

The Bronte Weekly Enterprise

VOL. 15, NO. 42.

BRONTE, COKE COUNTY, TEXAS, NOVEMBER 10, 1933.

Subscription only \$1 the year.

Sweetwater Has 4-Day Armistice Celebration

Community Talks

BY ULMER S. BIRD

THE SMALL-TOWN BUSINESS MAN

It takes a lot of people to make up our modern world. If all were farmers, who would buy the farmer's goods? And where could he go to get the things he cannot raise on his own farm?

The farmer needs the honest merchant, and the merchant needs the honest farmer.

The small-town business man is up against many things that the farmer doesn't realize. He has to meet stiff competition. He has to pay plenty of taxes. He loses many accounts from people who ought to have paid him.

If he is interested in his community, he pays to the church, charity, and dozens of other causes.

Men of honor, morality, and faith are needed today, and blessed is the community that produces such men.

For the merchant is constantly losing because of ungodly, dishonest customers, and customers lose when they deal with ungodly, dishonest merchants.

"No man liveth to himself."

MRS. TOM KEENEY

Georgia Ann Wheeler was born in Winston county, Alabama, April 28, 1865 and departed this life at Ballinger, November 3, 1933, making her to be in her sixty-eighth year when death called her from the walks of life.

Deceased came to Texas in an early day, settling in Bell county.

August 9, 1893 deceased was united in marriage to Tom Keeney, who preceded her in death in 1929. She and husband came to Bronte in 1903 and she made her home here from then till death, making her family to be one of the pioneer families of this part of West Texas.

Deceased had enjoyed seemingly good health until her husband was taken—from then till she came to the end of her earthly life she was never quite at herself. A few months ago she became ill and never fully rallied. She was taken to a Ballinger sanitarium. But her condition was pronounced incurable due to a complication of diseases that had developed. She was returned home. But that she might have every attention that medical skill knew, she was returned to the sanitarium where she lingered until the swift messenger called for her.

Her body was returned home where it lay at the family residence until Saturday morning. Following religious services conducted at the home by Elder J. F. Richardson and sons, Elders Jake and Otis Richardson, Primitive Baptist ministers, from Robert Lee, the body was taken to the family lot in the Bronte cemetery and there was put away tenderly beside the body of her husband, to sleep and await God's call from the grave.

Deceased was the mother of three children, one of whom, Mrs. Dan Smith of Weches, died some years ago. She is survived by two children, seven step children and several grand children.

The children are Mrs. Walter Hoch, San Marcus, and Mrs. Elliott Pruitt, Bronte; the step children are T. F. Keeney, J. W. Keeney, C. E. Keeney, Bronte; J. L. Keeney, Eldorado; G. C. Keeney, Carlton; P. D. Keeney, Cove, Arkansas; and Mrs. Joe Hoherd of Temple. All were present at the funeral except P. D. Keeney.

Deceased confessed Christ and united with the Christian church in early life. She was a gracious, devout, sweet-spirited

REV. J. A. BRANAMAN CALLED TO RALLS CHURCH

Rev. J. A. Branaman and son, Glenn, and Loyd Jackson, were Sunday visitors in Ralls. Rev. Branaman has been called to the pastorate of the Ralls Baptist church.

Rev. Branaman does not know yet whether he will accept the call or not. The many friends of Rev. Branaman and family would regret very much to give them up.

Mrs. Louise Johnson and Mr. and Mrs. James Glenn and little daughter were San Angelo visitors Monday.

Rev. Lewis Stuckey is attending the Baptist General Convention which is in session at Fort Worth this week.

Christian lady; she loved her family and her friends and was kindly considerate always of the unfortunate, the suffering and the sorrowing about her. Her step-children paid her beautiful tribute—for the writer has heard some of them say in the past that she was to them as a mother, as she and their father were married when his children were small and through the years of their childhood she was devoted and true to them.

The funeral services were simple, in keeping with her wishes and spoke eloquently of her modest, womanly, beautiful life.

A large number of friends of deceased and family gathered to pay tribute to her memory. The old songs of the church—the songs she loved while she abided here—were sung; the ministers read words of comfort from the Bible and the Elder Richardson paid beautiful tribute to her memory.

The body was put away in the new-made grave, beneath an embankment of flowers, brought and placed by those who loved her for what she had meant to them through the years, she journeyed with them here.

The sorrowing have the deepest sympathy of their friends in this hour of their sorrow.

"I know not what the future hath

Of mery or surprise,
Assured alone that life and death
His mery underlies.

"And so, beside the silent sea,
I wait the muffled oar,
No harm from Him can come to me

On ocean or on shore."

FINE GUN IS PRESENTED TO NIGHTWATCH SIMS

It has never been healthy for night prowlers and thieves and burglars, or any other kind of "bad man" in Bronte, when T. F. Sims was on duty as night watchman.

And now it is doubly uninviting to those who would "break through and steal"—for the night watch is fully panoplied now, far as fire arms are concerned and "blood and thunder and death and destruction" will follow in his wake.

As an appreciation for Mr. Sims' faithfulness in the discharge of his duties as night watchman, in guarding the places of business of the town, while their owners sleep, the business men presented Mr. Sims with a fine automatic shot gun, Tuesday afternoon.

Those presenting the gun also made it clear to Mr. Sims, the gun was also given him for his further protection and also that he might be fully armed in any emergency.

The gun is a beauty and Mr. Sims is justly very proud of it—more so, because of the spirit that prompted the donors to give it to him.

Speaking to The Enterprise, Mr. Sims said:

"Please express for me to everyone who had any part in presenting me the gun, my deepest appreciation. I shall cherish this as one of the happiest experiences of my life. Of course, I hope I will never have to use it for the purpose for which it was presented to me—but if occasion arises, it will simply be too bad for somebody."

RED CROSS CHAPTER CHAIRMAN URGES ROLL CALL SUPPORT

The American Red Cross operates on the income derived from membership of the people. The Coke County Chapter of the American Red Cross is now outlining plans for the coming year. This Chapter is able to serve the community as it does by reason of the response each year during Roll Call.

Individual membership provides the motive behind the programs of the organization. The generous response of our people in the past years made it possible for the Red Cross to conduct the immense distributions of Farm Board wheat and cotton. This single operation cost the National organization \$685,000. Acts of Congress making the Farm Board commodities available for distribution did not provide funds or means of paying overhead costs. The problem was met and handled, Red Cross taking eighty-five million bushels of wheat and eight hundred thousand bales of cotton in storage at hundreds of points in the United States, converting them into flour cloth and clothing and distributing them to the needy and distressed in the whole country.

The Red Cross is able to give necessary help only because it has the confidence of the American people and because millions enroll each year as members.

There are several types of membership to be had. The annual membership is \$1., but any individual may take larger membership with full confidence that the added support given the chapter is needed and most welcome.

OSCAR McDONALD POST AMERICAN LEGION LEADS CITY IN BIG EVENT

Business and Pleasure Combined in Big Affair. Annual Hereford Cattle Sale Was Successful Event Everywise

All Sweetwater Joins in Invitation To All

Business Houses Close This Friday Afternoon—but Open All Day Saturday. Legion Parade Saturday Morning at 11 O'clock

Sweetwater has no depression!—or, if it ever felt the bad effects of the economic strain the whole country has experienced, that city and all its people have forgotten about it, at least, for the present. And "the old town is "all togged out" in its "glad rags," and the "latch strings" of the doors to the city have been hung on the outside for the remainder of this week.

The gala occasion is a four-day celebration of Armistice. This being true, it is but natural for the "dough boys" to take the lead. Consequently the Oscar McDonald Post, American Legion of that city is sponsoring the big event. The celebration began Wednesday, the 8th. It began with the Annual Texas Hereford Sale, which is held in Sweetwater each year about this time. The sale Wednesday was an immense affair verywise—both in the quality and quantity of animals offered and the large number in attendance.

Saturday will be the final day of the celebration. The American Legion has a big rodeo in progress with two shows daily. The rodeo also has other attractions of western sport and is a rodeo program rarely equaled in any such show. The dough boys went in to do a big thing in commemoration of the event—

ful day that had its birth fifteen years ago, after they had "whipped the sour kraut" out of Germany. Hence they went for the biggest and best in the way of western sports and other entertainment. And Sweetwater, as is always true, by their Board of City Development, and its progressive business institutions, joined hands with the "dough boys." And, "now, Mister," "believe it or not," they are "pullin' a big un." If you expect to take a day or two off this season for fun and relaxation and rest, this is your opportunity to get the best there is.

And Sweetwater invites you to come and make their city your "play ground" till late Saturday night and longer if you wish to tarry—but till the big show closes Saturday night, they invite you to come and be their guests.

Quite a number of the local business firms join in the invitation of Sweetwater by inserting their local advertisements, in an invitation to you, to come and enjoy the occasion. They are business men who are appreciative for the business accorded them from the southern part of Nolan county and from Coke county—hence they want you to come and be their guests during the big event.

SWEETWATER INVITES YOU

In offering the people of the Sweetwater territory four days of interesting activities and entertainment in Sweetwater this week, the citizenship and certain civic organizations in charge feel that the program arranged is so varied in appeal and of such worth-while nature that the entire area will not only enjoy a visit to Sweetwater but will, in fact, benefit from attending on this occasion.

Farmers and ranchmen everywhere always like to look at good cattle. Every man who gets his living from the soil and who owns a head or two of livestock is naturally interested in viewing the highest accomplishments in the art of breeding blooded cattle. The Texas Hereford Association show and sale will, in effect, be a parade of proof that this territory produces some of the finest Hereford cattle of any section in this nation. Whether you are interested in buying livestock or not, you will enjoy seeing these specimens of fine cattle.

Then there is the four-day rodeo sponsored by the American Legion. It will be a rodeo of a better type than commonly shown in the territory and the Legion promises you it will entertain you more than any show you've seen in years. Rounding out the four-day program is the 4-H Club rally and Friday's stellar football attraction, the game between Sweetwater and Big Spring.

It will be a half week of interesting, entertaining and instructive activities, and Sweetwater cordially invites the entire trade territory to "headquarter" in this city for those four days.—Nolan County News.

We reproduce the above as Sweetwater's invitation to all the readers of The Enterprise from the News because it expresses the facts as they are, and also expresses Sweetwater's invitation in a deep and sincere way.

Our Roll Call in Coke County will begin Armistice Day. During the next two weeks every adult in the county will be asked to join the Red Cross. I am confident, on account of the service rendered the community during the past three years, a larger membership than ever will be

enrolled by the chapter. Rev. J. W. Leggitt has accepted the post as Roll Call Chairman and will be assisted by a large committee of volunteers in conducting the campaign.

Robert Knerim, Chairman Coke County Chapter Red Cross.

HELP WANTED

WE ARE A HOME INSTITUTION

WE HAVE ESTABLISHED OUR POULTRY PLANT IN BRONTE AND HAVE BECOME A PART OF BRONTE'S LIFE, NOT ONLY IN A BUSINESS WAY, BUT WE HOPE TO "DO OUR PART" IN EVERYTHING THAT WILL BE FOR THE GOOD OF BRONTE AND THE BRONTE COUNTRY. WE ARE FOR

Home People

AND ARE GOING TO EMPLOY HOME PEOPLE AND EXPECT TO TURN LOOSE CONSIDERABLE MONEY IN BRONTE TO HOME PEOPLE. IF YOU SELL YOUR TURKEYS TO OUT-OF-TOWN PEOPLE, YOU CAN EXPECT ABSOLUTELY NOTHING MORE—WHILE WE WILL BE TURNING LOOSE MONEY DAILY FOR THE THE GOOD OF THE PEOPLE IN BRONTE AND SURROUNDING TERRITORY.

WE EARNESTLY SEEK THE CO-OPERATION OF EVERYBODY WHO IS INTERESTED IN THE BRONTE COUNTRY—AT LEAST, GIVE US A CHANCE AT YOUR TURKEYS BEFORE YOU SELL.

Turkey Pickers Wanted

WE WILL WANT SEVERAL TO PICK TURKEYS MONDAY, NOVEMBER 13. PHONE OR CALL ON US FOR PRICES. PHONE 153 WE ARE OPERATING 100 PER CENT UNDER NRA.

WESTERN PRODUCE COMPANY

L. P. TUTTLE, LOCAL MANAGER
BRONTE TEXAS

THE BRONTE ENTERPRISE

D. M. WEST, EDITOR AND BUSINESS MANAGER

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

A PLEA FOR COMMUNITY WIDE SUPPORT IN RED CROSS CAMPAIGN

As Mayor of the city of Bronte, I, R. J. Epperson, deem it my duty and privilege to call public attention to the annual membership campaign of the American Red Cross which is to be conducted here between Arm-

istice Day and Thanksgiving, November 11 to 30.

The Red Cross, universally recognized as "the greatest mother," is solely dependent upon individual backing. Lacking this proper support the organization would be unable to carry on its noble work: disasters, among War Veterans, in the health field, first aid, life saving,

and its numerous tasks.

Every local citizen can answer the Roll Call appeal—a community challenge—in full confidence that every dollar contributed to this cause will be multiplied in usefulness.

R. J. Epperson,
Mayor of the City of Bronte.

It's mighty quiet in town, with all the pastors gone—the officers do not look for a raid.

Automobiles are taking their toll now—of course, "harmless" (?) 3.2 has nothing to do with a bit of it—it's just natural carelessness!

Anyhow, the people are living—spending and indulging about the same as ever. Of course, the Red Cross will have to come to the aid of some before much longer—soon as the cold weather comes swooping down. But, of course, that is all right—even if we do spend money for luxuries and in having "a good time."

One fellow has interpreted NRA to mean "no recovery allowed." That "guy" must be a republican or a farmer who can't sell his farm products. Be that as it may, give the administration a fair chance to "do their stuff," and if they do not succeed Roosevelt says he will be candid enough to admit failure.

It's subscription time. Thanks.

R & R RITZ

Sweetwater

Saturday November 11

KEN MAYNAR In
"TRAIL DRIVE"

The finest epic since
"COVERED WAGON"

MIDNIGHT SHOW

11:30 P. M.

"NIGHT OF TERROR"
with Bela Lugosi

R & R Palace

SUNDAY and Monday

The picture sensation of
this year

MAE WEST

"I'M NO ANGEL"

Here is the one that has
been standing them in line.

False Rumor Corrected

Bronte, Texas,
November 9, 1933.

To Whom It May Concern:

It has been reported that my husband, Pratt Williams, had a life policy in the Winters Mutual Aid Association of Winters, Texas, and that this Company only paid me \$140.00 on his death. This is an error as Mr. Williams never did have a policy with this Company.

Yours very truly,

Mrs. Pratt Williams.

With reference to the above advise that the Winters Mutual Aid Association has always paid full amount on all our claims, face value of all policies are paid to the beneficiary.

W. F. FLYNT,
President.

R. L. STOKES,
Secretary.

Perfect Protection at Low Cost

THAT'S WHAT THE SWEETWATER MUTUAL OFFERS YOU. WE WILL BE GLAD TO EXPLAIN OUR POLICIES AND TO TALK WITH YOU ABOUT YOUR INSURANCE NEEDS.

SAFEGUARDING THE FUTURE OF YOUR FAMILY IS A PRIVILEGE AS WELL AS A DUTY. OUR LIFE INSURANCE ENABLES YOU TO PROVIDE FOR THEIR FUTURE WITH THE GREATEST MEASURE OF ECONOMY.

Be Sure Your Policy Is In The

SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION

W. F. DAVIS, Asst. Secy-Treas.
SWEETWATER TEXAS

NEW DEAL FOR HEALTH

Austin, Texas, November 8.—In speaking of New Deals, Dr. John W. Brown, State Health Officer, suggested that every one should declare a New Deal for their health. Many persons overdid the annual vacation and instead of relaxing and giving the body a chance to recuperate tried to see how much they could do in the time allotted to them. As a result many such persons are now complaining about their tired condition. Vacations spent in such a fashion would seem to need a repeat dose at this time of the year.

In making this statement there is no idea of suggesting that one quit work and do the whole thing over. The point is to give the body a new deal. With the crisp autumn days it would be to everyone's advantage to make the most of them. Instead of staying in an overheated room, step out into the open each day for a walk. It may be that a few less bridge games will be played or fewer movies seen, but your body will not miss them. On the contrary it will be benefited by the fresh air and exercise.

It may be advisable to give the stomach a new deal. Not that any starvation diet is being advocated; only that if one has been habitually over eating or undereating, then to return to normalcy. It will be wise to give the body its eight hours of sleep each night of which it has likely been so consistently deprived for a long time.

The beauty of this new deal is that it will not cost any money and at the same time make up for the vitality building opportunity lost during the summer. Such a program is quite worth while. TRY ONE.

Larkin Pruitt who is taking the baths at Christoval is reported doing reasonably well.

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

HOME ECONOMICS

The Adult Education Class will hold its first meeting Tuesday, November 14, at 4 o'clock in the afternoon. Every Home Maker is invited and urged to come. If you have a problem come and let us help you solve it. The time and day of meeting will be decided at this meeting. The course of study will be decided upon. We need your help, so don't disappoint us.

CARD OF THANKS

In this way we wish to thank our many friends and neighbors for their many acts of kindness during the illness and death of our husband, father and grandfather, J. A. Myers. Dear friends, you did all that could be done. May God bless each and everyone of you.

Mrs. J. A. Myers.
Mr. and Mrs. G. D. Myers.
Mr. and Mrs. Homer Cornelius and children.
Mr. and Mrs. J. M. Myers and children.

It's subscription time. Thanks.

Watch for Little Miss Jack—she's coming about December 1 or 2. Senior play at the auditorium—don't miss it. Watch for announcements next week.

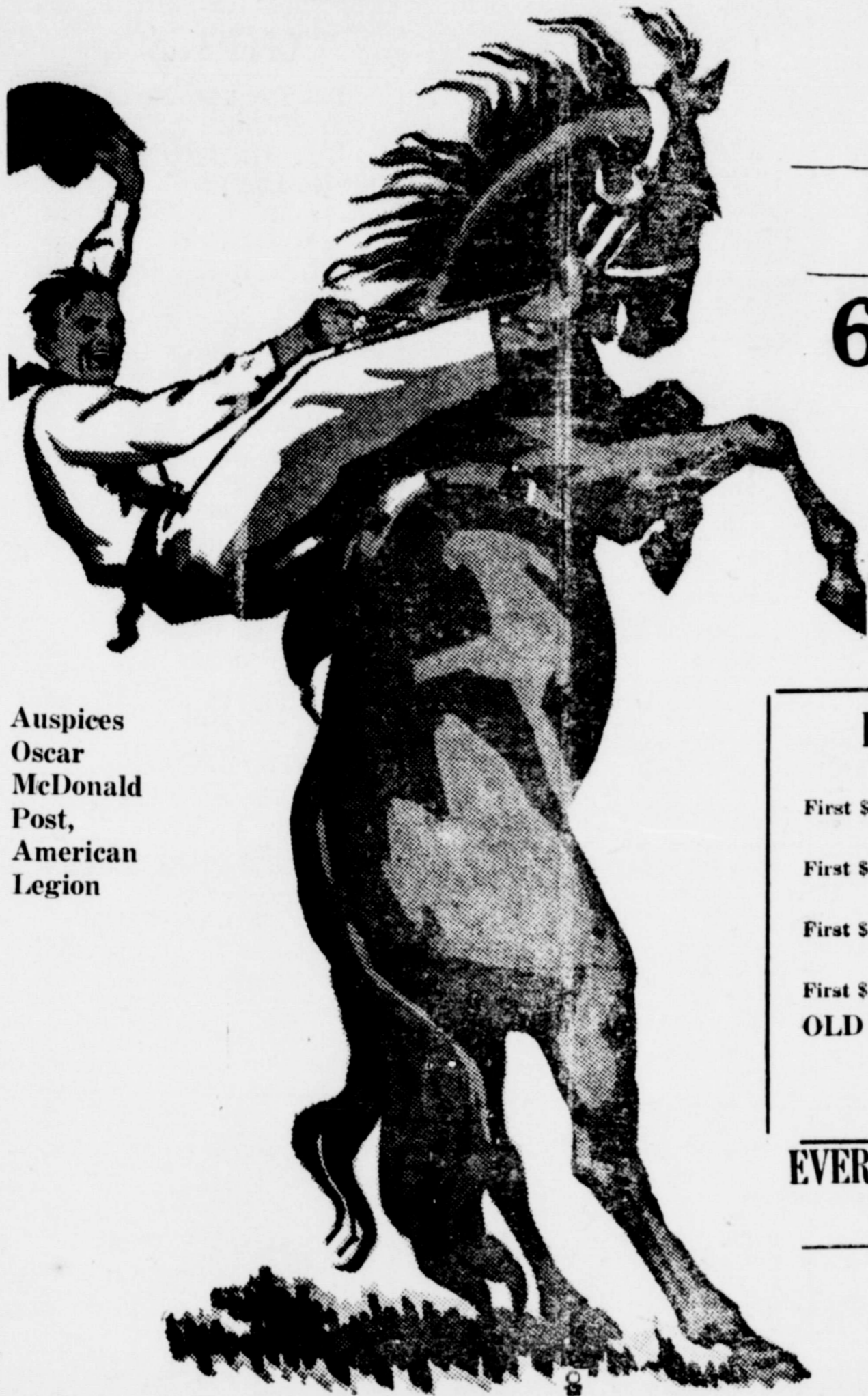
CARD OF THANKS

We want to express in this way, our deepest thanks to our many friends in Bronte and elsewhere and the good people generally for their kindly interest in our mother, Mrs. Tom Keeney, during her illness and for your beautiful sympathy and kindly ministries in putting her body away when she was dead. We shall cherish through the coming years all you did for us and every recollection of your friendship will bring happiest memories. For every kindly word of sympathy and kindly deed, for the floral offerings which were beautiful—to each and all, we thank you deeply and pray the blessings of the Good Father upon you.

Her children.

It's subscription time. Thanks.

Legion Rodeo



Auspices
Oscar
McDonald
Post,
American
Legion

Sweetwater

November 8-11

6-SHOWS-6

Night Show, Wednesday, November 8
Afternoon and Night, Thursday, November 9
Night Show, Friday, November 10
Afternoon and Night, Saturday, November 11
Sweetwater Fair Grounds

**Jim Norris' Stock of Wild Horses
and Bad Steers**
Plenty of Brahma Steers

Daily Events—Daily Prizes

- WILD COW MILKING**
First \$25—Second \$15—Third \$10—Entrance Fee \$2.50
- CALF ROPING**
First \$25—Second \$15—Third \$10—Entrance Fee \$2.50
- BRONC RIDING**
First \$25—Second \$15—Third \$10—Entrance Fee \$2.50
- STEER RIDING**
First \$25—Second \$15—Third \$10—Entrance Fee \$2.50
- OLD TIMERS' ROPING CONTEST**
Merchandise Prizes—No Entrance Fee

Other Events

EVERYTHING IT TAKES TO MAKE A GOOD RODEO

Admission—Adults 45c,
Children 25c

DANCE EACH NIGHT

Main Fair Building—Good Music—New
Floor—45c Couple

TEXAS HEREFORD ASSOCIATION SHOW and SALE FAIR GROUNDS 1 P. M. NOV 8TH

JOIN THE CROWDS IN SWEETWATER, NOVEMBER 8-11

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

RED CROSS ROLL CALL CHAIRMAN SEES SUCCESS

Success in the forthcoming membership campaign of the American Red Cross was predicted Tuesday by Rev. J. W. Leggett of Robert Lee, who was recently appointed Roll Call Chairman in Coke County.

"Although the dates from November 11 to 30 have been set aside for the Roll Call this year, I am convinced Coke county's membership goal can be reached or exceeded in a much briefer period. For many years, and particularly during the economic depression, the outstanding performance of this humanitarian organization has become common knowledge." The Chairman stated further, "Any results other than a swift, success-

ful campaign are inconceivable when we realize how much the existence of the Red Cross means to this community, state and nation."

The local campaign machinery is being rapidly perfected with the aim of carrying the organization's message to every adult in the county between Armistice Day and Thanksgiving.

It's subscription time. Thanks.

HAGELSTEIN MONUMENT CO.
Memorials of Distinction
Come to the Yard—See what you buy.
731 So. 11th, Abilene Texas

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GEO. T. WILSON
o o o o o o o o o o o o o o o o
ATTORNEY
o o o o o o o o o o o o o o o o
P. O. BOX 678
o o o o o o o o o o o o o o o o
Room 205 Central National
o o o o o o o o o o o o o o o o
Bank Building
o o o o o o o o o o o o o o o o
Phone No. 6524
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SAN ANGELO TEXAS
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606 So. Chadbourne, San An-
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PASSENGERS AND
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PARCELS CARRIED
o o o o o o o o o o o o o o o o
BALLINGER STAR
o o o o o o o o o o o o o o o o
MAIL ROUTE
o o o o o o o o o o o o o o o o
Daily, Except Sunday
o o o o o o o o o o o o o o o o
Leaves Bronte 8:30 A. M.
o o o o o o o o o o o o o o o o
Returns to Bronte 3:04
o o o o o o o o o o o o o o o o
P. M.
o o o o o o o o o o o o o o o o
W. J. McLaughlin, Mgr.
o o o o o o o o o o o o o o o o



WE DO OUR PART

Financial Statement OF First National Bank In Bronte



WE DO OUR PART

Traveler's Checks Sold.

Money Transferred by Wire Anywhere.

Every Banking Service

THIS BANK'S PROGRAM

We foster and encourage the following program:

- Live at home.
- The Cow, the Sow and the hen.
- Gardens for table use.
- Better livestock.
- Better field seed.
- Hogs for every farm.
- Diversified farming.
- Better preparation of soil for planting.
- Thrift and frugality.

Member Federal Reserve System

Federal License No. 89
Federal Charter No. 12,723

Charter No. 12,723 Reserve District No. 11
REPORT OF CONDITION OF FIRST NATIONAL BANK IN BRONTE IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON OCTOBER 25, 1933.

ASSETS	
Loans and discounts	\$96,072.20
Overdrafts	180.07
Other bonds, stocks, and securities owned	9,548.07
Banking house, \$7,000; Furniture and Fixtures \$2,975.00	9,975.00
Real estate owned other than banking house	1.00
Reserve with Federal Reserve Bank	37,602.37
Cash in vault and balances with other banks	100,013.71
Outside checks and other cash items	117.20
Total	\$253,509.62

LIABILITIES	
Demand deposits	\$210,622.88
Public funds of States, counties, school districts or other subdivisions or municipalities	2,492.06
Capital account:	
Common stock, 250 shares, par \$100, per share:	\$25,000.00
Surplus	12,500.00
Undivided profits—net	2,894.68
Reserves for contingencies	\$40,394.68
Total, including Capital Account	\$253,509.62

STATE OF TEXAS, COUNTY OF COKE, ss:

I, L. T. Youngblood, President of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

L. T. Youngblood, President.

Subscribed and sworn to before me this 1st day of November, 1933.

L. Johnson, Notary Public.

Correct—Attest: J. T. Harmon, Carrie G. Williams, Geo. H. McCuistion.

OFFICERS

L. T. YOUNGBLOOD, President.

J. T. HARMON, Active Vice-President.

JOE McCUTCHEM, Vice-President.

CARRIE G. WILLIAMS, Cashier.

CORA BELLE CORLEY, Assistant Cashier.

DIRECTORS

J. B. McCutchen.

E. C. Rawlings.

Geo. H. McCuistion.

R. E. Cumbie

M. A. Butner.

Frank Keeney.

J. T. Harmon.

Carrie G. Williams.

L. T. Youngblood

The Bank of
Personal Service
SAFE, SOLVENT,
CONSERVATIVE

"Oh, you MUST stay to dinner"

... F. H. B.!

(FAMILY HOLD BACK)

IT'S A CRISIS IN ANY SELF-RESPECTING HOME WHEN THE CLOCK STRIKES SEVEN AND THERE'S NOTHING EXTRA ON HAND TO FEED THE UNEXPECTED GUEST.

BUT THE PAST FOUR YEARS HAVE MADE MRS. HUBBARD'S OF A GREAT MANY OF US. OUR CUPBOARDS HAVE A LEAN AND HUNGRY LOOK, AND OFTEN HAVE WE LOOKED OVER THE LARDER TO FIND THE FLOUR TIN EMPTY, THE SUGAR BAG EMACIATED, THE POTATO SACK LIMP, THE JAMS ALL GONE, AND THE CANNED GOODS VANISHED.

OBVIOUSLY, THIS IS THE TIME OF TIMES TO STOCK UP YOUR PANTRY, TO MAKE IT AGAIN THE FOUNT OF YOUR HOSPITALITY. THERE ARE MANY GROCERIES YOU CAN BUY AND PUT ON THE SHELF... FLOUR... COFFEE... CANNED GOODS... SUGAR... JAMS... CEREALS... SOAPS... BEVERAGES AND

SCORES MORE. AND PRICES TODAY ARE LOWER THAN THEY ARE LIKELY EVER TO BE AGAIN!

IN THE PAST FOUR YEARS FOOD PRODUCTS HAVE GRADUALLY LOST THE GREATER PART OF THEIR TRUE VALUE AS COMMODITIES. PRICES HAVE GONE SO LOW THAT THE FARMER, THE MANUFACTURER, THE WHOLESALE, THE RETAILER HAVE NOT BEEN ABLE TO GET A FAIR RETURN FOR THEIR SERVICES OR TO PAY THEIR EMPLOYEES EVEN A LIVING WAGE.

BUT UNDER THE NRA CODE, CERTAIN STANDARDS, CERTAIN VALUES ARE DEFINITELY FIXED. A WORKER HAS TO BE PAID A DECENT LIVING WAGE, AND SINCE WE MUST ALL EAT, AND HUMAN LABOR ENTERS INTO THE PRODUCTION OF ALL FOODS, THE RESULT IS GOING TO BE THAT FOOD PRODUCTS WILL COME BACK UP IN PRICE UNTIL THEY ARE WORTH SOMETHING AGAIN.

This NRA Ad is Paid For by the Undersigned Business Men and other Citizens Who are 100 Per Cent Behind the National Recovery Act Program:

FIRST NATIONAL BANK, Bronte, Texas
KEENEY'S VARIETY STORE
T. C. PRICE & COMPANY
PLANTERS GIN COMPANY
HOME MOTOR COMPANY
W. MODGLING, Grocery & Market
J. W. WALL, Boot & Shoe Repairing
B. E. MODGLING, Magnolia Agent
C. N. BAKER, Service Station

SAN ANGELO TELEPHONE COMPANY
LOYD HOLMAN, Service Station
E. B. FLETCHER Farmer and Ranchman
W. H. MAXWELL, Jr., Continental Oil Agent
CUMBIE & CO., Groceries and Produce
J. A. PERCIFULL, Barber
HOLDER ICE COMPANY
THE BRONTE ENTERPRISE
F. L. CLARK, Barber

MAE WEST FILM
"I'M NO ANGEL"
SENSATIONAL HIT

Screen's Greatest Star Scores Again with Songs, Dances, Wisecracks in Splendid Picture Now at Paramount Theatre

With all the traditional fireworks of the old Wild West shows, Mae West, screen's current sensation, came here yesterday in her new picture, "I'm No Angel," opening a Sunday at the Palace Theatre in Sweetwater.

Mae set herself a difficult task bettering her first picture, "She Done Him Wrong," which lifted her to the top of the cinematic ladder and made her a world idol, but she has succeeded!

From every standpoint—story, star performance, songs, wisecracks, production value—"I'm No Angel" excels Miss West's previous picture.

It is a modern yarn, skillfully concocted by Miss West herself, presenting her in the picturesque characterization of a rowdy, wisecracking carnival dancer and singer. She becomes a lion tamer, has nerve enough to put her head in the lion's mouth, and becomes a sensation in a big New York circus. There she captivates society millionaires.

Miss West contributes an acting performance that explains why Paris has acclaimed her as a successor to Lillian Russell, Rejane and Bernhardt. She sings five "scorch" songs, dances a glorified shimmy number known as "the mid-way," wears tights, enters a cage with savage lions, and wisecracks.

Her supporting cast is a splendid one, headed by Carey Grant as her "tall, dark, handsome" sweetheart.

"I'm No Angel" was screened skillfully by Wesley Ruggles.