

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, MAY 6, 1938.

NUMBER 18.

Beer Ads Question Grows in Interest; People Discussing; Letters Pouring In

Interest in the question as to whether or not The Enterprise editor should change his policy of refusing to run the advertising of beer and other intoxicating liquors, and henceforth let such advertising appear in our columns as we would merchandise and other advertising, such as we have always admitted to our columns, is deepening and broadening.

This week we have quite a number of letters from the people who are readers of The Enterprise. At Blackwell the ladies of one of the churches took up the question in their meeting the other afternoon and discussed the question, we are advised.

We are going to hold our columns open another week for the letters of any others who care to express themselves on the question. It makes no difference what your views are, you are invited to write us in your own way, what you sincerely believe we should do about it. This is no idle question with us—for, it means hundreds of dollars to us, if we should decide to change our policy and accept advertising of intoxicating liquors. And we would not be alone in our course, should we change our lifetime policy and accept such advertising. One of the greatest daily newspapers in the southwest, and which advertises the fact that it is the oldest business establishment in Texas, for nearly three quarters of a century refused to carry the advertisement of intoxicating liquors, when prohibition was voted off, changed its policy and now runs all kinds of liquor advertising. So we have ample grounds to appeal to us to change, especially with the assurance of the brewers in the advertising offered us that beer is "a harmless wholesome food drink." We do not want to lose a penny of income from advertising that we can afford to accept. Since our last issue a representative of an advertising concern that is listing 2,000 newspapers in a combine for advertising purposes in order to serve "big business," visited the office. He counted our circulation list, asked the lady in the office in our absence many questions, chief of which was whether or not The Enterprise would accept beer and wine advertising. So, now, dear readers, if you have an opinion either way on the question, as to what you suggest we do about the matter, next week's issue will be the opportunity for expressing your sentiments as to what you want your local newspaper to do about carrying such ads. Write us at once if you care to do so.

But, read the letters that follow:

Prominent Attorney Goes To Bottom Of Beer Ad Question By Science and History—Shows Beer Intoxicating

All the letters The Enterprise has received as to the question of inserting beer ads in our columns have been interesting—and especially so since they are coming from those in all walks of life. But perhaps the most outstanding letter we have received to-date is the one below from Hon. Geo. T. Wilson, of San Angelo, one of Texas' most capable lawyers, and one of the world's finest Christian gentlemen. The letter is not only interesting because of its source but also because of its exhaustiveness in its review of the question and the facts, both scientific and historical it brings out. Read Judge Wilson's letter:

San Angelo,
April 29, 1938.

Dear Mr. West:

I read with much interest your editorial in which you say that you have offers of attractive financial rewards for publishing beer advertisements in which beer is represented as a healthful drink that will increase the temperance of the community and do away with alcoholism.

This kind of advertising is on a par with a lot of false propaganda that is being put before the people at this time. The truth of the situation with reference to beer was more nearly told by the speaker at a meeting of the Distillers' Association during the old saloon days, who urged the whiskey dealers to encourage the beer dealers and to consider them as friends rather than as competitors because, he said, "The young people who drink beer today will drink the harder drinks tomorrow."

It is a scientific fact that the alcohol in beer is ideally proportioned to build a chronic craving for alcohol in the people who drink beer regularly.

Encyclopedia Britannica says that the effects of the consumption of alcohol are almost all due to its action upon the nervous system. It also says that the alcohol in one glass of beer is sufficient to affect the nerves and muscles in acts demanding precision. It seems to me that driving an automobile at sixty miles per hour is an act that demands precision of the nerves and muscles. It is easy to see why the death rate from automobile accidents continues to mount.

The book of Popular Science, which is a work edited by more than 40 of the leading scientists and educators of the world, says, "We know that alcohol has a real chemical affinity for nervous tissue. It is a nerve poison. It always acts preeminently upon the nervous tissues from the highest levels of the brain downward." And on Page 2768, Volume 8 of this work, I find the following language: "Alcohol does not keep out, but lets in the body's enemies."

All this from countless numbers of laboratory tests. Observation of cases in many hospitals over a period of many years, and the study of the records of all large life insurance companies during the full time of their existence.

In a careful investigation made of the records of forty-three life insurance companies in the U. S. and Canada, the policyholders were divided into several classes. Those with a past history of heavy drinking who had reformed without treatment showed a mortality rate of 32 per cent more than the general class. Those who took the equivalent of 2 glasses of beer or 1 glass of whiskey a day, showed a mortality rate over that of the average policyholder of 18 per cent. Those whose daily amount was 4 to 6 glasses of beer or 2 glasses of whiskey per day had a mortality rate of 86 per cent, in excess of the average. Steady drinkers who exceed 2 glasses of beer or 1 glass of whiskey daily are not, on the evidence, entitled to standard insurance, but should be charged heavy extra premium.

"The liability to all kinds of infectious diseases is greatly increased by the use of alcoholic drinks. The recovery from disease is much more rapid in persons who have never taken alcohol in any form. Alcohol lowers

Graduating Class, Bronte School Has 23 Members

There is an intermingled air of both gladness and sadness in the circles of the Bronte schools these days—for, the close of school approaches.

Closing day for this school year is Friday, May 20. On that evening the exercises of the graduating class will be held. Members of the class, twenty-three in number look forward to the hour happy in the fact that they will then be graduates of the "ol' Bronte High," but sad in the fact that the ties of school days—the happiest and the most lasting perhaps that follow one in memory through life) will be severed.

Following is the personnel of the 1938 class:

Helen Abbott
Chloe Borders
Inella Bruton
Vanna R. Caperton
Carlton Islie
Johnnie Clapp
Geneva Clifton
Myrtle Cryer
La Verne Gaines
Ethel Hallmark
J. P. Lambert
Winnie Dean Modgling
Varney Moore
Mary Lee Phillips
Irene Pruitt
Faye Scarborough
Elbert Stephenson
Estalene Swanson
Charles Todd
Dorothy R. Wylie
Sibyl Wynn
Mary Ruth Youngblood

the resistance of the cells of the body and lessens the efficiency of the white blood cells that rid the body of disease germs."

It is alcohol that gives beer its "kick." Alcohol is a poison whether it is in beer or some other drink.

You asked for opinions of your readers as to whether you should take the money and publish the beer advertisements. In my opinion, the press is largely responsible for the physical and moral welfare of the country. It is, therefore, my opinion that no newspaper edited by men who think more of human life than they do of money should publish advertisements of beer.

Yours truly,
Geo. T. Wilson.

Legislator Says: Ads "A Start To Break Down The Morale Of The People"

The Enterprise has received the letter below from Hon. Bryan Bradbury of Abilene, representative in the House of Representatives in the Texas Legislature. Hon. Bradbury is one of the outstanding and influential members of the lower house, and is always unafraid when it comes to speaking his convictions and fighting for the legislation he considers to be wholesome and for the common weal of the people. Read his letter:

Abilene, Texas
May 3, 1938

Bronte Enterprise
Bronte, Texas
Dear Friend West:

I notice in your paper where you have refused a series of advertisements regarding beer.

You are to be congratulated upon your courageous, heroic and far-sighted stand on this important question. We need more men of your type and caliber at the helm of the newspaper fraternity. In my opinion, this series of advertisements is merely soft soap and soft pedal in a start to break down the morale of the

Mother's Day Program at the Methodist Church

There will be a special program at the Methodist church Sunday morning. The program is in observance of Mother's Day.

There will be a varied program consisting of readings, tributes to mothers, and song, all to "the best mother in the world—my own." Quite a number will have a part on the program.

The program will be at 11 o'clock and will take the place of the regular worship. All are cordially invited to attend.

people to be followed by more deadly ammunition. They realize the pressure and importance of propaganda.

Things are bad enough as they are; beer can make them no better. It is merely a stepping stone to things that are worse.

You should receive the plaudits of all the people for holding aloft unafraid the flag of truth.

Your friend,
J. Bryan Bradbury.

(Continued on page 2)
W. H. RAMPEY HERE
IN HIS CAMPAIGN

W. H. Rampey of Wilmeth, candidate for representative of the 92nd district, was in Bronte Thursday in behalf of his candidacy.

Mr. Rampey is just beginning his active campaign, and stated to the Enterprise that he was meeting with much encouragement.

One of the chief planks in Mr. Rampey's campaign is that he opposes the unicameral (one house) legislature. As we see it, he holds the right view on this question. The chief argument against a one-house legislature is two-fold: First, it centralizes government—and there is too much centralization trend these days, and even dictatorships are talked of due to the centralization trend.) The other feature of the argument is that the lobbyists now control legislation, and the one-house legislature would force all the activities of the legislators out into the open. There is absolutely nothing to the argument, for lobbyists can buy, or otherwise control the majority of the members of a one-house legislature cheaper and easier than they can the members of a two-house body.

But if every man who is elected to the law-making body was like W. H. Rampey in his spirit of honesty and integrity there

Rev. Ralph Holder Writes Again From China

Recently The Enterprise carried a letter from Rev. Ralph Holder, a missionary in China. The letter was sent The Enterprise by Miss Lou Wilkins of Fort Worth. Recently Miss Wilkins was here. Upon her return home she sent Rev. Holder's letter stating that while here such a large number The Enterprise readers spoke appreciatively of Rev. Holder's letter:

My Dear Friends:
In great distress for our Sister Republic and in behalf of our crumbling civilization, I here with appeal to you.

"Whatever things are True, Whatever things are Honest, Whatever things are Just, Whatever things are Pure, Think of these things."

Just now this command from the Apostle Paul particularly applies to us and to society at large.

For these qualities which we should embody are the basic elements (Continued on page 2.)

THIRD PERIOD HISTORY CLASS ENTERTAINS FIFTH PERIOD CLASS

At the noon hour on Tuesday of this week, the morning section of the American History class were hosts at a chuck wagon dinner served in the kitchen of the Home Economics Department, the students of the fifth period being the guests of honor due to the fact that they had made a higher average in history the previous six weeks.

The committee in charge of this affair was Merle Ash, Clementena Parker, Hortense Pruitt, Edward Cumbie, Jack Chisholm, Hugh Sims.

A well balanced and prepared dinner was served to the forty-six members of the two classes and their teacher, Mrs. Lucy Warner, State Supervisor, O. S. Murdock, Supr. Johnson, La Marr Chapman, and Miss Maurice Raper.

Mrs. Cova Petty and Mr. and Mrs. Homer Walton returned the latter part of the week from a trip that took them to Racine, Wisconsin. They had a most delightful trip.

would be no material for the lobbyist to work on—for, W. H. Rampey is not purchasable, in our honest opinion of him.

One Minute Sermon

BY REV. A. V. BRADLEY
"THE MOTHER LOVE"

"Can a woman forget her child? . . . Yet will I not forget thee." Isa. 49: 15.
SUNDAY IS MOTHER'S DAY

The best of human beings fail to be true at times, but mother love is more constant than any other human earthly affection. There is never a prison where she would not knock for the liberation of her child; her love does not change because of misfortune or unfaithfulness.

A degenerate mother in the toils of Satan's power might forget, but there is One who remembers always to love the objects of his affection. He will never leave and never, never forget. "As one whom his mother comforteth, so will I comfort you." A mother would give her drunken son the last crust of bread in the house. If asked why, she would say, "How can I help it? I am his mother. I would give him all and then die for him, for I was willing to give my life for him at his birth." Though all other friends forsake her child, though the law seize him and the gallows slay him, her pitying affection will never give him up, and on his grave she will refuse to be comforted, because he is not.

"If I were drowned in the deepest sea,
Mother o'mine, mother o'mine;
I know whose prayers would come down to me,
Mother o'mine, mother o'mine."
May we go to God's House on Sunday morning and show our love and appreciation for our mothers.

The Bronte Enterprise
D. M. WEST
Publisher-Manager

Subscription Rates
In State\$1.00 year
Out of State\$1.50 year

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

Any erroneous reflection upon the character standing or reputation of any person, firm, or corporation which may occur in the columns of this paper will be gladly corrected upon being brought to the attention of the Editor.

BEER ADS

(Continued from page 1)

She Says "Have Nothing To Do With This Evil Plan"

Mrs. H. J. Chamberlin of San Angelo, one of the most cultured women in the circle of our acquaintance, and a faithful friend for many years, writes us. Mrs. Chamberlin is a graduate chiropractor and has been practicing her profession in San Angelo many years. Dr. Chamberlin is not only a successful chiropractor, but is a literary woman and has written poems that have attracted the attention of poets throughout the land. She writes:

Saturday, afternoon,
Dear Mr. West:
The valued "Enterprise" came today and was immediately devoured.

My suggestion about the "beer advertising" would be: "Have nothing to do with this evil plan." It might make you money. But when our love of money is so great that we will stoop to evil to possess it "woe unto us." Some stoop to murder for money. Beer drinking inevitably leads to the lowering of the morals and the finer virtues of life and also to strong drink.

I know you will not yield to the temptation of making more money in this kind of advertising.

Mrs. H. J. Chamberlin.

"It Would Be Better if All Newspapers Would Refuse All Beer and Liquor Ads"

J. A. Patterson, stock farmer of Ballinger, and one of our good friends for many years, writes:

Dear Editor:
In my opinion it would be much better if all the newspapers would refuse all kinds of beer and liquor ads.

The educational campaign of the brewers on beer is intended to get more beer drinkers and a lot of them will turn to strong liquor drinking. Some men when brought into court on drunkenness charges claim that they drank only 2 or 3 bottles of beer. But, what made them drunk? If beer did not, then it was liquor.

Sincerely,
J. A. Patterson.

Says That We Will Not Accept The Ads

Rev. J. B. Carroll of Richland Springs writes as follows:
Richland Springs, Texas,
April 27, 1938.

Dear Bro. West:
I myself am not a subscriber to The Enterprise, but by son, Charlie, is and therefore I get to read it.

As for the beer advertising offered you, I do not believe you will accept it. I think you have more interest in the welfare of men than the amount of money involved would mean to you. I think the scheme had its origin in the lower regions.

Sincerely yours,
J. B. Carroll.

He Is With Us

A brief line from T. N. Carwell, secretary of the Chamber of Commerce at Abilene, for many years, and one of West Texas' outstanding leaders, writes briefly, in which he says:

"I wish you and those who believe as you do every success."

Former Newspaper Man, Now Merchant, Asks Enterprise Editor Some Queries—We will Answer When Letters Are All In

A. T. Wright, of Eldorado, our good friend for a third of a century raises questions with us about the beer ads. Mr. Wright was a successful editor for many years—in fact, "made a stake" in the publishing business, then sold out and entered the mercantile business and is "putting over" his mercantile venture in a great way. We are glad Mr. Wright raises the questions with us that he does—for, his queries into the question in which we are interested most vitally—that of taking beer ads in the columns of our newspaper, which we have always steadfastly refused to do. His questions are to the point, giving us a basis to go into the matter when the letters are all in, at which time we will give our decision. Read Mr. Wright's letter. Eldorado, Texas
May 3, 1938.

Dear Bro. West:
If you were running a clothing store, where anyone was welcome to buy, and a saloon man, or a bartender should drop in to purchase your goods, would you sell him, or turn him out of your store to go elsewhere to purchase the goods?

Your advertising columns are your merchandise—the buying public should be allowed to buy it. Why not sell it, as any one would other goods?

Your editorial columns are yours, which should not be sold at advertising prices. But your advertising space is your bread and meat goods, and all are entitled to buy at your counter, when the language and wording are acceptable.

A. T. Wright.

Put Beer Ads In Your "Souvenirs." He Says

The following letter is from Judge R. C. Crane, attorney at Sweetwater, who is a West Texas historian, and knows more about West Texas of the past and of today, perhaps, than any other man:

Sweetwater, Texas,
April 25, 1938.
Mr. D. M. West,
Bronte, Texas.

My dear friend:
I thank you for the copy of your last week's issue. I think the proposition which you discuss should have a place among "your souvenirs."

But look up Ripley in last Sunday's Star Telegram, and read the epitaph of the man who drank beer:

"Beneath this Stone, rest the bones of Theodosius Grimm;
"From year to year he took his "beer,"
And then the "Bier" took him."

I give it from memory. I thought it rather clever.
Yours sincerely,
R. C. Crane.

Haunting Memories Of Saloon Days In Ballinger By Pioneer Lady From Norton—Don't Take Ads She says

Mrs. W. L. Hayley of Norton, a native of Old Rannels in Rannels county and one of West Texas' most gracious women, writes as to beer ads as follows:
Dear Bro. West:

There is no doubt whatever in my mind as to what your answer will be in regard to accepting the beer ads offered you.

Reading your clean paper all these years, we all know how you stand on the liquor question; and we all have sense enough to know that beer is a stepping stone to stronger drinks.

Living all my life in Rannels and Coke Counties and living the first 8 years in the town of old Rannels, first county seat of Rannels County, next door to an open saloon, then in the pioneer days of Ballinger there were many open saloons just down the street from my home. The children of this generation do not know the fear of crazed drunks as I have seen them, screaming

and reeling and carried out by friends and relatives around the saloons.

My constant fear of these drunks predominated my childhood life until I did not know a really happy child's life. No one drank in my own family, hence, it is not so that "if you will let liquor alone, it will let you alone;" but neighbor women came to my strong six foot father with tears in their eyes to get him to

(Continued on last page)

ON CAMPAIGN TOUR

Hon. James Simpson, called "Jimmy," by everyone, his wife, and father, Judge James Simpson of Eden, were in Bronte, Tuesday on a campaign tour in behalf of the candidacy of "Jimmy" for re-election as representative of the 92nd district, which includes Concho, Rannels and Coke counties. While in the legislature "Jimmy" "met his match" in the way of a woman. Mrs. Simpson had been in former legislatures as a stenographer and therefore knows much about the "ins and outs" of legislative procedure. Her father, now a newspaper man with the Dallas News, for many years was a senator from the Paris district. Hence Mrs. Simpson is also a trained campaigner in political contests and is doing effective work for her husband. She is a pleasing, gracious young woman and knows how to contact people. The elder Simpson and Mrs. Simpson went to Robert Lee, while "Jimmy" remained in Bronte and campaigned, where Mrs. Simpson planned to get a complete poll list of the county. Speaking of his candidacy, young Mr. Simpson stated that he was encouraged over the response of the people.

FOR SHERIFF OF RUNNELS COUNTY

In the Rannels County division of our Political Announcement Column in this issue will be found the name of Calvin Roberson of Ballinger as a candidate for sheriff of Rannels county.

Mr. Roberson places his announcement in The Enterprise because of the fact that The Enterprise has a large circulation in the western and northwestern part of Rannels county.

Mr. Roberson is a native Texan and an old West Texan. He was born in Milam county, but came to Rannels county thirty seven years ago. He has seen his county an dWest Texas change from the pioneer days to its present state of civilization. His county has become a land of schools and churches. He married Miss Maude McAulay, a member of one of the earliest pioneer families in the county.

Mr. Roberson has always stood for law and order as a private citizen. He never sought office until two years ago—he made the race for sheriff and made a good one.

Mr. Roberson speaking to The Enterprise about his race stated that he was in debt some and wanted the office so that he could pay his just obligations, and that if elected, that would be one of the things he would gladly do and asks the people to help him to that end.

"Say to the people for me in the western part of the county and to all others who may read your paper who vote in Rannels county that if they will elect me this time, I will do my best to make good. And if I make good, I will ask for the office a second time—but after that, I will be through and will step aside for some one else to share the office," said Mr. Roberson.

Mr. Roberson stated that he was going to do his best to contact every voter and ask for their support, but should he fail to see each one, he asks that they consider this as a personal invitation and appeal for their vote and influence.

The Enterprise submits the candidacy of Mr. Roberson to our Rannels county readers and asks that they give his claims careful consideration.

REV. HOLDER WRITES

(Continued from page one)

ments of true civilization. If a man possess and embody these qualities he becomes the "Salt of the earth." Without these same qualities, his status is that of a savage. Now these priceless qualities are in the process of ruthless destruction, and you are asked by Japan to condone their destruction. The Japanese war-lords have repudiated all these fundamental qualities—truth, honesty, justice and purity have been thrown overboard. In their stead, lying, dishonesty, lust, violence and murder reign supreme.

Being an ex-service man, I know war. This savage invasion of China is NOT war, as civilized nations wage war. This devastation of China is infinitely worse. It is a vast slaughter of a peaceful civilian population. In achieving their objective, the nationals of Germany, Italy, France, Britain and America have been shot down in cold blood. Not even Ambassadors escape. Recently, three American missionaries were shot down like dogs and chucked into a cess-pool. Two of these were lady missionaries. The wilful sinking of the Panay and the men who died in that connection and the wide destruction of American property contribute to our horror. But worse, there is a reign of horror among the pitiful refugees where women and girls suffer unspeakable insult. If these victims do not comply with such brutality, they are shot or driven to suicide. All these things you are asked to condone in the name of "Japan's Mission" to China. We are further informed that it is on behalf of peace and in the interest of China.

Slowly, reluctantly, but finally we are compelled to realize that the Japanese Imperial Govt. is a Savage State. In opposition to the war lords, however, we know that many of the Japanese people oppose the ruthless aggression of China, but they are helpless. They are shot down if they interfere.

In view of the facts, it is almost inconceivable that Americans would aid Japan by buying her goods or by selling her war-supplies. If profiteers continue to supply Japan with war materials, China is sure to be crushed. If the Japanese war machine crushes China its anti-social policy will continue to expand and endanger what remains of our crumbling civilization. For what will the Japanese war-lords do in the future? Since the sale of war supplies to Japan may turn the victory to Japan, private munitions concerns are a Major Menace to world peace and security. They are betraying the interests of not only America but of all peace loving nations.

I ask you in the name of God to do all you can to stop this brutal devastation of China. Think for a moment of these thousands of Chinese children, being killed in a routine fashion. I tell you I admire these kiddies, so under-privileged, yet as a rule exceedingly plucky and cheerful. I love them. You can do much to turn the tide of this struggle for China and righteousness. Stop aiding Japan by buying her goods. Write your representative State and National, to launch a move for sole government ownership of munitions works. Stop the sale of all war supplies to the aggressors.

Yours for righteous peace,
R. R. Holder.

Hon. O. C. Fisher of San Angelo, district attorney for the 51st judicial district, was in Bronte Thursday on legal business. Judge Fisher is proving himself a capable prosecutor, playing no favorites and diligently seeking at all times to enforce the laws of the land. He gives time to the preparation of his cases and comes into court ready for trial. Then, too, he is a genial spirit in a social way and makes friends wherever he goes. The Enterprise acknowledges a brief but delightful call from Judge C. Fisher.

ADVERTISING POLICIES PRACTICED BY THE ADVERTISING CLASS

The Advertising Class of the Bronte High School, under the supervision of their instructor, Mrs. Lucy Warner, is putting into actual practice some of the principles of modern advertising they have learned this semester by accepting the responsibility of advertising the Rose Festival which is to be presented May 9 under the auspices of the Bronte High School Band.

Posters and other attractive advertising features have been placed in down town windows, announcing this unusual musical event, which Director Smith and his band will present to the Bronte Community at eight o'clock, May 9, High School Auditorium.

TIRES



ALL SIZES
- ALL PRICES
GOODRICH QUALITY
EVERY LAST ONE!



AS LOW AS \$6.15*
BUY TODAY!
\$6.15* 4.50x21
\$6.80* 4.50x21
\$6.85* 4.50x21
\$7.05* 4.75x19
\$7.60* 5.00x19
\$7.85* 5.00x20
Other sizes in proportion



THE NEW GOODRICH STANDARD
BUY TODAY!
AS LOW AS \$9.50*
\$9.50* 4.50x21
\$9.75* 4.75x19
\$10.05* 5.00x19
\$11.10* 5.25x17
\$11.55* 5.25x18
\$12.50* 5.50x16
Other sizes in proportion



THE NEW GOODRICH SILVERTOWN
BUY TODAY!
AS LOW AS \$10.55*
\$10.55* 4.50x21
\$10.55* 4.50x21
\$10.55* 4.75x19
\$11.70* 5.00x19
\$12.10* 5.00x20
\$12.30* 5.25x17
Other sizes in proportion

Goodrich TIRES

SAVINGS IN ALL SIZES
Gu l f Service Station
WILL WRINKLE, Mgr.

Miss Pearl Taylor has returned from a weekend visit with her grandparents of Blackwell, Mr. and Mrs. W. J. Edwards.

Mrs. F. O. Key is visiting relatives in Lubbock. She has been indisposed for some time, and while there will go through a clinic. Her many friends hope she will return recovered.

POLITICAL ANNOUNCEMENTS

We are authorized to announce the following candidates for the office next above their names, subject to the action of the Democratic Primary, July 23, 1938:

COKE COUNTY, TEXAS

For County Judge:
McNEIL WYLIE
(Re-election)
J. C. JORDAN
ROY BREY

For County and District Clerk:
WILLIS SMITH
(Re-election)

For Sheriff and Tax Assessor-Collector:
FRANK PERCIFULL
(re-election)
F. E. MODGLING

For County Treasurer:
MRS. B. M. GRAMLING
MYRTLE L. HURLEY
IRVAN H. BRUNSON
(Re-election)
O. W. CHAPMAN

For County Commissioner of the Bronte Precinct:
S. A. KIKER
(Re-election)

For County Commissioner of the Tennyson Precinct:
J. L. STEPHENSON
W. T. GREEN
SAM GASTON
(Re-election)

RUNNELS COUNTY, TEXAS

For District Attorney, 119th Judicial District:
FRANK C. DICKEY

For Sheriff of Runnels County:
CALVIN ROBERSON

BLACKWELL NEWS CORNER

MRS. CHARLES RAGSDALE

Ladies Discuss Beer Ad Question At Meet

The ladies of the Blackwell Methodist church discussed informally at the meeting of their church Society Monday, the beer ad question that has been raised by the Enterprise. Information coming to us is, the ladies had quite an interesting discussion of the topic but all were agreed that we should not take the beer ads.

CELEBRATES 1st BIRTHDAY

Jack Allen Richards celebrated his first birthday April 27 with a party at his parents, Mr. and Mrs. Arnold Richards' home. Cake and jell-o were served to thirty guests.

Mr. and Mrs. John Ware and daughter have moved to Sweetwater. We regret to lose these good people.

Rev. and Mrs. J. H. Dean have as their guest Rev. Dean's mother from Eldorado, Ark.

Mr. and Mrs. T. A. Carlisle are spending the week at Yoakum visiting their son, T. G. and wife. T. G. is opening a store at Yoakum.

Rev. and Mrs. J. H. Dean and Leroy and Oleta McFarland have returned from a trip to Eldorado, Ark.

CO-HOSTESS TO W. M. S.

The Methodist Missionary Society met Monday in the home of Mrs. Delos Alsop with Miss Ida Finley as co-hostess.

Mrs. Frank Youree gave the devotional. Mrs. P. G. Dabney gave the report from the Conference which was held at Snyder. Everyone enjoyed the report.

Date nut cake and ice cream were served to the following: Mrs. Robert Lanier, Mrs. D. T. Hunt, Mrs. Frank Youree, Mrs. A. J. Jones, Mrs. W. W. Youngblood, Mrs. Austin Jordan, Mrs. Bun Kirk, Mrs. Charles Ragdale, Mrs. T. A. Carlisle, Mrs. P. G. Dabney, Mrs. George Hartin, and the hostesses, Mrs. Delos Alsop and Miss Ida Finley.

The next meeting will be at the Methodist Church at 3:00 o'clock.

Blackwell Postmistress Refers to Air Mail Week

The Enterprise is supplied the interesting information below by Mrs. Jack Stewart, the efficient and popular postmistress at Blackwell relative to National Air Mail Week and the history of the origin of air mail service:

On May 15, 1938, the Post Office Department will celebrate the twentieth anniversary of the inauguration of regularly scheduled air-mail service. The week of May 15-21 has been designated as National Air Mail Week.

Any envelope may be used, if an air mail stamp is not available you may use two three-cent stamps under them mark plainly "VIA AIR MAIL."

Air mail may be sent registered insured, and C. O. D. by adding the customary extra postage.

Parcels may be sent by air mail at the rate applying to air mail letters. This rate is six cents for each ounce or fraction thereof anywhere in the United States.

For only three cents more your letter can go by Air and travel three to four times faster than by surface mail.

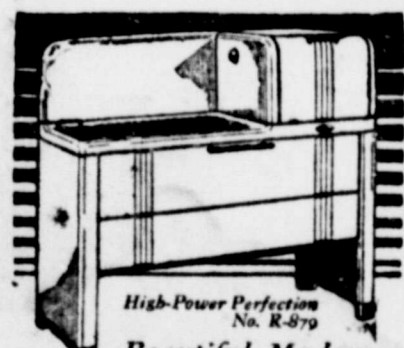
Air mail may be sent Special delivery. A distinctive combined special delivery air mail stamp is available. Special delivery is particularly desirable if arrival is to be on Sunday, a holiday, Saturday afternoon, or after regular carrier deliveries.

There was no air transport system and no air-mail service 20 years ago today. The first route inaugurated on May 15, 1918, was only a short line between New York and Washington a distance of 218 miles. Through two decades the Post Office Department has been closely associated with the pioneering work that has been closely associated with the pioneering work that has been done to establish the wonderful air-transportation system that we have today. The United States now has the most extensive air mail system in its history, with a route system of more than 30,000 miles on which planes fly on the basis of 50,000 miles annually on the fastest schedule in the world. In the foreign air mail system we have 26,671 miles. This system furnishes to Canada, Mexico, West Indies, the countries Central and South America, and to the Orient.

MAY DAY PROGRAM

On May 10 at night a May Day program and school children's work will be on exhibit in the classrooms. Everyone is urged to come. No admission charges.

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High-Power Perfection No. R-879 Beautiful Modern PERFECTION has convenient oven

SOME stoves look pretty only until you begin to use them; not so, with these smart new Perfection ranges. They are modern in convenience as well as in appearance. No stooping to this oven. No waiting for these fast, clean, High-Power burners! Come in and see this neat, compact range finished in cream-white, or pure white porcelain enamel. Modernize your kitchen.

Get our prices on floor coverings before you buy.

C. R. FOX & CO.
SAN ANGELO, TEXAS

BAPTIST LADIES MEET

The Baptist W. M. U. met at the church Monday. Mrs. J. H. Dean taught the first chapter in the book, "How to Pray," by R. E. Torrey.

Those present were Mrs. J. W. Reynolds, Mrs. Lester McLendon, Mrs. A. J. McLendon, Sr. Mrs. S. P. Smith, Mrs. Harve Arledge, Mrs. R. H. Reaves, Mrs. J. D. Franklin, Mrs. John Lampkin, Mrs. Berry Smith, Mrs. W. C. Shamblin, Sr., Mrs. Searcy, Mrs. J. H. Dean, and Mrs. Everett Bryant.

Miss Lena Hutchins and Mrs. Frank Childers visited Miss Vera Childers in Eunice, New Mexico, last week.

MOTHER'S DAY PROGRAM

There will be a Mother's Day program at the Methodist Church Sunday morning, and a playlet at the Baptist church Sunday night.

ONE FOURTH OF TEXAS FARMS HAVE NO MILK COWS

College Station—Almost one-fourth, or 121,000 of Texas' farm families have no milk cows, according to E. R. Eudaly, dairyman of the Texas A. and M. College Extension Service.

This means, the dairyman pointed out, that Texas needs an additional quarter million dairy cows if farm families are to have sufficient milk for home needs, and also that dairy production for home use can expand considerably in Texas and in the South in general without competing with commercial dairy areas.

Eudaly based his statement on census figures and estimates of the Bureau of Agricultural Economics which show that 24.2 per cent of Texas farm families do not have a milk cow and that over the 12 Southern states as a whole, only 71 percent of farm families keep cows for milk.

There is an average of 2 cows per farm over the cotton belt as a whole as compared to an average of nearly 4 for all farms in the United States and more than 10 per farm in Wisconsin. Texas with an average of 3.2 cows per farm, leads all the cotton belt states except Oklahoma in this respect.

The dairyman does not believe that AAA programs tend to force cotton farmers into competition with commercial dairying centers. "There were 5,562,000 dairy cows in the 12 principal cotton producing states in 1932, before the AAA," he said. "On January 1, 1938, there were 5,896,000 an increase of 30,000 dairy cows per state, or an average increase per state of 5,000 for each year since the AAA came into existence.

"Nutritional specialists of the Extension Service tell me that the average farm family of five needs two good milk cows for home use. Thus in Texas alone we could add 242,000 dairy cows without increasing our commercial output to any noticeable extent."

Dr. P. L. Whiffen

DENTIST
San Angelo Nat. Bank Bldg.
SAN ANGELO TEXAS

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Everything for building or repairing Trailers.

AUTO PARTS OF ALL KINDS
PRICES ALWAYS RIGHT
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SWEETWATER TEXAS

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.

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PROMPT AMBULANCE SERVICE

BALLINGER, TEXAS

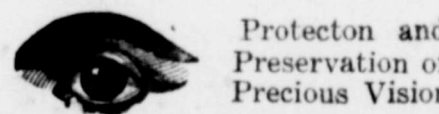
BRONTE YOUNG LADY GRADUATES AT HARDIN-SIMMONS

Abilene, Texas., May 3.—The forty-seventh annual commencement exercises at Hardin-Simmons University will be held on Wednesday, June 1, with 94 candidates for graduation, Dr. J. D. Sandefer, H-SU president, announced today.

William Hall Preston, Nashville, Tenn., associate secretary of the South-wide Baptist Student Union, and well-known Southern Baptist layman, will be the commencement speaker. Rev. Lawrence Fitzgerald, of Mexico Mo., will deliver the baccalaureate sermon on Sunday, May 29.

Bachelor of Arts, Bachelor of Science, and Bachelor of Music degrees will be conferred. A total of 143 seniors will participate in the commencement ceremonies, including 49 candidates for graduation at the close of the August 20 summer session.

A well-known member of the graduating class is Gladys Maye Ash of Bronte, candidate to receive the B. S. degree, in June.



Protection and Preservation of Precious Vision

Glasses fitted only when necessary.
DR. P. T. QUAST, O. D.
Optometrist
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Dial 733 107 W. Third

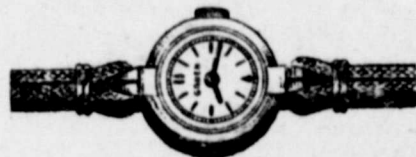
High Quality BABY CHICKS

From Blood-Tested Flocks Only
Custom Hatching
THURSDAY OF EACH WEEK
Red Chain Poultry Feeds and Mash

W. B. Currie Produce Company
BALLINGER, TEXAS

Graduation Gifts

Fewer dollars NOW BUY Finer Gifts



Elgin Watches
Gruen Watches
Bulova Watches
Diamond rings, Birth stone rings,
Crosses, Locketts, Charms.

Graduation Days are happy days—days of gift giving. Nothing is more appropriate as a graduation gift than the articles listed above.

Our Prices and Convenient Terms Will Please You.

F. S. Kreyer
Jeweler

San Angelo

Texas

BEER ADS

(Continued from page two)
go into the open saloons and bring out their drunken husbands and help them to their homes and to bed.

In Ballinger my big hearted father had a house back of the Pearce Hotel where he often put to bed vomiting drunks, so drunk he would not let them have a room in the hotel, in the same house with his family. There is no doubt in my mind but that these drunks' lives were saved from exposure while in their drunken state.

I am glad that women can vote and I'd like to urge everyone to use the ballot to keep both soft and strong drinks out; for there is an element trying hard to place beer in our communities and it behooves us, who can remember the days of the open saloon, to do all we can to vote, or keep beer out.

Best wishes to you and Mrs. West.

Mrs. W. L. Hayley.

Minister Quotes Pen Transfer Agent On Effects of Liquor, Origin Of Crime—Says We Can't Afford To Take Beer Ads

Rev. A. V. Bradley was absent from home last week attending court as a witness and therefore did not get to give an expression of his views on the question of our accepting beer ads in our columns. But, this week he gives free and full expression. Someone may say that Rev. Bradley being a minister, could be expected to oppose beer. But, why? We want the facts—absolutely we are without bias or prejudice. We are sitting in judgment on the facts submitted in the letters regardless as to their source with the same degree of open-mindedness as if we were under oath on a jury, seeking to decide whether or not the brewers are entitled to space in our advertising columns. We are going to have to decide, and we will give our reasons, based on the facts disclosed in the letters and from other credible sources. Read Rev. Bradley's letter:

Bronte, Texas
May 2, 1938.

Dear Editor:

I felt that I must write you a few words on the subject which you published last week. I have had the opportunity of late to come in contact with liquor and the courts.

There were seven of us who had to appear as witnesses before the court at Weatherford, Texas, last week. The case tried before ours was on drunken driving; the man ran his car into that of a woman on the highway and it completely demolished both cars and broke the woman's left leg. The man was not a drunkard, he was not a habitual drinker, according to testimony given, but he had stopped at a beer dive about 10 minutes before the accident and had drunk a bottle of beer. To an individual who is not given to drink, one bottle of 3.2 beer is enough to unbalance him. That was the testimony in this case.

The drunken driver whom we testified against was a man about 50 years of age. He lived at Breckenridge, Texas. He was driving a car while drunk; we saw him drink (we drove behind him for 5 miles) he would time he met a car he would push the road to the other. Every swing his car from one side of it off the pavement. Finally he ran into a truck the other side of Mineral Wells and wrecked his car and the truck. He was sentenced to 2 years in the penitentiary. Just the witness fees cost about \$150.00 in this case. Would you want to be party in a business that costs in blood, money, and life as the liquor business does? That is exactly what you would be doing if you carried beer ads. You would get a fat living out of the ads, but the poor tax payers would have to sentence our boys and girls to the penitentiary as punishment for crime done as result of beer brawls and whiskey parties. Bud Russell, the chief transfer agent

for our Texas prison system says in an article on the front page of the Baptist Standard of last week that of the 100,000 prisoners he has hauled to the pen that 85 or 90 percent of them fell into crime directly or indirectly from booze.

I noticed an article from your friend at Ballinger, Texas in last week's paper. I have lived near Ballinger for a number of years and know the man myself. He knows my brother, Harvey, well, I am sure. There are just two reasons a man will defend beer as he did; one is he either drinks it, or sells it. There is no other reason why he should defend it. He said beer was a mild intoxicant; if twelve bottles will make you dog drunk, then one bottle will make you 1-12th drunk. He seems to know a few scripture references. I am sure he is a deeply religious man as he quoted Deut. 14: 23 where the people were commanded to bring a tithe of all, even their grape juice, or wine as stated in the reference. None of the references given refer to intoxicating beverage. God has always condemned strong drink. If you think God does approve of intoxicants in any form read these scripture references: Pro. 20: 1, 23: 29-31, Isa. 5: 11, 14, 28: 7, 5: 12, Habakkuk 2: 15 and Eph. 5: 18. There is one further word—his remark about the "Lord's Table;" it is evident that Mr. L. O. W. knows very little about the church and her sacred ordinances. In answer to his slurring remark I would say that the Catholics are the only ones I know about that use wine in the sacrament. Only the priests drink the wine. In all Protestant and all Baptist churches of which I know use only grape juice. I would ask your friend if there is one particle of alcohol in unfermented grape juice. My friend, if you would take time out and attend some good religious service in a good church in your town, when they observe the Lord's Supper you will see that wine and grape juice are very different. Your Malachi 1: 6 was only used as a camouflage to conceal your contempt for the church and religion. You may be a member of some church but what a poor one! I had a member of my church once who was an anti-prohibitionist. All he could do was pray a long memorized prayer and oppose missions and everything else that was right. He never sought to win a soul to Christ. Hell will be filled with opposers to righteousness and right thinking.

May the Lord help you to keep the columns of your paper clean, Bro. West, from the treacherous soul destroying, life ensnaring liquor traffic.

Rev. A. V. Bradley,
Pastor First Baptist Church,
Bronte.

GRASSHOPPER CONTROL FIGHT UNDER WAY

College Station—The fight to combat the worst grasshopper infestation in history is under way with the arrival of 37 carloads of bran and 14,800 gallons of sodium arsenite from federal sources, according to R. R. Reppert, entomologist of the Extension Service of Texas A and M. College and state grasshopper control leader.

Texas has been assigned 7,000 tons of bran and 140,000 gallons of sodium arsenite by the Bureau of Entomology and Plant Quarantine, which administers the government's grasshopper control committees.

Entomologists have known for over six months that more than 100 Texas counties would suffer a severe hopper infestation, and federal entomologists have helped the Texas Grasshopper Control Committee make advance plans to hold down crop damage.

While the hatch is still incomplete, hoppers have emerged in record numbers in most of the counties where damage is expected. Only in the Panhandle are the hoppers still in the egg stage. The recent cold wave did

Woman's Club Observes Its 23rd Anniversary

Members of the Progressive Club observed the 23rd birthday of the organization of the club with a tea at the home of Mrs. Carrie Williams, Thursday afternoon of last week. Past presidents and former members were honor guests, with Mrs. Williams, Mrs. Ed Cumbie, and Mrs. R. L. Keys as hostesses.

Mrs. O. W. Chapman, assisted by Misses Virginia Youngblood, Betty Joe Glenn, and Alma Jane Cumbie poured tea. Mrs. Ed Cumbie, program leader, told the history of the little to reduce grasshopper numbers.

County agricultural agents, county grasshopper control committees, and farmers are ready to combat the insects. Experience has shown that control is simplified when poison mash is scattered around the places where hoppers hatch out before they multiply and spread to fields. A similar program last year saved Texas farmers 6 million dollars and returned more than a hundred dollars for each dollar spent.

Control measures will begin around May 1 in the counties where the hatch is most advanced, Reppert said.

club since its founding in April 1915. Former members present were introduced. Mrs. O. W. Chapman, was the first president of the club.

Former presidents present included Mrs. O. W. Chapman, Mrs. L. D. Terry, Sweetwater, Mrs. Frank Keeney, Mrs. J. D. Leonard, Mrs. Carrie Williams, Mrs. O. H. Willoughby, and Mrs. Albert Rawlings.

Former members present were Mrs. Lamont Scott, Robert Lee, Mrs. W. N. Dunson, Bangs, and Mrs. L. D. Terry, Sweetwater.

The eighteen members present included Mesdames: T. H. Rogge, O. H. Willoughby, Clint Wilkins, Ed Cumbie, Charley Keeney, Ed Rawlings, Clint Duncan, B. F. Bridges, T. C. Price, L. T. Youngblood, Frank Keeney, C. C. Glenn, R. L. Keys, and Irvin Cumbie. Guests were Mrs. J. M. Rippetoe, Mrs. W. M. Simpson and Mrs. Jess Craddock, Robert Lee; and Mrs. Royal Headrick and Mrs. L. C. Curry, Sweetwater.

Miss Lola Spencer of San Angelo visited her mother Sunday. Miss Spencer has just opened a ladies dress shop in San Angelo. Her friends will wish her well in her new venture.

R. J. English of Blackwell is in a sanitarium at San Angelo in a serious condition according to report. The many friends of this fine old gentleman will wish for him a recovery of his health.

TEXAS THEATRE
BRONTE, TEXAS

FRIDAY—SATURDAY
May 6-7
TOM KEENE
"RENEGADES OF THE WEST"
WITH
BETTY FURNESS
ROSCOE ATEES
Comedy and News

TUESDAY ONLY
May 10
CLAIRE TREVOR
IN
"Big TOWN GIRL"
with
DONALD WOODS
Also Comedy

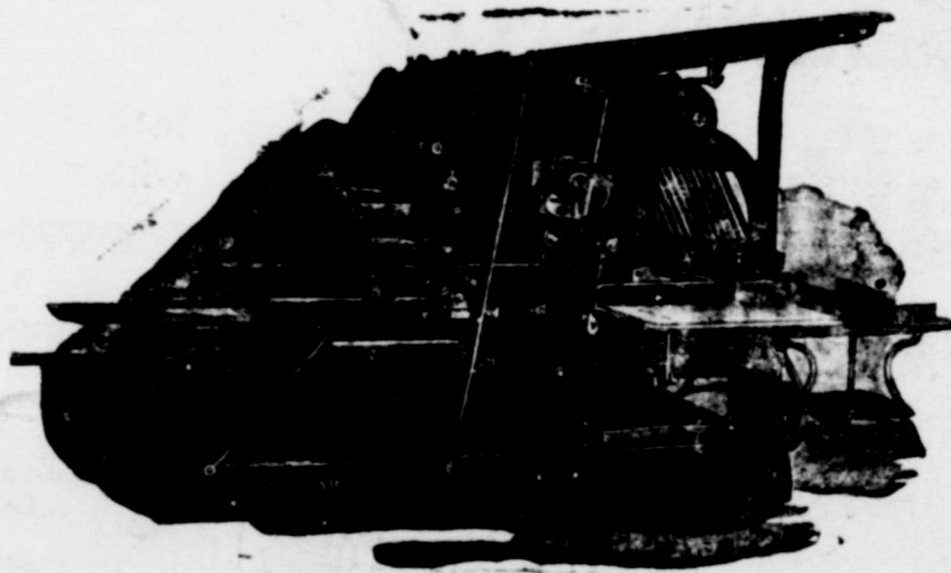
ALAMO THEATRE
Robert Lee, Texas
FRIDAY & SATURDAY
May 6-7
"TEXAS TRAIL"

SUNDAY AND MONDAY
May 8-9
"HOLLYWOOD HOTEL"

WEDNESDAY ONLY
May 11
"TRAPPED BY G-MEN"

Mrs. Arthur Hendry of Blackwell submitted to an operation in a hospital at San Angelo Wednesday night. The last report, she was doing well.

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