

The Bronte Weekly Enterprise

VOLUME 21.

BRONTE, COKE COUNTY, FRIDAY, AUGUST 18, 1939

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Coke County Celebrates Its 50th Birthday This Year

FIRST HALF CENTURY IN COUNTY'S HISTORY IS MARKED WITH PROGRESS; FUTURE OUTLOOK BRIGHT

(By Ray B. McCorkle)

Coke county is not the oldest county in Texas, so far as organization is concerned, and neither is it the largest. However, from many points of view it is one of the states leading agricultural and livestock producing counties.

Just a little more than 50 years ago Coke county did not exist. Territory within its present confines was merely a portion of Tom Green county—one of the largest of West Texas counties. But with the coming of the plow and the farmer, population was materially increased. Large ranches were divided, and sub-divided, the cattle baron and sheep grower moved westward for they realized that land sufficiently rich to produce a bale of cotton to the acre, to say nothing about corn, maize and other crops, was too valuable to be used solely for grazing purposes.

Organized In 1889

So in 1889 a group of pioneers took steps to form another county, and on March 13th of that year the new county was created. On April 23rd of the same year the county was organized with Hayrick as county seat. However the county seat was moved to Robert Lee, its present location, the following year. Hayrick today is little more than a memory, though Robert Lee has developed into a bustling and progressive little city.

The K. C. M & O railway company's line passed through the county and two towns, Bronte and Tennyson, were organized shortly afterward. The rail system was taken over by the Santa Fe system several years ago.

For some reason or another Tennyson has never made any marked progress, though Bronte has grown until she is not only the largest, but most likely the most popular trading point between Sweetwater and San Angelo. At this time Bronte, according to the Dallas News' Texas Almanac, has a population of 1910, though the U. S. census report for 1930 listed the population at 671. The almanac lists Robert Lee's population at 800, though the census report shows 490. At any rate both are progressive and growing little cities, and even droughts and depressions have not greatly retarded their growth.

Coke county is approximately 30 miles square, there being 931 square miles within the county's confines. To the west one will find a mountainous region with mostly ranching, while the south and east portions of the county are made up of black waxy land and sandy loam and are generally accepted as being rich in agricultural value. As a matter of fact some of the best crops to be found in Texas today will be found within a radius of ten miles of Bronte. Even dry weather has not seriously hampered the growth of crops and the 1939 yield will be about an average, it is thought.

An Agricultural Area

This is not new, for even in early days when San Angelo and Tom Green county had an annu-

Continued on last page 1st Sec.

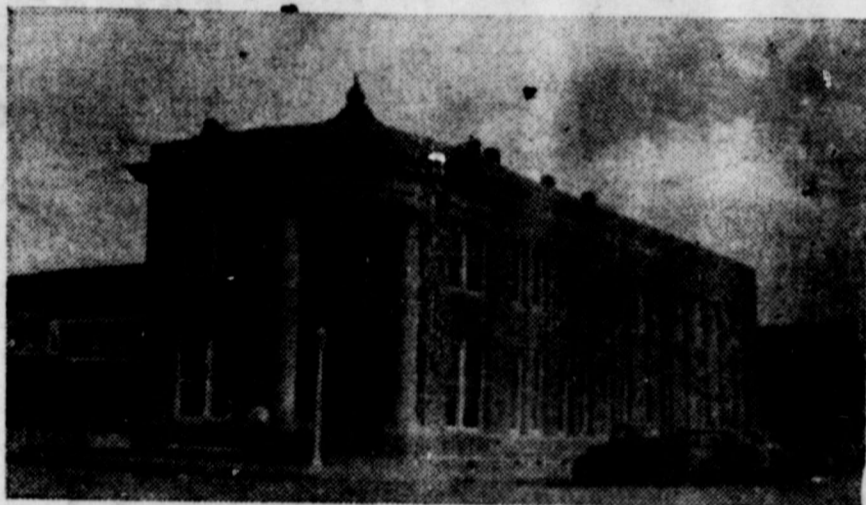
Coke Farmers Say Diversification Is Safest Plan

Agriculture, so far as Coke county is concerned, is a leading industry, and farmers who have used their heads as well as their backs have been able to enjoy considerable prosperity. Of



Bronte High School is the pride of the city. Large, modern and well ventilated, it is all the people of the community could ask.

FIRST NATIONAL BANK



The First National Bank in Bronte is one of the outstanding financial institutions in this section of the state, and is serving the people in this area in a very pleasing manner.

course there are lean years and fat ones, but taken as a whole Coke county ranks favorably with other counties in West Texas.

As a matter of fact only about 40 per cent of the county is given to agriculture, for in the West half little farming is done.

Soil in the county is good and most any crop that may be grown in the temperate zone will do well in this county. Cotton has ever been a chief crop, though many farmers have been successful in growing corn, sorghums, and even fruits and vegetables.

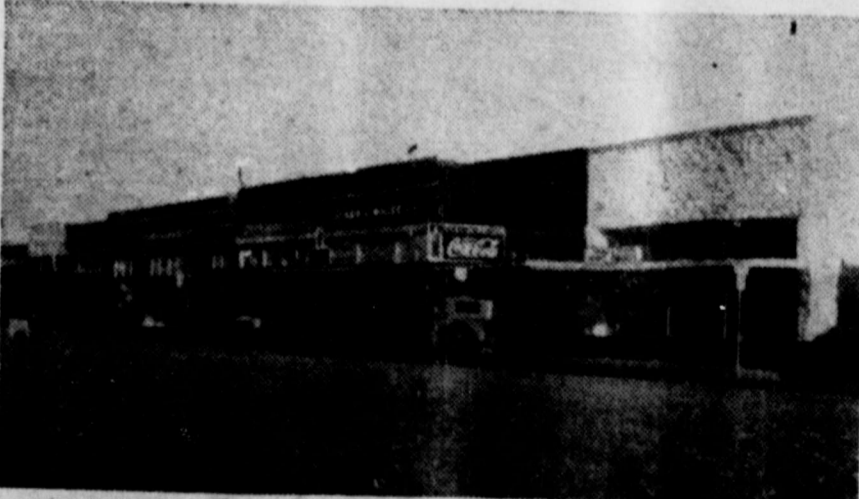
It would not be possible for us to mention any great number of the county's successful farmers, though we shall mention a few. Take O. C. Ivey who resides North of Bronte, as an example. Mr. Ivey knows Coke county and

HOME OF THE BRONTE ENTERPRISE



The lower floor of this building houses the office and plant of the Bronte Enterprise and other private business firms. The upper floor are the West Apartments which have all modern conveniences.

ONE OF BRONTE'S LEADING STREETS



Most all of Bronte's 35 business firms are housed in modern fire proof buildings. The scene above was taken on Main street.

West Texas and he has been quite successful as a farmer. Not only has he produced abundant field crops, but he has proven that Coke county is in the heart of a rich fruit growing area. And we might add that there are many other farm-

ers in the county who have found fruit a profitable crop. W. H. Mackey who resides 3 miles Northeast of town on the Winters road is another county farmer who has made considerable progress, and West of town you will find Bob Ash has a

BRONTE HIGH SCHOOL

Coke's Cheap Land Has Captured Many Pioneer Citizens

When Coke county was organized just a little more than 50 years ago there were slightly more than 2,000 people in the county. Farms were few and far between, though large herds of cattle owned by the early-day cattle barons roamed both hill and valley lands. Prior to its organization, Coke was a portion of old Tom Green county, but with the dawning of a new day, it was discovered that the immediate section was rich in soil and that thrifty farmers might be induced to help develop the country.

So the country was organized, local governments were set up and an invitation was extended to outsiders to come to the West. This call was heeded, for by the time the county was 10 years old it had almost doubled in population. In 1910 the government census showed that Coke county had a population of 6,412. In 1925 the population had grown to almost 7,000 and has maintained a steady growth up until the present.

While there are several small inland towns and community's within the confines of Coke county, Bronte and Robert Lee are its chief trading centers. Robert Lee is its county seat and has been since about two years after the county's organization.

Bronte is probably the largest town in the county with a population of something less than 1,000. Bronte is situated in the east central portion of the county on the Santa Fe railroad as well as several important highways.

At no time has the county or city enjoyed what might be termed a boom, but a steady growth has ever been maintained.

Land is cheap in this area and farmers in the North and East are turning their eyes to this section. Here a man may own a home. He may earn an honest living and enjoy life while he is working and paying for the home. The West offers many opportunities and Bronte and Coke county are portions of the West.

County Melon Crop Is Valuable Asset

Coke county's melon crop has assumed large proportions during recent years, and farmers producing melons have been able to increase their earnings materially.

As a matter of fact soil and climatic conditions here are ideal for melon production, and even during the driest seasons good melons have been produced. Years when moisture is plentiful excellent melons are grown, and in most instances farmers experience no difficulty in finding a ready market for them.

Many county farmers are growing melons this year and some excellent specimens have been brought in. In size and flavor they compare very favorably with the very best.

J. D. Luttrell who resides two and one-half miles West of Bronte is one of the county's outstanding melon producers.

good brick home and a farm that most any agriculturalist would like to own.

E. C. Rawlings and J. B. McCutcheon have succeeded in both agriculture and cattle breeding, and along the river you may find scores of farms that will compare very favorably with any that may be found in the state.

Soil and climatic conditions are ideal and crops may be grown here more economically than in many other sections.

During past years many farmers have tried the diversified plan, and almost to a man they feel that it is good. The one crop farmer works more and makes less than his neighbor who follows set rules and plants more than one kind of

crop. It has been truthfully said that maize is the natural crop in West Texas and the writer is of the opinion the statement is true. There are very few years when a good yield is not possible, and maize is an excellent feed.

Truck farming has been neglected in this area despite the fact that soil is ideal and in most sections irrigation, on a small scale, is possible. Onions, tomatoes, cabbage, beans and scores of food crops may be grown here. At this time Coke county people are buying California grown tomatoes and paying high prices for them. As a matter of fact there is no good excuse for this, for better and cheaper tomatoes might just as well be produced here.

The day of the small farmer is here. Cattle and sheep barons have moved on, and those who would go in for agriculture will not go wrong if they choose this county.



Reddy Kilowatt

CONGRATULATES

BRONTE

AND

COKE COUNTY

On Soil Conservation Work

On This

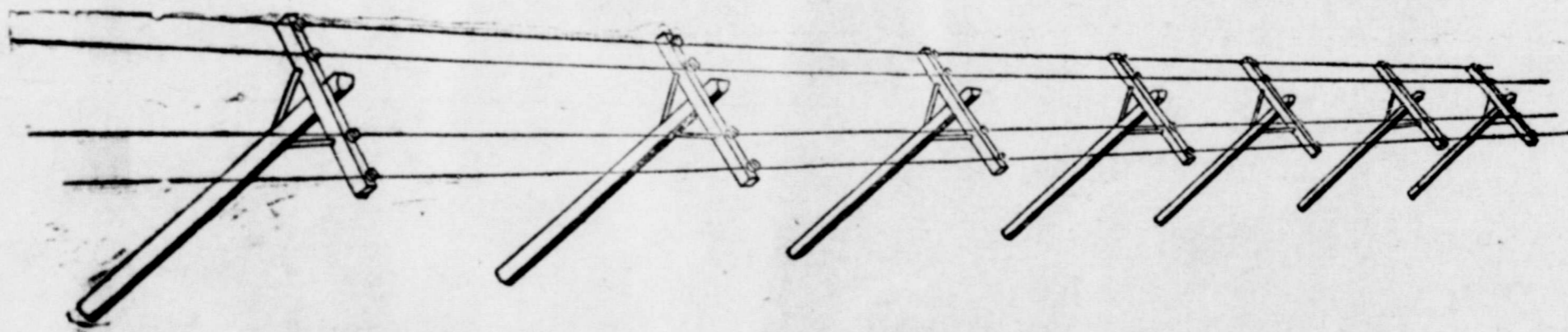
50th ANNIVERSARY



Save the Soil and You Save All

All the honor of making Coke County a valuable stock-raising and agricultural section goes to the pioneers who withstood the hardships of a new frontier. We join in paying tribute to these men and women today on the 50th anniversary of Coke county. They gave value to the land whence comes the income of almost all West Texans . . . they modernized the homes that now are comfortable places in which to live . . . they brought progress.

We urge that the younger generation help perpetuate the labor of their forefathers by saving the soil for future generations. Soil and water conservation can be accomplished. Catch the rain where it falls—where it belongs! Terraces and contours on farm and ranch last year impounded 554,000 acre-feet of water equal to the amount held by the \$28,000,000 Marshall Ford dam built with taxpayers' money. Terracing costs taxpayers nothing, store rainfall in the soil, and at the same time contribute to flood control.



SERVING BRONTE SINCE 1926

West Texas Utilities
Company

Dam Project Considered Favorably

GOVERNMENT CREW NOW IN COUNTY MAKING SURVEY; IRRIGATION AND CHEAPER POWER BEING CONSIDERED

Will Coke county be the home of America's next great dam? that is the question now foremost in the minds of citizens of this section. There are many people who feel this dream will be realized—that it is only a matter of time when Uncle Sam through the war department, will begin work on a great dam on the Colodrado river.

At this time it appears that if such a dam is constructed it will be some 25 miles up the river from Bronte, but wholly within the confines of Coke county. It is being considered on the flood control basis though it will mean much more to West Texas than merely the controlling of flood waters. It will mean irrigation and increased wealth for this section of the state.

If present plans go through and there is reason to think that the survey of 1938-39 will eventually mean a dam, at least 100,000 acres of rich soil will soon be under ditch. The lake or reservoir will have a capacity of 900,000 acre feet.

The dam, if constructed will be approximately one and three-quarters mile in length, and at the highest point will reach an elevation of 135 feet.

Such a project has been considered and dreamed of for

many years, and men like Bob Knierim, Fred Roe, Walter Modgeling, C. C. Holder and D. M. West have been looking forward to the day when dreams will come true.

The dam would mean much to this country. In the first place there would be no more losses from floods, but there would be ample water at all times for irrigation purposes. A hydro-electric plant would be almost sure to follow and this would mean cheap power for the area.

Local citizens are interested. Uncle Sam and his war department are interested, and Congress thought enough of the proposition to appropriate \$40,000 for the purpose of making a survey. At this time there are about 25 men on the field, and The Enterprise has been informed that they have already sent in one report. What the final outcome will be can not be said, but there is reason to think that such a dam is very likely and at no great date in the future.

Mrs. Lizzie Davis of Robert Lee and Mr. and Mrs. W. A. Posey of San Angelo were in Bronte Thursday. Mr. and Mrs. Posey are guests of Mrs. Davis this week. Years ago Mr and Mrs. Posey resided here. Mrs. Posey was a sister of the late

BRONTE METH ODIST CHURCH



Methodists in Bronte, like their Baptist friends, are housed in a frame structure. The building is adequate for regular services though there are times when additional room could be used.

Kearney Mayes.

Mrs. A. C. Wight, and little daughter, Lou Ann, from Blythe,

California and Mrs. Ewell Donovan from Midland are guests of Mrs. Eula Holman. The ladies are nieces of Mrs. Holman.

Bronte Schools To Open September 11

September 11 is the date set for the opening of the 1939-1940 session of Bronte schools. The faculty is complete, except teacher of mathematics and band instructor in the high school, and one teacher in the grade school.

The faculty of the school for the ensuing year follows:

B. B. Covey, superintendent; W. W. Mullens, principal; J. T. Henry, vocational agriculture; Mrs. J. T. Henry, commercial department; Mrs. Mary Marie Wilson, home economics; Miss Chrystal Vanderford, English; Mrs. Lucy Warner, history; Grade school: Miss Nel' Lowry, primary, Mrs. Geo. Thomas, 2d grade; Miss Novice Whitaker, 3d grade; intermediate department: Mrs. D. Hull, Mrs. Robert Lambert, Miss Juanita Ming.

BRONTE BAPTIST CHURCH



The Bronte Baptist congregation is one of the county's largest. The main auditorium is large enough for regular worship services, though most of the Church School classes are housed in an annex just north of the main auditorium.

RED & WHITE FOOD SPECIALS FOR FRIDAY AND SATURDAY, AUG. 18 AND 19

SUGAR No Failures with C. & H. Cane \$1.19
25-pound Cloth Bag

CABBAGE Colo. green firm heads lb 2c

SPUDS Colorado U. S. No. 1... 10 lbs 19c

ORANGES Calif. full of juice doz. 9c

BANANAS golden fruit Doz. 10c

PICKLES Del Dixie Sour or Dill... Full Quart jar... 15c

Bacon dry salt, No. 1 grade.... lb. 10c

SLICED BACON Sugar Cured Faultless 22c Lb. English Style White Label 25c Lb.

PORK SAUSAGE Lb. 15c

Best Grade

Big Bologna sliced or by piece.. lb 10c

Red & White Drip or Regular A Super Blend

COFFEE lb. can. .25c 2-lb. can. .49c

Highest prices in Texas paid for cream

CUMBIE & CO.

RED & WHITE STORE

NESCO kerosene range

DEMONSTRATION SALE

DEMONSTRATION SPECIAL \$5.25

6-PIECES VERIFIED VALUE

Matched Surface Cookery Set
... Genuine Nesco Vitro-Steel Enameled Ware ... Given as an extra value with any Range purchased during demonstration.

Dealers For NESCO, FLORENCE NEW PERFTION and NEW PERFECTION OIL RANGES

6 Piece Cookery Set FREE With Purchase Of Any OIL RANGE
..... At \$59.50 Up.
(WHILE THEY LAST!)

Buy On Protected Credit At No Extra Cost

HOUSEHOLD Furniture Co.

SAN ANGELO, TEXAS

Bronte's Water Supply Adequate

Bronte's water supply is adequate for all purposes, and the quality is far above the average to be found in many Texas cities.

Recalling early day experiences and "water shortages" Frank Keeney, pioneer business man, stated this week that this water supply had been arranged for, as early day citizens can remember paying 50 cents a barrel or 10 cents a bucket for water of inferior quality.

Bronte has two small lakes and they are adequate to supply a population twice that of the present. The quality of the water is good and the distributing system is fair. The down-town area has a 6-inch main to guarantee fire protection, while in the residential districts lines are smaller.

Several years ago the city dug a test well near the river. Water was found in an abundance, and should a prolonged drouth lower the lakes to a point where water would be impure it would be only a small job to connect up the pump at the well.

D. M. WEST



Publisher of The Bronte Enterprise

Three of the Bronte Boys Enlist in Aviation Service

While there is a deep feeling of loneliness to the parents and other relatives and friends of the boys, yet there is also a deep sense of pride in the fact that the boys have offered themselves to their country, when three of Bronte's fine boys went to San Angelo Monday and met recruiting officers of the Kelley Field Aviation Unit and were accepted.

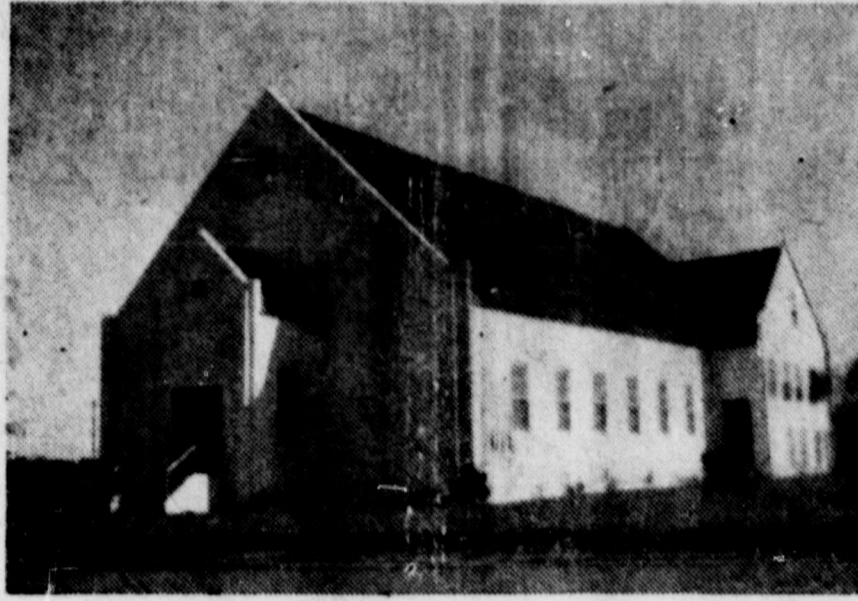
The boys are Albert Williams, son of Mr. and Mrs. Tom Williams; Frank Glenn, son of Mr. and Mrs. J. B. Glenn, and Jack Chisholm, son of Mr. and Mrs. Geo. Chisholm.

Not only the hearts of your parents go with you, boys as you enter the service of your country, but the hearts of all Bronte—for, all know that you will be soldiers who will "measure up" to the highest requirements of your places.

Miss Bettye Epperson of Dallas is a guest this week of Postmaster and Mrs. R. J. Epperson. Miss Epperson is a niece of Mr. Epperson. Miss Epperson says that it certainly is exciting to come from a quiet old town like Dallas to a snappy, hustling town like Bronte.

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BAPTIST CHURCH AT ROBERT LEE



Robert Lee Baptists have a modern stucco building that is sufficient in size to care for their congregation at all times. The building is arranged in a manner to care for a graded Church school, there being a number of small class rooms.

SUNRISE WEDDING SOLEMNIZED AMID BEAUTIFUL ENVIRONS

Just as the sun peeped over the Eastern hills and kissed open the eyelids of a sleeping world, Miss Ernestine Prewitt, of Happy, Texas, amid the beautiful environs of a home wedding, became the bride of Vilo Danner, also of Happy, in the beautiful home of Mrs. Carrie G. Williams, in the presence of a few relatives and intimate friends, the writer speaking the nuptial vows.

The vows were administered in the spacious living room, where flowers embanked profusely, amid which the words were spoken that made them one forever and aye. The groom was attended by Pharris Mackey, uncle of the bride. The groom and attendants came into the living room and took their place then came the bride attended by her sister, Miss Maurine Prewitt.

The bride wore her 1938 graduation dress, when she graduated from high school, which was a white net frock designed in colonial style. She carried a bouquet of pink rosebuds. For something old she wore the 75-year old watch of her maternal great grandmother and her something borrowed was the handkerchief that Mrs. Williams carried at her wedding in 1926. Her going away costume was a fall frock with harmonizing accessories.

Mrs. Williams was post nuptial hostess, serving immediately after the ceremony, cake and coffee. The bride cut the wedding cake on the lace-laid table and her sister served coffee.

The couple left early in the



Ernestine Prewitt

morning for a few days honeymoon which will take them to Carlsbad Caverns and other places of interest and upon their return to their home at Happy, Texas they will be at home there, where Mr. Danner is one of the young stock farmers of that section.

The bride is the youngest daughter of Mr. and Mrs. Ira Prewitt of Happy and the marriage at the home of Mrs. Williams in Bronte was a bit of happy sentiment conceived by the contracting parties because Mrs. Williams and the mother of the bride have been the very closest and most intimate friends from their girlhood. The bride is the grand daughter of Mr. and Mrs. D. E. Prewitt of Ralls and also the granddaughter of Mr. and Mrs. W. H. Mackey of Bronte.

The many friends of these popular and happy young people both at Happy and in Bronte

will wish for them every blessing as they enter life together.

letter from Mrs. Pierce to her mother, Mrs. B. F. Gilreath, stated that they reached their destination safely.

Mrs. "Bo" Pierce and Dan Percifull departed Thursday of last week for Los Angeles, California. Mrs. Pierce went to be with Mr. Pierce who is attending an electrical school, and Mr. Percifull will seek employment. A

Mrs. Ralph Biggerstaff of Bonham is a guest of Mr. and Mrs. Evert Bruton. Mrs. Biggerstaff is the mother of Mrs. Bruton.

Buy your Fall Coat Now!



FRESH NEW STYLES—ALL SIZES MODELS AND MATERIALS . . .

as shown—Genuine Hirschmaur "Uralaine" — a beautiful fur-fabric coat—at 22.50

Use our layaway—Select now—Small down payment will hold it for you.

Congratulations to our Coke County friends as they celebrate their 50th Anniversary.

Russell's
SWEETWATER, TEXAS

Warning

When you buy a Servel Electrolux Refrigerator ask for the Five-Year Protection Certificate! If you buy from a bootleg dealer, he removes unit and cabinet numbers then there is no factory guarantee. Buy from your authorized dealer and your guarantee is good anywhere.

We have new models on our floor in our new store showroom

We are also distributors in this territory for
ROPER RANGES

WE DELIVER ONLY FIRST GRADE BUTANE GAS

N. A. JAMES, Inc.

Only authorized dealer: Tom Green, Irion, Coke, Runnels Concho and Sterling Counties.

Phone 4623 San Angelo 115 West Twohig

Here it is! The New Small McCormick-Deering FARMALL

....with "CULTI-VISION"

Here is a tractor for you—the NEW McCormick-Deering FARMALL-A! It's the smallest Farmall ever built—a rubber-tired combination of modern power and efficiency, at a new low Farmall price!

Seventeen years ago Harvester engineering produced the original McCormick-Deering Farmall. Nearly half a million Farmalls followed in the swift march of all-purpose power. Now the pace setter sets a new pace with the FARMALL-A, designed to do all the work on the small farm, or to replace the last team on the big farm.

Come in and get acquainted with the powerful McCormick-Deering FARMALL-A. And remember, the supply will not be plentiful for some time to come. Get your order in early.

BOOTH & DAVIS IMPLEMENT CO.
Under Viduct Sweetwater, Texas

"Culti-Vision" gives you a clear view of your work, while you sit comfortably in the large sponge-rubber upholstered seat. Direct-attached planters, cultivators, etc. are available for corn, cotton, and all other row crops, including vegetables.

BLACKWELL NEWS
By Mrs. Chas. Ragsdale

Mr. and Mrs. Robert Post and children have returned from College Station where Mrs. Post has been attending a course in Agriculture at A&M.

Mrs. Henry Rogers and daughters of Bronte were week-end visitors of Mr. and Mrs. C. C. Hidger.

Miss Nora Bell Corley has been visiting relatives in Blackwell.

Miss Mildred Hilger spent last week in Bronte.

Miss Nellis Frances Raney is visiting friends at San Angelo this week.

Martha Dale Reynolds of Dumas, is visiting her grand parents Dr. and Mrs. J. W. Reynolds.

Miss Bernice Lane of San Angelo is visiting relatives in Blackwell.

Mr. and Mrs. Chas. Ragadale have had as their guests Mrs. J. W. Turney of Robert Lee and Mr. B. P. Ragsdale of Guion.

MRS. E. C. VEST AND CHILDREN CELEBRATE

A reunion celebrating the 89th birthday of Mrs. E. C. Vest was held in her honor August 12.

Those present were: Mr. and Mrs. G. B. Vest, Blackwell; Mr. and Mrs. W. J. Edwards, Blackwell; Mrs. Mary Earp, Abilene; Mr. and Mrs. F. E. Vest, Abilene; Mr. and Mrs. Alva Vest of Hatch, N. M. F. A. Whitt, Silver Mr. and Mrs. Everet Baker, Blackwell; G. B., Oscar Lee, Doris and Bobby Henderson,

Mr. and Mrs. P. A. Vest, Rozelle and Jeandell, Mr. and Mrs. Letoy McFarland, Blackwell; Mr. and Mrs. Ed Vest and Ed Jr., Abilene; Mr. and Mrs. W. A. Edwards, San Angelo; Mr. and Mrs. G. O. Edwards, Melba, Maola, Alene, Dorothy, Billie Gene and Joyce Ann, Bronte, Mr. and Mrs. Austin Coulter Grady, Louis and Nelson, San Angelo; Mr. and Mrs. G. O. Vest of Hermleiyh; Mr. and Mrs. C. Sturdivant and Ocie Vest Hermleigh; Mr. and Mrs. F. H. Howard, Abilene; Mr. and Mrs. S. D. Hoots, Bronte; Neil McLendon, Blackwell; Mr. and Mrs. J. B. Robertson Clifford and Jessie Roy, Mrs. M. J. Cain, Mr. and Mrs. Ike Millican, Mrs. J. Lowrance, David, Robert, and Hester of Robert Lee, Buddie Adams and Janice Rutledge, Abilene; W. H. Hutchings, Abilene; Mrs. Flora Patterson, Blackwell, Mr. and Mrs. A. J. McLendon, Mr. and Mrs. A. J. McLendon Jr., Mr. and Mrs. Ed McDonald, Mr. and Mrs. A. V. Sneed and Mr. J. H. Taylor, Pearl, Laverne, J. W. and Martha, Mr. and Mrs. Charlie Eubanks and son William of Bronte; Joe and R. O. Vest, Mrs. Opal Bowman, Jackie J. Lee, Doyle Wayne, and J. D. Northcutt, Abilene; Mr. and Mrs. Edra McElroy and Billie, Abilene.

Other relatives and friends were: Mr. and Mrs. C. A. Meek, and C. A. Jr., Mr. and Mrs. Ad Meek, Lyda, Susie, Judy and Bill, Mr. and Mrs. Herbert Winberry, San Angelo; Dorothy Jean, Blackwell; Mr. and Mrs. Erin Lovance, Mr. and Mrs. Elmer Hudman, Bronte; Mr. and Mrs. D. H. Alsop, Blackwell; Reba Boman, Mrs. Bulan Lacky, Abilene; Oleta McFarland Blackwell.

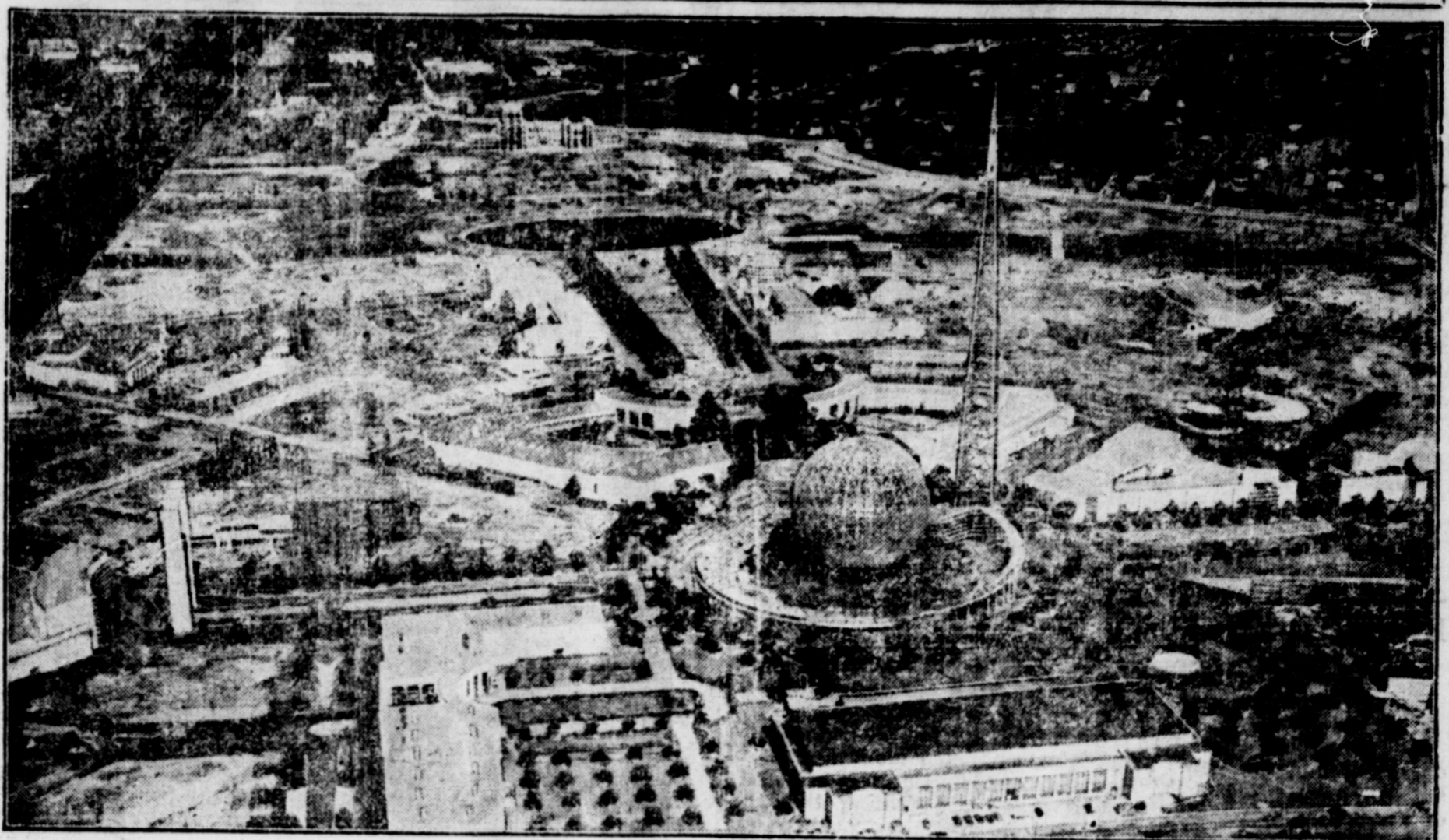
BRONTE WINS FROM LAKEVIEW SUNDAY

Marvin Corley practically won his own ball game Sunday when he pitched two-hit ball to the Lakeview team, and his performance at the bat was equal to his pitching.

Homer Walton, Bronte outfielder, led in bating, getting 4 hits out of 5 times at bat.

Bronte are scheduled to play the Hamlin oilers here next Sunday.

AIRVIEW OF NEW YORK FAIR AS IT IS TODAY



A New York World's Fair 1939 flying cameraman took this aerial photograph of the Perisphere and Trylon at the Theme Center of the Fair just as the final rivet was being driven in the 290-foot sphere. In the foreground is the New York City Building, now serving as the Summer City

Hall, while behind the Perisphere may be seen Constitution Mall extending to the Lagoon of Nations and the Federal group of buildings on the far side of the grounds.

PUBLIC SCHOOL AT TENNYSON



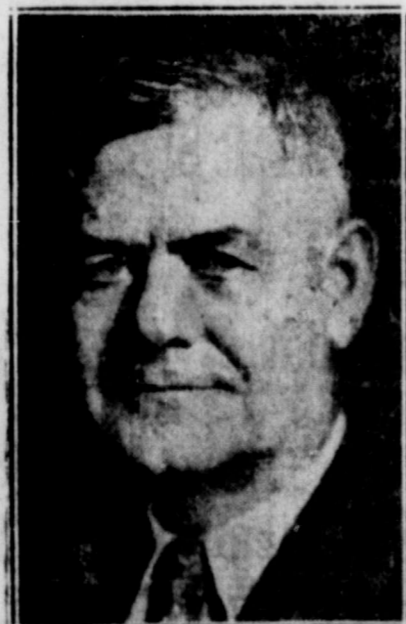
The Tennyson school district has made marked progress during recent years, and at this time has one of the county's best public schools.

BROOKS BROWNING



Manager of Browning's Store in Bronte

HON. W. R. ELY



"Daddy" of Highway 158

Is

Your

Subscription

Due?

State Licensd Land Surveyor — — — Notary Public
30 YEARS OF SERVICE

WALTON ABSTRACT & TITLE CO.

(Nothing to the report we have sold out.)

Better to be safe than sorry
Office in Court House

DID YOU KNOW? A hot GROGAN MINERAL BATH taken in the morning will keep you cool and refreshed the rest of the day. Skilled bath attendants for both ladies and gentlemen.

GROGAN WELLS SANATORIUM

Sweetwater, Dial 2612 Texas

S. E. ADAMS

ABSTRACTS REAL ESTATE TITLE INSURANCE

FHA LOANS FIRE AND
buy, build, refinance HAZARD INSURANCE

INSURE... and you're thrifty

Plan for the future now and you're thrifty. Insurance is one of the best forms of thriftiness... it's protection for your family from that disaster that might leave them helpless and homeless.

PERFECT PROTECTION AT LOW COST!

W. F. Davis, Asst. Sec.

SWEETWATER LOCAL MUTUAL LIFE ASSOCIATION

**EVERYTHING
In Building Material**

And at prices that will be to your interest to buy from us.
See Us For Estimates and Prices Before You Buy

TEXAS TRADING COMPANY

1007 North Chadbourne San Angelo

CUMBIE RED & WHITE STORE



Cumbe's Red & White store is one of Bronte's largest mercantile establishments. Manager I. M. Cumbe and his co-workers are shown here. Reading from left to right they are: I. M. Cumbe, Robert Lambert, Irvin Cumbe, jr., Odas Brunson, Marlan Mackey, Virg, colored janitor, and D. M. West editor of the Bronte Enterprise.

BROWNING'S STORE IS PROGRESSIVE

The Browning store may be operating under a new name, but as a matter of fact it is one of the county's pioneer business institutions. Established by T. C. Price, the store was operated under that name for 32 years. In February of this year Mr. Price retired from active business, and the store's ownership was transferred to his son, LeRoy Price and Brooks Browning. The store's name was changed to Browning's.

A complete stock of groceries,

dry goods, meats, feeds, etc., will be found. The store also has a modern market in connection where fresh and cured meats of all kinds may be had.

Mr. Browning also operates a produce department and is of the opinion that Coke County farmers are finding the production of cream, poultry and eggs very profitable. Since February of this year he has purchased 47,000 pounds of cream and averages buying about 30 cases of eggs each week. He also buys chickens, turkeys and other farm products.

Read the store advertisement on another page in this issue of the Enterprise.

WE CHERISH

The pioneers—their spirit of progress, their fortitude, their willingness to suffer the hardships of the earlier days.

We reference the memory of those who have passed on and we cherish a feeling of appreciation and love for those who yet remain.

To every pioneer, man and woman in Coke County we extend Greetings and best wishes.

Lets all work together for a greater Coke County.

S. A. KIKER

Commissioner Bronte Precinct

BEAUTY AND MUSIC AT THE FAIR



NEW YORK—Ballet on land and water will thrill visitors to the New York World's Fair opening on April 30. In the Marine Amphitheatre which seats 10,000 persons, Eleanor Holm (inset), Olympic swimming and stage star, will head a cast of 100 girls in Billy Rose's Aquacade ballet. Two hundred others will dance on the stage. The show's production will cost \$1,000,000, according to Grover A. Whalen, President of the Fair.

Miss Bettye Epperson of Dallas is a guest this week of Postmaster and Mrs. R. J. Epperson. Miss Epperson is a niece of Mr.

Epperson. Miss Epperson says that it certainly is exciting to come from a quiet old town like Dallas to a snappy, hustling town like Bronte.

BOOTHE & DAVIS PREACH FARMING

Willis W. Davis and Ray H. Boothe, dealers for the International Harvester line of implements in Sweetwater, spend considerable time preaching modern farm methods. Boothe, a son of Walter L. Boothe, pioneer Hereford breeder, past president of the State Hereford Breeders Association and one time member of the A. & M. board of regents, is living in the 20th century and has modern ideas. The same may be said concerning his partner, a son of the late Walter W. Davis Sweetwater civic leader and founder of an insurance organization in that city.

Both Boothe and Davis have traveled many miles and put in many hours promoting the "service" idea they adopted as a business slogan when they entered business. They carry one of the largest stocks of new machines and repairs to be found in West Texas, and their repair shop is one of the best tractor and machine repair shops to be found anywhere. Through their expert repair service they have won for their firm the International Harvester Company's O. K., which means the company will carry an overhaul job on a farmer's tractor on their books in the form of a note until paid.

The company is now producing three new tractors. The Model A is a 1-row tractor adaptable to the small farm, while models H and M are to replace the old Farmall models 20 and 30. Boothe & Davis will soon have these tractors on display in their store at Sweetwater.

HOME OF HOME MOTOR CO.



The Home Motor Co., of which Robert Knierim is owner, is modern in every respect. This building also serves as bus and truck depot.

-- LUMBER --
KILN DRIED from LOUISIANA Mill

At Prices that will save you MONEY
DELIVERED IN TRUCK LOADS

J. P. BROWN & SON — Lumber

1104 S. Chadbourne — Phone 3426 — San Angelo

GREETINGS TO THE PIONEERS

You did your part well
We Invite everybody to try
Our Laundry.

Pairish Help Your Self Steam Laundry
MR. AND MRS. JOHN PAIRISH, Owners

Dr. C. W. Cheatham

DENTIST

X-RAY

Ballinger, Texas

First National Bank Of Bronte Is Progressive

It is not every community in Texas the size of Bronte that can boast as progressive a bank as can this city. The First National Bank here, of which L. T. Youngblood is president, is one of the most progressive banking institutions to be found in this section of the state.

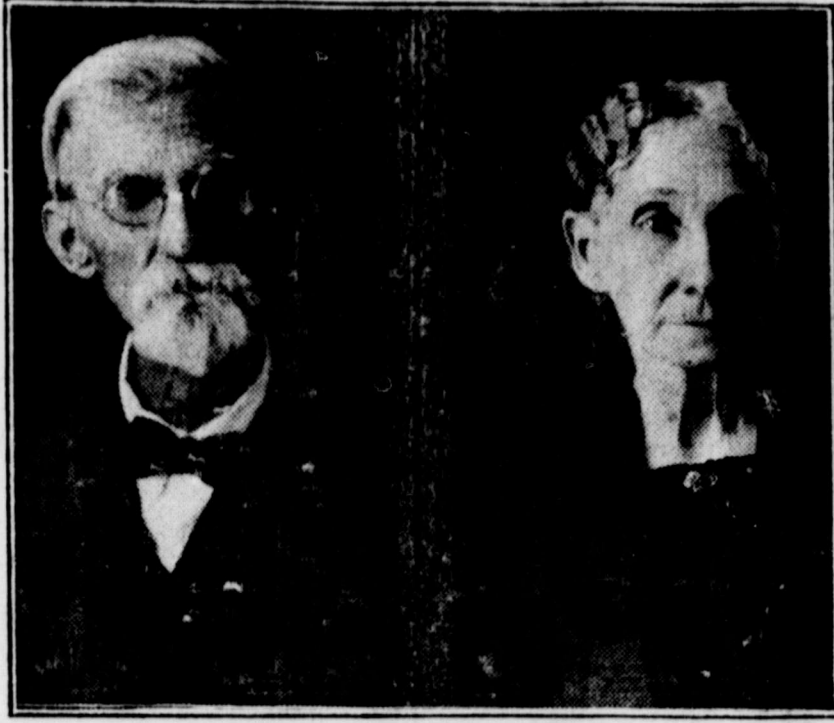
With a capital stock of \$25,000 the bank has sufficient strength to care for the needs of the town and community. And while financial and economic conditions may not be what we term normal, deposits have been exceptionally large. This indicates two things: First the community is not bankrupt, and second, the people have confidence in the First National Bank in Bronte.

Officers and directors of this institution are made up largely of pioneer citizens—men who have helped to develop Bronte and Coke county. They have the community's interest at heart and are willing to go the limit to bring about better living and farming conditions.

Mr. and Mrs. Charley Luttrell have had their children with them this week. They were Mr. and Mrs. Carroll Wood, San Antonio; Mrs. Myrtle Sanderson from Illinois; Mr. and Mrs. Cullen Luttrell, Mertzon and Mr. and Mrs. Freeman Luttrell, San Angelo.

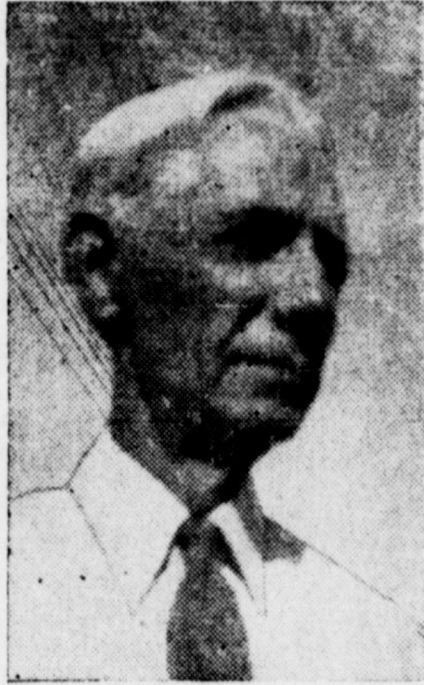
Mr. and Mrs. C. O. Miller of Austin were Bronte visitors Monday. Mr. Miller is a newspaper man—hence it will be understood that we mean all we say that it was a genuine pleasure to meet him. And Mrs. Miller, while we did not know her personally, yet when we state that she is a daughter of the late Rev. Lee Clark, a Methodist minister, who many years ago, was pastor of the Methodist church at Robert Lee, many hearts of our readers will go out affectionately to her because of the cherished memories they have of her fine father. Then, too, the fact that she too has resided in the West is sufficient that she is a "Westerner"—and enough is said.

COKE COUNTY PIONEERS



Rev. and Mrs. R. M. Cumbie moved to Coke county almost half a century ago. Rev. Cumbie, prior to his passing some three years ago, was an active Baptist minister. Mrs. Cumbie, now almost 88 years of age, resides in Bronte.

R. E. CUMBIE



Mayor of Bronte

PLANTERS GIN IS BEING OVERHAULED

Ginning season is almost here, and Manager A. F. McQueen of the Planters gin is overhauling and repairing all machinery. As a matter of fact the gin is in good shape at this time and very little work remains to be done. The plant is modern in every respect.

Mr. McQueen has been man-

Pioneers' Home Coming to be at Edith, Sunday

The Coke county pioneers will have their annual homecoming at Edith Sunday. For many years the pioneers of Coke county and their descendants have gathered at Edith in an annual gathering.

A splendid program, arranged especially with a view to honoring the pioneers and to memory the departed ones, has been arranged.

The program will continue throughout the day, with lunch served picnic style at the noon hour. Let everyone carry a basket of lunch. Those Edith people do wonderfully when it comes to hospitality and entertaining, but it is too much to expect them to supply lunch for the immense throngs who attend.

Mrs. Sam Powell has kindly supplied The Enterprise the following tentative program:

- Morning Hour
- 11:00 Sermon—preacher to be supplied.
- Business session.
- Noon—Lunch
- Afternoon
- 1:30 Address of Welcome—D. M. West.
- Response—Mrs. Luther Terry.
- A Tribute to the Pioneers—

ager for 10 years and is acquainted with the farmers' needs.

Frank Dickey.
Special song—Mrs. Bryan Farbrough.
Reminiscencies—by pioneers.

FOLKS, THANK YOU

With modesty, yet with pride, the editor presents this 50th Anniversary edition on a gigantic scale to our readers and the general reading public.

We did not plan to issue the anniversary edition on a gigantic scale, simply because it is an important epoch in the history of the county we have issued this edition to take the place of our regular weekly issue.

The direction of the issue has been entrusted to Mr. R. B. McCorkle and we feel he has done excellently and in this way we express our thanks to him for the way in which he has handled the issue and let it come from the press without delay.

To every business firm and others who have given the issue advertising patronage we thank you. It only reflects the great and progressive spirit of our people, out here in "this land of great open spaces."

Thanks to everybody, and we hope you will feel with us—that it was worthwhile to issue the edition, celebrating the first half century of the county's existence.

BRONTE'S COMMISSIONER

One fortunate situation that has contributed to Bronte's good in its continued improvement in matters of roads and highways is that of the county commissioner of the Bronte precinct. For several years S. A. Kiker has been county commissioner. Mr. Kiker has not only worked for the general good of Coke county but he has been contin-



ually on the alert for everything that would benefit Bronte and

Arizona Man Tells of Club Work in His Home Town

The program of the Service Club luncheon at the Gilbert Cafe Wednesday had many interesting features. But no part of the program was more happy than was the address of R. G. Lewis of Wilcox, Arizona. Mr. Lewis is a business man in his home town. He and family are here visiting Mrs. Lewis' mother, Mrs. A. J. Rawlings, and other relatives.

Mr. Lewis addressed the club on invitation of the club president, H. O. Whitt. Mr. Lewis chose to tell those present something of the usefulness of a club in community building when the club properly functions. And to give emphasis to his remarks the speaker related as to the good work that had been accomplished by the club of which he is a member in his home town. Mr. Lewis had been a member of his club for ten years, being a charter member. Wilcox is a town of some 800 people—the same size as Bronte, yet some 300 of their population are Mexicans and hence have no part in the work of the community's welfare—yet it was marvelous to hear the speaker enumerate instance after instance as to what his club has achieved. His address was an inspiration to all present.

Reports of various committees and outlines of matters pending were encouraging. One matter was with reference to the proposed state park at Oak Creek, on highway 158, towards Abilene. The park is almost assured. And what park it will be! The Enterprise suggested years ago that a park be established there and that it be named Ely State Park, after Hon. W. R. Ely of Abilene who while a member of the highway commission got highway 158 designated.

Assurances were also given that in the very near future the signal light on highway 70, at the bank corner would be installed. Other matters relative to highways were discussed and it was an encouraging report.

The Trades Extension committee reported as to trades extension work and it was decided to seek to enlarge Bronte's trade territory in a very definite way, and that without delay.

A committee was appointed to take steps to secure an airplane landing field for Bronte.

the Bronte precinct. As a result, for the size of the town, there is not another town anywhere more favorably situated as to its highways and lateral roads. Bronte has an all-weather road connection in every direction, when the present road building program is completed. Mr. Kiker has always worked in harmony with the state highway commission and with the other members of the county commissioners court. Hence, he has always been able to get as much for his town and precinct as one almost could wish for.

Mr. Kiker is working all the time to build up every section of his precinct as well as the entire county. Such constant efforts as Mr. Kiker has put forth is most commendable and it has entrenched him in the minds and confidence of the people he serves.

CONGRATULATIONS

Congratulations and Best Wishes to our Many Friends and Customers as they celebrate their

50TH ANNIVERSARY

We have tried to aid in the development of this county and shall continue to do so.

Our gin plant is being overhauled at this time and when the first bale of cotton comes in we will be ready to gin.

PLANTERS GIN COMPANY

A. F. McQueen, Manager Bronte, Texas

Robert Knierim — J. Robert Knierim

SERVING TO SERVE AGAIN

Congratulations to the citizens of Coke county as they celebrate their 50th Anniversary. All of you have had a part in making Coke county one of West Texas' most attractive.

For 35 years we have lived in Coke county and have been serving your automobile needs for 27 years. It has been a pleasure to serve you.

OURS A ONE STOP STATION

When you stop here your worries are over for we are prepared to care for your needs.

Magnolia Gas and Oils, Sieberling tires and tubes, and a complete stock of parts and accessories. Our repair department will please you—you will get the kind of work you want. Visit us often.

Ticket and freight office for truck and bus lines.

HOME MOTOR COMPANY

"We Serve — You Save."

Is

Your

Subscription

Due?

CONGRATULATIONS to PIONEERS BECAUSE OUR CARS

- HONESTLY RECONDITIONED
- HONESTLY PRICED
- HONESTLY REPRESENTED

Compare WOOD'S Cars And Prices
With Others.....

- 1938 Ford V-8 Tudor
- 1938 Ford V-8 Coupe
- 1937 Ford V-8 Fordor
- 1937 Ford V-8 Tudor
- 1937 Ford V-8 Coupe
- 1936 Ford V-8 Coupe
- 1936 Ford V-8 Tudor
- 1935 Ford V-8 Tudor
- 1935 Ford V-8 Coupe

Wood Motor Co.

50-50 **IF IT'S FROM WOOD—IT'S GOOD** R&G
Guarantee **YOUR** DEALER Guarantee
Used Car Building **Used Car Lot**
Twohig at Randolph Phone 6558
Phone 6559 **Concho at Irving**
31 YEARS IN SAN ANGELO

CARD OF THANKS

We want in this way to express our sincere gratitude and thanks to all our dear friends and the good people generally for their constant interest in us and aid during the long illness and in the death of our dear husband and father, T. J. Sneed. We do not see, dear friends, how we could

have passed thru the trial, had it not been for your constant interest in us. And when he had passed your kindly ministries and help were so helpful. We will cherish all that you did for us, to the end of our earthly journey—every word, every deed and the floral offerings were all so beautiful. God bless each of you.
Mrs. T. J. Sneed and children.

Congratulations

to Coke County
and its Citizens

on your

50th Anniversary

of Progress

Martin-Glover Co.

Wholesale Food Distributors
SAN ANGELO, TEXAS

C. L. Green Is Well Pleased With Our Ad Service

C. L. Green, owner and manager of the C. L. Green Milling & Grain Company of Winters, inserted a special ad in the columns of The Bronte Enterprise in a recent issue, advertising a new dairy and poultry feed that he is making at his own mills.

Mr. Green in a personal letter to the editor advises that he is very much pleased both with our ad service and the fine results he has already obtained from the ad.

Mr. Green says:
"We have had some good results already from the ad—some have driven all the way over here after the feed. One party told our Mr. Sullivan that he would be over within a few days to buy several dollars worth of egg mash."

Thanks to you, Mr. Green, for the bouquet you hand us — we want everyone who advertises with us to be pleased with our ad service and also with the results obtained.

ROBERT LEE HIGH SCHOOL



The Robert Lee High School is large and roomy and is sufficient to care for almost 500 pupils. The school has 12 teachers.

Mrs. Quincy Hames of Crosbyton were week end visitors with Mr. and Mrs. Jess Percifull. Mr. Kiker is the father and the ladies are sisters of Mrs. Percifull.

Your Druggist

...IS MORE THAN JUST A MERCHANT

He has the interest of the community at heart. He stands ready and prepared to protect your health.

Your Druggist gives you a 7-day service with long hours each day.

Your Druggist must be specially trained — must spend time and money to prepare for this work.

So when you can, buy from your Druggist. He is worthy of your support.

We are thankful for the patronage our many friends have given us, and take this method to extend best wishes to the pioneers of this county and community as they celebrate the county's 50th Anniversary.

Headquarters for stock supplies; vaccines, etc.

Bronte Pharmacy

J. M. RIPPE TOE, Proprietor Bronte, Texas

W. C. McDONALD



County Attorney Coke County

WILLIS SMITH



County and District Clerk
Coke, County

MARRIED

Jack Chapman and Miss Pauline Matnews of Sweetwater, were united in marriage at Denton at an early hour Sunday morning, August 13, 1939. A Methodist minister of Denton officiated.

The bride is a popular young business woman in Sweetwater, and owns and operates a beauty shop.

The groom is the son of Mr. and Mrs. O. W. Chapman. He is attending school at Denton. He has not advised his parents as to the plans of himself and Bride.

"Jack," as he is called by all, has many friends who will congratulate him and wish for him and his bride bon voyage on the seas of wedded bliss.

N. W. Kiker of Portales, New Mexico, and daughters, Mrs. L. Rice, Los Angeles, California, Mrs. Lucile Smith, Lubbock, and

Congratulations to Our Bronte And Coke County Friends

As they Celebrate their
50th Anniversary
When in Sweetwater meet your friends at this Store.

KENYON AUTO STORE

North side of square Jack Choate, Mgr.
SWEETWATER, TEXAS

FOR BARGAINS

See our line of \$1.95 Dresses. You may pick your choice, 2 for only\$1.95

Prints and Batistes, values from 25c to 40c. Now on Sale at 15c

CUMBIE & WILKINS
Dependable Merchandise

More Dairy Cows Needed In County

While there are several small herds of dairy cattle in Coke

county very few individuals have really interested themselves in these profitable animals. Probably one-third of the farmers in Coke county produce and sell some butterfat, but the total amount sold is only a frac-

Pioneers of COKE COUNTY

we greet you

The first half century will likely be the most difficult. You have done well. You have a great county and we are glad to list you as our neighbor.

Visit us when it is convenient.

HEMPHILL-WELLS CO.
SAN ANGELO, TEXAS

Congratulations and Best Wishes

to our friends in
COKE COUNTY

as they celebrate the

50th anniversary

of the county.

We trust that a more outstanding growth may be expected during the next half century.

SAN ANGELO TELEPHONE CO.
SAN ANGELO, TEXAS

Memories Of Old Settlers Of "Other Days"

Electric service at all hours of day and night came to Bronte in 1926, it was recalled this week as old-timers discussed the forthcoming 50th anniversary.

Ahi-line was extended into Bronte just 13 years ago. And it was in 1923 that the West ex-Utilities company assumed its present name after originating in Abilene in 1911. The intervening years have been devoted to a program of serving small West Texas communities hitherto without electric power and light.

"The records show that our company has contributed much to the development of this rich agricultural region," says G. E. Chisholm, WTU local manager. "The same year that it constructed a transmission line into Coke county it built a new power plant at San Angelo. The line is now connected to three centrally located power generating stations and is part of a 2,600-mile network of high tension lines giving 24-hour-a-day service to 166 communities at the present time."

Old-timers, who remember when the light went off every night around 10 or 11 o'clock to come back on is time for breakfast, also recall that rates were as high as 20 or 25 cents a kilowatt-hour. The 1939 average net residential rate is less than 5 cents, Chisholm said.

Improvement of service at the lowest rates in the history of the industry were cited by W. O. Wallace district manager. As the company's outstanding performance "is making Bronte and West Texas a good place to live."

"Last year," he said, "our company paid over \$433,000 in taxes and \$1,200,000 in wages in the various communities it serves, and more than 36,000 homes at rates 20 to 27 per cent below the average of all municipal-politically operated plants in the State of Texas. Naturally we are proud of this record and anxious that folks should know we are a Texas corporation, managed by officers and directors all of whom are West Texans living on the job."

tion of what it should be.

C. J. Bannowsky operates a dairy plant near Bronte and supplies residents of this city with a major portion of their milk. He has found dairying profitable.

Many Coke county farmers own dairy cattle, though the number should be increased.

FURNITURE STORE HAS GOOD RECORD

Since its organization in May, 1917, the Household Furniture company of San Angelo, has grown from a small "one man" store into what now is West Texas' largest furniture store. With a front of 125 feet the store occupies almost one acre of floor space.

At the beginning of the 32nd year the company has inaugurated a new plan for protecting customers. It has been tried in some of the larger cities with great success. It means this: All credit customers are given a certificate signed by an officer of the firm which guarantees these benefits: in the event of illness or unemployment, payments are automatically suspended; in the event of death or fire loss all future payments are cancelled.

As this store you can always find a large stock of furniture and home furnishings from which to make selections, and prices are exceptionally low.

The store management urges the people of Bronte and Coke county to visit the store at any time. On another page in this issue of the Enterprise will be found their advertisement.

CONGRATULATIONS TO PIONEERS AND OTHERS OF COKE COUNTY

As they celebrate their 50th Anniversary Visit us every time you can.

Cosden Oil and Gas

Wholesale and Retail

Kerosene, and Tractor Fuel, Distillate, Gas and Furnace oil.

We also handle new and used tires and Fix your flats.

GREASING OUR SPECIALTY

COSDEN STATION

JOHN C. DAVIS, Manager Bronte, Texas

W. J. CUMBIE

Red & White Store

CONGRATULATES

All the Old Timers in this Section Their activities during the past half century has counted for much, and we must carry on during coming years.

DRY GOODS

GROCERIES

Phone 35

Robert Lee, Texas



SYCAMORE

Young Coats! Gay Coats! Coats that are going places. Every one so smart you'll want to wear it everywhere... all the time... especially when he is there. And don't forget Sycamore made them... that means quality.

16.95^{up}

Bettis & Sturges

BALLINGER, TEXAS

FIRST HALF CENTURY

Continued from page 1

al fair and livestock show Bronte farmers took over most of the high agricultural awards. In this area one may successfully grow cotton, corn, maize, fruits vegetables and even some wheat, and each year many thousands of dollars worth of these products find their way to good markets.

Just at this time there are nearly 900 farms in Coke county and more than half of these farms are cultivated by owners. Share cropping is almost unknown, and even renters soon learn that renting is not necessary—that they may buy and pay for their own farm if only they are willing to work.

Farms in this county have a combined valuation of about six and one half million dollars. In size they are exceptionally large, for taken as a whole the average farm in this county contains approximately 682 acres. This, of course, indicates that stock farming is very popular and profitable.

Farm Land Valuable

Today more than 50,000 acres of Coke land is under the plow and the end is not yet. At least 75,000 acres of pasture land could very easily be put into cultivation, and some of this land is the county's choicest. Within another decade farm land acreage and valuations will likely double. More than half the county's acreage might be listed as agricultural.

Cotton is the county's leading money crop and quite often from 15,000 to 20,000 acres are cultivated here. Grain sorghums come second with an average of about 15,000 acres. Then comes

corn, oats and wheat, and even the hay crop is one of considerable size.

The county's total property valuation has been listed at \$9,320,000.00, and the county's population is something in the neighborhood of 7,000. This, of course, indicates that the citizenship is largely rural.

Each year large shipments of mutton, beef, wool and mohair find their way to market, for the ranching industry here is one of enormous proportions. This will ever be true for certain portions of the county,

while ideal for ranching, will never rank very high from an agricultural point of view.

Though sometimes thought as an arid section, along with other counties, Coke county is not. As a matter of fact the average annual rainfall is sufficient to make dry farming very profitable, and when irrigation is considered the county offers unlimited possibilities. Water, good pure water, may be found most any place at a depth of from 100 to 150 feet, and those who would use this for irriga-

tion may do so, for the supply is abundant.

Irrigation Possible

Then there is the Colorado river which passes through the county. The river valley is very fertile and rich and when the proposed dam is finally completed it will be possible to irrigate not less than 100,000 acres of West Texas' richest soil, thus making Coke county one of the garden spots in the great Southwest.

Yes, Bronte and Coke county are growing. Robert Lee is

making marked progress, and the citizenship as a whole may look forward to a better and brighter day.

Natural resources, those things given to man by the Creator, are plentiful; soil and climatic conditions are next to perfect and once a man completely makes up his mind to extract from Mother Earth that which may be his for the taking, this section will glow as a bright and shining star.

Fiftieth Anniversary Of Coke County



As we pass the 50th mile post of the Government of Coke County, we take this opportunity to extend to friends and customers our greetings.

We feel that we have been a part of the development of Coke County, and we take great pride in the splendid citizenship about us.

We feel that the future of the county is resplendent and shining with new and greater things to be accomplished.

Down to Bed Rock

Geologists tell us that even bed-rock moves. But it shifts so gradually that it makes a safe, sure base for the largest structure. This Bank, too, is moving with the times though this movement is gradual and along predetermined lines.

Each year finds this bank in even better position to serve its many clients and depositors.

THIS BANK'S PROGRAM

WE FOSTER AND ENCOURAGE THE FOLLOWING PROGRAM:

- | | |
|-------------------------------|--|
| The Cow, the Sow and the Hen. | Hogs for every farm. |
| Live At Home. | Better preparation of soil for planting. |
| Gardens for table use. | |
| | Better field seed. |

OFFICERS

- L. T. YOUNGBLOOD, President
 J. B. McCUTCHEN, Vice President
 CARRIE G. WILLIAMS, Cashier
 W. K. SIMPSON, Asst. Cashier
 VIRGINIA YOUNGBLOOD, Asst. Cashier

DIRECTORS

- J. B. McCutchen
 E. C. Rawlings
 R. E. Cumbie
 M. A. Butner
 Frank Keeney
- Carrie G. Williams
 L. T. Youngblood
 W. K. Simpson
 J. T. Harmon

SAFE — SOLVENT — CONSERVATIVE

FIRST NATIONAL BANK

BRONTE, TEXAS

MEMBER FEDERAL RESERVE SYSTEM AND F. D. I. C.

TEXAS THEATRE

BRONTE, TEXAS
 Motion Pictures Are Your Best
 Entertainment
 —Air Conditioned—

Friday Saturday, August 18-19

Bill (Wild Bill) Elliot
 — In —
 "FRONTIERS OF '49"
 Also ANDY CLYDE Comedy
 and News
 Motion Picture's 50th
 Anniversary

Tuesday Only

August 22
 DICK POWELL—
 ANITA LOUISE
 — In —
 "GOING PLACES"
 Also Comedy

ALAMO THEATRE

Robert Lee
 Friday-Saturday, Aug. 18-19
 GEORGE O'BRIEN
 — In —
 "ARIZONA LEGION"

Sunday 1:30 Matinee and
 Monday, August 20-21

Wednesday

August 23
 "SECURE SERVICE OF
 THE AIR"



G. D. Brasher's
 Maytag Shop
 417 Oak Street
 Sweetwater, Texas

The Bronte Weekly Enterprise

VOLUME 21.

BRONTE, COKE COUNTY, FRIDAY, AUGUST 18, 1939

NUMBER—39

Bob Knierim Has Witnessed Growth Bronte Community

Thirty-five years ago Bob Knierim was a younger man than he is today, but for this difference he is the same. He was a young man at that time and cast his lot with the people of Bronte. The town, too, was young, and for a man with vision there were many things to be done.

Mr. Knierim can remember the old horse and buggy days, for at the time he located in



"Bob" Knierim

Bronte there was not a garage or service station in the county. As a matter of fact he opened the first auto shop and filling station himself. For 15 years he was authorized Ford dealer, and he served 10 years as local towns many times the size of bulk agent for the Magnolia

Ballinger Bank Has Large Capital

The Farmers and Merchants

people. In early days his place of business was on the North side of main street, though a few years ago he allowed his dreams to come true when he erected a modern building at the intersection of Main and Highway streets and now operates his business, Home Motor Co., there.

The station is modern in every respect and would be a credit to Bronte. Other than his service station and garage, he handles a complete stock of automobile accessories, serves as local ticket

State Bank of Ballinger is one of West Texas' leading financial institutions. For more than 30 years it has been serving the people in this area in a very acceptable manner.

The bank has a capital stock of \$100,000.00 with an additional \$26,100.00 surplus. This means that it is sufficient in size to care for the needs of Ballinger and community.

R. E. Bruce, vice-president, recently stated to the writer that the bank has many friends and patrons in Coke county, and that stockholders as a whole are interested in the welfare of this section.

On another page in this issue of The Enterprise will be found the banks advertisement.

TEXAS GRILL Extends Congratulations to

BRONTE AND COKE COUNTY

When in Ballinger visit our place—the home of Tender Steaks, Appetising Lunches and Courteous Service.

Next door to Texas Theatre

Cecil Davis, Mgr. Ballinger, Texas

agent for bus lines and freight agent for the Sunset truck line.

Mr. Knierim is ably assisted by his son, Robert, and he admits that Home Motor Co. is just a kind of "family affair." He and Mrs. Knierim are probably the oldest continuous residents in Bronte as they have never seen fit to move, even into a different home.

The Knierims have had much to do with the growth of Bronte and the development of Coke county.

CONGRATULATIONS to COKE COUNTY ON ITS FIFTIETH ANNIVERSARY BALLINGER BOARD OF COMMUNITY DEVELOPEMENT

Dr. C. W. Cheatham DENTIST X-RAY Ballinger, Texas
GEO. T. WILSON ATTORNEY 204-5 Cent'l Nat'l Bank DIAL 6524 San Angelo

The Farmers and Merchants

State Bank

Ballinger

Extends Greetings and Best Wishes to friends in Coke County as they celebrate their

50TH ANNIVERSARY

STRENGTH STABILITY

SECURITY

Home Owned and Controlled

OFFICERS

Mrs. J. F. Currie, President
R. E. Bruce, Vice President
J. L. Chastain, Cashier
Edw. Sommer, Asst. Cashier

DIRECTORS

Mrs. J. F. Currie
R. E. Bruce
J. L. Chastain
R. W. Bruce
C. H. Wylie

MEMBER F. D. I. C.

1889--1939

50 years of going forward

HOORAH FOR COKE COUNTY

its old timers and new timers

when you think of Ballinger think of

Higginbotham's

"The best place to trade" Ballinger, Texas

CONGRATULATIONS

BRONTE AND COKE COUNTY

GLAD TO HAVE YOU FOR NEIGHBORS

When in Sweetwater remember you are
Welcome at the

BLUE BONNET HOTEL

H. B. ALLEN, Owner-Manager
Coffee Shop In Connection

**G. A. BEEMAN IS
PIONEER; ONCE
RESIDED HERE**

G. A. Beeman, pioneer music dealer in Sweetwater is another West Texas pioneer who is well known in Bronte and Coke county. As a matter of fact Mr. Beeman has been in Sweetwater only nine years, though he was a resident in this county and in San Angelo for more than 30 years.

His big hobby is pianos and he knows his hobby. He has been selling these instruments for 40 years. Long before automobiles and trucks were known he was delivering them in a hack, and the very fact that he can sell a family for two or three generations proves that he not only knows his merchandise, but that he is truthful as well.

Read Mr. Beeman's ad on another page in this paper.

Copies of this 50th Anniversary Edition are available at 10c a copy. Send one to a friend.

**COKE MOTOR IS
PIONEER FIRM**

The Coke Motor Co., Robert Lee, is one of the county's pioneer firms. Established in 1913 as a garage and repair shop, it has grown until it is one of the best equipped garages in this section of the state, and is a leader in the sale of new cars.

J. S. Craddock was sole owner at the beginning, but in 1920 F. C. Clark became a partner.

The firm has been the authorized Ford dealers since 1915 and since that time has been under three Ford branches. Goodyear tires have been sold for more than 20 years.

An average of 8 men are employed even during the dull season and at times additional help is required. The banner year for new car sales shows that 145 new Fords were moved within the period of 12 months. The mechanical department is second to none in this section.

Caperton & Ivey are associate dealers in Bronte.

**BETTIS & STURGES
STORE IS MODERN**

The Bettis and Sturges store in Ballinger is another of West Texas, pioneer firms that has grown up with the country. The Ballinger store has been in operation for 13 years and has enjoyed liberal patronage all these years.

J. C. Sturges is manager of the store, while his son, J. C. Jr., has charge of the shoe department.

The store is exclusively for women, where a woman may find most anything she may desire. Ready-to-wear, piece goods, millinery and shoes make up a major portion of the stock, tho there are scores and hundreds of other items to be found there.

Bronte and Coke county people are invited to visit this store.

HAS MODERN CAFE

J. W. Bilbo, owner of the City Cafe in Robert Lee, states that business has been fair this year. Mr. Bilbo has a first class cafe, knows how to make good coffee, and if he will tell us how to get this coffee without paying for it we will make our visits more numerous.

Congratulations and Best Wishes to
OUR COKE COUNTY FRIENDS

When in Ballinger visit this store.

Complete stock of parts for your car and tractor

TIRES — TUBES — ACCESSORIES

STANDARD AUTO PARTS

713 Hutchins St,

Ballinger, Teyas

We are proud of our County and her

PIONEERS

We congratulate them on their activities
during the past half century.

Whether you live in Robert Lee or elsewhere remember you are always welcome at this store. Staple and fancy groceries, fresh and cured meats, fruits and vegetables, at prices you wish to pay.

**PERSONAL SERVICE AND
QUALITY MERCHANDISE**

is what you get here.

Visit M-SYSTEM Stores and you will like to shop there

M-SYSTEM STORE

FRANK BRYAN, Manager

Robert Lee, Texas

Tune in on KGKL each week day at 10:15 a. m.

CONGRATULATING

Pioneers and others in Coke County as they
Celebrate the 50th Anniversary of the county.

G. A. BEEMAN MUSIC HOUSE

313 Oak Street Sweetwater, Texas

**Hadroff, Bush and Gerts and
Rudolf Pianos**

Sheet Music and Music Books, Accessories and
all kinds of Band Instruments.

**WURLITZER, SOPRANI AND HOHNER
PIANO ACCORDIANS**

Mail Orders Gladly Recieved and Promptly Filled

CONGRATULATIONS

TO

COKE COUNTY

ON ITS

50TH ANNIVERSARY

"We Go and Grow with West Texas"

Since the completion of the Oak Creek bridge on
Highway 158 you are close to Abilene

COME TO SEE US

HOTEL GRACE

MR. AND MRS. E. BOGGS, Managers

ABILENE, TEXAS

Congratulations to
BRONTE AND COKE COUNTY
on your 50th Anniversary

C. L. GREEN

MILLING & GRAIN CO.

WINTERS, TEXAS

Manufacturers of **GOLDEN BELL FLOUR**
and **VITRENA Poultry and Stock Feeds**

Cash buyers of all kinds of
Grain all the time.

Goetz Farm Machinery Co.

125 South Main St.

Winters' Texas

Extends best wishes to Coke county friends as
they celebrate their 50th Anniversary as a County.

And remember Better Farm Equipment Means
Bigger Crops and Lower Costs.

WE CAN SUPPLY YOU WITH

- | | |
|---------------------|----------------------------|
| Red River Threshers | Nichols & Shepard Combines |
| Stationary Engines | Superior Spreaders |
| Harrows | Hart-Parr Tractors |
| Superior Drills | Planters |
| Road Equipment | Cultivators and Plows |

ECONOMICAL DUSTING MACHINES

DISCS FOR ALL KINDS OF PLOWS

POISONS OF ALL KINDS FOR SPRAYS OR DUSTING

Stover and Fairbanks Hammermills. See the new Fairbanks
Electric. Priced now at \$89.50 F. O. B. factory.

Congratulations to BRONTE AND COKE COUNTY

We are glad to call you friends and stand ready to serve at any time we may.

Singer Sewing Machine Company

S. L. BOWEN, Manager
West Beauregard San Angelo, Texas

County Highways Given Attention

Motorists and others who have occasion to use the highways in Coke county find them above the average in West Texas. Highway 70 between Sweetwater and San Angelo is in good condition in Coke county and finishing touches will be made shortly.

Highway 158 to Abilene, when finished, will be the scenic highway of West Texas. The \$65,000 bridge across Oak creek, ten miles out from Bronte, has just been completed. This highway links Bronte with Abilene and the northeast, putting Bronte within 50 miles of Abilene.

The highway leading west to Robert Lee is in fair shape, and is a good all-weather road. From Robert Lee to San Angelo even

a better road will be found. The highway east to Winters is only fair, though the road from Bronte to Ballinger, when completed, will be one of the best in West Texas.

As a whole the highway system in Coke county is good.

RUSSELL STORE AT SWEETWATER GETS LIB'RAL PATRONAGE

Russell's Department store kind to be found in this section most modern institutions of its in Sweetwater is one of the of the state, and Manager Glesn Russell has extended an invitation to the people of Bronte and Coke county to visit him at any time it is convenient.

A large stock of quality merchandise will be found at this store and prices are very attractive.

Premiums of household goods

Cumbie Family Is One Of Oldest In Bronte Community

On June 1, 1890, Rev. R. M. Cumbie and family settled in Coke county, near Bronte. Rev. Cumbie, a pioneer Baptist minister, was not looking for something easy, but rather for a place to earn a living, carry on his work as a minister of the Gospel and raise his family. He was active in this section for almost half a century, and when he was called to his reward in 1936 he left a host of friends that will ever miss him.

Mrs. Cumbie, now almost 88 years of age still resides in Bronte. Six children of the family of eight are still living. They are W. J. Cumbie, Robert Lee; R. E. and I. M. Cumbie of Bronte; Mrs. Homer Wilkins, Bronte; Mrs. John Wallace, Franklin and Mrs. Cova Collier of Abilene.

W. H. MAXWELL IS CONOCO DEALER

W. H. Maxwell, Jr., local Conoco agent, has been distributor for these products for more than eight years. Mr. Maxwell serves all stations in this county as well as certain stations in Nolan county.

He carries a complete stock of gasoline, kerosene, lubricants and other products.

are given customers and those making purchases are urged to ask for their trading stamps.

You Are Always Welcome At the

CITY CAFE

Plate Lunches Our Specialty

Short Orders all the Time

J. W. BILBO, Prop.

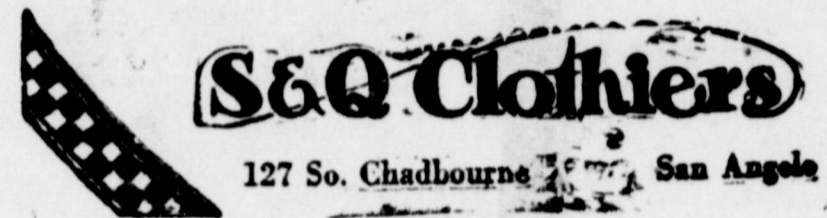
Robert Lee, Texas

SAN ANGELO'S LEADING STORE

for Men and Boys CONGRATULATIONS COKE COUNTY On Your 50th ANNIVERSARY

It is a pleasure to wish you — our neighbor — many more happy progressive years in helping make West Texas the "Bright Spot of Texas."

When In San Angelo Make Our Store Your Headquarters. Our August O'Coat Sale Is Now In Progress.



PIONEERS ARE ALWAYS

BUILDERS

And at this time it affords us great pleasure to congratulate the Pioneers of Coke County as they celebrate their county's 50th Anniversary

The past is gone forever. Only memories will linger. Some of these memories bring joy to us and we trust that good and pleasant things in life have been abundant. May the next half century show even greater joys and progress for you and yours.

SEARS, ROEBUCK AND CO.

SAN ANGELO, TEXAS

Greetings

To Those Who Have Seen Fifty Years

Pass By In

Coke County

You made the road easier for those of us who came after you. And what success we have made in a business way you have helped us make it.

The same old friendliness of 1889 still holds forth in this county. We are glad to be numbered among the friendliest people on earth. For 38 years we have resided in this county, so at this time we extend best wishes to our Coke County friends, neighbors, old timers and new timers of 1939.

**THOSE WERE GRAND OLD DAYS—
GREAT DAYS ARE AHEAD**

Keeney's Variety Store

FRANK KEENEY, Prop.

BRONTE, TEXAS

Best Wishes

to all the old timers of
Coke County

Coke County is 50 years old—the best place to live 50 years.

We appreciate our friends and neighbors, and nothing gives us more joy than to be of service to them.

The past 50 years have been pleasant for most of our pioneers, as well as the younger generation, and it is our hope that the future will be equally as bright.

Frank Percifull

SHERIFF
Coke County,

FRANK KEENEY IS PIONEER IN COKE

Frank Kenney, farmer, stockman and merchant, is one of Coke county's pioneer citizens.

Mr. Keeney has been in Bronte almost a third of a century and has seen Bronte grow from a small cow pasture into a thriving little city of almost 1000 souls. Mr. Keeney is a community builder and is never too busy to

Robert Lee High School Has Very Large Attendance

With a corps of 12 efficient teachers headed by Superintendent George Taylor, Robert Lee boasts one of the best public school systems in this section of the state. During recent years many additions and improvements have been made, and at this time the school has an enrollment of almost 500.

The Robert Lee school is an independent school though recent years there has been a tendency in rural districts to consolidate with Robert Lee in order that children residing on farms and ranches may have the benefits of first class high school training.

The school is located in the Northwest corner of the townsite and the building is adequate in every way.

put in odd hours for the city's benefit. In summing up events here he stated recently that Bronte and Coke county helped



Frank Keeney

him. Like many of our older citizens have, has been successful. Mr. Keeney admits that he isn't rich—says there are no rich men in Bronte. Yet he has an idea that most of the people here earn a good living and some of them even save a little for a "rainy day."

He has been active in the county's development—a good citizen and a good man, his neighbors declare.

Church Buildings In Robert Lee Are Above The Average

While there is not a town or village in all West Texas where there are no churches, though in some places outstanding structures and organizations are found. Robert Lee comes in this class, for it is very doubtful if there is another inland town

its size in all the state where more imposing church edifices may be found.

There are people of various faiths in the city, though the Baptist and Methodist congregations seem to lead in Robert Lee.

Rev. Fred De Leshaw is Baptist pastor, while Rev. G. F. Hester serves as leader for the Methodist congregation. Both the Baptists and Methodists have large congregations and imposing church structures.

We Take Pride

in paying tribute to those Pioneers who played such a prominent part in the making of

COKE
COUNTY

MAY THE FUTURE HOLD FOR US ONLY THOSE THINGS WHICH ARE GOOD.

Let us Serve You when We May.

Willis Smith

County & District Clerk
Coke County, Texas

Yes, 50 years is a long time,
But we are happy to extend
Congratulations to the
Pioneers of
Coke County

We join others in wishing that the coming 50 years will hold much good for us.

Our Pioneers were endowed with courage and they have reduced a vast area of wilderness to a land of civilized usefulness.

To those early day pioneers we have a feeling of gratitude.

McNeil Wylie

COUNTY JUDGE
And Ex-officio School Superintendent
Coke County, Texas



Plan a socket, too, for the
Greatest Refrigeration
of all time!

You buy year-round satisfaction



in an

ELECTRIC REFRIGERATOR

Buying a refrigerator is NOT like buying a hat: a refrigerator should be satisfactory in Winter or Summer, Spring or Fall—year after year. So COMPARE! Point for point. Buy the type which gives the best year-round refrigeration. Absolute food protection at low cost even on hottest days! That is what your money buys when you purchase an Electric Refrigerator!



Trade-in Allowance and Easy Terms

West Texas Utilities
Company

News Hound Has A Flat, But Aid Arrives On Time

It's bad enough to be a news hound, but it's worse to be a news hound with an automobile with flat tires. But the Enterprise's special assistant knows just what a flat is when he sees it. Fact is he knows what a flat is without seeing it, and he also knows what it is to have a flat out about 10 miles from town when he is minus a jack and tire tools.

But this very thing happened Monday, and only for the fact that some of this much heralded "Western Hospitality" located us, we would not be writing these lines.

Our old "benzine buggy" was doing its very best on the Robert Lee-San Angelo highway at a point some 6 miles north of the latter city. All at once the car seemed to make a determined drive for a fence, and only for the fact that we were going "less than 60" it might have scattered some sheep.

As soon as we could we pulled off the hi-way and made an examination. It was a flat alright—just as suspected, which was bad. However, when we learned that we had no jack and that our lug wrench was fashioned to fit a Model T or a cultivator, we began taking the matter in a more or less serious manner. We ruined a good suit of clothes, broke a pair of \$22.00 glasses and only for the fact that our wife and daughter were present we might have done even worse. One thing we didn't do—we did not fix the tire.

About this time we saw another car approaching and our optimism went up a few degrees. The car stopped and we almost smiled. The man got out and volunteered to assist us, and we knew right then that we had our flat in West Texas. He did not have a lug wrench, but he happened to know everybody that passed, and it was not too long until we were on our way again. This man was I. N. (Babe) Eubanks who resides 4 1-2 miles west of Bronte. We thanked him then and do so again. Also we would remember Frank Bryant, manager of the M-System store in Robert Lee, and other people who aided us.

W. J. CUMBIE IS COUNTY PIONEER

W. J. Cumbie wasn't born in Coke county, though he came to this country about the time the Colorado river was dug, and has seen Coke county at its worst and best. For many years he resided in and near Bronte, though he finally settled in Robert Lee where he operates a modern Red and White Store.

Mr. Cumbie believes in Coke county and its future possibilities. He is not afraid of work and admitted to the writer this week that he had not had a vacation in 16 years. Recently he and Mrs. Cumbie and their son-in-law and daughter, Mr. and Mrs. H. L. Scott, attended the Piasano Baptist Encampment near Alpine. Mr. Cumbie says they had a very pleasant trip and in all probability he will attend again next year.

Russell Store At Sweetwater Enjoys Liberal Patronage

Russell's Department store in Sweetwater is one of the most modern institutions of its kind to be found in this section of the state, and Manager Glenn Russell has extended an invitation to the people of Bronte and Coke county to visit him at any time it is convenient. A large stock of quality merchandise will be found at this store and prices are very attractive.

COKE COUNTY COURT HOUSE



The Coke County courthouse at Robert Lee is built of native stone and is sufficient in size to care for the various county departments, courts, etc.

ROBERT LEE METHODIST CHURCH



The Methodist Church at Robert Lee is one of the largest congregations in the county, and their modern brick home is the pride of the community.

Quit Business Sale

Big Buys *Final Reductions* **Big Savings**

We have sold lots of merchandise but have lots more to sell. Buy your needs for the entire fall and Winter at wholesale prices and less.

— The Crowds tell the story —

MEN!! LOOK

AT THESE PRICES ON
LEATHER COATS—

12.95 COAT	\$7.95
10.00 COAT	\$6.29
7.95 COAT	\$4.95
4.95 COAT	\$3.19



MEN!! SAVE

ON YOUR FALL HAT

One Group	98c
Others	\$1.59 up—

THE GENUINE
JOHN B. STETSON

10.00 Hat	\$6.95
7.50 Hat	5.25
5.00 Hat	3.45
ALL SHAPES - STYLES COLORS		

EVERYTHING MUST GO

Women's Hats

Felts and Straws
only 49c

Part Wool Blankets At Cost

LOOK AT THESE
-- BARGAINS --

Thread	3c
Wash Pans	8c
Dippers	8c
Lamp Chimneys 2 for	13c
Kotex	18c
two for	35c

SHOES — Women's and Children's

Many More Have Been Added to these Groups

49c	79c	98c
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They Won't Last Long

WOMEN and GIRLS!!

Now is the time to save on your fall coat—come in and price them.

ABSOLUTELY BELOW COST

Boy's Overalls
39c and 49c

BOY'S PANTS

please you.

A price color and style to

Carl Pool GABERDINE SUIT SHIRT & PANTS	59c	69c
each	79c	98c
each	\$1.39		

8-oz. Sanforized Overalls and Jumpers

each 79c
BOTH FOR \$1.50

ONE GROUP Khaki PANTS

While they Last
pair 79c

All Men's Shoes Reduced Work Shoes 98c up

HEAVY WINTER
Unions 49c
For Men

CASH
ONLY

THE RATLIFF STORE

NO
REFUNDS

Others Have Saved Money — Why Not YOU Come and get it.

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.

CUMBIE AND SON
BREED HEREFORDS

R. E. Cumbie and son. Ed-

ward, are supplementing their store work with the breeding of registered Hereford cattle. They have a nice herd at this time and find them quite profitable.

T. C. Price who operates a river valley farm, is another Coke county farmer who finds stock-farming a profitable business.

Mr. and Mrs. P. E. Parson of Lampasas were in Bronte Monday. Mr. Parson was looking for ranch work. We acknowledge a pleasant call from Mr. Parson.



C. L. SOUTH

C. L. South is Coke county's Congressman, and he is doing a good job. Congressman South knows West Texas and its needs, and makes an honest effort to give the people of this district representation in Washington.

MANY OLD TIMERS RESIDE IN COKE

While it would not be possible for us to name all the pioneer citizens still in our midst it would be unfair for us to fail to mention such men as E. C. Rawlings, Jess Buchanan, J. S. Gardner, J. B. McCutchen and Judge W. H. Bell. All of these men have helped in the development of Coke county and have prospered by so doing.

Some of them were here before there was a Robert Lee or a Bronte.

Mr. and Mrs. Leroy Price and children of Lubbock were week end visitors with Mr. Price's parents, Mr. and Mrs. T. C. Price, and other relatives. Their friends in Bronte who are many

are always glad to see Mr. and Mrs. Price.

Copies of this Anniversary Edition are available, at ten cents a copy—send a copy to a friend or relative.

Announcing Association of
DR. A. S. MCGEE
Department Internal Medicine
SAN ANGELO MEDICAL AND SURGICAL CLINIC

111 East Harris Avenue

San Angelo, Texas

Cancer Specialist

Dr. J. E. Powell

Roosevelt Hotel
SAN ANGELO, TEXAS

Specializes in the Treatment of Cancer

FREE EXAMINATION

Antitoxine, painless and harmless, is used. No hospital bill.

DR. POWELL WILL TELL YOU THE TRUTH ABOUT YOUR CONDITION

50 Years in West Texas

See Dr. Powell Before It Is Too Late

Lessons on Thrift

BE SURE YOU ARE ALL RIGHT

A way to know the right from the wrong is to reason out things as you go along. But knowing and doing are two different things—You must act when you know if it any thing brings. Our copy-book had a maxim that said, "Be sure you are right, then go ahead." That you should save you know is a fact. But it profits you nothing unless you act. The First National Bank has found that a man Must not only know but act on his plan.

FIRST NATIONAL BANK

L. T. YOUNGBLOOD, President

PAY
CASH
AND
SAVE

"HISTORY MAKING Values"

PAY
CASH
AND
SAVE

Pioneers of Coke county and all West Texas have made history during the past 50 years, and we take this opportunity to express to them our very best wishes. They have done a good job. At this time we are offering some HISTORY MAKING values in high grade merchandise. Just come and see for yourself the great savings you will make if you trade at this store.

BUY NOW AND YOU'LL SAVE

GARZA 9-4—81 inch BLEACHED SHEETING—25c per yard. Limit 11 yards to customer at this give away price.

Men's Vat Dye, Full Cut Khaki PANTS—A steal at 69c

Some Beautiful LADIES' 1.00 WASH DRESSES—Latest Styles and color combinations. Very Special at 69c

One Lot Ladie's and Children's STRAW HATS— Values up to 49c. Take your pick at 19c

Men's and Boy's STRAW HATS— Values up to 29c. Take your Pick at 11c

A Peach of a Value for school wear. Ladie's All Silk Crepe HOSE. 49c Value for only 19c

ROAST Fat beef chuck..... Lb. 15c

JOWL No. 1 dry salt Lb. 7c

FLOUR Bewley's Best.... 24 lb.. 65c

SUGAR Pure cane, cloth bag, 25-lb 1.15

LETTUCE 3 large heads 10c

TOMATOES No. 2 can..... 6c

BRAN 100 pounds 1.00

WE WILL PAY IN TRADE

HENS four pounds and up Lb. 10c

HENS four pounds and down Lb. 8c

FRYERS pound 12c

COX pound 5c EGGS Doz. 12c

CREAM no service charge.... Lb. 25c

One Lot Men's Dress Straw HATS— Sailors and Soft Straws Half Price 75c

Holeproof HOSIERY—Beautiful 2-thread Construction— 1.00 Value. Special at 69c

One Lot Ladie's SHOES— 1.98 Value for 1.45

One lot Ladie's Novelty SHOES— 1.00 Value for only 49c

Very SPECIAL—Men's Dress SHIRTS Shirt Values up to 1.29 While they last 49c

Space will not permit us to enumerate all the bargains we are offering, so just visit the store and make you own selections. Bargains in every department.

BROWNING'S STORE

BRONTE

TEXAS

Higginbotham Is Pioneer in West

Higginbotham Bros. & Co. operate a number of stores in this state and might well be classed as pioneer businessmen. As a matter of fact their stores have been serving our pioneers for considerable more than half a century.

So far as the people of Bronte and Coke county are concerned the Ballinger store is the most outstanding. Manager R. T. Williams has been with the organization for almost half a century and has served as manager of the Ballinger store for 80 years.

The Ballinger store is modern in every respect and is one of the outstanding business institutions in that city.

H. D. FISH HAS MODERN GROCERY

H. D. Fish, progressive Robert Lee merchant, whose advertisement will be found on another page in this issue of The Enterprise, is truly a pioneer dealer. Of course Mr. Fish has not been in Robert Lee for any great

number of years, but he is a West Texas pioneer and business man.

Mr. Fish spent many years in Coleman county, but his love for the West forced him to locate in Hylton. Later he discovered he was too close to the alligator district and swamps, so he moved to Robert Lee. Now he is satisfied. He has a good store

H. D. FISH GROCERY

Staple and Fancy Groceries
Clothing, Feed, Etc.

Your Patronage Appreciated

WE BUY YOUR PRODUCE

and pay highest prices. Visit us when in Robert Lee.

Phone 7

Robert Lee, Texas

HAY FEVER

TERPEZONE is used with marked success for respiratory diseases. HAY FEVER and SINUSITUS sufferers have received excellent results from the use of TERPEZONE.

Dann's Chiropractic Health Home

E. A. Dann, D. C.

A Complete Drugless Health Service
207 Pecan Street Sweetwater

August Furniture Sale

FOR YOUR BIGGEST FALL SAVINGS

ELROD'S Sweetwater's oldest Furniture Establishment continues to offer Nationally Advertised House Furnishings, bought direct from factories at immense savings.

Don't miss this opportunity to SAVE

4-Pc. Bed Room Suite..... \$69.50

It must have bulk, smack, and a certain indefinable "class" that makes it stand out.

COMPLETE HOME FURNISHINGS

"We furnish your home better for less"

J. W. ELROD FURNITURE CO.

North side of square
SWEETWATER, TEXAS

M-SYSTEM STORE HAS LARGE STOCK

The M-System Store at Robert Lee, of which Frank Bryan is manager, is one of the county's outstanding food stores. The store has been in operation for almost three years and Mr. Bryan has been employed since the opening. Gene Baker has charge of the market.

At this store you will find a large stock of staple and fancy groceries, fresh and cured meats and fruits and vegetables. All fixtures are modern and new.

The M-System program may be heard over Station KGKL each week day at 10:11 in the morning, and housewives in this section are urged to tune in.

GOETZ BOOSTING NEW HAMMERMILL

D. J. Goetz, Winters implement dealer and ginner, is one dirt farmer who has made a success in business. Mr. Goetz farmed for many years before he began selling farm machinery and he knows the farmer and his needs.

At his store you will find a complete stock of tractors, plows and other farm implements, but just at this time he is boosting a small, inexpensive feed mill. This mill is large enough to care for the needs on the average farm, and yet it sells at a ridiculously low price. Farmers are invited to see the mill.

Mr. Goetz also sells an inexpensive insect dusting machine.

BARROW-HANEY STORE MODERN
Barrow-Haney furniture store

Congratulations

As an old timer of Coke County, we want to take this opportunity to congratulate Coke County Citizens on this their fiftieth anniversary, and the stand that they have taken to make our county a better place in which to live. We consider the papers of our county have contributed quite a lot to the welfare of the county, and we appreciate what they have done.

We also want to thank the good people of the Bronte Community for all the business they have seen fit to give us.

Coke Motor Co.

ROBERT LEE, TEXAS

COMPLIMENTS OF
O. K. MORGAN GARAGE

BALLINGER, TEXAS

Automobile Repairing, Washing and Greasing
Battery Service,

All Work Guaranteed

We specialize in general tune-up work and Guarantee Satisfaction.

Visit Us When In Ballinger

Our Bronte and Coke County Friends are Always Welcome.

Congratulations

TO

Coke County

AND

Bronte

ON THEIR

50 years of progress...

from an old-timer
to old-timers!

LEVY BROS
Department Store

SWEETWATER, TEXAS

CONGRATULATIONS

old settlers!

You have been here a long time and helped to develop the country. Now you deserve the very best in home furnishings, so see us for

- BIGLOW-SANFORD Rugs
- KARPIN Fine Mattresses
- VIRGINIA-LINCOLN House Maple Bed Room Suites
- KROEHLER Living Room Suites

BARROW - HANEY

FURNITURE CO.

1 Door North Texas Electric Co.

SWEETWATER, TEXAS

Use Our Budget Plan

Trade Us Your Old Furniture

CONGRATULATIONS

BRONTE AND COKE COUNTY

We trust the next half century will hold more good for you than the past.

We have enjoyed a liberal patronage from the people of Bronte for many years and solicit your patronage on the following basis:

Quality Merchandist At Greatly Reduced Prices in All Departments
WEEKS DRUG STORE

"In Business For Your Health"
Pay Cash and Save the Difference.
BALLINGER, TEXAS

WEEKS DRUG CO. HAS NEW OWNER

As of August 1st, R. W. Earnshaw became owner of the Weeks Drug Store in Ballinger. Mr. Earnshaw, who is a son-in-law of Mr. Weeks, has been connected with the store for 17 years and has many friends in this section.

During a conversation with the new owner this week we learn that several changes have been made. In the future the store will operate on a strictly cash basis, thus enabling the owner to greatly reduce prices in every department.

The Weeks store is one of the oldest retail drug concerns in this section of the state; Mr. Weeks having been in business in Ballinger for almost a third of a century before the store was transferred to Mr. Earnshaw.

RUBINS STORE IS PROGRESSIVE

Rubins department store in Ballinger is one of the most complete department stores in this section. Last week the store celebrated its 5th Anniversary and Marvin Rubin, the assistant manager, says he is will pleased with the store's growth.

Frank Rubin, owner, is in New York at this time buying fall and winter supplies to add to his already large stock. An invitation is extended to Bronte and Coke county citizens to visit this store when convenient.

WRIGHT-AGNEW FUNERAL HOME MOST MODERN

Home in Ballinger, successors to Jennings Funeral Home, is one of the most modern to be found in this section of the state. New and modern equipment makes it possible for them to render a satisfactory service under most any kind of conditions.

A large stock of funeral merchandise is carried at all times; motor equipment is sufficient for any occasion and three licensed funeral directors are always on hand to care for the public's needs.

Their large air-conditioned chapel is conveniently arranged to care for even the larger attended funerals. They maintain a day and night ambulance service.

O. K. MORGAN IS EXPERT WHEN IT COMES TO CARS

If the old "buz" won't go, maybe it should visit O. K. Morgan's garage in Ballinger. Mr. Morgan has hundreds of dollars worth of modern equipment and is in position to give a perfect automotive repair service.

He has been in Ballinger for 16 years and during the past 8 years has operated a garage of his own.

Mr. Morgan does a general repair business and makes a specialty of motor tune-ups. Bronte and Coke county car owners are invited to visit him.

WRIGHT-AGNEW FUNERAL HOME

(Successors to Jennings Funeral Home)

Extends Greetings to Coke County friends as they celebrate a

50TH ANNIVERSARY

AMBULANCE SERVICE—DAY AND NIGHT
Air Conditioned Chapel
Licensed Lady Attendant

Phone 440 Ballinger, Texas

Congratulations to
OUR COKE COUNTY FRIENDS

AS THEY CELEBRATE

THEIR

50TH ANNIVERSARY

The First National Bank

BALLINGER, TEXAS

Established in 1886

MEMBER F. D. I. C.

Stomach Comfort

Why Suffer with Indigestion, Gas, Gall Bladder Pains or High Blood Pressure? Restore your Potassium balance with Akalostine-A and these troubles will disappear. Sold on

Copies of this 50th Anniversary Edition are available at 10c a copy. Send one to a friend.

money-back guarantee by Bronte Pharmacy.

Dr. R. C. Maddox
DENTIST
— X-RAY —
Winters, Texas

BEST WISHES TO

OUR MANY COKE COUNTY FRIENDS

AS THEY CELEBRATE

their

50TH ANNIVERSARY

We are here to serve you with the very best of merchandise at prices you wish to pay. Our buyer is in New York this week buying Fall and Winter supplies, so visit this store when in Ballinger.

Pioneers in this section deserve the best and they get it when they trade at

RUBIN'S

"Outfitters For The Family"
BALLINGER, TEXAS