

The Bronte Weekly Enterprise

VOL. 15, NO. 27.

BRONTE, COKE COUNTY, TEXAS, JULY 28, 1933.

Subscription only \$1 the year.

Bronte Future Farmers of America Band Goes to State Band Contest, Monday

Prof. H. A. Fitzhugh, vocational agriculture instructor in the Bronte School, C. C. Holder, director of the Bronte F. F. A. Band, and the members of the band themselves, are a very busy group, indeed. It all comes about from the hurry and bustle incident to their going to Huntsville Monday, where they will enter the state contest of the F. F. A. bands of Texas.

The preliminary contest will be held, Tuesday, August 1. The final contest will be Wednesday, August 2.

Of course, everybody in Bronte expects the "home farmers" to "bring home the bacon."

Prof. Fitzhugh, in charge of the boys is very optimistic—he said: "You know, of course, that the home boys won last year and brought home the loving cup. And while the competition will be greater this year, we believe our boys are in condition to go down there and win again."

We said: "Sure!"

Director Holder has been putting the boys under some close and rigid rehearsals—so, if the

"home boys" don't bring back the trophy the band that wins will deserve a place in "the Hall of Fame."

This is the second annual contest. It is under the supervision of the State Department of Vocational Agriculture. It is held at the Sam Houston State Teachers College at Huntsville.

A band of forty members was made up in Texas last fall and played at the national meeting of the F. F. A. at Kansas City. Those composing the state band were selected promiscuously from F. F. A. bands over the state. Bronte furnished fifteen of the thirty members.

Those who will go to Huntsville, Monday, are: James Hearne, Norman Kiker, Elmer Modgling, Dwain Leonard, N. C. Davis, Jim Eubanks, Elbert Stephenson, Frank Hearne, Gen. Keeney, J. Robert Knierim, Clyde Holder, T. M. Wylie, Pet. McDonald, Wayman Percifull, R. I. Collier, Curtis Smith, G. W. Gideon, Dan Percifull, Culler Luttrell.

HAD DELIGHTFUL OUTING

A party consisting of several had a delightful outing on Oak Creek Sunday.

At 11 o'clock the party heard a great sermon over a radio on a radio-equipped car. At noon a delicious picnic lunch consisting of all the delicacies usual to such lunch, was spread. In the afternoon Miss Beryle Rutherford of Oak Creek delighted the party with vocal selections, playing the accompaniment on the guitar. Boating and swimming was enjoyed for awhile—then, all returned to their homes.

Those in the party were: Mr. and Mrs. Hollis Webb, Mrs. G. N. Webb and Miss Beulah Webb, Big Spring; Mr. and Mrs. Gerald Webb, McCamey; Mr. and Mrs. Jake Morrow and sons, Jake Jr. and Harold Dean; Mr. and Mrs. Cullen Clark and son, Royce Dean; Mr. and Mrs. Conda Clark; Mr. and Mrs. Homer Clark and daughters, Misses Nelda and Una Vae.

J. D. "Cy" Perkins, the long-time good friend of the editor, from Orient, was in town the other morning and the editor got to "sass" him a little. He is some older than when we first knew each other, it is true, but Mr. Perkins has lost none of the spirit of youth. It was the editor's privilege to help elect Mr. Perkins sheriff of Rannels county, in 1912, in which place he served till 1920, voluntarily retiring. Rannels county never had a cleaner, more capable and fearless officer, and the world never had a better man. We talked of other days and of the present days. It was a genuine pleasure to see this old friend again. On the invitation of Mr. Perkins the writer will conduct religious services at Orient the second Sunday in August. We make the announcement so that our readers at Tennyson and in that section and elsewhere who may wish to attend, will know about it. "I just want to hear you preach one more time" said this good and faithful friend of the yesteryears.

Mrs. G. N. Webb and daughter, Miss Beulah, and Mr. and Mrs. Hollis Webb of Big Spring have returned home after a visit with Mr. and Mrs. Homer Clark. Miss Una Vae Clark returned home with them and will spend a time there.

BAND CONCERT

The Bronte band will give an open air concert Saturday evening at the Magnolia service station.

The boys will leave early Monday morning for Huntsville, where they will be in the state contest of F. F. A. So, lets turn out, folks, in great numbers. You will not only hear a program worth while, but lets be there and put "spizzarinktum" in our boys to go to Huntsville and win that trophy.

MARRIED

Sitting in the car in front of The Enterprise building, in the presence of a few friends who accompanied them, Saturday afternoon, July 22, 1933, the writer officiating, Mr. James M. Meek of McCamey and Miss Beulah Rouse of Bronte were united in marriage.

The bride is the daughter of Mrs. M. E. Rouse and is a young lady of grace and culture and is eminently fitted to be the companion of the one to whom she has given herself in marriage. Her friends wish her increasing happiness as she enters upon married life.

The groom is a stranger to the writer but he impresses one as being a gentleman of splendid qualities. We join the friends of the bride in extending congratulations to him on his good fortune in winning her for his companion and in wishing them great happiness as they enter upon life together.

CARD OF THANKS

We desire to express our sincere thanks and deepest appreciation to our dear friends and neighbors for coming in and honoring our cotton for us last Monday. And we also want to thank each and all for their kindly thoughtfulness in helping us through our misfortunes.

May each of you have friends that will stand by you as you have us, when misfortunes come. May God bless each of you.

John Caudle and family.
Editor's note: The above card of thanks should have appeared last week, but through oversight on our part it did not appear which we very much regret.

Miss Catherine Martin of Tennyson is the guest of Miss Lois Conner this week.

"UNCLE JOE" HESTER DIES

Sorrow, like a pall, hung over Coke county and West Texas, Sunday afternoon, as it became known that J. F. Hester of Robert Lee, had died in a San Angelo hospital.

Deceased was in a car wreck, near Bronte, Friday morning, as he and the others in the car with him, were returning to Robert Lee, after a trading trip to this city.

Besides Mr. Hester, Steve Moore also of Robert Lee, who is a son-in-law of Mr. Hester and Mr. Moore's little seven year old daughter, Mae Dell, were in the car. Mr. Moore was driving. Mr. Moore's attention was attracted to some parcels in the car that were falling. In his attempt to arrange the falling parcels the car struck the bridge on West Kickapoo creek, just at the west outskirts of Bronte. Mr. Hester was most seriously injured. Besides broken limbs he suffered internal injuries. Mr. Moore was very painfully though not dangerously injured while the baby girl escaped with only a shakeup and lacerations on one foot.

All the injured were rushed to San Angelo to a hospital. Mr. Hester never gained consciousness, but lingered in pain till about twelve o'clock, Sunday, when death came and relieved the sufferer.

The body was taken to Robert Lee, to the family home where it lay till Monday afternoon, at 4 o'clock, at which time burial was in the Robert Lee cemetery, following religious services in the Robert Lee Methodist church.

The religious services were in charge of Pastor J. W. Leggitt and were impressively beautiful. One of the impressive features of the service was its simplicity—in keeping with the life of the one whose memory the service honored.

The casket amid a veritable garden of flowers the fragrance of which laden the air of the place of worship, was placed in the altar, where deceased so often had gone to worship.

The large church choir sang tenderly and beautifully the hymns of the church and the songs fell as a benediction from heaven upon the hearts of the sorrowing family and the hosts of sorrowing friends who had come not only from all over Coke county but from other counties and communities to pay their last tribute of love to the memory of their life-long friend. The auditorium, it was said, had in it not more than a third of those who had gathered—yet there was not standing room in the auditorium. Rev. and Mrs. Raymond Redman of Miles, sang, "When the Golden Bells Ring Out for You and Me." Rev. Redman is pastor of the Miles Methodist church.

Rev. Redman led in prayer. Rev. Wallace N. Dunson, pastor of the Bronte Methodist church, read the Scriptures.

Rev. J. W. Leggitt, pastor of deceased, brought the main message of the service. Rev. Leggitt spoke in large praise of the fine characteristics of deceased and of his loyalty as a member of the church.

At the request of deceased while he yet lived Rev. W. E. Hawkins Sr. of Dallas, who is in the Camp meeting at Sanco, who was a close friend of deceased, and the writer spoke briefly.

Rev. Hawkins spoke of the close and intimate friendship between deceased and himself and of the matchless character of deceased and of the comfort that the glorious hope of the resurrection brought his heart.

The writer spoke of the long and intimate friendship between deceased and himself—extending back into the nineties, and of his regard for deceased as an aged man, who, though the years had brought deceased to old age yet his spirit was happy and free as that of a boy yet in his teens and that deceased had taught him the heroism and glory of "growing old beautifully."

Preceding his talk Pastor Leggitt read the following biographical sketch of deceased:
J. F. Hester was born in Cherokee County, Texas, September 15, 1853.

In 1855 the parents of deceased moved to Bosque county, near Iredell, where they made their home until after the Civil War. His parents died there. Deceased moved to Brown county in 1875. In 1901 he moved to Sterling county, and in 1915 he moved to Coke county. November 26, 1872, deceased and Miss A. C. Williams were united in marriage. To this union 9 children were born, 6 boys and 3 girls. His companion died July 8, 1918. On November 5, 1922, deceased and Mrs. Elizabeth Davis were married, who survives and mourns his going.

Deceased is survived by the following children: Robert Hester, Robert Lee; J. D. Hester, Spearman, Young Hester, Oklahoma City; Lee Hester, South Dakota; George Hester, Miles; Mrs. Amanda Martin, California; and Mesdames J. I. Ligon and Steve Moore of Robert Lee. Two brothers and three sisters also survive as follows: Jeff Hester, Staton; Young Hester, Lometa and Mesdames Mary Myers, Ft. Worth; Laura Albright, Post, Amanda Albright, Roswell, N. M.

"Uncle Bill" Kellis Gets "Red-Headed" At The Enterprise Editor

In a recent issue The Enterprise commented on the situation in the Democratic party in Texas, in which Jim Ferguson has become "the cock of the walk with the big spurs" and is telling the "small fry" of his enemies where to "get off and get on." We called attention to the situation that it would now be "Brother Ferguson" and "Brother Kellis," between "Farmer Jim" and "Uncle Bill" Kellis, editor of Sterling City News-Record, who, when it comes to verbosity of words with which to express in terms of vitriole, his extreme contempt for a man whom he considers a sham, we have never seen "Uncle Bill" fail but once and that is when he wants to "pour the phials of his editorial wrath" upon "Jim." Having no other way, or means, or device by which to hold "Farmer Jim" up to ridicule and public contempt, "Uncle Bill" always spelled Ferguson's name, "jim ferguson."

In describing the happy situation, it was presumed would now come to pass, we suggested that the lion and lamb would lie down together and "Farmer Jim" and "Uncle Bill" would get chummy as two mormon elders. In the article, in telling who each was—that Ferguson is now the political force in the Democratic party in Texas, and the grand champion of the return of booze in Texas, and "Uncle Bill," we said of him that he is an "ardent defender of booze."

"Uncle Bill," like "the honest old sinner" he is, admitted that the situation had "rung the number" on him and for once, it is a fact that "Brother Ferguson" and "Brother Kellis" are happy terms by which to express

the amicable and fraternal relations that now exist between them since both want legal booze back in Texas.

But, "Uncle Bill" sure "hung our hide out on the fence," because we used the term concerning him, "ardent booze defender."

After "denying the allegation and defying the alligator," "Uncle Bill" closed his philippic against us with the following in it:

"No, I am no 'ardent defender of booze,' Bro. West. In that statement, you do yourself hurt. My worst enemies would not dare to trifle with the truth in saying that. The dumbest of them would know enough that the world would rate them as monumental liars if they told that on me. When everybody including yourself, knows that I do not defend booze, your statement made in a frantic moment runs off me like gentle rain that runneth from a duck's back."

I have a confession to make, "Uncle Bill," to you and our readers, and that is that I, unwittingly, did not properly describe you as to your attitude on the booze question. I lacked one qualifying word of describing your attitude on the booze question, if I correctly understand your position—I should have used the word "legal" in my description of you. I should have said, "ardent legal booze defender." Had I used that one qualifying word, it would have been correct.

I make the confession, "Uncle Bill," and the correction for several reasons:

In the first place, I do not want to be classified with your group (Continued from page 2)

deceased and himself—extending back into the nineties, and of his regard for deceased as an aged man, who, though the years had brought deceased to old age yet his spirit was happy and free as that of a boy yet in his teens and that deceased had taught him the heroism and glory of "growing old beautifully."

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Deceased professed faith in

Christ 56 years ago and united with the Methodist church in Brown county. He was a steward 36 years. And to the last he remained true to the church and to God.

Following the religious services late in the afternoon the body was followed by the longest cortege of sorrowing friends, ever witnessed, perhaps, in Coke county, to the cemetery—when the funeral car reached the cemetery more than half a mile away the last of the funeral train were just leaving the church. And there in that silent place, on top of the hill, the body was laid tenderly away, by those who had known and loved him these many years, to sleep undisturbed through the recurring years until the Final Day. Over his resting place the birds will perch in the branches of the trees about his grave and will warble their songs in the daytime and at night the stars in the heavens will keep vigil as he sleeps beneath the sod of his West Texas land—the land he loved so well!

"So live that when thy summons comes to join
The innumerable caravan, which moves
To that mysterious realm, where each shall take
His chamber in the silent halls
of death,
Thou go not, like the quarry-slave at night,
Scourged to his dungeon; but sustained and soothed
By an unfaltering trust, approach thy grave,
Like one who wraps the drapery of his couch
About him, and lies down to pleasant dreams."

Let "cotton money" mean "subscription money." Thanks!

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

Texas, March 1, 1918, under Act of Congress, August 12, 1871.

Entered as Second Class Matter at the Post Office at Bronte.

GETS "RED HEADED"

(Continued from page one)
of "monumental liars."

In the next place, I want to be absolutely fair with you—just for the sake of fairness. You know, well as myself, "Uncle Bill," that the game is not worth playing, if you don't play fair. Greater still, "Uncle Bill," I want you to be able to say that I play fair—that I will not wittingly seek to take undue advantage under any circumstances—in other words, whether we agree on public policies or not, I want you to say that I "shoot straight."

But, greatest of all, "Uncle Bill," I make the modification of the appellation I gave you, because, if it properly classifies you, it puts you where you have to assume an awful responsibility. The fact is, "Uncle Bill"—and I believe you will agree—the only liquor that wants any defense or any American would dare to make any defense is "legal booze." Any other kind of booze is born and nursed in anarchy—it is an outlaw to start with and wants no law—it is a destroyer of law; a defier of law, an enemy to law—not only the liquor law, but almost every other law on the statute books. Liquor and liquor vendors, whether legal or bootleg, have no law and know no law by which they are governed but the law of force. Don't you recall, "Uncle Bill," in the days of the saloon, there was a law against selling to minors—but, somehow, minors always got liquor when they wanted it. There was a law against selling to drunkards, but somehow the drunkards got liquor when they wanted it. There was a law to compel saloons to close at midnight, but somehow one could always get liquor most any time he wanted it in saloon towns—saloons were dictators as to what the officers should do about enforcing the laws. And if an officer "got fresh" and even suggested that the liquor dealers observe the law, he usually lost his job. "Oh," you say, "the liquor dealers are going to be 'nice' this time—and the places where liquor will be sold will be quiet, Sunday school-like places." "Uncle Bill," you are too old to be "fed up" on such pabulum as that by the booze crowd. Liquor has but one law and one God, and that is profit—money, and money regardless as to law, regardless as to virtue of our women; regardless as to the boys of the land; they will carry on a campaign to develop thirst for booze in the youth of the land; they will teach our girls to drink booze; they will laugh, as they have ever done, at the misery, shame and sorrow they are entailing upon the race. Yes, "Uncle Bill," in all sincerity, if I have properly classified you, when I designate you as "a legal booze defender only" it will carry an awful responsibility—one I do not want to assume, nor do I believe you, in your deliberate moments, are willing to assume. If there is other possible responsibility associated with the liquor business whether legal or otherwise, there is no need to mention it—for that which you seemingly have assumed—that of defending legal booze, is enough to crush a man and to make his attitude to him, it seems to me, like some awful midnight dream—especially, a man like you, "Uncle Bill," with your fine ideas of sobriety and virtue and your large humanitarian spirit. If, and when, the awful cataclysm of legal booze is turned loose upon us, you will see our youth, boys and girls, staggering in our streets, and you will see our girls

Motorists have 3 kinds of pocketbooks
... and Gulf makes an oil for each!



She has to "watch the pennies"

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GULF

He'll pay for and get the best

WHEN you go to a Gulf station you can pick and choose! You can pay what you want to pay—for oil—and for gas!

For Gulf offers you your choice of 3 fine gasolines and 4 fine motor oils. Each is at a different price—and each is an amazing value!

So buy your gas and oil to suit your taste and your pocketbook. Come to Gulf! Whatever you buy, you'll get the finest product that can be made at the price. And—once you come—you'll come often!

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3 GREAT GASOLINES

Gulf Traffic Gas—A dependable, white anti-knock gasoline

Low Price

That Good Gulf Gasoline

—The famous FRESH gas. Higher in anti-knock than most regular gasolines—now lubricated. No extra cost.

Medium Price

No-Nox Ethyl—As fine gasoline as money can buy, plus Ethyl. Specially designed for modern high compression motors.

Premium Price

4 GREAT MOTOROILS

Gulf Traffic Oil—Safe! A motor oil vastly superior to many oils at this price.

15¢ a quart plus tax

Gulf-Lube... Gulf's sensational new "high-mileage" motor oil (or *Gulf Supreme*, "The 100-mile-an-hour oil.")

25¢ a quart plus tax

Gulfpride—No finer motor oil in the world. Refined by the famous Alchlor process—exclusive with Gulf.

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And every Gulf customer gets these **FREE** services:

1. Clean windshield—to help you avoid accidents.
2. Fill radiator—to keep your motor safely cool.
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4. Check oil—to save you many repairs.

donning white aprons, and stand behind the bars and ladle out the accursed stuff to drunken, reeling men, who will heap insult upon insult. The girls in question may be widow women's girls, who put on the aprons and went to selling "legal booze," because the wolf of hunger was at the door—then, too, some of them may say, "Why, it's all right for me to sell booze for good men like 'Uncle Bill' Kellis said it was all right, just so it is legal booze." God of our Fathers! I just can't believe yet, "Uncle Bill," that the enormity of this awful situation has dawned upon you. If you are willing to say to the boys and girls of this country "it is all right to drink booze, just so it is legal," then, evidently you are acting consistently in your attitude—but, I know you no more stand for the debauchery of our youth than I do. So, "Uncle Bill," I tell you again, it is just an instance of "a good man being in the wrong crowd."

And, now, in conclusion, as you seem to intimate in your article from which I quote at the beginning of this article, that the bootleggers and I have joined hands to further the cause of bootleggers, poor as I am, I will pay you reasonable for proof of any bootlegger who has put a dollar into the fund in Texas to defeat the wet movement. Barring the possible exception, I am sure, that down in your deepest heart you know, the preachers, teachers and others who are working to keep legal liquor out of Texas do not drink liquor, nor do they bootleg or give sanction in anywise to the damnable traffic.

It would be awful, "Uncle Bill," for some fine boy or girl to stagger up to you some day, if you make liquor drinking respectable in Texas again, by making it legal, and say, "I am drunk because you made liquor

drinking respectable by voting to make it legal." As it is, "Uncle Bill," they can blame no one but the bootlegger—it means, that you and I have to go into the liquor business to make it impossible for the bootlegger to stay in his infamous business. Far as I am concerned, "Uncle Bill," the bootlegger can stay in his outlawed business, if I have to sell liquor in order to put the bootlegger out of business. And the bartender, behind the bar, with his white apron, lading out the damnable stuff is no more responsible for the havoc the liquor traffic brings about than is the one who votes for it to be legal—and I just don't believe, "Uncle Bill," there is money enough to get you to open a "booze joint." Yet, the fact is inescapable, when you vote for its legalization your responsibility is greater than the man who stands behind the bar and sells it—for he is there, only by the fact that you gave him the authority to be there; he is just your "hired man" to stay there and sell booze—only because of the hope that if you keep him on the job, perhaps, it will keep the bootlegger from selling the damnable stuff.

Think on these things, "Uncle Bill."

CARD OF THANKS

We take this method of expressing our great appreciation and deep gratitude to all our friends at Bronte, Winters and elsewhere for their many kindnesses and tender sympathy in the death of our dear mother and sister, Mrs. Ellen Condra. Your friendship and kindness, dear friends, will always be cherished by us. And when such sorrows come to you, may there be those who will be kind and thoughtful of you as you were to us. God bless each of you.

Jessie Faye Walker.
Her brothers and sisters.

FARM ACCOUNTING CONTEST LAUNCHED

Bankers Evolve Plan for Stimulating Important Aid to Farm Success

THE Cache county, Utah, bankers recently added a stimulus to banker-farmer cooperative work by launching a farm accounting contest. At a meeting of the Clearing House Association the project was put before the bankers, and methods and plans formulated.

Each bank in the county agreed to enroll a minimum of five farmers in the farm accounting project. The names of the farmers when enrolled will be sent to the Secretary of the Clearing House, and also to the Extension Division of the Utah State Agricultural College. The bankers agree to cooperate and keep in close touch with each farmer they enroll so as to insure the completion of a maximum number. The bank which succeeds at the conclusion of the contest in enrolling the largest number of farmers completing the project will be given a special recognition at the annual meeting.

The banks of Cache county have agreed to subscribe to an award fund, which will be presented to five winners as follows: first prize, \$35.00; second prize, \$25.00; third prize, \$20.00; fourth prize, \$12.50; fifth prize, \$7.50.

Recognition for Good Farming

In addition to the cash prizes, every farmer customer enrolled, who scores sixty per cent or more, will be awarded a special certificate issued by the Clearing House Association and the Extension Service jointly in cooperation with the Agricultural Committee of the Utah Bankers Association.

The scoring will be done on the following basis:

- Farm and home account records (accurate and complete) ... 50%
- Success of year's operations as brought out in the summary of the year's business ... 25%
- General appearance of farm and improvements and condition of livestock and poultry, (judging to be done during the summer months) ... 25%

The contest will end December 31, 1933. The judges will be the County Agent, the County Key Banker, a representative of the Clearing House Association, and two representatives selected by the Extension Division of the College.

SEND

THE ENTERPRISE

TO

A Friend

EXAMINATION FOR ASST. & JUNIOR MESSENGERS

The United States Civil Service Commission will accept applications until August 8, 1933, for the positions of assistant and junior messengers in the Departmental Service, Washington, D. C.

The entrance salary for assistant messenger is \$1,080 a year, and for junior messenger \$600 a year, less a deduction of not to exceed 15 per cent as a measure of economy and a retirement deduction of 3 1-2 per cent.

As the States of Maryland, Virginia, Iowa, New Hampshire, Vermont and the District of Columbia have already received appointments in excess of their quotas under the apportionment, residents of these States and the District of Columbia will not be admitted to this examination unless they submit documentary proof that they are entitled to military preference.

Full information may be obtained from the Secretary of the United States Civil Service Board of Examiners at the post office in any city which has a post office of the first or the second class, or from the United States Civil Service Commission, Washington, D. C.

CARD OF THANKS

We wish to express our appreciation and heart-felt thanks for the words of sympathy spoken and the many kindly deeds done at the tragic accident and death of our loved one, J. F. Hester; also for the beautiful floral offering.

Especially do we thank Mr. and Mrs. J. H. Turner and others who rendered first aid treatment.

Mrs. J. F. Hester and family.
Mr. and Mrs. W. R. Hester and family.

Mr. and Mrs. J. D. Hester and family.

Capt. and Mrs. Lee M. Hester and family.

Mr. and Mrs. Geo. Hester and family.

Mr. and Mrs. J. I. Ligon and family.

Mr. and Mrs. J. S. Moore and family.

S. J. Hester and family.
Mr. and Mrs. Young Hester.
Mrs. Laura Albright.

**DR. W. H. LOOKS
DENTIST**

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

Mrs. Paul Huffaker and children have returned to their home at Happy, after a visit with Mrs. Huffaker's parents, Mr. and Mrs. W. C. Conner.

Let "cotton money" mean "subscription money." Thanks!

Mr. and Mrs. Bryan Ivey and children departed for their home at Long Beach, California, Thursday, after a visit with relatives here.

Mr. and Mrs. Gerald Webb returned Monday to their home at McCamey, after a visit with Mr. and Mrs. Homer Clark.

Miss Jessie Faye Walker has returned to her home at Red Barn.

Henry Ford
Dearborn, Mich.

IN ANSWER TO A LADY'S LETTER

A lady writes to say that she does not understand why an 8-cylinder car does not cost more to run than a car with fewer cylinders. She refers to my statement that our Ford V-8 develops more power on a gallon of gas than any car we have made.

The use of 8-cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a 4-cylinder engine multiplied by two. Our 8-cylinder engine takes the fuel supply of an ordinary 4-cylinder engine and divides it eight ways. And why?

By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight-cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in four long jumps or in eight ordinary steps.

Two things use up gas--bad engine design and useless car weight. Besides having an engine that gets a high percentage of power out of the fuel, the Ford V-8 has a light, strong body and chassis so that no power is wasted in moving excess weight.

The only extravagance about the new Ford V-8 engine is in the building of it. The extravagance is ours--the economy is yours.

The whole question of car economy needs clearing up. An economical car gives economy all round. Price, operation, upkeep, all play their part. If what you save on gas you lose elsewhere, that is not economy.

As to upkeep, our dealers say that in recent years the improved quality of Ford cars has cut down their repair business 50 per cent.

As to price with quality,--judge for yourself.

As to economy, here is the record of a stock car three weeks out of shop in Oklahoma:

On a run of 10,054 miles at the rate of 1,000 miles a day--the Ford V-8 gave 18.8 miles per gallon of gas. Not a drop of water was added to the radiator. The oil was changed once in 1,000 miles.

That should answer a lot of questions.

July 24th, 1933

Henry Ford

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



CONOCO
At Red Triangle Stations

CONOCO
GERM PROCESSED
PARAFFIN BASE
MOTOR OIL

Great oiliness and penetrativeness are required for motor protection. Only Conoco Germ Processed Motor Oil has these qualities. The total cost for this oil is only one-fifth of a cent per mile.

Job Printing

Correctly, Neatly and Promptly Done

"THAT'S US"--GIVE US YOUR NEXT ORDER

THE BRONTE ENTERPRISE



Your ELECTRIC Rate is What You Make it

Electricity is not a commodity . . . but a service. It is a magic force which appliances transform into constructive energy. Electricity cooks meals, heats water, refrigerates food, lights homes, cleans carpets and furniture, washes clothes, produces beautiful radio programs . . . and does all these important jobs better than any other method!

You can earn bargain electric rates by enjoying more of the "Electrical Servants" you've always wanted. You pay a great deal less per unit for electricity to operate a range, refrigerator, water heater or other money saving appliances than you pay if you limit your use to lighting only. Many of our customers have reduced their average rate 50 per cent or more by enjoying a modern, electrified home.

NOW IS THE TIME to make your home modern! Our rates make the use of appliances truly economical, and present easy terms permit you to enjoy appliances while you pay! Investigate . . . TODAY!



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

West Texas Utilities Company

LOWER MOTOR COSTS SEEN AFTER A. A. A. TEST

Oil Consumption Is Cut 28.5 Per Cent In Run At Indianapolis

Drastic reduction in the cost of auto operation is forecast as a result of motor oil tests conducted at the Indianapolis Speedway under auspices of the A. A. A. Contest Committee.

During these tests a new oil, developed by the Gulf Refining Company, obtained 28.5 per cent more miles to the quart and cost 28.5 per cent less to use, when tested against three popular, high-grade brands familiar to every motorist.

Fords, Chevrolets, Plymouths

and Buicks, picked at random from the streets of Indianapolis, were used in the four-day run. Each car travelled 450 miles a day at a constantly maintained speed of 45 M. H. P., using a different brand of oil each day. Oil consumption was rigidly checked by A. A. A. officials, and results were corrected for variations in temperature.

The new oil, which outperformed the other oils by a wide margin, is made from 100 per cent paraffin base, and is refined three steps farther than ordinary motor oils. Introduction of this advanced process marks a definite step forward in the refining industry and, it is believed, will result in decreased operation costs for the average motorist.

FIRE INSURANCE IS ESSENTIAL

THESE STRESSFUL TIMES

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

WE WRITE FIRE, HAIL AND TORNADO INSURANCE

Youngblood & Williams

AGENCY

BRONTE

TEXAS

FOR ECONOMY TRY TELEPHONE

Save Time and Costly Mileage

LOCAL AND LONG DISTANCE NUMBER PLEASE

DIPHTHERIA IMMUNIZATION

Austin, Texas, July 27.—Dr. H. N. Barrett, director, Bureau of Child Hygiene, State Department of Health, in a statement today, urged all parents to have their children immunized against diphtheria. Each child six months old or over should have this preventive treatment now as it takes some time for immunity to develop after the last inoculation.

In the use of toxoid we have an agent that will give passive immunity to this disease; still 812 persons died last year in Texas from diphtheria. Two thirds of all cases occur before the tenth year and approximately eighty per cent of the deaths from this disease occur between the ages one to five years. Our young children are therefore in danger of contracting the disease and dying from it.

It is a treacherous disease. The first symptoms are so indefinite that the mother can easily overlook their presence. It is necessary even for the physician to look closely for the signs of diphtheria in order to discover the mass the child does not necessarily complain of pain in the throat. Take your children to your family physician and have them protected against diphtheria.

This is a special appeal to the parents of Texas. If you have children between the ages of six months and twelve years, who have not been immunized against this dreadful disease, have them protected by the injection of toxoid. Parents who know that it is now possible to prevent diphtheria and nevertheless fail to have their children immunized, take a great responsibility on their shoulders. The immunization consists of two to three injections three to six weeks apart. When prevention is so simple, do not take chances on illness and possibly death from diphtheria.

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ATTORNEY o
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 Bank Building o
 Phone No. 6524 o
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 Come to the Yard—See what o
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ALL KINDS o
 Of o
SHOE REPAIRING o
All Work Guaranteed o
 Work done promptly o
 I will appreciate your work o
Come to See Me o
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PASSENGERS AND o
PARCELS CARRIED o
BALLINGER STAR o
MAIL ROUTE o
W. J. McLaughlin, Mgr. o
 Daily, Except Sunday o
 Leaves Bronte 8:30 A. M. o
 Returns to Bronte 3:04 o
 P. M. o
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ELWIN GERRON o
Attorney-At-Law o
 Office in Courthouse o
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 Dentist o
 X-Ray o
BALLINGER, TEXAS o
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Uncle Charlie Visits Chicago For Another World's Fair Venture

LIVELY OCTOGENARIAN FINDS CENTURY OF PROGRESS A FEW LICKS AHEAD OF 1893 EVENT

REALISTIC AIRPLANE RIDE AT GULF EXHIBIT GIVES HIM GREATEST THRILL

"Gosh," grunted Uncle Charlie, "I thut the World Fair in 1893 beat all tarnation; but it don't hold a candle 'sides this whopper." He looked about at Chicagos' Century of Progress and then, woefully, down at his heavy boots which had covered several miles already.

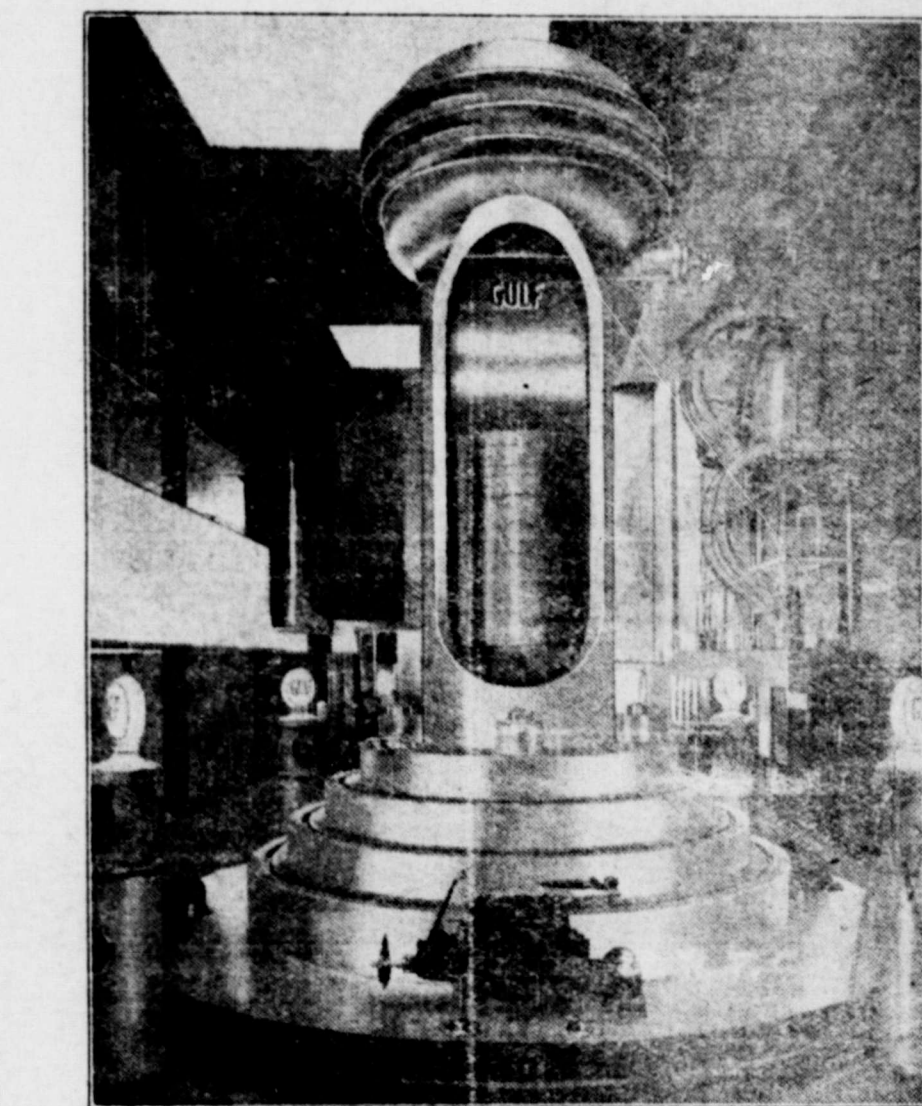
"Are you too tired to take a look here?" asked one of the newspaper reporters who had attached themselves to the old country gentleman in hopes of a good story. The journalist pointed to the imposing exhibit of the Gulf Refining Company. "Tired nuthin'," bristled Uncle Charlie. "Folks back home told me to be sure to see everythin'. Wouldn't dare to go back if I didn't. Come along."

The group stopped before the 29-foot-high automobile cylin-

der, one of the largest ever built. Uncle Charlie's mouth opened a bit as he watched the huge piston operating, showing with the aid of lights intake and exhaust and the fact that "fresh gas packs ppower."

He chuckled as he bent down to examine the miniature models of airplane, racing car, and motor boat which were rotating on shelves at the base of the cylinder. "Didn't see anythin' like this 40 years ago."

Almost the next Gulf display to catch the octogenarian's eye was the great Oil Fountain, 26 feet high. "Lot of gim-cracks there," was the visitor's comment as he pointed to the futuristic design. He crowded closer to peek into the glass openings of the multitudinous pipes, through which Gulf oils flowed. "Pop, those pipes show you both total chassis lubrication and industrial lubrication," explained one of the reporters. "I swan," replied the old fellow.



"What next?" queried Uncle Charlie. "Well, Pop," replied the same reporter, "there are enough exhibits in this Gulf Refining display to keep you busy for several days. But I suggest that you hold those off until a bit later. There are a couple of special features that I think folks back home certainly would want to hear about."

"Them's what I want to see," Uncle Charlie exclaimed. Under the guidance of the reporter, the group moved to the back of the Gulf display, stop-

ping before a booth in one of the alcoves. "Ever go for an airplane ride?" Uncle Charlie was asked. "Nossir, and I'm too old to begin now," was the reply.

Considerable argument ensued and after some minutes a reluctant old gentleman disappeared into a booth. Chuckles greeted him when he emerged four minutes later, looking somewhat disheveled. "How did it go, Pop?"

"Gosh all hemlock, I thut I really was up in one of them contraptions. What with putting me in the pilot's seat with all sorts of gadgets to manipulate and the movin' pitchers showing me up in the air and all the sounds, I was all ready to holler for help. That was great! Just wait till I tell Cy-

boys for taking me around."