# The Bronte Weekly Enterprise 

VOL. 20.
BRONTE, COKE COUNTY, TEXAS, JULY 29, 1938.

## Sweetwater Lady First in National Style Contest

That West Texas women are winners in more ways than sim ply in the pulchritude of the faces and curves has been given In the late winter the Pice-0 Neil Shoe Co. of St. Louis inaugurated a nation-wide style con-April-just as the flowers began to bloom, and beautiful springime was being born-the time when women's thoughts turn to eminine attire and the beautiful hings in apparel that will enoveliness. The contest, as is generally true, when it touches those things that have as an end the enhancement of women's charms, attracted attention throughout the whole country. There were 43,000 entrants in the contest. The grand award the lady making the highest record in the points involved in the contest. The contest was inaugurated through the retail stores all over the country.
Levy Bros, of Sweetwater, one of West Texas' most widely known and most popular departdepartment of woman's apparel, represented the shoe company in Sweetwater. Irving Loeb is the aggressive and genial manag er of this department store
The object of the contest was to choose properly six pairs of
shoes from a dozen pairs shown shoes from a dozen pairs shown
to fit six ensembles of women's apparel. Mrs. Beth Stevens of Sweetwater was the winner of the grand award of $\$ 500$, she having excelled the others of the 43,000 entrants. from every part of the country in selecting the right styles and colors of shoes
thus proving that for culture and taste in the fine art of selecting and arranging most tastily women's wearables, West Texas women are not excelled anywhere throughout the whole country. Judges making the awards are the country's leading fashion authorities, including Mary Peck, ry Maxwell, associate fashion editor of Woman's Home Com panion and Marian Corey, fashion editor of McCall Publications. Hence, there is no question as to the taste shown by the Sweetwater lady in her selections and arrangements of the costumes in the most tastily arranged mand
ner. Miss Ethel Hollingshe Blackwell won a $\$$ prize
Mr. Loeb, who himself West Texas booster, tonching anything and everything from a babv show to Sweetwater's annual hathing heantv revue, was pleased with the fact that the
Sweetwater lady had won grand Sweetwater lady had won grand
sward. The shoe company sent Levy Bros. a check in Mrs. Stevens' favor, with instructions that same be presented to Mrs. Stevens with the compliments and congratulations of the shoe company. Mr. Loeb chose to make the presentations somewhat
check to Mrs. Stevens West Texas occasion, as he felt this remarkable winning of the lady as to the delicate tastes of West Texas women in regard to feminine attire would be herald ed throughout the whole country by the shoe company. Hence,
Mr. and Mrs. Loeb were host and hostess at a luncheon at the Blue Bonnet hotel, Tuesday, to a Mroup of invited guests, with Hrs. Stevens as honoree. Plates were laid for ten. The spirit of happiest fellowship rere delighted
the entire group were and West
for Mrs. Stevens and all We Texas, that this signal hopor hadTuesday, which was a Most delightful Social Affair -nar

Historic and Interesting Countries, Cities and Scenes, as Viewed by Coke Young Man, in His Travels in Europe

The Bronte Enterprise
At your nequest, Editor West I am pleased to give you briefly, an pleased to give you briefly, were largely separated from the tries, cities and places I visited tries, cities and places I visited group on the same vessel.
during my two months tour of Europe. Of course, I can only barely short time at Ponte Delgado, make reference to the historic The interesting thing of the Azcities, and the wonderful places ores were the large pine apple I visited and the scenes I saw, as plantations.
it would require a volume to give From the Azores we went to anything like a comprehensive
travelogue of the different countravelogue of the different coun- city of 600,000 people. Of intertries and places. $\quad$ est at Lisbon was the bull arena
Leaving Bronte on the morn-
where the world's most famous ing train, May 15, and reaching bull fights, perhaps, are fought New York, we departed from We did not get to see a bull that city on the S S Saturnia, fight. We also saw one of the
May 21. Our party was compos- world's old cathedrals, and also May 21. Our party was compos- world's old cathedrals, and also ed of fourteen members-these the tomb of the explorer, Vasca were chiefly from the South, but De Gama.
country. As we left New York, we went we had at Gibraltar was to out by the Statue of Liberty, stand on British soil and look inpassing under its shadows and to Spain and North Africa, and out into the great and expansive also see where the waters of the waters of the mighty Atlantic, Mediterranean sea and the Atand were soon lost to everything lantic ocean meet-it was quite
but the waters in which we were interesting and made one feel sailing and the flitting sea gulls interesting and mate one fearth upon which and the skies above. It really we exist really is and how little docs give one a deep feeling of we know about it.
loneliness, when one first leaves his native land, and is lost to its Algeries, Algeria. Here we saw shores, and is out in the midst an Arab colony of 80,000 populaof nothing but the rolling, dash- tion-and for squalor, and povering, splashing waves of the ty and ignorance and filth, I feel
great deep-in fact, he nearly certain, there is not a spot on great deep-in fact, he nearly certain, there is not a spot on
wishes that he was back at earth that will surpass it. We home, in good old Coke county. next entered port at Palermo There were some eight hun- Sicily-there was nothing of dred poeple on the Saturnia. But special importance in Sicily and our travel group became largely hence we tarried but a brief a party of our own and there was time.
a friendliness and intimacy soon From Sicily we went to Naples developed that made us almost and Pompeii. Out sixteen miles like we were just one large fami-
ly-all from a common country,
has a population of $1,000,000$ speaking a common language, people.We saw Mit. Vesuvius and with a common purpose, namely, the smoke pouring its black volto see the same cities and coun- ume from the mouth of the cratries and the same great common ter. All we have ever read in hisdestiny: to return to our native tory about this volcano is true, land at the same time, and on the and it would seem "the half has $\left\lvert\, \begin{aligned} & \text { same vessel. Hence we naturally }\end{aligned} \ldots\right.$ (Continued on page 4)
 Mrs. Beth Stevens of Sweetwater Receiving from Mr. Irving Loeb, Manager Levy Bros, Sweetwater, Check for $\$ 500$
from Rice-O'Neil Shoe Co. as Grand Award for Choosing Women's Shoes that Most Tastily Matched Six Spring Enfrom Rice-O'Neil Shoe Co. as Grand Award for Choosing Women's Shoes that Most Tastily Matched Six Spring EnLoeb at a Luncheon, Given by Mr. and Mrs. Loeb, Honoring Mrs. Stevens, at the Blue Bonnet Hotel, in Sweetwater,


George Braswell is in the George Braswell is in the ser vice station bussiness again. the Conoco Station, down at Main and Railroad streets and is now in charge.
Besides handling Conoco gas and oils, Mr. Braswell will carry a line of auto accessories of all cigarettes and tobace. cigarettes and tobacco.
Mr. Braswell will also chickens and country produce and says that at all times he will pay the highest market prices for all lines of produce that he buys.

Mr. Braswell at one time was in the service station business in
Bronte and knows the details of the business and says that he is going to make the quality of the service he renders the outstanding feature of his business.
Mr. Braswell has many friends in and around Bronte who will be glad Mr. B
ness again.
Read the
Mr. Braswell announcement of Mr. Braswell elsewhere in this
issue of The Enterprise RAILROAD'S INTERES'

IN AGRICULTURE GETS
DEGREE FOR OFFICLAL
Because of the Santa Fe Railway's interest and support of agDegree of Honorary Lone Star Farmer was conferred upon H. M. Bainer, general agricultural agent of the Railway, at the tenth annual meeting of the Texas Future Farmers of America, held recently at El Paso.
The award is the highest honorary degree offered by the Fuupon Bainer because of his many years of activity with the Farmers of Texas and agricultural institutions as a representative of the Santa Fe . Bainer was presented with a gold medal.
More than 1500 Farm youths attended the convention as memof these were awarded Future Farmers of America degrees and eight others, including Bainer, merited honorary degrees.

THANKS TO ALL
I want to thank my good and faithful friends throughout Coke county who so loyally supported since it is over, lets forget it and lets all cooperate with our sheriff to the end that Coke county may be law-abiding.
Again thanking my friends I am,
$\qquad$
Judge Neil Wylie attended to official business in Sweetwater Tuesday.

MOTHER: "Then, Jobn, there's no use waiting any longer for that all-electric kitchen!"' DAD: "Nope. You're right-no uso waiting. In fact, I talked to the West Texas Utilities ComCAILDREN: "Pop, you're a wonder! Now Momsy will bave time to pay what you want."
Saith hn wosturuo d tha communtry $\ldots$ confldence in its prosperity ... and $\varepsilon$ desire to render a service to its citiapps prompts us to remind you of the long-time purchase plan on electric morchandise. In most cases, you have two years in which to pay for Electric Sorvants, such as refrigerators, ranges, hot water heaters, dish washers and stmillar labor-saving appliances. Conveniont payments may be arranged on sis conditioning, I-E-S lamps, irons, percolators, etc. Please ask today about the Electric Servant you've waited years to buyl

## WestTexas Utilities Company



FRIENDS, THANK YOU ed candidates, I earnestly crave Bronte will get Mr. Herron back ful rains of the past week have To the vers Coke county your consideration of my quali- again-good news, for there is given a season that simply was
fications and need of the office lots o' room here for all families, never surpassed. If the weevils who so generously supported me of County Treasurer and your excellent as the "Bob" Herrons. and other insects will not molest in the first primary election, I support in the coming second So, come on. back home, folks, and the prices of farm products wish to express deep apprecia- primary election. Gramling. and all will be forgiven, and no are good this fall, the country tion and to say that my re-action to the vote that put me in the lead is only one of humility and questions asked. There is some possibility that the year than now. The wonder- happy-pay your subscription.

## Notice Kodak Users

We are pleased to announce that the Bronte Pharmacy is our representative in Bronte-take films there and they will be sent to us, developed and sent back to you the same day received.


## THANKS!

## Dear Friends:

Words cannot express my appreciation for the splendid vote that you gave me in Saturday's Primary, and I wish to assure you that I am deeply grateful to all of you.

Again thanking you for your kind consideration, I am, $\quad \ldots$

Sincerely,

## McNeil Wylie

County Judge \& Ex-officio County Superintendent Coke County

## My MostSincere Thanks

It is impossible for me to express my sincere gratitude and appreciation to the people of Coke County for your sup port, the many kind deeds and words of encouragement ex tended to me during this campaign.

To my opponents and those who supported them I wish to say that I appreciate your fairness and ask your favored consideration.

Your support in the runoff primary is earnestly solicited.

## Myrtle Hurley

CANDIDATE FOR COUNTY TREASURER


TRAVELS IN EUROPE (Continued from page one) never been told."
Patras, Greece was our next city to visit. Here we saw the
Greek Orthodox church. From Patras we sailed into the Cattaro Bay, along the beautiful Dalma-
tian Coast tian Coast-one of the most beautiful bays and coast lines in
all the world, and in recent times has become a bay of world-famed romance, as it was in this indescribably beautiful bay that the Duke of Windsor and Wallie Simpson had their romantic honeymoon, in their yacht.
Next we touch Next we touched Venice - "the city beautiful." Our hotel was on Grand Canal, close to Doge's
palace and St. Mark's cathedral. palace and st. Mark's cathedral.
One of the strangest things with reference to Venice is that it has the largest garage in Europe, and yet there is not a car in Venice. The people come in from the surrounding places, leave their cars in the garage and take vessels into venice. There are 150 caThe streets are canals, but there are sidewalks along in front of the places of business. You take a baat and go to the place you wish to visit and you can walk on the sidewalks to the next cross street, and there is the
bridge over which you can pass to the next street. From Venice we
by train. Rome is 550 miles from Venice. Rome is the most important city in Italy, as here the vatican is located. Here we saw St. Peter's Cathedral and the Vati-
can City. The pope was out at can City. The pope was out at
his summer home and we did not not to see him. However, two young ladies of our party journeyed out to his summer home and got an audience with him. We went next to Florence, where are the great art galleries
of paintings and sculpture by the master painters and sculptors of that country.
(Continued next week)
Miss Katherine Seidel of San Antonio was a guest of Miss BerAntonio was a guest of Miss

SWEETWATER LADY WINS (Continued from page one)
heralded most favorably all ove heralded most favorably all over the country, that the impression is current in the north and east
that West Texas women are un couth and without culture in regard to the finer and more del icate tastes that affect women as to their apparel. And to this sentiment, Mr. Moll asserted that the sentiment expressed was true with rererence to the peo-
ple in the north and east, ple in the north and east, that
the women of West Texas ar not versed in the fine arts o feminine beauty and wearables "But," said he, "this occasion as well as my observations of your fine and cultured women whom I have met on my visits here, clearly demonstrate that for
grace and charm and culture West Texas women cannot b excelled."
Congratulations to Mrs. Stevens! Congratulations to Levy Bros. ! Congratulations to Mr and Mrs. Irving Loeb for the happy social hour into which they converted an incident that was purely commercial at its inception!
RETURNS FROM HIS OLD GEORGIA HOME
"Bob" Ash returned home Wednesday night from a two weeks visit at his childhood home at Dalton, Georgia. It was
Mr. Ash's first visit back to his Mr. Ash's first visit back to his old home since he left there 36 years ago.

Mr. Ash of course found crything changed-fields ev plowed now have trees on them that are fifty feet high. The old
home in which he was born still stands with the roof it had when

## To The Voters of Bronte and Coke Co.

I want to thank you for the faith shown in the nice vote you gave me. To those who voted for me and to those who port in this runoff campaign.

Ross Prescott
CANDIDATE FOR STATE SENATOR

Friends, Thank You
For electing me again to be your constable
1
Walker Good

## GOOD FRIENDS

## Coke County

I want to say, "thank you," and "thank you," to each and everyone of you who voted for me in Saturday's prima. ry-such friends can never be forgotten.

But, the election is over and now I turn to my duties as your sheriff. Hence I want the cooperation of all regandless abiding county.

Again thanking you, each and all, I am,

## Frank Percitull

SHERIFF AND TAX ASSESSOR-COLECTOR COKE cO.

