbers her friends by the circle of her acquaintances, which are legion. All her friends wish for her increasing happiness as she enters life with the one to whom she has given herself in marriage. But, "Miss Lois" will be missed for "many a day" in the office at her accustomed place.

The groom is the son of Mr. and Mrs. A. C. Harrison of Winters. He is a graduate of the Winters High school. He resides at Midland, and is a representative of the San Angelo Standard in that city, and also represents the Texas Life Insurance Company of Waco. He is a fine gentleman, qualified to enter life and fill important places.

Wooden's two letters, our comments have already been printed in this article on pages one and two.

Our reasons for rejecting the advertising will appear in full in next week's issue, which will conclude the discussion in these columns.

TEXAS THEATRE

BRONTE, TEXAS

FRIDAY-SATURDAY
May 20-21
"BORN TO THE WEST"
WITH

John Wayne, Marsha Hunt, John Mack Brown.
Comedy and News

TUESDAY ONLY

May 24
"LIFE BEGINS IN COLLEGE"
with
Joan Davis, Tony Martin, Gloria Stewart.
Also **"DOG AND BONE"**

ALAMO THEATRE
Robert Lee, Texas

FRIDAY & SATURDAY
May 20-21
"ALCATRAZ ISLAND"

SUNDAY AND MONDAY
May 22-23
"IT'S LOVE I'M AFTER"

STILL IN THE RACE

I want everybody to know that am still in the race for reelection as your county treasurer, and have no thought of withdrawing. So, please, don't believe any such reports. I seek to be re-elected for the second term which is democratic. I promise you again the same efficient, faithful service as I have given you in my first term. I will thank you for any support you give me. I am trying to see each voter personally, but if I fail to do so, please, consider this as a personal solicitation.

Gratefully yours,
Irvan H. Brunson.
(Political Adv.)

Mr. and Mrs. Benjamin Keys returned Saturday from Wasco, California, where they resided for the past several months.

Postmaster R. J. Epperson returned Saturday from Dallas, where went through a clinic and remained for some days for treatment. The postmaster is improved and it is hoped he will soon come back to himself fully.



**YOUR OLD TIRES
TAKEN IN TRADE**

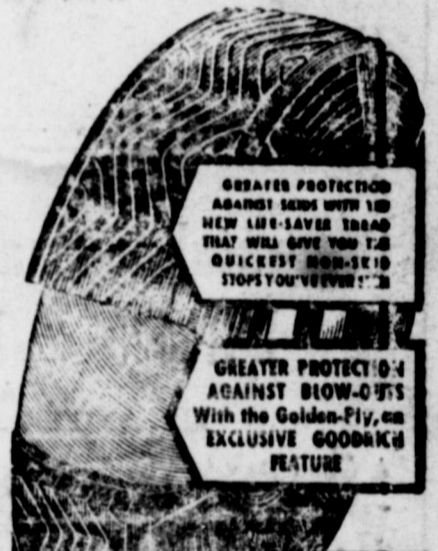
**TRADE IN
YOUR
OLD TIRES**



**MOTORISTS! COME IN
AND SEE US DURING
THIS BIG SAFETY DRIVE
AGAINST SKIDS AND
BLOW-OUTS. WE'LL
TAKE YOUR OLD TIRES
IN TRADE**



REPLACE THAT SMOOTH TIRE
With The Safest Thing
On Wheels



**DON'T BUY ANY TIRE
UNTIL YOU'VE READ THIS
IMPARTIAL REPORT BY
FAMOUS LABORATORY**

"I'll tell you, and also the price of 12 different tires of America's six largest tire manufacturers were submitted to a series of exhaustive road tests made over a three-month period by us, to determine their resistance to skidding and wear, with the following results:

"NON-SKID"—The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested, including those tires listed at from 40% to 70% higher in price.

"MILEAGE"—The Goodrich Silvertown gave more non-skid mileage than any of the other tires tested in its own price range—averaged 19.1% more miles before the tires wore smooth.

"BLOW-OUT PROTECTION"—Despite the severe nature of these tests, no Silvertown blew out, or failed from any cause, while two tires of other makes failed." A. S. Eng, Pres. PITTSBURGH TESTING LABORATORY

When you can get this amazing tire AT NO EXTRA COST, the 19.1% greater non-skid mileage in Silvertown is really like getting EVERY 6TH MILE FREE!

The new Goodrich SAFETY Silvertown

Gulf Service Station
WILL WRINKLE, Mgr.



*An Ounce of Prevention
Is Worth a Pound of Cure*

PLAY SAFE... USE

**Electric
Refrigeration**

For

**Greater Savings on Current...
Food... Ice and Upkeep**



**Torn From Homes by Tornado,
Electric Refrigerators Still
Provide Ice, Food Protection**

FOLKS who spend good money for a refrigerator are buying a specific Service. In addition, their purchase should give them a guarantee of Safety. The folks who many years ago bought the two electric refrigerators pictured above bought both Service and Safety. A recent tornado in a small West Texas community proved this point. Buildings crumbled around them and the wind tossed them into the street like a fretful child discarding a toy. But—these electric refrigerators operated perfectly when picked up and connected to an electric socket the following day. That IS Service! There was no damage resulting from refrigerant fumes. That IS Safety!

**West Texas Utilities
Company**

SEE YOUR Electric REFRIGERATOR DEALER

**Guards
Health
Wealth
and
Happiness**



**Electric
Rates Today
Are the Lowest
in
History**