

# The Bronte Weekly Enterprise

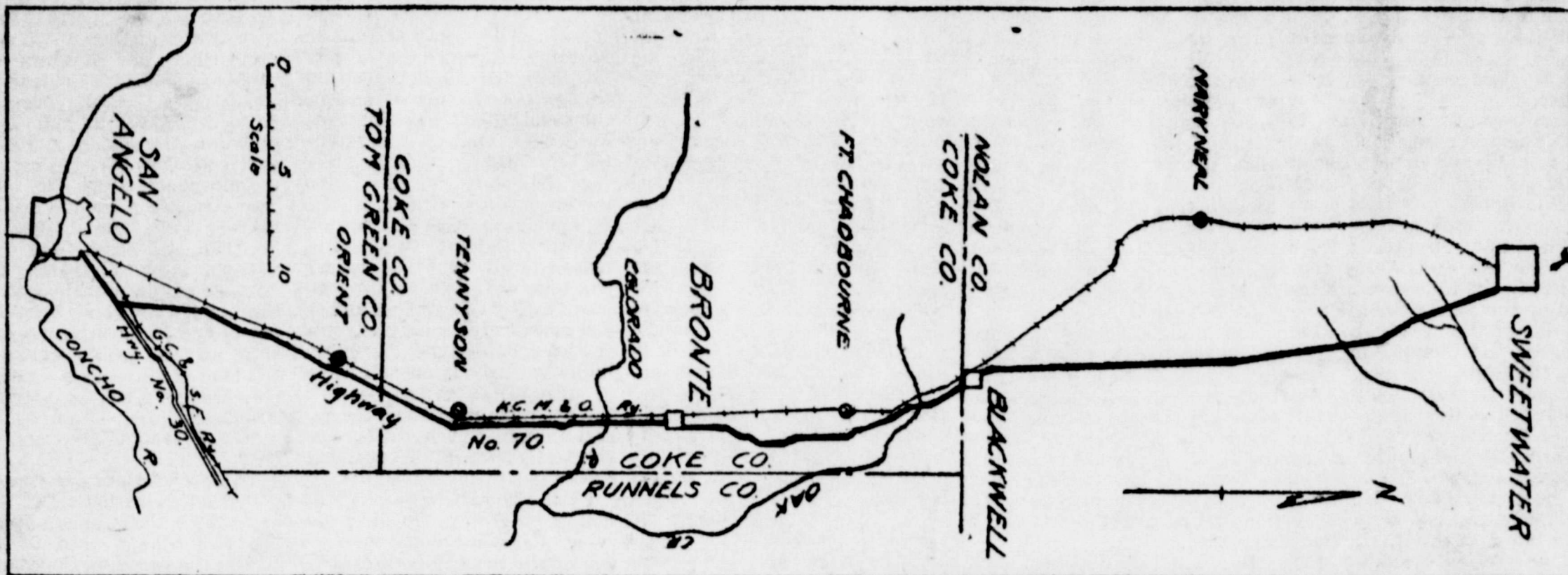
VOL. 18.

BRONTE, COKE COUNTY, TEXAS, JUNE 11, 1937.

NUMBER 23.

## Highway 70 Completion Edition

ENGINEER'S SKETCH OF HIGHWAY 70—FROM SAN ANGELO TO SWEETWATER THROUGH BRONTE



—By Courtesy of Earl Beavers, Resident Engineer, and J. C. Ennis, Jr., Assistant Engineer, San Angelo.

### AN ARTIST'S DREAM: "WHEN DREAMS COME TRUE"



Artists are wonderful folk—they can make things look real before they become realities. But, this is onetime when the artist "got caught at his own game." Milt McKenzie, artist with the News Engraving Company at Abilene, gives the above as his conception as to what the spirit of jubilation of San Angelo, Bronte and Sweetwater should be over the completion of highway 70, making it an all-weather road. The artist's dream is one of loveliness, and especially so are the "boys" who are playing the leading roles in "The Artist's Dream"—for, each of them is "fresh and sweet as a bowl of sweet peas;" and dance!—they dance "like fairies!" which, as is seen, they are doing—and smiling "like a country girl at her first sweetheart." But, they have "a dance coming," for they have worked hard and waited long years, as have their communities, to bring about the final culmination of the happy event that San Angelo, Sweetwater and Bronte, with other neighbor West Texas cities, towns and communities are celebrating today. So, let all care be forgotten, at least, during the hours of the celebration and "let joy be unconfined," as we celebrate this epochal event, on this good afternoon, June 9, 1937—for, fifty years from now little children of today will recall and rehearse this celebration and its significance to the three counties, to all West Texas and to the traveling public at large.

### Highway 70—Its History; Its Completion; Its Importance As an Artery of Travel

"Bronte? It is in West Texas, on State Highway 70—an all-weather highway."

The above is the new designation by which Bronte will be known to everybody between the two oceans from this date, for, at least, a long time come. Thus it will henceforth appear on the travel maps of the land.

Behind this new designation of this artery of country-wide travel is a history that is romantic in many of its features, for it is the culmination of a struggle for highway advantages that runs back, even beyond

the beginning of the existence of the Texas State Highway Department.

**History of Highway 70**  
The first start at building a highway north and south thru Bronte from San Angelo to Sweetwater was in 1916. As stated above, that preceded the creation of the State Highway Department.

The first man to suggest this highway was Col. Thos. Trammell, now deceased, of Sweetwater. Col. Trammell was one of the earliest pioneer settlers of the Sweetwater section of

country. He knew every cow trail between Red river and the Rio Grande. For a long time he was a banker in Sweetwater. He therefore not only knew the country thoroughly, but, like many of the old pioneers, he was a forward-looking man.

The Texas Good Roads Association had been organized, and was functioning in a goodly way in the matter of good roads construction. Col. D. E. Colp, deceased of San Antonio, was secretary of the Association. Col. Trammell induced Col. Colp to come to Sweetwater and view the situation as to a "good road" direct from that city to Del Rio, the nearest and most direct route to Old Mexico.

Col. Colp upon arrival, after going over maps and discussing the matter with Col. Trammell and other leading citizens of Sweetwater whom Col. Trammell

called into the conference, was convinced of the great importance of the road that Col. Trammell had in mind. Col. Trammell telephoned Robert Knierim of Bronte, and requested that Mr. Knierim get to Sweetwater quickly as possible, and join in the further discussions of the proposed road. Mr. Knierim went, notwithstanding the bad road over which he had to travel to reach Sweetwater.

It was agreed by Col. Colp that the thing to do was to go over the proposed route, the most direct from Sweetwater, via Bronte to San Angelo. Accompanied by Col. Trammell and perhaps a few others of Sweetwater, and Mr. Knierim, Col. Colp started on the trip for Bronte. It was agreed that the most direct route was by Blackwell, Bronte and direct to San Angelo. When the party

reached Bronte they lunched at the Cottage hotel. They found (Continued on page two)

ENTERPRISE PRINTED TWO DAYS EARLY

In order to get this Special Edition out in time for the Highway 70 celebration, we are printing two days early this week, going to press Tuesday night instead of Thursday night. Due to lack of time, after it was decided as to date for the picnic we have not been able to make the Edition what we desired. But, we submit it, with sincere thanks to each and everyone who has in any wise aided us—especially the advertisers.



**The Bronte Enterprise**  
D. M. WEST  
Publisher-Manager

**Subscription Rates**

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**HIGHWAY 70**

(Continued from page one)

waiting for them J. A. Clift and D. I. Durham, now of San Angelo, both of Robert Lee, who had an interview with Col. Colp. Their interview resulted in the decision of Col. Colp that perhaps the road should go by Robert Lee.

A controversy arose as to which way the road should go—if it should go by Robert Lee, it should go straight from Sweetwater to Robert Lee and on to San Angelo, thus missing both Blackwell and Bronte. For a long time the controversy raged. During the time, bonds were voted by the county for the construction of the road. In the meantime, to be exact, in April 1917, the State Highway Department was created with Curtis Hancock as the first chairman of the Highway Commission and Capt. Fauntleroy as chief engineer.

In 1924 the State Highway Department and Coke county contracted with the R. L. Hannah Construction Company for grade and drainage work from Robert Lee to the south line of Nolan county at Blackwell. J. E. Beavers, father of Earl Beavers of San Angelo, present resident engineer, was the engineer on the job. In the meantime, Nolan county pushed its road construction work and for several years has had a paved road to Blackwell.

In 1931, 70 was surveyed direct from Bronte south to San Angelo and the location definitely fixed. A. F. Moursand, the present division engineer, was division engineer at that time with Al Jennings as resident engineer. In 1932 the highway department let contracts for grade and drainage construction. Bucey & Childs was awarded the work north from Bronte to the Nolan county line, with some changes in the route of the highway from that of its location in 1924. The construction south to the Tom Green county line was given to the G. F. Davis Construction Company, and the job for bridges and culverts was given to the Dozier Construction Company, while the contract for the big bridge across the Colorado river two and a half miles south of Bronte went to the D. F. Jones Construction Company of Little Rock, Arkansas. Will Blanks, then of San Angelo, was the state engineer on the construction of the Colorado river bridge—it is pronounced by those who are advised as to such work as one of the most substantial and finest bridges of its kind in Texas.

Early in 1937 contracts were let by the Highway Commission for the topping of highway 70, thus making it an all-weather artery of travel, which, when finished, would open up one of the most important highways in Texas, far as affording convenience of travel to a great portion of the traveling public is concerned.

The job of topping from Bronte to the Nolan county line was awarded to the Lone Star Construction Company, while the south end to Tom Green county line was awarded to Bucey & Childs. February 1, the construction crews swooped down on Bronte and everything indicated an oil boom or some other grand rush. The work of paving has now been completed

and a few days ago was accepted by the State Highway Department.

Thus, it is seen, in a brief way that the struggles for highway 70 have surged for nearly twenty-five years, and its culmination, as seen by the traveler's powers of vision, as he travels to and fro through Bronte on the fine, new, paved highway, impresses the fact again most forcibly that Bronteland is a fabulous country where the fondest dreams of men really come true.

But, the details of the efforts of those who have led in the struggle to make highway 70 a reality would make a volume and entirely too lengthy to print here. It is sufficient simply to say that "Bob" Knierim, during the twenty-one years, has made nineteen trips to Austin, and many trips to other cities, working and seeking to get this highway. And in this effort he spent much of his own money and an estimated twelve weeks of actual time. With Mr. Knierim, others in Bronte, have worked and contributed of their money and time, unselfishly, to the end that 70 might become a reality.

**Sweetwater and San Angelo Do Noble Part**

In this connection, let it be stated that the above brief historical outline of the construction of highway 70 would not be complete without reference to the splendid cooperation of others. In this group we first mention Judge W. R. Ely of Abilene, who, at the time highway 70 was designated and the grade and drainage structures contracts were let, was chairman of the Highway Commission and it was through him that the designation and the foundation work was done. Then, too, the Boards of City Development of Sweetwater, the secretary of which at the outset was John Hendrix at Sweetwater, and Doss Berry at San Angelo, did a great deal to get the road. Led by these two

citizens of the two cities, much aid was given by those two cities, in many ways, without which this highway could not, and likely would not have been constructed. In the latter stages of the effort to get 70 finished as an all-weather highway, "Cub" Deal, BCD secretary of San Angelo, and Geo. Barber, BCD secretary of Sweetwater, and the highway committees of both cities have done their best always, in making highway 70, the completion of which we celebrate today, a reality. Both cities and their BCD secretaries have the everlasting gratitude of Bronte and the entire section of surrounding country.

**Importance of Highway 70**

As this era of fast transportation has developed and the importance of good highways has become enhanced, it is seen that though Col. Trammell and Col. Colp and "Bob" Knierim could have been called "dreamers," back in 1916, yet it is shown that they were men of far-seeing vision—for, without the initial work away back in those yesteryears, highway 70 would not today be a reality. Distance has been obviated in the fast models of cars, and highways are constructed with fast travel as the end sought. Hence, the highway that is an "air line" of straightness more nearly is the desirable road—for, the fact still remains unchanged that the shortest distance between two points is a straight line.

By the above law of mathematics highway 70 has become, and will become more so, one of the most important arteries of travel in Texas. While it is only about 150 miles long, yet it connects with arteries of travel over which the traveling public travels as much as any of the other highways. To the south it fulfills the vision of Col. Trammell at the outset—it gives the nearest and most direct route to Old Mexico. At Del Rio, about 190 miles from Bronte,

tourists can pass across the river into Vila Acuna, and they are in the Republic beyond the Rio Grande. To the north, 70 connects with the Broadway of America at Sweetwater, one of the most noted and most-traveled highways in all the country, from New York to San Francisco. Travelers from Amarillo and the great northwest desiring to go to Old Mexico, and other points in that direction, now have an all-weather road, with the exception of a few miles in Val Verde county, traveling over Federal Highway 87 to Lubbock and from Lubbock over Federal Highway 84 to Sweetwater, connecting there with highway 70, straight to Old Mexico. Going north from Sweetwater highway 70 intersects Federal Highway 380, at Clairemont, as it traverses Texas from Roswell, New Mexico to Fort Worth and Dallas and on to the eastern and south-eastern states. With a little cut off diverging from 70 above Sweetwater via Hamlin and connecting with Federal Highway 83, there will be a direct all-weather road to Dodge City, Kansas and on towards Chicago, making it the straightest and most direct all-weather route from all that great section to the land of the Aztecs, passing thru Dodge City, Sweetwater, Bronte, San Angelo and Del Rio. "Oh, boy!—let the band play on!"

**An Epochal Hour for Bronte**

Hence this prediction we make here: with the proper advertising of this direct route of travel, and by the people in the communities along this route showing tourists the proper courtesies, we are destined to be a people to whose doorsteps the traveling world will "make a beaten path."

Therefore, The Enterprise asserts again that this is an epochal hour in the history of Bronte

(Continued on Page Nine)

# CONGRATULATIONS

...Coke County Citizens...

On Completion Of

## Paving of Highway 70

The people of Sweetwater rejoice with you and are happy they had a small part in getting this needed improvement authorized. Now that we are closer together we should be closer friends. Come to see us!

**SWEETWATER**

**Board of City Development**

H. A. Walker, President

George D. Barber, Manager



**CONGRATULATIONS  
TO  
BRONTE AND COKE COUNTY**

**ON  
The Completion of Highway 70**

**FOR MONUMENTS**

Of all kinds, see us, before you buy. When you need anything in that line we would appreciate seeing you before you buy.

**Hagelstein Monument Company**

John Hagelstein, Manager, San Angelo  
J. A. Burk, Manager, Ballinger



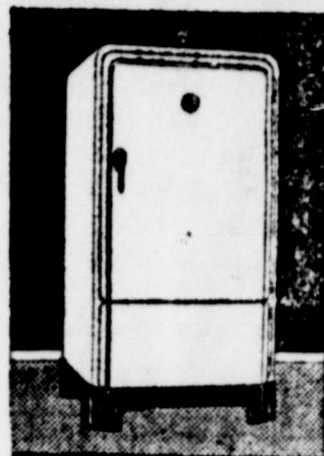
T. N. CARSWELL

T. N. Carswell, Abilene, known all over West Texas as just plain "Tom Carswell," manager of the Abilene Chamber of Commerce, is a booster always for good roads and for every other project that will make for the development of West Texas. The Abilene Chamber of Commerce, under the direction of Mr. Carswell, has done much valuable work. Highway 158 is the result of some fine road development that Mr. Carswell and his city have brought about.

**WE ARE FOR  
HIGHWAY 70**

And for all the other highways in West Texas that are needed to accommodate the general traveling public. We hope soon to see

**HIGHWAY 209**



Completed—then, Bronte and Coke county can come to see us on an all-weather road—and, too, that will be a great convenience to the traveling world wanting to go into the great southwest.

**ELECTROLUX**

The hot days are coming and you will need refrigeration service. The Electrolux will please you in every particular: Using Line Gas, Butane Gas, or Kerosene, it will cost you only 3 cents per day.

**KING-HOLT**

BALLINGER

TEXAS

**Rah For Highway  
70**

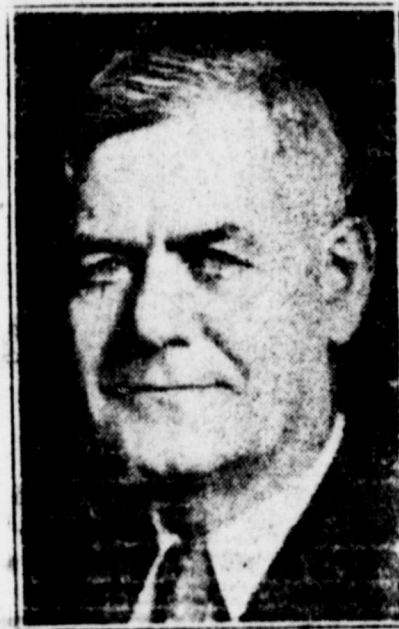
**HURRAH FOR EVERYBODY**

You can come to see us any day—on an all-weather highway. And we are always glad to see you!

If it's Groceries and Meats you want—of course, if you will come to us, you will be pleased both as to the quality and prices of our merchandise.

**CUMBIE & CO.**

I. M. CUMBIE, Manager



HON. W. R. ELY

Judge W. R. Ely of Abilene was chairman of the State Highway Commission when highway 70 was designated and contracts for grade and drainage were let. Judge Ely being a West Texan proved himself of inestimable worth to West Texas in getting the rights of West Texas recognized in the matter of good roads for West Texas. In that particular West Texas owes Judge Ely a debt of everlasting gratitude. The Enterprise is anxious, when highway 158 to the West is finished, to see the site and ruins of old Fort Chadbourne converted into a state park, and name it "Ely State Park."

**Congratulations to Bronte on the  
Completion of Highway 70  
WOOD MOTOR'S Sensational Flash  
No Finance Charge  
No Interest**

Or Carrying Charges Whatsoever!

**IS BRINGING THE BUYERS IN  
THIS SWEEPING REDUCTION SALE  
OF  
GOOD USED CARS**

The reductions are sensational and NO FINANCE . . . NO INTEREST or carrying charges are making this short 20-day sale positively the RIGHT time to buy a car. No tricks, no come-on stuff, no red tape . . . We mean just what we say. Compare prices . . . of the many cars on our floors . . . with offers being made elsewhere in San Angelo.

1934 Ford V-8 Tudor	\$365
1935 Ford V-8 Tudor	\$445
1933 Plymouth Coupe	\$310
1935 Terraplane Coupe	\$350
1933 Ford B Tudor	\$350
1936 Ford V-8 Coupe	\$550
1935 Chevrolet Coupe	\$365

**AND BESIDES THIS 1937  
LICENSES F R E E !**

with every used car bought during this sale—Trucks are excepted.

**180 VALUES TO SELECT FROM!**

**IF IT'S FROM WOOD—IT'S GOOD  
WOOD MOTOR COMPANY**

New Car Bldg.—342-348 S. Chadbourne, Dial 3191  
Used Car Bldg.—Twohig & Randolph, Dial 6559  
Used Car Lot—Concho & Irving, Dial 6558

**WELCOME**

**TO  
Everybody  
TO**

**Our Highway 70 Celebration**

It is a NEW DAY For Everybody in and around Bronte!

**WE HANDLE  
CONOCO PRODUCTS**

**W. H. Maxwell, Jr.**

Commission Representative Continental Oil Company



HON. ROBERT LEE BOBBITT

The youngest member of the State Highway Commission, both in years and in point of tenure of office, is Hon. Robert Lee Bobbitt, chairman of the commission. Under the direction of Chairman Bobbitt with reference to road building in Texas it will be directed intelligently and with firm hand, looking to the general good of all the people.



THE BRONTE ENTERPRISE  
D. M. WEST  
Publisher-Manager

**Subscription Rates**  
In State ..... \$1.00 year  
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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.

**REMINDED HIM OF THIS EDITOR**

J. D. Good of Norton tells us that he recently read a news item that reminded him of us. He said the story was to this effect: A country editor borrowed his neighbor's shot gun and started down the street to his home. Before he got to the lower end of the street, the editor said that seven of his delinquent subscribers stopped him and paid up their subscriptions.

Now, it is fine to be reminded of yourself. But, we have thought considerably as to why the editor's experience above should remind one of our readers of us.

It could not be, we are sure, that our face would make the impression that we are that kind of a "blood-thirsty villain" —for a lady told us the other day (in the presence of our wife of course) that we are a "good looking" man. And when a fellow is out with a shot gun after somebody, even delinquent subscribers, he usually is everything else but "good looking."

In the next place our subscribers are such fine men and ladies that all we have to do to collect subscriptions is to go and remind them gently that they are "due a subscription" —they like to read "the old home town" paper so well, and we "make the operation of collecting" the subscription so "painless," that they delight in paying off.

**ROAD BUILDING IN COKE COUNTY**

While the people of Bronte and Coke County with their neighbor cities and towns, are celebrating the completion of highway 70, one of the finest things about the all-weather road situation is that the work of goods roads building is just under way in Coke county.

The county is fortunate in the personnel of the county court and commissioners it has had and has now. The good roads question first engaged the minds of the people of the county seriously under the administration of Judge W. H. Bell. Judge Bell and commissioners with him worked harmoniously in the matter of good roads planning and building. "Uncle Bill" Pruitt, who now has given up active life worked earnestly for good roads while he was commissioner. Next was Ed Holman now dead, who was commissioner when highway 70 was given its last designation, worked unceasingly for good roads in every part of the county.

On the death of Mr. Holman S. A. Kiker became commissioner, and through the days of his career officially, he, with Judge McNeil Wylie, and the other commissioners are working as a unit for every good road that can legitimately be brought to the county. As a result of this good roads building, with a view to ailing the entire county and not just any particular community in the county, the prospects are most encouraging for a fine highway development that will practically give every part of the county an all-weather artery of travel.

The Enterprise favors the above program—let the good work continue.

**ROBBINS-KIKER NUPTIALS**

The marriage of Miss Lillian Kiker and Carrol Robbins, both of Bronte, was solemnized at 8 o'clock Thursday evening, June 3, at the Methodist parsonage with the Rev. J. H. Thompson performing the single ring ceremony.

The couple was attended by Miss Berta Page, and Elmer Modgling.

The bride, a daughter of Commissioner and Mrs. S. A. Kiker of Bronte, has taught in the Bronte school for the last four years and was re-elected for the fifth term. She was graduated from Bronte High School and then attended Southwestern University at Georgetown.

Mr. Robbins is a son of Mr. and Mrs. L. C. Robbins of Hayrick and is engaged in the ranch business in this county.

The bride wore a dress of navy blue and white accessories.

After a brief wedding trip to La mesa and Lubbock, the couple will be at home on the ranch eight miles north of Bronte.

The Enterprise with their numerous friends wishes these happy young people every blessing in life as they start the journey together.

**News Engraving Co.**

ABILENE, TEXAS

Extends Congratulations to Bronte, San Angelo and Sweetwater on the completion of **HIGHWAY 70**

If it is engraving you want to know about, we are interested. Write or see us about your engraving needs.

**A West Texas Institution**

**We Extend Congratulations to Bronte and Coke County on the Completion of Highway 70—we are closer Neighbors now; let's visit oftener. Come to see us when in Angelo.**

*Johnson's*  
**DEPARTMENT STORE**  
Open at eight—close at five—except Saturday  
—open till nine

Our first day's sale of Certified Values proved that we were right—that our customers do appreciate service and VALUES. Today we are listing more CERTIFIED VALUES. Come early and make your selections before your choice is gone.

**JUNE SALES** *Certified Values*

**LOVELY PRINTS**

A good eighty-square, soft finish, thirty-six-inch, guaranteed, fast color print.

5 Yards

**95c**

**Organdy-Swiss**

Permanent finish Organdies in solid colors. Dotted swiss with woven dots. Priced special—

**49c**

**CURTAINS**

Priscilla ruffled curtains in pastels and white, with colored dots. 32 inches wide, 2 1/4 yards long.

**79c**

**LADIES' GOWNS**

Windsor Krinkle-crepe gowns. White, tea rose and blue. All sizes. Limited quantity.

**39c**

**WASH DRESSES**

One rack of specially priced wash dresses. An assortment of various cottons. Value unsurpassed.

Each

**79c**

**Wash Dresses**

A large assortment of wash dresses in sheers, swisses and dimities. Short and long sleeves.

**\$1.95**

**Slips**

Crepes and satins of silk, bias and fore-gore. All sizes. Another exceptional CERTIFIED VALUE.

**\$1.59**

**ANKLETS**

A large assortment of anklets made from the finest mercerized threads. Guaranteed fast colors. Permanent tops, reinforced heels. Beautiful color selection.

**5 for \$1**

**BAGS**

Summer bags of genuine leather, finely finished. Lovely lined. These leathers come in high shades. Also have a few black ones at this price.

**\$1.19**

**MEN'S SLACKS**

Men's lightweight wool slacks. Just the wear for sport-time. Another extra value,

**\$1.98**



**PROF. N. JOHNSON IN  
CAR WRECK, SUNDAY**

Prof. N. Johnson, superintendent of the Bronte schools, went to Lubbock, Sunday afternoon, to enter the first term of the summer session of Texas Tech. Near Post Prof. Johnson was in a car wreck. Fortunately, Prof. Johnson escaped injury, but his car was badly wrecked. No details are available further than that truck ran into Prof. Johnson's car.

Miss Iva Dell Modgling is at home during her vacation from Baylor College, at Belton.

**METHODIST WOMEN  
MEET AT CHURCH**

Seven women of the Methodist Missionary Society met Monday afternoon at the church for the second lesson of the Bible Study, "The Radiant Heart."

Mr. and Mrs. Jess Percifull and daughter, Marjorie, went to A & M College the latter part of the week, and brought home their son, Wayman, who has been a student there this year.



JOHN HENDRIX

John Hendrix, Fort Worth, now with the publicity department of the West Texas Chamber of Commerce, can truthfully be called "the daddy" of highway 70, far as men now living are concerned. For, at the time the destiny of 70 was in the balance John Hendrix "never went to sleep at the switch." Much planning and much work was done by "Daddy" Hendrix to "keep life in one of his pets." No wonder he writes that nothing preventing he will be here today to celebrate the glad event with his co-workers. John Hendrix is the friend of West Texas.

**Highway 70 Is A Beauty**

And to travel over it now since it is paved is "a joy forever." We congratulate everybody concerned, and we extend

**A Glad Welcome**

To our West Texas friends as they come to celebrate with us.

BUILDING MATERIAL FOR EVERY PURPOSE

**South Texas Lumber Co.**

O. H. Willeughby, Manager

Good Roads Mean More Travel, More Gasoline Consumed, More Tourists Passing Through and Better Times—let it be so!

**HIGHWAY 70**

—is no longer a dream but a reality and already the traveling public is taking advantage of it as an artery of travel. We bid

**Welcome To Everybody Today**

To celebrate with Bronte and Coke County this great event.

**Magnolia Products**

We sell Magnolia Gasoline and Oils—Our service is at the top for promptness and courtesy.

**GEO. THOMAS**

Magnolia Products

GOOD ROADS MEAN MORE TRAVEL, HENCE

**HIGHWAY 70**

Is a fine thing for everybody—it will bring more tourists and that means the sale of more of "That Good Gulf" Gasoline and Oils. And that will please us. So, we join in the

**GLAD WELCOME**

To all our friends today, from over West Texas  
TELEPHONE 108

**R. S. WALTON**

GULF DISTRIBUTOR

**WE, TOO, ARE HAPPY**

THAT

**Highway 70 Is Finished**

It means much to Bronte, Coke County, West Texas and the general traveling public. We join in

**BRONTE'S WELCOME**

To everybody today to celebrate this important event with us.

**D. Y. ROBERTS**

Electric-Acetylene Welding and  
General Blacksmithing

**Advertising**

In

**The Enterprise**

**Gets Results**

**Give it a Fair Trial**

**Comee to See Us Over**

**HIGHWAY 70**

We Are Always Glad to See You!

**Robert Massie Co.**

**Everything in Furniture**

San Angelo, Texas

With the People of Bronte, We Have Waited  
For

**Highway 70**

Now that it is finished and is an all-weather highway, let us celebrate together. Highway 70 is good for Bronte, for San Angelo, for West Texas—and we are all three of those places.

**WE ONLY CALL ATTENTION**

That you can now travel to our very doors any day in the year over a paved highway. Come to see us when in the city—we are always glad to see you.

"Quality Merchandise At Right Prices"

**COX-RUSHING-GREER**

SAN ANGELO

**HIGHWAY 70**

Is Fine and Beautiful

The completion of this highway means much to everybody.

**70 Passes Our Door**

We are ready always to serve you with gasoline and oil; also our groceries and notions are well selected.

**Visitors, We Welcome You**

Let's all work together for the other highways that Bronte needs.

**TAYLOR SERVICE STATION**

U. F. Taylor, Owner





GIB GILCHRIST

We get right at the heart of things when the gentleman above, Gib Gilchrist, is contacted. Mr. Gilchrist is State Engineer and knows the roads of Texas, and the needs of every community with reference to good roads, as a scholar knows his abes. Genial and pleasant, although with a firm hand, he often has to deny the appeals of delegations from the various communities, large and small, of Texas for road plans approval. Mr. Gilchrist works for the greatest good to the greatest number in the matter of highway development. He has always been a steadfast friend of West Texas—to Mr. Gilchrist, perhaps, as much or more, than to anyone else is due the credit that "Bronte is sitting pretty" on highway 70.

### Brings Good News From Washington

L. T. Youngblood returned Saturday night from a stay of several days in Washington.

Mr. Youngblood was a group of three who went to Washington in behalf of the UCRA, of which directorate Mr. Youngblood is a member. The other two gentlemen were Mayor Dorsey Hardeman of San Angelo and Marvin Nichols of Fort Worth.

Mr. Youngblood returned very much encouraged with reference to the UCRA. He feels confident that by October 1 actual work of a complete federal survey of the entire Colorado river watershed will begin.

Mrs. Forest Clark and her father, "Uncle Doc" Percifull, are visiting relatives at Amarillo. Mrs. Clark will also visit her son and wife, Mr. and Mrs. Lucene Clark, at Logan, New Mexico. In the meantime friend husband Forest is doing "just as he pleases," with no one to "talk back at him." "Uncle Doc" will remain in Amarillo and spend the summer with his daughter there.

County Agent H. E. Smith "put the smile that won't come off" in the editor's face this week by passing to us "a clean, dollar bill," with instructions to "keep 'er comin'." Thanks to you, Mr. Smith.



"BOB" KNIERIM

The above is the picture of the "granddaddy" of "old 70." In the long yesteryears, when the average Coke Countian was studying about whether or not he should buy a new buggy, "Bob" Knierim was gazing, gazing, gazing, into the "present now" and dreaming of days when "men would be flying on the ground like the birds." The realization of those dreams is the all-weather highway that now runs through Mr. Knierim's home town and connects the great northwest and the northland with the land of the Montezumas. Indeed, "Bob" Knierim has whereof to feel much satisfaction in the completion of highway 70. But not only for the construction of highway 70 has Mr. Knierim given his time and thought and energy, but to everything that will build West Texas.

### Ballinger Group Are Coming

In conversation with "Doug" Motley, secretary of the Ballinger Chamber of Commerce, late Tuesday night, Mr. Motley stated that a group of highway enthusiasts and good roads advocates, members of the highway committee of Ballinger, plan to be here this afternoon to celebrate with Bronte, Sweetwater, San Angelo and Bronte, the command San Angelo, the completion of highway 70.

"Highway 70 will help not only Bronte and Coke county," said Mr. Motley, "but an all-weather highway like 70 is now will help all West Texas and we

are happy in the fact that this highway is completed. Of course we are directly concerned with Bronte in the completion of highway 209 and hope some day to see it completed."

Come right on, "Doug," both you and your highway committee and good roads boosters—we have talked highways here at Bronte in recent months more especially until somehow any fellow who believes in "good roads," finds a royal welcome among us—just like "one of the family."

Miss Virginia Youngblood returned a few days ago from Baylor University, at Waco, where she was a student the past year. Miss Youngblood graduated at the close of the university.

**TEXAS THEATRE**  
BRONTE, TEXAS  
WELCOMES YOU to Highway 70 Completion Celebration!

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FRIDAY & SATURDAY—JUNE 11-12  
**"ANTHONY ADVERSE"**  
With Frederick March—Olivia De Havilland  
Plus Buck in "PHANTOM RIDER"

---

TUESDAY (MONEY NITE) JUNE 15  
**"OH DOCTOR"**  
with  
EDWARD EVERETT HORTON  
Plus Comedy and Going Places

---

**ALAMO THEATRE**  
ROBERT LEE

---

SUNDAY & MONDAY—JUNE 13-14  
Jane Withers in  
**"HOLY TERROR"**

---

WEDNESDAY—JUNE 16 (MONEY NITE)  
**"Time Out For Romance"**

# FOR SALE

One 22 x 38 International Harvester Separator; in A-1 shape mechanically—almost new. A BARGAIN!

1 Rebuilt 10-foot Oliver-Nicholson-Shepard Combine—THE PRICE WILL SURPRISE YOU.

Also one Power-Takeoff complete for Allis-Chalmers Tractor.

## Oliver

Winters Farm Machinery Company  
WINTERS, TEXAS

BETTER TIMES ARE HERE!  
BETTER TIMES AHEAD!

# Summerize Your Car



Spring is in the air! Soon balmy summer days will bring a new urge to get outdoors. With a Magnolia SUMMERIZE job your car is ready for any trip you want to take. For smoother, trouble-free hot weather driving, visit your friendly Magnolia Dealer for this important 7-POINT CHECK UP!

TEXAS—HOST TO THE WORLD IN 1936! With the central exposition at Dallas and dozens of other celebrations throughout the State, Texas invites the world to its Centennial Celebration. Ask your Magnolia Dealer for new 1936 Road Maps.

Stop at the Sign of the Flying Red Horse!



**MAGNOLIA**

DEALERS AND STATIONS

In the Happy Spirit of the Occasion We Join with  
**BRONTE, SWEETWATER AND SAN ANGELO**  
IN CELEBRATING THE COMPLETION OF

# Highway 70

Nothing means more to a community, large or small, than all-weather arteries of travel. We are happy in the fact that this new, all-weather highway brings

## Bronte and Coke County

And all the section the highway traverses closer to San Angelo.

## We Are Neighbors

In more ways than one. Our communities have many common interests and we are pleased that we have the privilege of cooperating with the good people of West Texas in every progressive movement.

# First National Bank

MEMBER F. D. I. C.

SAN ANGELO

TEXAS



# WELCOME

TO

EVERYBODY

Bronte Enterprise

## West Texas Utilities *Company*

Extends Sincere Congratulations to Bronte and  
Coke County on the Completion of

### HIGHWAY 70

Good roads are essential to the development of West Texas and we are in favor of every all-weather road necessary for this part of West Texas to get the development it needs. We express every Good Wish for

## Bronte's Celebration Today

May it come up to the expectations of all of Bronte's forward-looking progressive citizens. We are always glad to cooperate with the people of Bronte and Coke County in every undertaking for progress and development.

## West Texas Utilities *Company*

## BALLINGER GREET'S BRONTE,

## SAN ANGELO AND SWEETWATER

—on—

## THE COMPLETION OF HIGHWAY 70

This is a real start towards the good roads building needed in the Bronte and Coke County section of country.

## BALLINGER IS INTERESTED

Not only in Highway 70, but also in the completion of Highway 209, connecting Bronte, Robert Lee, and all the great country beyond Sweetwater giving a direct route to the southwest.

"IN UNITY THERE IS STRENGTH"—WEST TEXANS,  
LET'S WORK TOGETHER FOR WEST TEXAS

Ballinger Chamber of Commerce



**We Consider the Completion of  
HIGHWAY 70**

As one of the best things that has occurred thus far for the good of Bronte and the traveling public. Therefore, in the spirit of the occasion of our celebration today, we bid

**Everybody Welcome**

**Car Repairing, Batteries, Tubes, Casing,  
and Magnolia Gas and Oil  
HOME MOTOR COMPANY**



GEO. BARBER

George D. Barber, secretary of the Board of City Development of Sweetwater, is one of the youngest members of the forces of West Texas that work for good roads and other West Texas development projects. But, don't decide that he is "a slow coach." Wait till this afternoon, when you see him and his group of boosters from Sweetwater "in action." Sweetwater is said to be one of the best organized towns in Texas in the matter of community welfare and development. Mr. Barber and a group of Sweetwater boosters are making a good will trip, going as far east as Winters and Ballinger and will reach Bronte in time for the celebration this afternoon.

**WALKER FURNITURE**

JOINS WITH

**SAN ANGELO**

IN

**Happiest Congratulations to Bronte and  
Coke County on  
The Completion of Highway 70**

Home Furnishings  
**Walker's Furniture**



T. D. COUPELAND

Winters, one of the best towns in Texas, is fortunate in the man they have as secretary of their Community Development Club. That man is T. D. Coupland. Mr. Coupland had just retired from business when his town was left without a secretary and manager of their organization through which they worked for community welfare. Mr. Coupland took charge and that he has succeeded is evident by the way the business men of his town cooperate with him in every project undertaken for the good of Winters and their trade territory.

**Winters Joins In**

**Happiest Congratulations**

—to—

**Bronte, Sweetwater and San Angelo**

ON

**The Completion of Highway 70**

this Highway, as is every other highway in West Texas, is a Good Thing for all the country through which it passes.

We are always glad to co-operate with Bronte in every movement for the development of West Texas.

**WE ARE GLAD TO CELEBRATE WITH  
YOU TODAY**

We hope the next move will be for a road connecting Bronte and Winters—it is needed.

**Winters Board Community  
Development**

John Norman, President T. D. Coupland, Sec.-Mgr.

**BAPTIST MISSIONARY  
SOCIETY MEETS**

Mesdames Floyd Modgling, Ed Cumbie, Clint Wilkins, Joe Lambert, Otis Smith, L. T. Youngblood, C. Ivey, W. Modgling, Charles Keeney and Lewis Stuckey met at the church Monday afternoon for the regular monthly meeting of the Society.

Mr. and Mrs. Frank Keeney and Mr. and Mrs. O. C. Ivey visited on the plains last week.

Rev. and Mrs. Lewis Stuckey attended the workers' conference of the Runnels County Baptist Association at Blanton, Tuesday. They report a good meeting.

Some of us have worked hard and long for

**HIGHWAY 70**

Therefore we have a right to celebrate the important event.

**We Rejoice With Bronte**

**DODD PRICE**

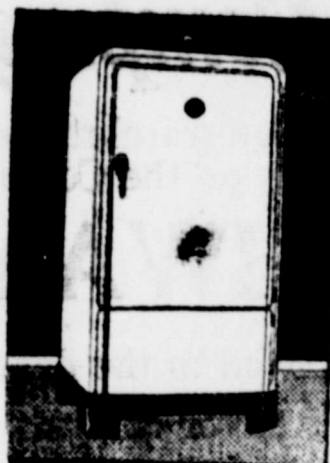
ALL KINDS OF INSURANCE  
San Angelo, Texas

**BRONTE**

**We Congratulate You**

ON

**Highway 70**



The New

**1937**

Servel

**ELECTROLUX**

**WEST TEXAS  
BUTANE GAS COMPANY**

Gay Copeland, Mgr.  
Dial 3345

131 West Twohig  
San Angelo

**BABY SON BORN**

Born to Mr. and Mrs. Hiram Brock, Sunday morning, June 6, 1937, a baby boy, weighing nearly seven pounds. Mother and babe reported doing excellently, while "Pa" Brock and "Gran'pa" and "Gran'ma" Brock are not doing so well.

Miss Louzelle Brock has returned from a week's visit with her aunt, Mrs. J. L. Keeney, at Eldorado.

Prof. and Mrs. W. R. Reese of Center Point, after a few days visit with Mrs. Reese's parent, Mr. and Mrs. Robert Kneirim, departed Sunday for Lubbock, where Prof. Reese will attend Texas Tech this summer. Prof. Reese is superintendent of the Center Point school.

Mrs. B. F. Gilreath and daughter, Miss Clarene, are visiting relatives at Granness, Arkansas. Returning they will visit relatives at Fort Worth.

**CONGRATULATIONS**

FROM

**Your Department Store**

ON

**The Completion of Highway 70**

**Come to See Us**

**BAKER---HEMPHILL**



# SEARS

## IS ALWAYS FOR WEST TEXAS

And we are happy with Bronte and Coke County in the Completion of Highway 70.

That QUALITY MERCHANDISE and LOWEST PRICES are GUARANTEED by SEARS need not be mentioned here—that OUTSTANDING FACT you know already.

### Best Wishes For Your Celebration

May your Celebration today be all you have planned for it to be—with all San Angelo we extend Congratulations. Now you can

COME TO SEE US

**SEARS, ROEBUCK AND CO.**

San Angelo, Texas



W. D. HOLCOMBE

W. D. Holcombe, who was Mayor of San Angelo for several years, always boosted for Highway 70, as well as for a general system of highways for West Texas, and for every other movement that would benefit the country.

### Dr. Edwin A. Dann

announces the removal of his office to

**DR. DANN'S HEALTH HOME**

207 Pecan Street

(Across from Sears Roebuck & Co.)

Sweetwater, Texas

CHIROPRACTIC  
MASSAGE

ELECTRIC TREATMENTS  
X-RAY

Mrs. E. H. Rudd, Attendant

# We Are Glad With Bronte

That Highway 70 Is Now A Reality As An All-weather Highway

We assure the citizenship of Bronte and Coke County that it is a genuine pleasure to the people of San Angelo to work with you for good roads and for every other development project that will aid Coke County and its people. Always command us when we can be of any aid to you in anywise.

## We Are Glad To Celebrate With You Today

# San Angelo Board of City Development

SAM C. THORNE, President.

J. C. DEAL, Manager

### BOARD OF DIRECTORS

Sam C. Thorne, President.  
Claude E. Aikman, Vice-Pres.,  
J. C. Deal, Manager,  
Micaela Rogers, Ass't Manager,  
Henry H. Batjer,  
M. D. Bryant,  
W. M. Hemphill, Jr.,  
H. E. McCullough,  
Archie Bean,  
Loy Gandy,  
C. E. Hoyt,  
J. J. Pettus,  
Wm. D. Taylor,  
A. C. Bledsoe,  
H. A. Goodson,  
W. S. Leslie,  
W. W. Rahl.

### HIGHWAY COMMITTEE

Dodd Price, Chairman.  
H. G. Wendland,  
E. J. Hardgrave,  
Arthur Martin,  
S. S. Kistler,  
E. H. Schuch.  
Vaughn Miller.



"Run Along, Mr. Tourist Over"

### HIGHWAY 70

We are glad this all-weather road is finished. And better still it passes right by our door, where you can get service in a "jiffy."

#### We Are Delighted

With all our people to have our West Texas visitors with us today to celebrate this important event.

"That Good Gulf" Gasoline and Oils, Goodrich Tires and Tubes, Flats Fixed and Good Service.

#### Gulf Service Station

PHONE 72  
WILL WRINKLE, Manager

### Whoopee! Whoopee! For

Bronte, San Angelo, Sweetwater, Abilene, Winters, Ballinger and all the rest of West Texas! Everybody can come to see us, now any day in the year, on our all-weather roads

#### WE ARE INTERESTED

In our friends and neighbors, our section of country, our town and the VARIETY STORE BUSINESS.

FRIENDS AND NEIGHBORS, WE ARE GLAD YOU ARE WITH US TODAY!

## KEENEY'S Variety Store

FRANK KEENEY, Proprietor

CONGRATULATIONS TO BRONTE, SAN ANGELO AND SWEETWATER ON THE COMPLETION OF HIGHWAY 70

**U. S. GOVERNMENT BUYS 16,697 WESTINGHOUSE REFRIGERATORS**  
*for greater 10 year economy*

Low operating cost of Westinghouse Refrigerators — enabled Westinghouse to win the largest refrigerator order ever placed, from the U. S. Public Works Administration Housing Division. These refrigerators were bought for PWA's slum clearance and low-rent housing projects on the most economical basis Government experts could find... If a Westinghouse Refrigerator will save money for the Government, it will save money for you!

**Westinghouse**  
*Kitchen-proved* REFRIGERATOR

Dial 4677—Our Salesman Will Give a Demonstration!

Every House Needs a Westinghouse

## R.C. Campbell

& Co., Inc.

6 S. Chisholm St. Dial 4677 SAN ANGELO



Courtesy San Angelo Standard.

DODD PRICE

As chairman of the highway committee of the San Angelo BCD, the chief business of Dodd Price has been that of getting highways for West Texas—Mr. Price pays his expenses writing all kinds of insurance. Mr. Price and the other members of his committee have done good and faithful work on highway 70, and to them The Enterprise in behalf of all our people extends thanks.



J. C. DEAL

J. C. "Cub" Deal, manager of the San Angelo Board of City Development, has done as much as any one man in West Texas for good roads in this section. Always on the job in behalf of highways, next to our own Bronte people, he has "the smile that won't come off." Mr. Deal has the deepest appreciation of all our people not only for his untiring efforts for highway 70, but for his constant efforts for the development of this part of West Texas along all lines—indeed, he is "a useful piece of furniture," as well as "a graceful dancer," which he is shown to be on the front page of this issue of this paper.



HOUSTON HARTE

The name of Houston Harte, publisher of the San Angelo Standard-Times, is a household word all over West Texas, and the southwest. Although a very busy man with heavy demand upon him by his varied private interests, aside from his publishing interests, Mr. Harte finds time to take part in the development of West Texas along all lines.

Step By Step West Texas Is Advancing

### HIGHWAY 70

Is one of the greatest steps in a long time for the development of West Texas and for the convenience of the traveling general public.

#### Bronte Bids Welcome

To our friends from the surrounding towns and cities and communities to

#### Celebrate With Us Today

A UNITED EFFORT BY WEST TEXANS WILL BRING US OTHER NEEDED DEVELOPMENTS

#### First National Bank

L. T. Youngblood, President

#### WE ARE HAPPY

### HIGHWAY 70 IS COMPLETED

It gives us an all-weather road to the outside world. So we join in

#### A Hearty Welcome

To all our friends today, to celebrate with us

#### Our Cold Drink Fountain

Is not excelled. Refresh yourself at our fountain—strictly cleanly and sanitary at all times.

DRUGS, DRUG SUNDRIES, TOILETRIES, WRITING PAPERS, TABLETS, ETC.

#### CITY DRUG COMPANY

LOUISE JOHNSON, Owner

## We want to help

Sweetwater, Blackwell, Bronte, Robert Lee, Tennyson and San Angelo Celebrate The Opening Of

### Highway 70

This Puts Us in Closer Touch With Each Other.

#### Holcombe-Blanton Printery

PRINT ANYTHING -- APPRECIATE

EVERYTHING OFFICE SUPPLIES

San Angelo, Texas



**Only Natural**

Conditions, the last few years, have made price an essential consideration in the majority of homes. It's only natural, therefore, for us to lay emphasis upon the fact that our prices have been kept in keeping with the times.

**KING-HOLT**  
*Funeral Home*  
908 EIGHTH ST.  
PHONE 82-RING-2  
•• PROMPT ••  
AMBULANCE SERVICE

BALLINGER TEXAS

(Continued from Page Two)  
**HIGHWAY 70**

—the most important since the coming of the railroad thirty years ago.

**Another Designation of Bronte Will Come**

Another prediction we make fearlessly is that another new designation will yet come to Bronte by which it will become known all over these United States. That designation will be: "Bronte—the little town in West Texas where all the highways meet."

With the completion of the historic Butterfield Trail, known as highway 158, from Abilene to Bronte and on to Sterling City; with the completion of highway No. 209, now under construction from Bronte to Ballinger; the building of the highway from Colorado City to Robert Lee, thus giving all that section and beyond an outlet in this direction; then when the Sweetwater-Winters-Coleman road is built, and the cutoff from Bronte to Winters is constructed connecting all the great West with the short route via Coleman—then, it will be that the above prediction will come true, namely, "Bronte—the little town where all the highways meet."

May it be so!

**Bronte's Celebration**

Therefore The Enterprise repeats that if the people of a community ever had justifiable reason for celebrating an event, the people of Bronte and Bronteland are that people. Hence in the glad spirit of the day, we join, and with a glad West Texas spirit of hospitality, we bid welcome to each and all who come to celebrate with us this day—June 9, 1937.

**CONOCO DEALERS HERE EXPECT PROFIT FROM BIG TOURIST SEASON**

Local merchants, and particularly the Conoco dealers, are looking forward to substantial profit this summer, as a result of the largest tourist season in history, according to W. H. Maxwell, Jr., manager here for Continental Oil Company.

"Earley summer requests received by the Conoco Travel Bureau for touring information indicate that 1937 will surpass even last year's business," he said. "Naturally all merchants will profit, but the Conoco dealers have an additional reason for optimism."

"Under Continental's new policy all of its products are sold through independent dealers—which means that every Conoco dealer either owns or leases his station, is in business for himself. He doesn't work for a weekly or monthly pay envelope; so naturally he gets out and hustles for that extra profit. And when he gets that profit, it stays in town, as he spends his money with the local merchants."

"Furthermore, Continental Oil Company is giving its dealers some fine cooperation. They are taking newspaper space to advertise the dealer's station as well as their own products. In this advertising Conoco dealers are known as 'mileage merchants'—and, actually that's just what they are."

NOTICE is hereby given that the partnership lately subsisting between J. D. Luttrell of Coke County, Texas, and E. R. Gideon, of Midland County, Texas, under the firm name of GIDEON AND LUTTRELL, was dissolved by mutual consent on the 18th day of January 1936.  
E. R. Gideon.  
J. D. Luttrell.

**LET'S GO, FOLKS**

To Our Highway 70 Celebration Picnic, have a "good time" and make our visitors to feel that they are "Welcome as the flowers in May." We are entitled to a jubilation with our friends and with each other.

**Let's Go Again**

In the matter of building our other highways and making "Our town" always to be the best little town in Texas.

Then Let's Go Always For Dry Goods, Clothing, Hats, Shoes, Etc to

**Cumbie and Wilkins**

**The Citizenship of**

**ABILENE AND TAYLOR COUNTY**

Join the people of **COKE COUNTY** in celebrating the completion and opening of

**Highway 70**

**Abilene Chamber of Commerce**

Malcolm M. Meeks, Pres.  
V. E. Behrens, Vice-Pres.  
T. N. Carswell, Sec.-Mgr.  
George S. Anderson  
D. G. Barrow  
Jesse F. Winters, Chairman

Fleming James  
C. R. Pennington

Arch Batjer,  
Max Bentley  
Price Campbell  
O. D. Dillingham  
W. J. Fulwiler

Lee R. York,  
George Page  
John Pilkington,

C. W. Gill  
M. B. Hanks  
D. H. Jeffries  
George Minter  
H. O. Wooten

E. R. McDaniel  
Ed Grissom  
R. M. Wagstaff



