

# The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, APRIL 29, 1938.

NUMBER 17.

## Letters From the People with Reference to the Beer Advertising Question

Last issue The Enterprise carried an article with reference to beer advertising, stating that we had been tendered a beer advertising contract from the brewers in which they are going to show the people that there is no moral improbity, or other hurtful features with reference to the manufacture and sale of beer, provided it is made and sold legally. We also stated that it had always been our rule not to carry beer advertising, or advertising of any other intoxicating liquors, in our columns.

To ascertain the mind of our readers relative to the matter we invited letters from the people relative to the matter. We desired that each one express his candid mind in the matter. Quite a few letters have come in, and below we reproduce them.

We will hold our columns open another week and invite all who will to write us and give their views—for, it is indeed a most vital question, and a question on which American citizens differ.

When all who have written who care to do so, we will then give our decision as to our disposition of the beer contract which we still hold, and we will give our reasons.

But, read the letters:

### Eminent M. D. Says Beer Intoxicating—"Pour It On," He Says

Upon receipt of the beer advertising in question, desiring to be absolutely fair with the brewers, and at the same time do our self no injustice in refusing to take advertising of any product that was harmless, we sought information concerning the claims of the brewers that beer is a harmless and "wholesome food." Dr. J. B. Cranfill of Dallas has both his M. D. and L.L.D. degrees. He is not only an eminent medical doctor, but is a man of outstanding literary recognition as well. For nearly fifty years we have known him. When we were in our teens he was an active editor of a newspaper. At that time under no consideration would he carry advertising of "intoxicating liquors"—he put human interest and fidelity to principle above the glitter of gold. Hence from him we got many of our best ideals of life as touching newspaper work and the things that would contribute most to the moral weal of men. Knowing that he keeps thoroughly abreast of the times as to scientific developments in the processes of brewing, we wrote Dr. Cranfill for a statement with reference to modern processes of brewing. Dr. Cranfill writes as follows:

Dallas, Texas  
April 26, 1938.

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

My dear Bro. West:

There isn't a word of truth in the statement by the brewers that beer is a non-intoxicating food drink. If you recall, the present beer deluge was precipitated by President Roosevelt when he authorized its manufacture and sale while the 18th Amendment was still in force. The percentage of alcohol prescribed in this beer was 3.02 per cent. That makes a very intoxicating drink.

The present campaign by the brewers to popularize beer is projected to neutralize the rising tide of prohibition sentiment. It is "wicked, sensual and devilish." The beer drinker becomes a hard liquor drinker. In course of time any poison loses its first effects so after the beer drinker has

reached a certain point in his drinking habits, he wants something stronger. In other words, the beer saloon is a school in which whiskey drunkards are made. Meantime, of course, the drinkers of beer are beer drunkards, though it takes a much larger quantity of beer for deep intoxication than it does of hard liquor.

There has never been anything in the life of America more sinister and more demoralizing than the present campaign of the brewers to popularize beer. They approach the problem deceitfully and secure the attention of the public under false pretenses. They presume upon the ignorance of the public as to their product. They themselves know that what I am saying here to you is true—that what they are seeking to do is not the inculcation of a temperate way of life, but an increase in the sales of their beer. They feel that if they can educate the rising generation to the idea that beer is not intoxicating, the oldsters will try to get the youngsters to drink beer and thus "protect" them from "intemperance," whereas there is as great a degree of intemperance in drinking beer as there is in drinking any other deadly intoxicant.

There is no food value in beer. It is not brewed as a food, but as an intoxicant.

I am glad that you as editor of your Bronte paper are taking such high ground on this vital issue. "Pour it on" and expose this deceptive propaganda at every turn of the way. Let us hope the time will come when this whole aggregation of deceitful cut-throats will be swept into kingdom come.

Fraternally yours,  
J. B. Cranfill.

### Says Take The Ads—Not For Money, But Because It Is Right—But, Beer Is A Mild Intoxicant

The following letter is from I. O. Wooden of Ballinger—known to everybody as "Ike." We have known Mr. Wooden "nigh on to forty years." We were always good friends, but always differed on the liquor question. But, he was our neighbor in 1900 when we resided in Ballinger and we would divide our last biscuit with him. He is a paid in advance subscriber to The Enterprise:

Ballinger, Texas,  
April 25, 1938.

Dear Sir:

In regards to your beer advertising: it is not money, it is right. Let your Bible be your guide.

Beer is a mild intoxicant. Three, four, or a dozen bottles a day will not intoxicate, and will prove beneficial to many, while it would be detrimental to others. The same as coffee, coca cola, or many other drinks.

For temperance, beer is far better than "bootleg" whiskey. The Bible condemns all sin, but where there is no law, there is no transgression—Rom. 4:15. There is no place in the Bible that says, "Thou shalt not make, sell, or transport wine," and wine contains 10 per cent more alcohol than beer.

If you print the beer ads, there will be many to criticize. These same people on Sunday will sing, "Oh, How I Love Jesus," and on Monday will sit on a jury and send a man to jail for doing what Christ did, and God said to do: Make, sell, possess, buy and transport wine—St. John 2:1, 10. Deut. 14: 23.

Individually, I would prefer to

## OAK CREEK BRIDGE ON HIGHWAY 158 SOON A REALITY

Judge McNeil Wylie received a letter the latter part of last week that brought some of the best road news that has come to Bronte for some time.

The news in the form of a letter from Hon. Harry Hines, member of the Highway Commission stated that two projects on highway 158 were approved on April 19 by the Commission.

The two projects are as follows: A project that includes the grading and drainage structures of a two mile section west of Bronte, towards Robert Lee. This work will include a mile, starting at the Santa Fe right-of-way, including a bridge across West Kickapoo, and tying into the present road about a mile west of town; also, straightening the highway coming off seven mile hill towards Bronte from Robert Lee, which will take the crook out of the highway and tie into the present road at Uncle Ed Hallmark's place. This job involves about \$47,000.

The other is the bridge across Oak Creek at the old Fort Chabourne cemetery, towards Abilene. This job involves \$50,000.

This work, according to Judge Wylie, should start within the next sixty or ninety days.

This is good work that Judge Wylie and those working with him have accomplished—for, everybody, the people locally and all over Coke County, as well as the general traveling public, need the bridge on Oak Creek.

run a beer ad free, than to pollute the Lord's table with grape juice, at any price—Malachi 1: 6, 7.

I. O. Wooden

### Sees "Nigger in the Woodpile"

D. A. Neel, merchant at Edith, writes as follows:

Edith, Texas,  
April 26, 1938.

Dear Bro. West:

It seems that you are astride of the fence on the beer ad proposition—if you are don't get both feet on the wrong side. It is better to hunger and thirst after the salvation of your fellow men than to direct him to the slop trough of beer and blot. I can see into the wood pile far enough to see the negro's "eyes shining." Once in grace, but don't believe you can remain if you resort to beer ads. If we should gain the whole world and lose our souls what profit have we?

I give you the following:

Dear Bro. West,

Do your best.

To stay with the right,

With all your might.

Yours for the right,

D. A. Neel.

P. S. The brother who said you would lose much by refusing the ads was right. I have lost thousands of dollars in the grocery of supposed you by sssnsinq crookedness.

DREADFUL THOUGHT: You knew your duty but did it not.

### Knows Our Motive in Beer Article

C. B. Guyger, traveling salesman of Proctor, writes:

By all means keep your conscience CLEAR by not taking the beer ads.

I am sure, however, you will decide that way after all the letters are in. In fact, I am sure you have no idea of taking the ads, and I believe I know your motive in putting the article in your paper. Will discuss it all with you when I see you again. I am on the road all the time and perhaps will make your town some time in the spring.

With best wishes for you and

## Candidates' Rally at Blackwell

The ladies of Blackwell request The Enterprise to announce there will be a Candidates' Rally at Blackwell, Saturday evening, May 7. The rally is under the sponsorship of the Blackwell P T A. The proceeds will be used for the benefit of the school. Mrs. Cecil Smith is president of the Blackwell P T A and Mrs. Walter Leach is secretary.

The ladies suggest that the candidates from Coke County are also invited as it will give them opportunity to contact quite a few of the Coke voters in the northern and northwestern part of the county.

Blackwell's monthly trades day will be in the afternoon, at which time many people will be in Blackwell.

## New Lumber Co. in San Angelo, Bids for Business

In this issue of The Enterprise will be found the opening announcement of the Burley-Bacon Lumber Company of San Angelo.

This new lumber firm is made up of old time West Texans and San Angelo lumber men. The present company is composed of Carl Burley and his associates all of whom are thoroughly experienced in the lumber business.

The new company is successor to the San Angelo Lumber Company which was in business in San Angelo a number of years and enjoyed a liberal patronage because of their excellent stocks of building materials and fine service.

As to the new company, The Enterprise editor does not have long and intimate acquaintance with any of the gentlemen except

Mrs. West, I am,

Your old friend,  
C. B. Guyger.

### Says Brewers Showed Their Hand in Their First Ad

Below follows the letter of Robt. Knierim—one of West Texas' greatest builders and also churchmen. Mr. Knierim's business is superintending the

(Continued on page 2)

## Robert Lee Church to Be Host to Concho Valley BTU

At the last regular meeting of the Concho Valley Associational B. T. U. an invitation was accepted to be the guests of the Robert Lee Baptist Church at their next regular meeting.

This meeting will be held at the Robert Lee Baptist Church Sunday, May 1, at 3 p. m. The Concho Valley Association will give their regular program, and conduct their business as usual.

The Associational B. T. U., and local B. T. U. of Runnels County Association have been invited to be in attendance at this meeting.

The purpose of this meeting is not to supplement the Associational B. T. U. organization, but to promote a higher degree of fellowship and mutual efficiency in both associations.

Preparations are being made to take care of a large crowd from the Concho Valley Association.

### Mrs. Higginbotham Hostess To W. M. S.

Mrs. F. S. Higginbotham was hostess to the Methodist W. M. S. Society Monday afternoon.

"Soil and Human Erosion" was the subject for discussion.

The program was led by Mrs. S. A. Kiker. Those assisting were Mrs. O. H. Willoughby, Mrs. Dottie Wylie, Mrs. B. E. Modgling, and Mrs. Fewell Sims. Ice cream and cake were served to the eleven members present.

Mr. Carl Burley. We have known Mr. Burley since he was in his teens, back in 1900. He has been in the lumber business all his life—and no "four square man" will excel Carl Burley when it comes to business transactions. Whatever Carl Burley states in a business transaction, we do not hesitate to say that he sincerely believes fully what he states. Likewise we have found Mr. Jones, the co-manager with Mr. Burley, is a most pleasing gentleman and we find it a real pleasure to do business with them.

Read the announcement of Burley-Bacon Lumber Co. and when you need building materials you will find their prices and terms worthwhile. Success to you, gentlemen.

## One Minute Sermon

BY REV. A. V. BRADLEY

"THE SILENCES OF LIFE"

"Be still before the Lord, and wait patiently for Him." Psalms 37: 7 (Marginal reading.)

In the varied life which meets us in the gospels we light on many different kinds of silence.

1. The Silence of wisdom. Mary, the mother of our Lord pondered these things in her heart. Let the angels sing and shepherds praise, but Mary kept these things in her heart.

2. The Silence of obedience. At the marriage feast at Cana Jesus gave a command to the servants to bear the pots of water to the governor of the feast. The beautiful thing about it is, they did it—did it without a single word—and I call that the silence of obedience.

3. The Silence of acceptance. It is the story of the Samaritan woman at the well of Jacob. After a conversation with Jesus, in the silence of the moment, she did not exclaim 'I believe in Him,' but turned and ran into the city crying out, "I have found the Christ, come and see." She accepted him in the silent chambers of her heart and it changed her entire life.

4. The Silence of conviction. The critics had brought a woman taken in adultery to Jesus and accused her before him; Jesus stooped down and wrote on the ground; then he said, "Let him that is without sin cast the first stone" and the critics slipped away in silence, one by one beginning with the oldest to the youngest. Conviction will close the mouths of unjust criticism.

5. The Silence of despair. Last we would mention the poor sufferer who lay beside the waters of Bethesda. He was silent; he had given up to despair. There seemed to be no hope. "I have no one to help me when the waters are troubled." Thank God, Jesus came along just in time to save him. The night is darkest just before the dawn. The light of heaven gave peace to it, but healed his body completely. May we wait on the Lord for a blessing.

# BLACKWELL NEWS CORNER

MRS. CHARLES RAGSDALE

## ENTERTAIN EUTERPEANS

The Euterpeans held their regular meeting Thursday, April 21, in the home of Mrs. Oxford Raney with Mrs. Cecil Smith as co-hostess.

A business session was conducted by the president, Mrs. Austin Jordan. Mrs. Jordan was re-elected president.

The theme of the program was English and Scottish Ballads.

Reading of the Constitution and By-Laws, by Mrs. Leroy Stone. Roll call: vocal solo, "Loch Lomond," by Mrs. Oxford Raney; Selected Old English Ballads, by Mrs. Austin Jordan; English song, "Drink To Me Only With Thine Eyes," by Mrs. C. J. Harris.

A refreshment plate of strawberry shortcake and tea was served to the following guests: Mrs. L. W. Sweet, Sr., Mrs. G. C. Schwedler, Mrs. Everett Ellis, and regular members: Mrs. Richard Copeland, Mrs. R. H. Hamilton, Mrs. C. J. Harris, Mrs. L. C. Pyle, Mrs. Joe Oden, Mrs. A. Jordan, Mrs. Joe Smith, Mrs. Roy Sanderson, Mrs. Leroy Stone, Mrs. W. C. Shamblin, Sr., Mrs. W. W. Youngblood, Mrs. Jack Stewart, and the hostesses.

## BEER ADS

(Continued from page one)

Bronte Methodist Sunday School, but he pays his expenses operating a service station and garage, associated with his son, Robert. Mr. Knierim writes:

Bronte, Texas,  
April 26, 1938.

Dear Bro. West:

After reading your article in the Bronte Enterprise referring to beer advertising, I could not understand what it was all about until I read in one of the State papers the first ad of the brewers association in the educational campaign.

I must admit that I have never read a better camouflage of false wording than was included in this advertisement.

First, they claim that beer is

## HER SISTER DIES

F. D. Willis was called to San Antonio to attend the funeral of Mrs. Willis' sister. Mrs. Willis had been with her sister a month. Their many friends extend deepest sympathy to Mr. and Mrs. Willis.

Mrs. Henry Boyles is visiting relatives at Shep and Blackwell. She and her son, Truman, are moving to Dallas.

Edwin Evans of San Angelo visited his parents over the week end.

Mrs. G. C. Schwedler of Dallas has been visiting her parents, Mr. and Mrs. L. W. Sweet, Sr. (Continued on page 4)

not intoxicating. When they asked for and were successful in getting a law passed that would allow beer to contain 3.2 per cent alcohol by weight which was equal to 4 per cent of volume, and we know that 4 per cent of a beer bottle full of alcohol would incapacitate a grown man, much less a woman or child.

In the second place, they claim that beer is a food, a body build-

er. This is also a falsehood as we have the best educated men and women in our land, including the medical profession, that tell us that it breaks one down physically, mentally, and morally; also, we have the Bible that teaches us the same.

Now, as to your taking beer advertisements, I will leave that to you, but would like very much for you to leave it to me.

In the first place, how can you face the people to whom you proclaimed the harm of strong drink, if you denounce as false all that you so strongly advocated so long?

Next, how can you face God, if you denounce as false what he has told us in Luke 10-9; Numbers 6:3; Judges 14:14; Lev. 1:15; Pro. 20:1?

As far as your losing money, I am sure that you have missed some, but that might be the most you have missed. You might have missed the condemnation of one who would lay the lives and souls of this and other generations on the bargain counter to be offered for the price of the brewer's brew, as if we had to depend on them alone, when God has said that He will never forsake those who do His will.

All of the 799 subscribers of your paper might tell you to take the ads and get the money, but I as one (I am only express-

(Continued On Back Page)

## Prepare To Commemorate Memorial Day Now!

# ROCK OF AGES MEMORIALS

Beautiful in tone and texture, foremost in memorial art, every Rock of Ages memorial is identified with the minutely etched Rock of Ages seal and is erected with an exclusive bonded guarantee of its perfection. Whatever your requirements, gratification is always welcomed.



# HAGELSTEIN

MONUMENT CO.  
Salinger—San Angelo—Midland

# "Our Thanks"

To the friends and patrons of the San Angelo Lumber Co., the management and personnel of Burley-Bacon Lumber Co. wish to express thanks for your past patronage. We shall continue to give a friendly, helpful building service. Our stock of building materials and supplies is complete and we are offering additional building service. We will appreciate your visit.



The New Firm of  
Burley-Bacon Lumber  
Co. Solicits Your Continued Goodwill and Patronage!

**5%**  
FHA Loans

**Build - Remodel - Repair  
Up to 20 Years To Pay!**

If you are planning to build a new home let our planning department assist you. The terms contained in the F. H. A. are available through our yard. You can now own the kind of a home you've always wanted for less per month than rent. You have up to 20 years to pay. Come in and let us explain the plan in detail.

THE N. H. A. offers long-term loans for remodeling, or repairing. We service these loans with the minimum amount of red-tape. If you want to make your home more livable and attractive investigate our loans.

## Martin-Senour Paints - Varnishes - Enamels

Martin-Senour paints go farther, look better, and last longer. It offers the greatest protection for any home and has been proven the peer of all house paints for over a half century. It glorifies your home because it is the perfect finish. Our stock of Martin-Senour is complete and we can save you money!

# BURLEY-BACON LUMBER CO.

Formerly San Angelo Lumber Co.

227 to 234 North Main Street

Dial 2122

**Like a Great River**

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

**KING-HOLT  
Funeral Home**

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

# SEARS Economy Festival



## HUGE 15 DAY SALE STARTS THURSDAY!

LOOK FOR THE SPECIAL SALES BULLETIN LEFT AT YOUR DOOR!!

On Sale While They Last !!

### Dress Lengths New Sheer Wash Fabrics

19c Up to 29c Values

# 12 1-2c Yd.

- |                               |                              |                  |
|-------------------------------|------------------------------|------------------|
| 3 1-2 to 6 Yard Lengths       | 36 to 39-in. Fabrics         | Wash-Fast Colors |
| Printed 80-Sq. Percales       | Plain Slub Yarn Broad-cloths |                  |
| Printed 100 x 60 Broad-cloths | Permanent Finish Organ-dies  |                  |
| Printed Dimities              | Plain Lace Weaves            |                  |
| Printed Lawns                 | Plain Matelasses             |                  |
| Printed Smock Cloths          | Sports Weaves                |                  |
| Printed Voils                 | Plain 80-Sq. Percales        |                  |
| Printed Cords                 | Plain Waffle Suiting         |                  |
| Woven Suitings                | Dotted Swisses               |                  |
| Flocked Voils                 |                              |                  |

### Summer Panels

29c Values

Open mesh panels in ecru color. 39-in. by 2 1-4 yd. sizes. Hemmed bottoms. Buy now.

15c

### DISH DRAINERS

39c Values

Retinned wire dish drainers. Rust-resisting. Equipped with silver-ware baskets.

10c

### 22 CARTRIDGES

17c Values

.22 caliber shorts. Greased type. The maker is changing the box, hence the low sale price. Longs . . . 12 1-2c.

10c

### WOMEN'S GOWNS

Actual 39c Values

Fine hand-embroidered Puerto Rican gowns in full 50-in. lengths! They're here in white, flesh or tearose. Women's sizes 15, 16, 17.

25c

### FEATHER PILLOWS

Actual 69c Values

Generous size, 17x24-inch bed pillows. Filled with fresh, clean prime curled hen feathers. Fancy drill ticking. Come early on Thursday.

2 for \$1.00

On Sale While They Last !!

### Ladies and Misses New White Summer Shoes

\$1.98 to \$2.49 Values!  
Save Half or More!

# \$1.00

This Means a Real Savings to You

- |                 |               |
|-----------------|---------------|
| White Novelties | White Calf    |
| White Mesh      | White Nubuck  |
| White Kid       | White Oxfords |
| White Ties      | White Pumps   |
| White Straps    |               |
- Leather or Crepe Rubber Soles  
All Sizes 3 to 8 in the Lot

### Big Sugar Bags

10c Values

Washed, half-bleached sugar liner towels. About 26x35-in. size. Free from holes.

5c

### WASHABLE TIES

25c Values

Men's fast-color, first quality summer ties in new patterns and colorings.

10c

### 18x36 IN. TOWELS

Actual 12 1-2c Values

This low price during the sale only! Generous size, thirsty terry with your choice of fast-color borders! Stock up now for summer use.

9c

### WINDOW SHADES

Actual 49c Values\*

Best water color shades obtainable. Strong 44x40 count muslin in green and sand. Do not confuse with fiber shades! 36 in. by 6 ft.

37c

### 1 DOZEN DIAPERS

Actual \$1.00 Values

Famous "My Baby's" quality diapers of soft birdseye cloth. 27 inches square; neatly hemmed. Sanitary packages of 12!

79c

#### BARGAINS GALORE!

ON SALE WHILE THEY LAST

#### Gallon Jugs

\$1.39 VALUES

89c

Cork Lined Cup Caps Metal Jackets

#### PRICES WAY DOWN!

ON SALE WHILE THEY LAST

#### Garden Hose

\$1.19 VALUES

89c

25-ft. Pieces Live Rubber With Couplings

#### BIG SELECTION!

ON SALE WHILE THEY LAST

#### Folding Chairs

\$1.00 VALUES

69c

Sturdy Genuine Oak Frames Adjustable to 3 Positions Natural Varnish Finishes Heavy Striped Canvas Seats

#### READ AND SAVE!

ON SALE WHILE THEY LAST

#### Full Size Cots

\$1.98 VALUES

\$1.39

Well-Braced Hardwood Frames Close-Weave White Canvas Tops Full Size, 25x72-Inches

#### ACT QUICKLY!

ON SALE WHILE THEY LAST

#### Folding Stools

19c

Picnic and outing stools with canvas seats. Sturdy hardwood frames. Easy to fold.

#### RUSH TO SEARS!

San Angelo, Texas

# SEARS, ROEBUCK AND CO.

18-20 South Chadbourne St. PHONE 6971

**Wilmeth**

W. W. Smith and family of Needles, Calif., were called to the bedside of Mrs. C. O. Smith, mother of Mr. Smith.

Grandmother Dixon of Coleman is also at the bedside of her daughter, Mrs. C. O. Smith.

Mrs. G. H. Tomlinson is confined to her bed again with illness.

A number of Wilmeth people attended the singing at Wingate Sunday afternoon.

Rain prevented church services last Sunday morning. The regular night services were held at the Methodist and Christian Churches.

The young people of the Methodist Church will hold their regular meeting the second Tuesday night in May.

Mr. and Mrs. C. E. Wright and Mrs. Ellen Condra, and Jack Condra and Audra V. Ballew attended the singing at Wingate Sunday.

**SCHOOL ITEMS**

Miss Hash was called to Ballinger Thursday afternoon and Friday to the funeral of her nephew.

The State test for Mazeland will be given May 2, beginning at 8:30 o'clock. Most of the students will be in readiness.

We are glad to report two re-entries in our school; Weldon and Curtis Wade have returned. John Smith, cousin of Charlie

**BEER ADS**

(Continued from page two) ing my own humble opinion) would say that the young lives of our country are far too valuable to be misled by any such diabolical false advertisement, and I entreat you to throw it away and never allow such to appear in the columns of your paper.

Hoping that you can see this matter as I do, and assuring you that I am very strong in the belief that you will not lose in this world and might be a big Gainer in the next,

I am yours truly,  
Robert Knierim.

**Only Paper They Read, Clear Of Vile Advertisements**

The following letter is from Mr. and Mrs. Joe Lindley of Blackwell:

Blackwell, Texas,  
April 26, 1938.

Dear Friend:  
We received your paper yesterday. We have read the article on beer.

We believe you are right in your long belief that beer will make any one drunk. So we are asking you as Christian friend

and Buelah Ann Smith, is in school. His parents are at the bedside of Mrs. C. O. Smith.

Pupils of Mazeland school have received their awards won in the Interscholastic League events.

to Christian friend to please, not use those advertisements in your clean paper—the one and only paper that we read that is clear of such vile advertisements. We believe you to be too much of a Christian to soil your paper with such ads.

Your true friends,  
Mr. and Mrs. Joe Lindley.

**Appreciates Clean Advertising Columns of The Enterprise**

Mr. and Mrs. Ira Blackwell came to Bronte last year. They are engaged in the ranching business. One of the first things they did upon coming to make Bronte their home was to subscribe for their home newspaper. Mrs. Blackwell writes below of the fine impression the local newspaper made on her because of the clean and high class advertising found in our columns. Mrs. Blackwell writes:

Bronte, Texas,  
April 26, 1938.

The Bronte Weekly Enterprise, Bronte, Texas.  
Dear Sir:

Since coming to your community last July, I have become acquainted with your excellent paper, and have mentioned the clean advertising it contained. It would, indeed, be too bad to change the tone of its pages for some "filthy lucre." Far better to raise the price of the paper.

As to beer being a food, science does not so class it, and in our schools physiology uses many pages to teach the youth that beer and other things are very detrimental to the tissues of the body, beer especially being mentioned.

The Bible teaches it is immoral to use anything that defiles the body, "the temple of the Spirit;" therefore, it is a very mild accusation to say it is immoral to use beer, for the use develops a craving for stronger drinks.

We trust you will find that the people who read your paper do not need to be educated by the brewer's "educational program," that it may continue to be a welcome visitor to every home.

Very respectfully,  
Mrs. Ira V. Blackwell.

**Beer Pays No Debts; Clothes No Child; Buys No Home; Makes No Wife Happy, Says Minister**

Rev. J. H. Thompson, pastor of the Bronte Methodist church, writes his views on the question as follows:

Dear Mr. West:  
In reply to your article on beer advertisements, I wish to express myself:

We do not need educational advertising programs in our country to encourage our people to drink beer, for it is harmful, and morally wrong, leading to drunkenness, crime, wreckage of homes, finally a nation.

Money spent for beer never pays a debt, never clothes a child, buys a home, or makes a wife happy. Money received for such advertisements in my opinion is blood money, for it will sooner or later lead to the ruin of some one.

Regardless of what the brewer may say in behalf of his products, he is wrong and he knows it. It is misleading, untrue. Will we take his statement despite all the good people of America? We know better. Can we give up our high ideals for an evil one?

Science has proven that beer is injurious to man, that one drink of beer slows down his thinking, handicaps his ability to do his work efficiently. No more rotten propaganda ever was imposed upon the American

**BLACKWELL NEWS**

(Continued from page 2)

**ODD FELLOWS AND REBEKAHAS CELEBRATE**

The Blackwell Odd Fellows and Rebekahs celebrated the Odd Fellows 119th anniversary Monday night at the school auditorium. The following program was given:

Song: audience. Welcoming address, Andy McLendon; reading, Julian Harris; solo, Melrose Jagers; reading, Opal Thompson; song, Jane Alsop and Kenneth Modrell; reading, Gloria Johnson; song, Virginia and Geneva Sanders; reading, Wandell Vest; reading, Louise Oden.

A salad course and tea and coffee were served to about 70.

The first grade pupils and the teacher, Miss Neva Neeper, went to Sweetwater Monday afternoon to see "Snow White."

Mr. and Mrs. E. Roper and son have moved to Clairmont. We regret to lose these good people.

**MRS. DAISY LEWELLEN DIES**

Funeral services were held at 10:30 o'clock Monday morning at the Methodist church for Mrs. Daisy Lewellen, 58, who died at 5 A. M. Sunday at her home close to Blackwell.

Rev. Luther Kirk, formerly of Blackwell, now of Rochester, conducted the religious services.

Burial followed in the Blackwell Cemetery, directed by the Yates funeral home.

Surviving Mrs. Lewellen are three sons and a daughter: Marvin of Hico; G. R., Francis, and Grady of Blackwell. Two brothers, J. H. King of Raleigh, N. C., and G. Q. King of Crockett.

Deceased had been confined to her bed almost six months. She was a member of the Methodist Church.

Messrs. J. M. Hash and W. R. Hash of Pampa and Miss Annie Belle Hash, one of the teachers at Mazeland, were guests of Miss Lorie Jackson at lunch Sunday. The Hashs had attended the funeral of a nephew at Ballinger Saturday. Miss Jackson also teaches in the Mazeland school and she and Miss Hash are devoted friends. The Messrs. Hash are with the Gulf Refining Company in the production department.

people than that beer is not sinful, harmful, that it helps to curb drinking of hard liquors. The idea of its being a wholesome food beverage, with 4 per cent alcoholic liquid measure!

Now, good people, what do these parasites care for your sons and daughters as long as they can suck life's blood from this generation to fleece its pockets?

Can you think of American people drinking themselves back to prosperity, when money spent for beer and whiskey goes out of the regular channels of business into the pockets of a selfish, greedy, selfcentered purpose. The purpose is wrong, no good can come from it.

I trust that you will never run a beer ad in your paper.

J. H. Thompson,  
Pastor M. E. Church, Bronte

**TEXAS THEATRE**

BRONTE, TEXAS

Thurs., Fri., Sat.  
April 28, 29 30  
CHARLES STARRETT

In  
"OUTLAWS OF THE PRAIRIE"  
Also "BIG SQUIRT" and NEWS

TUESDAY ONLY  
May 3

Their Fued was a False Alarm!  
DICK FORAN  
"SHE LOVED A FIREMAN"  
Also Cartoon.

ALAMO THEATRE  
Robert Lee, Texas  
SUNDAY AND MONDAY  
May 1—2

BEN BERNIE  
WALTER WINCHELL  
"LOVE AND HISSES"

WEDNESDAY ONLY  
May 4

Their Fued was a False Alarm!  
DICK FORAN  
"SHE LOVED A FIREMAN"

**ATTEND DISTRICT CLUB MEET**

A group of Bronte ladies attended the Woman's Federated Club meeting of the 6th District at Eastland. They went over Wednesday and returned Thursday night. They report a most interesting meeting.

Those in the group were Mrs. C. C. Glenn, Mrs. O. H. Willoughby, Mrs. L. T. Youngblood, and Mrs. Albert Rawlings, Jr.

Mrs. R. E. Cumbie, who is chairman of the committee on schools and industrial arts had prepared a paper touching her work at the request of the general chairman, but it was not possible for her to attend and, therefore, she sent her paper.

**RANGE APPLICATIONS**

Ranchmen who desire to participate in the 1938 Range Program must notify the office of the county agent at once. May 15th, 1938 is the deadline to sign application cards.

Those wishing to use deferred grading as one of the range practices must notify us not later than May 1st.

Please attend to the above now.  
H. E. Smith,  
County Agent.

The Junior-Senior banquet of the Bronte school, Friday evening was a most happy affair.

**CARD OF THANKS**

Wife and I desire to express our deepest thanks to our friends and all the good people generally in and around Bronte and elsewhere for your acts of kindly thoughtfulness and helpfulness to her and to our family during the long weeks of her illness in the hospital at San Angelo. People nowhere could possibly excel you in your kindly ministries to those who are ill and who need help. We appreciate deeply the amounts contributed to aid us and for all the other considerations shown us. God bless you all.

Mr. and Mrs. A. J. Muston.

San Angelo's Leading Store for Men and Boys!

HOME OF SOCIETY BRAND CLOTHES

**SALE!!**

of Young Men's and Students' Spring Suits

VALUES \$24.75 to \$32.50

**\$19.85**

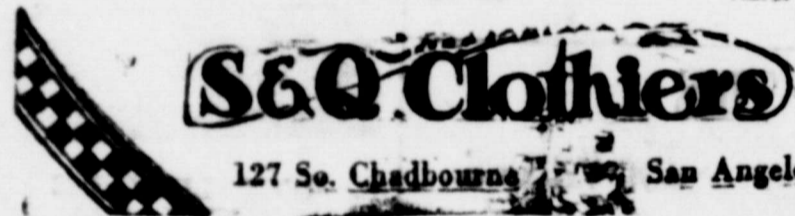
With 2 Pants

VALUES \$19.75 to \$27.50

**\$9.85**

Extra Pants \$2.00

THURSDAY THRU MONDAY ONLY



**FEED and FIELD SEED ANNOUNCEMENT**

We carry all kinds of feed stuffs, including all kinds of poultry feeds.

**Cream and Produce**

WE WANT YOUR CREAM AND PRODUCE—HIGHEST MARKET PRICES ALWAYS—TRY US BEFORE YOU SELL

AS THE ICE SEASON OPENS WE ARE READY TO SERVE YOU

**Bronte Ice Co.**

Phone 48

**Berkshire Hose**

All the new Spring Shades.  
Endorsed  
BY  
GOOD HOUSEKEEPING

**The Hosiery Shop**

IN THE DUCHESS SHOP  
Hazel Hamblin 23 W. Beauregard  
San Angelo, Texas

**Watson Cotton Seed For Sale**

I have 200 bushels of Watson cotton seed left. They are from first year's seed— I bought the seed I planted last year. I hand-picked the cotton, and there are no boleys. I also had the greatest care in ginning the seed and saving them for planting purposes. While they last I will sell these seed at

**75 Cents Per Bushel**

At my place three miles northeast of Norton. You had better come soon—first come, first served.

**Kirby Robinson**

Wintom Rt. 3 Texas