

The Bronte Weekly Enterprise

VOL. 15, NO. 32.

BRONTE, COKE COUNTY, TEXAS, SEPTEMBER 1, 1933.

Subscription only \$1 the year.

T. N. CARSWELL MAKES PLAIN NRA PROGRAM—COUNTY ORGANIZES

T. N. Carswell of Abilene, secretary of the Chamber of Commerce of that city was in Bronte Tuesday night and discussed the NRA program at length.

Due to matters the writer could not control we were not in attendance. But according to reports given The Enterprise by those in attendance, there was much interest. However, the attendance is said not to have been what it should. Yet, the attendance of the business men of Bronte was fine.

The speaker of the evening made it clear to all, with emphasis, that the government is absolutely going to bring the very last family of this country under the NRA program—that it will be done with the consent of the family if possible; otherwise drastic steps will be taken to accomplish that end.

As the address of the speaker was explained to The Enterprise

by those in attendance, the business men of each town must organize, the business men having placed themselves one hundred per cent under the NRA. Then, work of enlisting every family in the trade territory of each town must be accomplished. This means that each family is to subscribe to the NRA program by signing an agreement to buy their purchases from merchants who are under the NRA. In other words, the family that will not sign such agreement, but reserves the right to buy where they prefer, regardless as to whether or not the merchant is under the NRA, may find later that they will wish they had voluntarily signed the agreement to buy only from NRA merchants.

The business men of Bronte present began the work of organizing and getting ready to carry out every provision of the NRA program.

COKE COUNTY EX-SERVICE MEN'S PICNIC SET FOR SEPTEMBER 7

The annual picnic of the Coke county ex-service men will be held in Bronte., Thursday afternoon and evening, September 7.

The annual get-together of the ex-service men of the county is sponsored by the American Legion boys of the county, and has come to be one of the outstanding events of all the social functions of the county.

The ex-service men will furnish the meats. They will barbecue kid and lamb and chicken. The picnic is open to all—indeed the ex-service men are anxious and glad for everybody to attend. But, the burden of feeding so many can not be borne by the ex-service men—hence, they

only furnish the meats and expect those attending to bring lunch baskets of other edibles.

The place for the gathering has not yet been determined—but the main thing is to be there and bring a well-filled basket. If anyone has a calf, or goat or chicken he will donate to the ex-service men for the occasion, communicate with H. O. Whitt at once. Any animal or fowl contributed will be appreciated as the ex-service men will have to buy whatever is not contributed.

A pleasing program of music, readings and addresses is being arranged. It is planned to have a speaker of prominence present.

WESTERN RODEO, BIG AFFAIR; WELL ATTENDED

The two days affair of the Western Rodeo held in Bronte, Tuesday and Wednesday, proved to be a big affair. The lineup of those taking part on the program and the attendance even surprised Manager Floyd Modgling and his associates. While they had anticipated a good show and large attendance and had planned the show on that scale, yet it was all so much better than even they had hoped for, they are all very much gratified.

It was the first attempt in Bronte to stage a rodeo of real worth-while proportions, and to attract the best ropers and other performers. But the fact that rodeo performers from as far away as Fort Worth and other North Texas points were here, is evidence that the show was a real rodeo.

Speaking to The Enterprise relative to the show, Manager Floyd Modgling said that he very much appreciated the splendid cooperation given by all the people of Bronte and surrounding sections of country. "And, believe me," said Mr. Modgling, "our next rodeo will sure enough be one worth while. We have our arena and pens now built, and they are of the very best in all the country. Besides we have the Hearn park with all the fine shade. Greater still we now have had the experience in carrying on a rodeo which will always aid us in making the future rodeos better."

Plant a fall garden.

SEEKS COLLEGE STUDENTS

H. L. Hart of Coleman, a business man of that city, was in Bronte, seeking students for Daniel Baker College at Brownwood, Thursday.

Mr. Hart is a graduate of the college he represents. His father is a member of the college's faculty and is the oldest member of the faculty in point of years of service.

Dr. Guy Davis of San Angelo became president of Daniel Baker last spring and Mr. Hart advises that, in keeping with the spirit of Dr. Davis, in all his undertakings, he is putting new life into the college and its work.

Mr. Hart for a number of years has made it his custom to give a few weeks each summer to his alma mater, seeking new students and in going over the country making the advantages of Daniel Baker known to the youth who should attend college.

Daniel Baker has a history as an educational institution in the West of which to be proud.

The Enterprise acknowledges a delightful call from Mr. Hart.

PROF. J. S. ARMSTRONG WAS A BRONTE VISITOR

Prof. J. S. Armstrong, superintendent of the Divide Consolidated school, in Nolan county, was a week end guest of friends in Bronte.

Prof. Armstrong formerly was superintendent of the Bronte school and has hosts of friends here who are always glad to see him.

Prof. Armstrong stated that the Divide school had started off marvelously. This school is one of the largest rural high schools in all the West and has a curriculum as high as many of the larger city schools. Prof. Armstrong says that he is among a community of the finest people in all the land and therefore is looking forward to a great year of school work. Prof. Armstrong's many friends here are glad that he is near enough that he can visit with his friends here when he wishes.

Prof. Armstrong has the thanks of The Enterprise editor for a good order of stationary printing.

THE METHODIST CHURCH

Services at the Methodist church, Sunday, September 3rd: Sunday school 10 A. M. Preaching services 11 A. M. Epworth League 7:30 P. M. Evening worship 8:15 P. M. Rev. C. A. Schlueter of Fort Worth will preach for us at the evening hour. Brother Schlueter is Executive Secretary of the Central Texas Conference Board of Christian Education and will be with us in a training school, beginning Sunday evening. I am anxious for as many of our people to be in this school as can possibly do so; especially the teachers and officers of the Sunday school.

Sunday marks the beginning of a new month in church activities. It should mark the beginning of increased interest upon the part of our people. It is easy for us to fall into the habit of not going to church and Sunday School. So let us guard against this habit by being in our respective places at our church.

"The church with a Welcome for All."

Wallace N. Dunson,
Pastor.

Lester Ash of the Marie community is in a hospital at Ballinger. His condition is reported as serious.

Plant a fall garden.

TEXAS BECOMES BOOZE STATE; OLD COKE KEEPS AMERICAN IDEALS

The election Saturday put Texas into the beer column. It also put Texas in the column favoring repeal of the eighteenth Amendment which prohibits the manufacture and sale of beverages of alcoholic content. A majority of more than one hundred thousand was favorable to the above two amendments.

Yet, the vote also revealed another thing and that is that many thousands of those who voted for beer and the repeal of the 18th amendment wanted beer in Texas—that is, they wanted it voted on other helpless parents in the cities where the thugs and toughs and sports are in the majority and the parents there cannot help themselves in protecting their sons and daughters from the curse of the open saloon, yet they did not want liquor at home, where it would be a constant temptation to their children. What we are saying is that a great number of counties voted to keep their respective counties dry and thus free from the curse of immediate contact with the open saloon, yet many of these counties voted for liquor and beer in Texas—that is to the shame of any county that did that way.

The cities, and South Texas, as has always been true, went overwhelmingly for both amendments. The chili-eaters in San Antonio and the spaghetti-eaters in Houston and Galveston were too strong, for the dry element in other portions of the State to offset, especially with so many of the "amen-corner" churchmen who longed for their beer again.

However, regardless as to who is responsible for the situation that has been brought about, foreign-born brewers who care no more for American ideals, and who care for nothing under heaven, except one thing and that is to make money, are now in control of the affairs of the State again. No man or institution will dare to speak out against this unholy combine, except at the risk of a boycott from this bunch of anti-American hoodlums who will now be in control. They know no law, except to make money. And to accomplish their one end they will damn the youth of this land, body and soul. Were it not for the children upon whom the curse would fall, we could wash that every American father and mother who voted with the liquor-makers Saturday would have to furnish one boy and one girl to be sacrificed upon the altar of the greed of the brewers and other liquor-makers of the country. Their plan is to make promiscuous liquor-drinking and drunkenness polite and respectable. Therefore, the plan will prove to be much worse than the old-time saloon, with all its evils.

However, the liquorites have not yet got anything back in Texas, but beer. The state constitutional amendment yet has to be disposed of. Of course, the liquorites would befool heaven to accomplish their nefarious end—and they will do everything known to human ingenuity to vote off the state constitutional amendment. But, they are going to have to reckon with the forces of righteousness in Texas before they do that.

West Texas did herself nobly in remaining, with two exceptions, in the dry ranks. Those two notable (?) and noble (?) exceptions are Tom Green and Sterling counties. Since these two counties seem to want the flotsam and jetsam of the world may they become the dumping ground of the thugs, toughs, saloon bums, hi-jackers, racketeers and all the other offscourings of the earth, provided, of course, they deprecate only upon those who have thus invited them to come.

"Rah for grand old Coke!—we think more of her than ever! She showed in no uncertain way the ideals and sentiments of her citizenry!"

Dr. J. A. Swindell, optometrist from San Angelo, met his engagement in Bronte, Saturday, at the City drug store. Quite a few called on Dr. Swindell and got professional advice. Dr. Swindell will make Bronte regularly. His next engagement in Bronte will be Saturday September 9. His announcement is elsewhere in this issue of The Enterprise. Read it and keep the date in mind, if you have need of the advice or services of a skilled optometrist.

Summer time is giving away to autumn.

The infant son of Mr. and Mrs. George Chisholm which died in birth early Sunday morning was buried in the Bronte cemetery Sunday afternoon, following religious services in the home by Rev. N. W. Pitts of Abilene and the writer. The sorrowing parents and others of the family have the sympathy of their friends in this hour.

Ollie Coalson and Misses Lottie and Rosa Leah Ivey and Miss Hattie Coffee of El Paso were guests of relatives of the Misses Ivey at Winters, Tuesday.

THE BREWERS

You're a heartless set—to a man—
Getting all the gold you can;
Caring not whom you trample down,
Just so you can get a half a crown;
You would sell the last human soul,
For just one speck of gold;
You say that you do not drink the "stuff,"
Yet, claim that they cannot drink enough,
To make them drunk, or if they do,
That it means nothing to you.
But, this is what the great Christ said,
(Though you'll never admit it till you are dead):
"If you put a stumbling block in your brother's way,
On the Day of Judgment you will pay."
But, still you this beer will sell,
So that you'll have company in hell.

Vernon Muston.

Though the writer of the above lines is just a school boy, he has written some good rhyme—and greater still he has drafted an awful, yet most truthful, picture of the awful guilt of those of whom it is true.

THE BRONTE ENETRPRISE
Editor and Business Manager
D. M. West

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

STERLING CITY'S NEW ROLE

Sterling City assumes a new role, now, it is presumed, since the booze election Saturday.

The home town of "Uncle Bill" Kellis and that county as well, went into the booze column as a result of the local option election held there Saturday.

In its marvelous victory Sterling City, the county's county seat, steps into the "convention city" class. Hence, it will now be competing with Fort Worth, San Angelo and other booze-soaked towns for the state gatherings, which gatherings demand plenty of booze as the one inducement for a city to get the voting.

Surley, it would be in keeping with the "eternal fitness" of things for the first two gatherings this new "convention city" should get are the poker players convention and the barmaids association.

Then, further to carry out the fitness of the occasions, "Uncle Bill" should be given the privilege of delivering the address of welcome at these two distinguished (?) gatherings. In fancy, based upon some of the pleas "Uncle Bill" made in the campaign for booze which closed Saturday, we can hear "Uncle Bill," as he proudly appears before the august body of gentlemen mentioned above. Evidently, he would deliver himself about as follows:

"Gentlemen, scholars and patriots: This is one of the happiest moments of my life, to be privileged thus to welcome you gentlemen, to the smallest "convention city" in all the West—and we had to work like "thunder 'n lightning" to "put it over" so we could attract gatherings representing scholarship, wealth and high ideals such as those who make up this body always maintain. And, gentlemen, it took columns and columns in "the old home town" paper to get by with it. But we had one "racket" we worked from early morning till late at night in the campaign and that was the bootlegger. We told the unsuspecting populace that could we get good old "legal booze" and thus get rid of the bootlegger great people would be attracted into our midst by the thousands. Your presence here today, gentlemen, is a one hundred per cent fulfillment of all the promises we made. Therefore, in behalf—in behalf—of our school, our churches, our homes—oh, heck, no but in behalf of the dirty little "legal booze" joints in our midst we receive you with open arms and bid you a thousand welcomes." (Great cheerings—and an exodus for the beer joints.)

Then, the next gathering, the annual meeting of the Texas Bar Maids' Association, in which are booze city and town throughout booze cit yand town throughout the land—and the national complexion of the "fair maids" makes no difference—the thing is, to be a member of some so-called bar maids union—and they already exist in Texas.)

In fancy we see "Uncle Bill" on this remarkable occasion. He mounts the rostrum—after somebody introduces him to the fair visitors—we don't know just preacher or school teacher in the who, for we know there is not a town, who would want to attend such an occasion. Oh, of course, we know who would introduce him: the owner of the dirtiest beer joint in the town. Anyhow, after "Uncle Bill" is introduced, he mounts the stage and a spell of stuttering strikes him, as he says:

"Ladies—excuse me, but my modesty in the presence of such fair beauty, womanly culture

and spiritually-minded effeminacy so overcomes me that my speech is almost lost. But, anyhow, we welcome you to our town, to our homes because of whom you are and what you are. Texas would be an awful Sahara desert were it not for your noble calling—we want you to contact our girls and young women while among us and picture to the mthe glare and the lure and the fun and the glory of your most worthy and uplifting calling. Our girls and young women have been brought up out here in these broad spaces amid sparse population and their hearts are as free from the vice of the cities and the saloons as these western stars beneath which they were born. And, now, you "girlies" must be careful to make a good impression on our daughters and their mothers, for in our fight for the return of "legal booze" we argued month after month that "legal booze" would not hurt our womanhood like the bootlegger. Therefore, I am so glad to welcome you to our fair city. But, girls, be careful, not to relate before our women folk the things of your work as bar maids—and if any of you do drink, for God's sake, and especially for this old man's sake, don't let the women of this town find it out—for if you do, it is going to be "too bad" forme."

Thus life now will go merrily on, in Sterling City, the new "convention class" city of the West, where "legal booze" will now flow free as the waters of the North Concho that runs hard by that little town, the inhabitants of which are almost altogether pure Anglo-Saxon descendants. In 1899 we visited that fair little city the first time. It was a little town then, but its citizenry were among the finest and most refined people of any community we ever knew. San Angelo was the nearest railroad town. There was no saloon, and far as we recall, there was never a saloon during the intervening years. It must be the progeny of a noble ancestry have lost their ideals. However it is no direct concern of ours further than our interest in humanity in general. We shall try to hope, however without any foundation for such hope, that somehow it will work out for the final good of the people there in the end.

San Angelo's most distinguished citizen this week, according to the space given him in the headlines of the newspapers of that city, was a fellow who sat down at a table there, the other morning when a booze joint opened and began to dispense that democratic harmless (?) drink, 3.2 beer, regardless as to the law. The Angelian that drew so much praise drank twenty-eight bottles of Roosevelt-Garner beer and got up and walked out declaring that he felt not one bit of effect of the booze. We daresay he was one disappointed guy—however, no one else should be disappointed, for you cannot make a fellow's head feel the effect of booze, if there is nothing in his head to begin with. If a novice such as he can drink that much without any effect, wait till one of San Angelo's average drinkers starts, then, it will take the output of a whole brewery to supply him. No wonder one man is moving there who is going to handle two makes of suds—he's smart, for he knows that one brewery can not supply the demand when the average boozers of San Angelo go after the suds.

FARM FOR RENT

I want to rent my farm for 1934. With the renting of the farm I want to lease my teams and tools. I have a good deal for the right party. See me at once.

G. C. Bell,
Bronte, Texas.

DESCRIBES FARM ADJUSTMENT PLAN

Agricultural College President Says Federal Program Seeks to Coordinate Production with Reduced Exports

The Federal farm adjustment program is partly guided by the belief that export of agricultural commodities will not soon recover its volume of five or ten years ago, in the opinion of F. D. Farrell, President Kansas Agricultural College, writing in the August issue of the American Bankers Association Journal.

"Nobody knows whether the farm adjustment program will succeed," writes Mr. Farrell. "Its sponsors describe it frankly as an experiment. It seeks to socialize agriculture at least to the extent that farmers, in what is believed to be the public interest, will restrain their production activities and that processors, distributors and consumers will contribute something toward paying farmers for exercising this restraint. The adjustment programs definitely are based on the fact that prices are determined primarily by supply and demand. They also are based on the assumption that the export business in agricultural commodities will not soon return to its volume of five or ten years ago.

Dependence on Public Support

"The plan offers wheat price insurance for 1933, 1934 and 1935, for the domestically consumed portion of the wheat crop. The insured price is to be sufficiently high to give the domestically consumed portion of the wheat crop pre-war purchasing power. If the plan is as effective as its sponsors hope it will be, the reduction in supply may influence wheat prices so that the entire wheat crop will have pre-war purchasing power.

"If the adjustment program succeeds, its launching probably will mark the end of an era of extreme individualism in agriculture in the United States," says Mr. Farrell.

"Recent fundamental changes led Secretary Wallace to say, 'What we really have to do is to change the whole psychology of the people of the United States.' This is a large order. It involves the whole program of farm adjustment as well as the larger national economic program, of which farm adjustment is a part. If the people decline to participate in the program to the extent necessary to give the experiment a fair trial, we shall never know whether farm adjustment as now proposed would have succeeded or not if it had been given a fair trial."

BANKERS PREPARE FARM FINANCE BOOK

Tells Bankers and Farmers What to Consider in Making Sound Loans

A book on "Making Farm Investments Safe" has been prepared by the Agricultural Commission of the American Bankers Association, summarizing material published by it during the past ten years. It presents a compendium of scientific facts, practice and experience in farming, with timely and helpful suggestions to serve as a reference and guide in the daily routine of banking and farming. From it practical workers in these fields can obtain an idea as to what extent and in what manner farm loans should be limited by soil erosion, weeds, plant diseases, rodents and fire hazards, etc.

The book also indicates how much is added to the security of a farm loan by the farmer who keeps accounts and practices good business methods, as well as the extent to which loans are safeguarded by crop rotation, production of legumes, judicious use of commercial fertilizers, the use of quality seed and the providing of home grown feeds.

Another section sets forth the precautions that should be exercised by both the banker and farmer when negotiating loans to increase or improve dairy production, or beef, sheep, swine or poultry production, as well as what factors should be considered in the economic marketing of products and the way efficiency in production affects efficiency in marketing. Many other everyday details of farm life that have a practical financial significance are treated in the book. A particular important section deals with experience with farm leases and another with directed farm credit.

Banks Make Best Record in R. F. C. Loans Repayments.

Among the loans of \$2,819,000,000 made by the Federal Government through the Reconstruction Finance Corporation, the highest percentage of repayments, official reports show, has

Hunters

ATTENTION!

Let us supply you with fresh
REMINGTON KLEANBORE AMMUNITION

We've a large stock for all popular loads
Don't Fail to Attend

Our Opportunity Sale

In this sale you will find bargains that will be
(money saved to you.

L. C. DAUGHERTY DRUG STORE
SPORTSMAN HEADQUARTERS

Ballinger

Texas

OPPORTUNITY SALE IS ON

While in Ballinger the other afternoon The Enterprise editor called at the Daugherty drug store—and we found them a busy place.

This popular drug store had just inaugurated its Opportunity Sale. And from the way people were coming and going they evidently believed it was their opportunity to buy real bargains in the lines on which the store is making an Opportunity Sale. Dove Season opens today, September 1. Daugherty drug store is prepared to take care of the hunters in the line of ammunition. They have an ad in this issue of The Enterprise. Read it, and if you go to Ballinger, be sure to visit them.

NOTICE, MAYTAG OWNERS

Your nearest authorized Maytag dealer and service department is San Angelo, Texas. We are not responsible for any work done by anyone other than our service man, Mr. W. J. Fedrick. Call or write,

Maytag Shop,
60 N. Chadbourne,
San Angelo, Texas.

Mrs. Bud Baker and son, Bobby Ray, from Texon were guests this week of Mrs. Baker's sisters and their families, Mesdames O-ran Keesee and Grover Wylie.

A. D. MILLER
ALL KINDS
Of
SHOE REPAIRING
All Work Guaranteed
Work done promptly
I will appreciate your work
Come to See Me

HAGELSTEIN MONUMENT CO.

Memorials of Distinction
Come to the Yard—See what you buy.
731 So. 11th, Abilene Texas
606 So. Chadbourne, San An-

PASSENGERS AND PARCELS CARRIED
BALLINGER STAR MAIL ROUTE
Daily, Except Sunday
Leaves Bronte 8:30 A. M.
Returns to Bronte 3:04 P. M.
W. J. McLaughlin, Mgr.

C. W. CHEATHAM
Dentist
X-Ray
BALLINGER, TEXAS

KEVILS HAVE REUNION

Mr. and Mrs. Jake Kevil of Marie and Mr. and Mrs. Ed Kevil of Tennyson entertained their sister, Mrs. B. S. Taylor and daughter of Houston, with a picnic dinner, on Oak Creek, Thursday. Goat roping and calf roping furnished the entertainment for the occasion.

Those present were Mrs. B. S. Taylor, her daughters and families, Mr. and Mrs. Travis Rau and Mr. and Mrs. Collie Saur and son, Carl William, all of Houston; Mr. and Mrs. Geo. Holliday and son, Frances Kevil of Hatchel; Mr. and Mrs. Kenneth Kevil and children, Edward and Margaret of Marie; Mr. and Mrs. Jake Kevil and children, Louise, Leonard, J. D. and Mira Lou of Marie; Mr. and Mrs. Ed Kevil and children, Tom, Eriah and Elton of Tennyson; Mr. and Mrs. Marvin Mackey of Norton; Mr. and Mrs. Charles Gentry and children, Bobbie and Sonny Boy, and Evan Gentry of Marie; Mrs. Florence Gentry of Ballinger; Mr. and Mrs. Leo Tierce and daughter, Naoma.

Other than relatives were: Mr. and Mrs. Elzie Baker and children, Jack, Leonard and J. C.; Mr. and Mrs. Bud Baker and little son, Bobbie Ray, of Texon; Mr. and Mrs. Worth Burselson and children, Virginia Ann and Jack Ware; Mr. and Mrs. Sam Larkin of San Angelo; Mrs. O-ran Keesee of Bronte.

Guy Davis and family of Cheyenne, Oklahoma and Mrs. J. W. Bell and children of Durham, Oklahoma, have returned to their homes after a visit with the parents of Mr. Davis and Mrs. Bell, Mr. and Mrs. I. E. Davis.

We have already seen "drunk No. 1" in "booze days again." And he was a lad not over nineteen. Oh no, boys and girls can't get booze if you will make it legal again—nobody but "pa" and "ma" can buy it, if you will bring it back in the open and get the bootlegger out of the business. Such talk is all rot, but anyhow, it went wet and as to the consequences the public will have to endure. We saw only three drunk men in Bronte during the twelve years we have been here under prohibition—and, now, within three days after liquor is made legal we have seen a boy drunk and he was so young, he should have been at home with his mother. Of course, it could be that "ma" gave him the "legal booze," she was so happy over the return of liquor.

Plant a fall garden.
Plant a fall garden.
Plant a garden.

**NORTON GINS ITS FIRST
1933 BALE OF COTTON**

Norton ginned its first bale of cotton for the 1933 season, Friday of last week, August 25th.

The cotton belonged to Marvin Mackey. The bale weighed 450 pounds and was bought by A. T. Chapman, merchant and cotton buyer of that town. The cotton sold for 9 1-2 cents per pound. The bale was ginned by the Farmers Gin Company, and the ginning and wrapping was free. Besides the town gave a first bale premium amounting to \$10. in cash.

Norton's first bale last year was ginned August 30th and sold for 6 1-2 cents per pound.

The Norton country has a fine cotton crop this year and it is expected that things will "be on the hum" in that good town and section soon as the "pride of the South" begins to move.

BALES GINNED IN BRONTE

To th's date there have been 45 bales of cotton ginned by the gins in Bronte. Prospects for a fair crop this year are not very encouraging. However, it is difficult this early in the season to determine definitely as to the yield.

**HARWELL MOTOR COMPANY
AFTER BUSINESS**

In this issue of The Enterprise is an ad of the Harwell Motor Company of Ballinger, authorized Ford dealers. In this ad, as will be seen from reading it, is a description of the V-8 Ford

Harwell Motor Company is one of the old auto dealers in this part of the country. The Ford is a popular car because of its low initial cost, low upkeep and its many attractive features as a car.

Mr. Harwell says that if there is anyone in this section who is interested in a car he would be pleased to have them call on them at their show room in Ballinger.

**Watch For
ANNOUNCEMENT
Of
BIG THINGS**

Job Printing

Correctly, Neatly and Promptly Done

"THAT'S US"—GIVE US YOUR NEXT ORDER

THE BRONTE ENTERPRISE

Super Values

We are fortunate in having a well balanced stock of furniture.

BED ROOM, DINING ROOM and LIVING ROOM SUITS ... FLOOR COVERINGS, RUGS, LINOLEUM, WINDOW SHADES, KITCHEN CABINETS, STOVES, CHAIRS, TABLES, REFRIGERATORS—in fact, almost any item for your home.



**We've Signed the Pledge
and Offer Our Support and
Cooperation**

At the Chicago Furniture Show we bought heavy, but our factories now inform s that a higher price will be charged than was figured when selections were made

But Until New Shipments Arrive,

We offer our present large stock at the LOW-EST prices the Furniture Industry has ever known.

Make Selctions AT Once

Prices have advanced on shipments to arrive in Setpember 50 per cent.

King-Holt

Furniture & Undertaking Company

Ballinger

Texas

SEND

THE ENTERPRISE

TO

A Friend

Swinging Into Action!

READY FOR FALL BUSINESS

Big Stock

Low Prices

- MEN'S DRESS SHIRTS 50c
 - BOY'S CHAMBREY SHIRTS 49c
 - MEN'S GRAY WORK SHIRTS, good grade 59c
 - BOY'S HICKORY STRIPE COVERALLS 49c
 - MEN'S HEAVY 220 WEIGHT, FULL CUT OVERALLS, the Pair \$1.00
 - MEN'S NEW FALL SHIRTS, Full Cut, SAN-FORIZED Shrunk, fast colors, only \$1.25
 - FINAL CLEARANCE on Manhattan SHIRTS—CLOSE OUTS \$1.55 and \$1.95
- Buy all you need for a year
- Ask to see our new FALL STETSON HATS at only \$5.00 and up
- Others at \$2.95 and up
- Buy your SHOES NOW and save Money
- Work Shoes \$1.29 and Up

Ready-to-wear Department

There you will find dozens and dozens of pretty

New Wash Frocks

all sizes and prices that you will call most reasonable. Honor us with a visit—we will be glad to show you. Also

Pants, Shirts, Overalls, Sox, Underwear

etc. for the boys—very reasonably priced. And

Shoes for the Whole Family

at a splendid saving. Wonderful values at \$1 and up. BUY NOW—Come to see us for school togger for boys, girls, young women and young men, and save.

TO BUY HERE IS A GOOD HABIT TO HAVE!
It's a Pleasure to Show You!

HIGGINBOTHAM BROTHERS & CO.

BALLINGER, TEXAS

WHAT BANKING WENT THROUGH

By JOHN H. PUELICHER
American Bankers Association

BANKING in its long career has been compelled to withstand many serious shocks; but it ran into the most perplexing entanglement of its whole history since the general breakdown of values in 1929. The commercial structure of the entire world seemed to have been shaken from its foundations and the marvel is that the banker, with everything breaking down all around him, was able to come through as he has.

General business failures, agricultural stagnation, income losses, capital losses, inability to meet debts and therefore inability of bankers to pay back depositors when loans were not paid, were the reasons, in most instances, for the bank failures.

No profession, no department of life is without its weaker elements, but had proper consideration been given to the relatively few instances in banking, had exaggerated and startling headlines been kept in true proportion, had banking not been used as a target for political self-seeking and with vote-seeking motives, had unfounded rumors not been spread the people's confidence might have been retained and financial losses, for many bank failures were caused that need not have happened.

There were factors in our banking experience which every earnest banker deplores—factors which many had worked years to eliminate, which it was fearfully recognized would aggravate any difficult days which might arise. One of the worst of these was due to political regulation which chartered many banks that should never have been chartered.

That there have been incompetence and dishonesty in banking is admitted. That the instances that did occur were used grossly to increase fear in the public mind, we affirm. We shall continue to strive for higher attainments in our profession and strive for laws that require competence and ability in management. That we cannot legislate honesty and unselfishness into either a banker or a borrower must be conceded, but dishonesty, wherever found, should be punished. It is as true in banking as elsewhere that no matter how good the law, dishonest and incompetent men can make it ineffective. Good laws are essential. We must strive for ever better ones, but their enforcement will come only as the public recognizes that it is a matter not of laws or codes alone but of the men who administer them.

The Public's Part

Our people must be brought to realize that the welfare of our country depends upon its banking system, that the strength of the banking system depends upon the public's faith and understanding and the vast majority of banks, because of faithful service rendered, even through the whole of this general breakdown, had the right to expect the trust and confidence of the people.

In every great catastrophe, no matter what its nature, no matter what its cause, someone must be crucified. The banker was this time selected. In the late 90's, political agitation started a tirade against the railroads. Some railroads may have done reprehensible things, but the agitation became so general and so violent as almost to destroy one of the fundamental factors in the progress of a country. Today the same thing has been done to the banker. In spite of all that has happened, the fact remains that even most of the banks which failed are paying out infinitely better than are investments in almost anything else.

Bankers Aiding Agriculture

State associations of bankers in many agricultural states are giving time and financial support to encourage practices among their farmers that will bring about better farm results.

The major activities reported from one state to the Agricultural Commission of the American Bankers Association which is nationally active in promoting this line of cooperation are as follows:

1. Drought relief work: Local banks have played a vital part in this work, being represented on the county committees for passing on all seed loans. These committees met practically every day during the spring to pass on the loans in order to get as quick action as possible. A total of 914 applications were received and handled by one committee, 833 being granted.

2. Four-H Club work: Bankers helped stimulate 4-H Club work, financing many members who otherwise could not have enrolled. They also



J. H. PUELICHER

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Helped finance fifteen 4-H Club delegates to the state club convention.

3. Livestock feeding: The banks cooperated with the Extension Service in the state and the railroads in increasing the amount of livestock feeding. Assistance was given the feeders in securing finances for their feeding operations.

4. Crop improvement: The bankers took part in the crop standardization program of the Extension Service and encouraged the farmers to use pure seed and in many cases made loans for this purpose.

DR. W. H. LOOKS DENTIST

224 N. Browning Street, San Angelo, will be in his office in Bronte, in The Enterprise building, on Wednesday of each week.

ELWIN GERRON Attorney-At-Law

Office in Courthouse

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o **Phone No. 6524** o
o **SAN ANGELO TEXAS** o
o o o o o o o o o o o o o o o

Miss Tommie Lou Modgling has gone to Pampa to visit her sister, Miss Gladys, and will spend some two or three months there.

Lucene Clark from Gallegas, New Mexico and his brother, George, from Amarillo, are here on a visit to their parents, Mr. and Mrs. F. L. Clark. The many friends of these young men are glad to see them again.

Mrs. Cova Petty who underwent a major operation at San Angelo hospital two weeks ago was returned home Tuesday, and is doing excellently.

ATTENTION!

Don't neglect your eyes. If they burn, headaches, or objects blur when reading or doing close work, have them Properly Examined and glasses fitted if needed.

If your child's eyes hurt, or they are backward in their school work, have their eyes examined at once.

I will be in BRONTE, TEXAS, SATURDAY, SEPTEMBER 9, at the City Drug Store, to examine eyes and fit glasses.

Dr. J. A. Swindell

SAN ANGELO, TEXAS

FEVER FROM LIVESTOCK

Austin, Texas, August 30.—Undulant fever or Malta Fever, a disease contracted from cattle, hogs or sheep which are infected with contagious abortion, is being reported fairly regularly throughout Texas and is being similarly reported throughout the United States. This indicates that it constitutes a public health problem and also the necessity of its more general recognition.

Undulant fever is so called because of the wave-like variations in temperature. The symptoms include rise in temperature, loss of weight and strength, chills, sweats and joint pains. The disease has rather a low mortality rate, but important because symptoms may persist for a number of weeks and even months before normal health and strength are restored.

In Texas, the goat, horse and cows are the usual spreaders of this disease. The germs of undulant fever enter the body through the mouth or skin. Therefore, care should be used

in handling animals known to be infected and dairy products from the same sources should be pasteurized, if used. More men acquire this disease than women and adults seem more likely to have it than children. More cases are found in the rural areas than in the cities.

The true prevention of undulant fever is based upon the detection of the disease in live stock and the elimination of infected stock from the herds. Dairy herds should be tested for Bacillus abortus. This is a task that cannot be accomplished in a short time. Pasteurization of milk will prevent the spread from this source. Frequently the recognition of undulant fever in a community causes much alarm. However, there is no cause for misapprehension, many people are not susceptible to the infection. The disease will probably never appear in Texas as an epidemic; however, to those unfortunate enough to contract it, it is a most discouraging experience both from the standpoint of the patients well being and the family economics.

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