

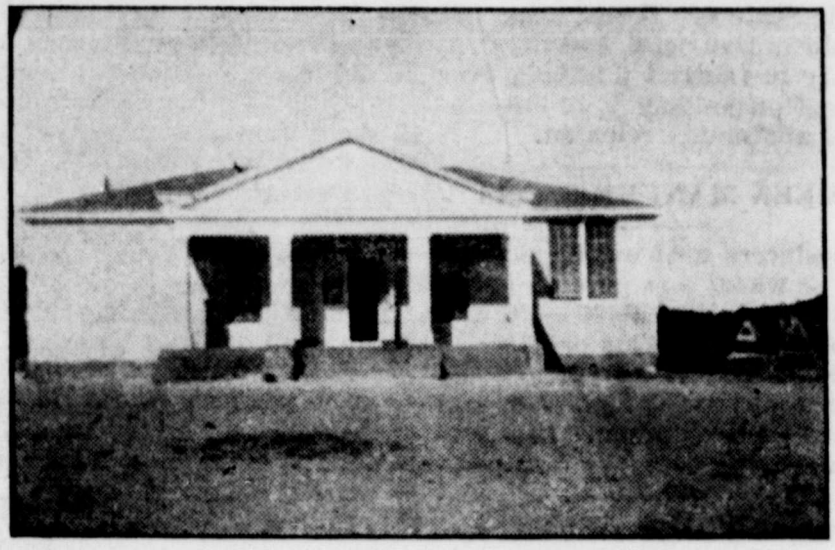
Ed Hickman

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, APRIL 22, 1938.

NUMBER 16.



TENNYSON'S NEW SCHOOL BUILDING

Above is the new Tennyson school building recently finished and dedicated to a formal program, at which Judge McNeil Wylie, Robert Lee, county judge of Coke County, and D. M. West were speakers. The building is a three-room structure, with a commodious auditorium, which is furnished with a modern curtain and other stage accessories, making it complete as an auditorium in which the community will hold their community meetings as well as school programs. The structure is of red brick and reinforced concrete. The town's school building was destroyed by fire accidentally on the afternoon before Thanksgiving Day. With the insurance they carried and by salvaging the old building and the contributions of much labor by the citizens of the community, they have a building that would do credit to a town of much larger size.

The Enterprise commends the fine citizenship of Tennyson for the determined effort they made, and for the fine school building they now have.

Sunrise Easter Service Held on Top Mt. Margaret

The people of the Tennyson community gathered Sunday morning on the summit of Mt. Margaret, just as the sun was rising from its lowly bed in the east, for their third annual Easter Morning Sunrise prayer meeting.

Neal Baker was in charge of the worship and read the 28th chapter of Mathew. Miss Pauline Stewart led the prayer, and after a talk on the resurrection by Mr. Baker and several others present, the benediction was offered by Prof. P. R. Jones, principal of the Tennyson school.

Three years ago the people of the community gathered for the first time for an Easter sunrise prayer meeting and an hour of worship on the summit of Mt. Margaret. Mt. Margaret is the highest peak of the mountain range that borders the southern line of the Colorado River Valley. The peak is just behind the beautiful little town. From its summit the whole country to the south, east and north are seen for many miles. Mt. Margaret is a historic peak. Its name, according to pioneer days tradition, came from the fact that back in the days of the "forty niners," a family trekking through in a covered wagon, was halted at the mountain, due to the illness of one of the little girls of the family, whose name was Margaret. She died and the parents and others of the caravan climbed to the summit of the mountain and buried the body of their little girl there. Far as is known this tradition has never been verified. Back earlier than the above date this mountain peak was used by the Indians as a place on which to build their signal fires by which to communicate with others of their tribes.

WHAT DO OUR READERS SUGGEST THAT THE ENTERPRISE DO ABOUT IT?

Last week The Enterprise went to more than eight hundred families—this week and the future weeks the paper will be read by about the same number.

Since our last week's issue we have had an advertising proposition submitted to us. This article is to seek to learn from these more than eight hundred families what they suggest that we do relative to the advertising in question.

We say to our readers frankly that it will mean money that could run into the hundreds of dollars before the advertising campaign in question is concluded—for it is an educational campaign that is proposed. And educational campaigns generally are long, extending over an indefinite period of time. Usually educational campaigns are never concluded until the people who are sought to be educated on the question the campaign involves have been fully taught to follow the teachings the campaign promulgates. We hold the contract for a year, sent us the other day, on the educational campaign proposed.

The advertising in question is a beer education campaign, being launched by the brewers of this country. Ad 401 is the first ad of the series of the "educational" campaign on beer drinking. The series are shrewdly written and for anyone to read the series of arguments and appeals that will appear in the advertising who has not studied the question, the arguments will be convincing and the results are going to be that thousands of people will be definitely convinced that beer drinking is safe, morally sound and the only way to lead people to a "temperate life" on the question of using intoxicating liquors, is for them to drink beer.

The first ad starts out by saying: "There are people—of course, who steadfastly and sincerely believe beer to be intoxicating, or its use is sinful, harmful, or a first step toward use of 'hard liquor.'"

"Just as sincerely we hold that the weight of the evidence is overwhelmingly against them That beer is a mild, wholesome food beverage and that there is nothing more promising to combat the evil of too much alcohol than the opportunity of drinking good beer."

Now, folks, the above is a statement on beer drinking with the stamp of sincerity on it as deep as a Mormon elder could make on the plurality of wives question.

What do you say about the above declarations? Are the brewers right, in the above statements:

- 1. That "beer is wholesome and is a food?" 2. "There is

(Continued on page 2.)

City "Dads" Buy Fire Truck; Fire Co. Organized

And Bronte takes one more step up, towards that of a real, modern city.

This week the city council bought a fire truck from Roscoe. That fine town has installed a larger fire fighting plant, and hence were ready to discard the present truck, which was too small for the needs. Therefore, it played to Bronte's good luck to get a real, modern, up-to-date fire fighting truck and equipment at a greatly reduced price.

The fire truck has a booster pump which gives it force sufficient to throw water over the tallest building in town. It also has two chemical tanks attached. It is said that the chemical tanks usually are sufficient to subdue flames that have not already

(Continued on page 4)

R. L. Hayley, Bronte Pioneer Citizen, Dies

The death of R. L. Hayley, Tuesday morning, April 19, 1938, at the family home, in Bronte, was the passing of a member of one of the first families to come to Bronte to make their home. Forty five years ago, as a young man, Mr. Haley came with his family and resided here since that time until death called him.

Deceased was born in Mississippi, July 13, 1874, making him to be sixty-three years, seven months and six days old when he was taken from the walks of life.

In earlier life deceased was a barber and followed that trade for many years. Some twenty years ago he took up insurance salesmanship of which he made quite a success and became one of the most efficient salesmen of

(Continued on page 4)

Coke Official Crop Acreage is Released

The official crop acreage allotments for Coke County were released through the mails to every cotton producer in the county, this week. These allotments were computed by the State Office, as per instructions from the Washington office. They are official and can not be changed. The total tilled acreage on the allotment sheet may not compare with the producers total cultivated land, that is because the State adjusted all cultivated land and make allotments only on the tillable land. If a producer who wishes to comply has more cultivated land than allotted tilled acres, he should count the difference in his soil-conserving allotment.

No producer is forced to plant within these allotments unless he desires to do so. There are payments and privileges due the producer who plants within his allotments; and penalties which apply to those who overplant their cotton allotment. Payments which can be earned by the complying producer are: 2 4-10 cents per per pound times adjusted yield per acre, which will be determined later, for 80 per cent to 100 per cent of cotton.

(Continued on page 2)

Dr. J. D. Leonard was able to resume his duties this week after his recent illness. His many friends are happy to see him well again.

Cleanup Campaign by the City for All Next Week

Mayor R. E. Cumbie requests The Enterprise to state that the city council has set aside next week—April 25 to 30—as Cleanup Week in Bronte.

The City has made arrangements for trucks to haul off all the cans, other waste and everything else in the way of refuse. All the citizens are requested to do is to put their garbage out on the alleys in convenient places so that the trucks can have access to the waste.

Speaking of the matter Mayor Cumbie stated that it was the desire of the city that every citizen cooperate to the end that Bronte may maintain its record of being one of the cleanest and most neatly kept little cities to be found anywhere. Clean the alleys as well as your lots and let everything that is unsightly be carried away. This is not only necessary from a standpoint of beautification, but also from sanitary considerations. All waste, more or less, breeds disease and the cans are breeding places for flies, mosquitoes and other insects.

Let everybody take notice and lets have a cleanup that shall be thorough.

Rev. E. E. Dawson of Goldthwaite, pastor of the Baptist church in that city, and Rev. Odas Holliday of Hico, who is a student in Howard Payne College were guests in the editor's home Tuesday night. Both gentlemen were in attendance at the Baptist convention in San Angelo. Rev. Dawson is one of the long time friends of the editor—hence it was a genuine delight to have him and his friend, the young minister in the home with us.

Quite a number of local Baptists attended the State Convention in San Angelo this week.

Wind Tears Roofs from Lumber Yard Buildings

A torrential rain accompanied by a terrific wind swept over Bronte and the Bronte section of country, early Sunday evening. The rainfall is estimated at 3 1-2 inches. The wind did considerable damage to smaller structures. The greatest damage known was to the sheds of the South Texae Lumber Co. The wind stripped the sheet metal roofing from the sheds, leaving the stocks of lumber and other building materials exposed to the ravages of the rain. Damage was done to many buildings, especially residences, by the rain beating through the walls and roofs.

Installs Modern Drink Fountain

J. M. Rippetoe, Bronte's new druggist, is installing a modern cold drink fountain, in connection with his drug business.

While the fount Mr. Rippetoe is installing is not a new one, yet it has been used but little and is one of the late models. It is fourteen feet long, and covered with grey marble throughout. Mr. Rippetoe is replacing every part of the fount that shows the least sign of use with new parts, and new pipe throughout—hence, in every particular, Mr. Rippetoe says that it will give the same efficient, sanitary, wholesome drink service that a new fount would afford.

Mr. Rippetoe hopes to be ready the last of next week so he can serve the thirsty with refreshing cold soft drinks.

Mr. Rippetoe has also beautified the interior of his building with a new coat of paint and calimine.

One Minute Sermon BY REV. A. V. BRADLEY

"IN HIS STEPS"
"For hereunto were ye called; because Christ also suffered for you, leaving you an example, that ye should follow his steps." 1 Peter 2:21.

There is a book written by Charles M. Sheldon that has been translated into sixty different languages with over eight million copies called "In His Steps," or "What would Jesus Do?" It is a dramatic story based on the above verse of scripture. It is worthy of your reading and re-reading.

In this story, pastors, churches, business men and all are challenged to always pray before doing anything and ask the question, "What would Jesus do" if he were doing this thing. We need to realize that the "Golden Rule" can be lived today as it could in the times of Jesus.

There are two or three things we must remember: first, that it will call for a sacrifice of some things we would like to do for ourselves. Christ suffered some things and left us an example that we should follow in his steps.

The second thing is, we must read God's word to find His plan for our daily life. We may have our plans, but God usually has a better plan than ours—one that will yield greater dividends to us as well as to His Cause. Then, going in His steps calls for obedience to His commands. The sufferings of Christ are our pattern and our power. He suffered for us.

The word 'Christian' means a follower of Christ. An imitator of him in this life. To follow in His steps calls forth our very best—in character, personality, perseverance, and talents. It is not impossible to follow his pathway, it is so marked and so plain that a wayfaring man, though a fool, should not err therein. May we seek His will and always ask ourselves the question, "What would Jesus do?"

THE BRONTE ENTERPRISE
D. M. WEST
Publisher-Manager

Subscription Rates

In State \$1.00 year
Out of State \$1.50 year
Entered as second class Matter at the Post Office at
Bronte, Texas, March 1, 1918, under the Act of Congress,
August 12, 1871.

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

SUGGESTIONS ON BEER ADVERTISING

(Continued from page one.)

nothing more promising to combat the evil of too much alcohol than the opportunity of drinking good beer?"

If the brewers are right in the above two declarations, then we confess that throughout life we have been taught falsely and have held to the wrong views concerning the matter. We are yet young enough to have an open mind on questions, serious, especially as the questions involved in this "educational campaign" of the brewers to teach the people, especially the young, that not only there is no harm and nothing "sinful" in drinking beer, but that it is the healthful, safe, moral and upright thing to drink beer.

For nearly forty years—to be exact, thirty-eight years next September, at which time we bought our first newspaper—wherever and whenever we have owned and operated a newspaper we have been one of those mentioned by the above brewers who "steadfastly and sincerely believe beer to be intoxicating, or its use sinful, or a first step toward 'hard liquor.' And for that reason we have 'steadfastly' refused to accept advertising of beer or any other kind of liquors that were classed as "intoxicating."

The question is: Have we been wrong for a lifetime on this vitally important question? If beer is a 'wholesome food' and is not intoxicating as declared and implied from the above language of the brewers—then, evidently, we do not have sense enough to be self-supporting and need a guardian this very minute to have oversight over us—for, we have lost literally multiplied thousands of dollars in our years of newspaper ownership in "steadfastly and sincerely" refusing to use our columns to advertise this "wholesome and non-intoxicating food beverage" as well as other liquors that have been classified as "intoxicating." We have on file now the statement of one popular newspaper in West Texas which takes beer advertising, stating that it is losing many thousands of dollars annually because it refuses to take "hard liquor" advertising.

Hence, we are passing this to our readers. The eight hundred families of our readers, on the usual average of five to the family, gives us four thousand readers—these readers, of course, number more children than adults. We ask the parents in deepest sincerity, regardless as to your views on the liquor question, to write us what you think we should do about the matter. We throw our columns open for any body regarding the question.

Do you sincerely believe the brewers are right in their declaration that not only no harm is to come from the people becoming habitual beer drinkers, but that it is a "wholesome food" and actual good will come to the people by their taking the advice of the brewers in this "educational campaign" to drink beer as a habit.

We freely admit that we need every penny of revenue we can get from advertising—but heretofore, it has been our policy, always to strive to keep our advertising columns as free from hurtful sentiments as we do our news columns. But if we have been wrong for a lifetime, that is no reason to continue to be wrong on the liquor question.

We do not care necessarily for long letters on the question—just write us, on a postcard if no more, whether you are a parent, minister, or school teacher, or officer, or Sunday School teacher, or doctor, or young man or woman, what you think about the question. Will it help our readers, and make your "home town" newspaper more attractive and cleaner in its subject matter, and more refined and uplifting in its tone, to carry this "educational campaign" for the brewers. Which do you prefer? We want to serve our readers when we can. One good man, and a churchman, has said to us privately, that if we do not carry the advertising, other papers that circulate, more or less, in our circulation territory, will carry the advertising, and we will be the loser by several hundred dollars.

If our readers show any interest in the matter, when the letters are all in, we will give our view of the matter and be "ready to give a reason" for the attitude we assume regardless as to any criticism against us from the side opposite to our final decision in the matter.

Are you interested in the controversy either way? If so, write The Enterprise as to whether or not you think we should carry the advertising. If you do not want your name used, so indicate, and we will withhold your name.

MISS PRICE ON HONOR ROLL

Miss Ruth Price, daughter of Mr. and Mrs. J. W. Price, is among the honor students for the mid-term grades of the second semester at Abilene Christian College, according to announcements made by Mrs. Clara Bishop, college registrar.

Lists were posted in Hardin Memorial building on the ACC campus this week, naming 300 students who made grades of above 90 per cent in one or more subjects during the past nine weeks period.

Of this group there were ten students who were listed with "A" in five subjects and there were twenty who made the honor roll in four subjects.

"Talk about the old joke the absent-minded professor," said Jones, "Why a friend of mine is the most absent-minded person you ever met."
"Well," said Smith, "I suppose it doesn't matter so long as it doesn't hurt him or anybody else."
Jones smiled quietly.
"Well, it hurt him today." He swallowed a dime and gave the bus conductor a cough drop for his fare."

—o—
Claud: If you refuse me, I shall never love another.
Maude: That's all very well, but does the promise hold good if I accept you?

(Continued from page 1)
ton allotment planted. 125 per cent times this rate for each acre of cotton planted under 80 per cent of the allotment; -1.25 times the adjusted yield per acre on feed for every acre that the feed allotment exceeds 1-4 of the cotton allotment; 50 cents per acre allowance for each acre of the soil-conserving allotment. The soil-conserving acres can be planted to any soil-building crop or remain idle. If these acres are planted to sudan grass or red-top cane, these crops can be grazed or harvested for hay, provided the hay is consumed at home. There can be built up for each farm a soil-building payment. This payment includes the following: the 50 cent allowance for each acre of allotted soil-conserving land, \$2.00 per acre for each acre of commercial orchards \$1.50 per acre for each of commercial vegetable crops, 2 cents per acre for each acre of non-cropped open pasture land plus \$1.00 per animal unit, this non-crop open pasture will carry.

The total of these allowances will constitute the soil-building payment limit and will be the total amount of soil-building payment which can be earned. This payment can be earned by carrying out soil-building practices on the farm, each practice carries a specified rate of pay. In addition to these payments the complying producer will be eligible to receive a subsidy payment on the 1937 cotton crop, eligible to draw 100 per cent of any cotton loan which might be set up for 1938 cotton, and can sell, tax free, all the cotton which he produces on his allotted acreage.

The non-complying producer who knowingly over plants his cotton acreage allotment, forfeits any and all benefit payments which might have been earned under the 1938 program, including any payment he might be eligible for under the range program. In addition to the above penalty he forfeits all claim for subsidy payments on 1937 cotton which he would otherwise be eligible for; he can only secure 60 per cent of any government cotton loan which might be established for 1938 cotton, and he will be taxed 2 cents per pound on all cotton which he produces

Berkshire Hose

All the new Spring Shades.
Endorsed

BY

GOOD HOUSEKEEPING

The Hosiery Shop

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

Dr. P. L. Whiffen

DENTIST

San Angelo Nat. Bank Bldg.
SAN ANGELO TEXAS

Office Phone Res. Phone
5300 5942-4



Protection and
Preservation of
Precious Vision

Glasses fitted only when necessary.

DR. P. T. QUAST, O. D.
Optometrist

Sweetwater, Texas
Dial 733 107 W. Third

Scott Wrecking Co.

TRAILER PARTS
In Stock

Everything for building or repairing Trailers.

AUTO PARTS OF ALL KINDS

PRICES ALWAYS RIGHT

W. Broadway Phone 2371
SWEETWATER TEXAS

and sells on acreage above his allotment.

All producers should give the above due consideration when he receives his allotment and plans his crops for this year. The producers of Coke County are fortunate in receiving their allotments this early. Through untiring efforts of the office force of the County Agent's office and the county and community committees this county was the 13th in the State of Texas, the 4th county in District 6, and the first county in District 6 having over 500 cotton producers, to have official allotments released.

GREEN MANURE CROPS

Producers desiring to plow-up oats or wheat as a green manure crop under the 1938 program should carry out this practice on or before May 1. The crop should be at least six (6) inches high in order to qualify under this program.

DEFERRED GRAZING

Ranchmen who care to participate in the range program for 1938 by carrying out the practice of deferred grazing should notify the office of the County Agent at once of their intentions. This practice must begin by May 1 and extend through September 30.

Acey Howell, Route 2, Bronte, is another to become a paid in advance subscriber for the "old home town" paper. Thanks, Mr. Howell. Tell any neighbor you have who happens not to be a subscriber what he is missing in not reading this family weekly.

Make us both glad—pay your subscription. Thanks.

**TULIA FFA BOYS
WIN THIRD TRIP
OF SANTA FE R'Y**

For the third time in four years a Tulia High School, Future Farmers of America Livestock judging team won the Santa Fe Railway award of a trip to the American Royal Livestock Show to be held in Kansas City this Fall.

The recent contest, marking the 13th annual event held at Texas Tech College, showed the Tulia Future Farmers leading the field over 38 other high schools in West Texas. Members of the winning team were R. B. Dawson, Delbert Devin, Edwin Dawson, Albert Devin, with J. M. Hill teacher of Vocational Agriculture as coach.

In addition to winning the contest, the Tulia team was first in hog and beef cattle judging.

Other Tulia teams in the Tech contests, placed as follows: first in poultry judging; third in plant production; third in cotton and fourth in dairy products.

**High Quality
BABY CHICKS**

From Blood-Tested Flocks Only
Custom Hatching

THURSDAY OF EACH WEEK
Red Chain Poultry Feeds and Mash

**W. B. Currie Produce
Company**

BALLINGER, TEXAS

**If Electric Service Should
Fail...**

**WEST TEXAS COLUMNIST
WRITES AN "AD"
ABOUT THE DISCOMFORTS**

POINTS and PERSONALITIES

by

doris pope

(It is through the courtesy of the Hamlin Herald that we are permitted to reprint the following article, written by that paper's able columnist, Doris Pope, which appeared in a recent issue of the Herald. We are deeply indebted to Miss Pope for so accurately describing the after-effects of this spring's unusual storms.)

Now with everything at our finger tips with just a click of a switch, we are inclined to take too much for granted. However, there are times when we are forced to stop and think what a world it would be without such conveniences—you know, we kinda' get a taste of the "good old days" that we hear dad and grand-dad talk about. That's what happened to Hamlin folks Saturday afternoon when the electric current was dead from 2:10 until 5:40.

Low, gray rain clouds made lights almost a necessity in order to carry on business, so when the current went off, the sale of candles increased a thousand per cent. We stayed in the dry goods stores awhile observing the effect of candle lights, and it struck us as rather amusing when people grabbed a bolt of material, a pair of Sox or some other merchandise and ran to the front door, holding the article up and squinting, trying to see what color it really was—just like the "good old days." (Maybe that will account for some of the terrorizing colors people are wearing.)

And the poor kids, how they did miss the Saturday afternoon picture show; it's really a shame that they didn't have some stereoscopic parlor pictures to look at like ma and pa had—back in the "good old days."

We wandered over to two of our beauty shops and found dozens of women and girls draped on the floor, chairs and stools, literally sticking their heads in the fire to dry that new wave set. That reminded us that back in the "good old days" grandma didn't shampoo her hair in the winter or in rainy weather; she just rolled it up on curlers.

We noticed the barber shops also felt the lack of electricity. You know back in the "good old days" they weren't bothered with all those little electric gadgets 'cause grandpa just turned a bowl down on pa's head and started cuttin'. The finishing touches were accomplished with the old blue and white shaving mug and razor.

We stopped in to see how the drug stores were making out with their Frigidaire motors stopped and their candle light. Somehow or other they didn't seem too happy about it. Now we could rave on and on about this, but what's the use? Printing presses were stopped, bank machines halted, in fact, there wasn't a business house in Hamlin that did not feel great lack of electricity. And when the current finally did come on after three and a half hours, people gave whoops and hollers that made the Indians back in the "good old days" look like sissies. (No charge to the West Texas Utilities Co. for this spiel.)

**West Texas Utilities
Company**

BLACKWELL NEWS CORNER

MRS. CHARLES RAGSDALE

MRS. AUSTIN JORDAN IS HOSTESS

The Methodist Missionary Society met in the home of Mrs. Austin Jordan Monday afternoon. Mrs. Frank Youree led the program on "Rebuilding the Rural Community."

Devotional by Mrs. Austin Jordan. Prayer by Mrs. T. J. Payne. Topics by Mrs. A. J. Jones and Mrs. Delos Alsop.

A salad course was served to the following: Mrs. George Hartin, Miss Ida Finley, Mrs. Delos Alsop, Mrs. Robert Lanier, Mrs. T. A. Carlisle, Mrs. T. J. Payne, Mrs. Allen Sweet, Mrs. Frank Youree, Mrs. A. J. Jones, Mrs. C. A. Ragsdale and the hostess. The next meeting will be at the Methodist Church.

PROF. STONE SUPERINTENDANT AGAIN

The Blackwell School Board met Wednesday night, April 3, for the first time since trustee election. The new members, Joe Jordan, Mark Hanna and E. L. Ellis, were installed and the board reorganized with E. L. Ellis, chairman; J. G. Robin, secretary, and Mark Hanna, custodian.

Leroy Stone was reelected superintendent. He reported the school now has two more units of affiliation, making a total of 25 1-2 units.

Editor's Note: This item should have appeared last week.

Mary Frances Russell who is attending McMurray at Abilene was home for the Easter holidays.

ATTEND STATE S.S. CONVENTION

Mr. and Mrs. W. C. Shamblin, Mrs. R. H. Hamilton, and Billie, Rev. and Mrs. J. H. Dean, Oleta McFarland, and Jim Johnson, and Mr. and Mrs. R. B. Kirk attended the State Baptist Convention; at San Angelo this week.

TO KIRKLAND FOR MEETING

Rev. A. J. Jones has gone to Kirkland to help hold two weeks meeting.

Mrs. P. G. Dabney is attending the Northwest Texas Conference of the Methodist Missionary Women at Snyder this week.

Rev. and Mrs. A. J. Jones had as their week-end guests their daughter, Marjorie, and two of her friends, Roberta Kirk and Frances Scrimshire, all who attend McMurry College at Abilene.

Willard Whiteside is in a Roscoe hospital with pneumonia.

Mrs. Emmett Bryan is still confined to her bed, with illness.

Bill Leach and Junior are a little better, from illness.

D. T. Hunt and son, Dan, are in Dallas this week.

Miss Williams and Miss Florence Coleman visited in Roscoe Sunday. Miss Coleman's mother returned home with her for a few days visit.

Mr. and Mrs. S. W. Izard and son of San Angelo visited his mother, Mrs. Izard, Sunday.

Mrs. Ola Pate of San Angelo visited relatives in Blackwell over the week end.

Mrs. Vesta Lafferty and son of Los Angeles, Calif. have been visiting her parents, Mr. and Mrs. Jim Sliger.

T. A. Carlisle attended the Annual Birthday Dinner of Nolan County Child Welfare Board Monday night. Mr. Carlisle is chairman from Blackwell.

Mrs. S. T. Campbell of Longview is visiting her sister, Mrs. F. C. Parrott.

David Ellis, Edwin Sweet, and J. C. Ault who are attending the University were home for the Easter holidays.

Mrs. John Hill is visiting relatives at Abilene and Winters.

First Man: How is business?

Second Man: Er If you will give me your promise not to borrow, pretty good.

Bullis: How long have you been married?

Wasey: Let's see—I bought this straw hat I'm wearing six years ago.

"Does your wife object to late dinners?"

It all depends on whether the cause is a basketball game or a matinee."

Defendant: I have no money, but I have a 1930 car!

Counsel: If the tires are good, that might carry the case through on trial.

Gass: How long can a man live without brains,

Sasse: Let's see, how old are you?

SANTA FE CARLOADINGS

The Santa Fe Railroad System carloadings for the week ending April 16, were 18,371 cars compared with 23,004 in the same week last year. Received from connections were 4,631 cars compared with 6,421 for the same week last year. Total cars moved were 23,002 compared with 29,325 in the same week in 1937. The Santa Fe handled a total of 20,777 cars in the preceding week this year.

Mrs. Chlupp: Tommy distresses me so. He leaves things half done.

Mrs. Quiggle: How terrible. Suppose he grows up to be a trans-Atlantic flier.

Customer: I'm not obliged to take just what you've got.

Grocer: No, perhaps not. But you are obliged to not have what I haven't got.

Debt Collector: First mistress is not at home, then master is not at home. Who pays the bills here,

Maid: No paying is done here at all.

Jack: So you have decided you don't want to marry Jane, eh?

Billy: Yeh! I got cold feet when I found out what a hot-head she is.

Mrs. Tiltnose: I hear you kept the same cook all last summer.

Mrs. Parkavenoo: Yes, we were cruising on our yacht and she couldn't swim.

Bloofus: How's your insomnia?

Obfuscus: Terrible. I can't even sleep when it's time to get up.

Like a Great River

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

KING-HOLT

Funeral Home

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

HE'S LONG JUMPS AHEAD OF MERE "OIL CHANGERS" because

ONLY YOUR MILEAGE MERCHANT OIL-PLATES YOUR ENGINE

\$ In this space suppose you'd mark down what you would pay some average "oil-changer" for your indispensable Springtime oil change that the oldest or newest car needs badly right now.

\$ In this space then you would mark down just about the same!... which is all you will pay for making the whole great 1938 Springtime TRIPLE-CHANGE...

- the change to Your Mileage Merchant's station
- the change to his Conoco Germ Processed oil
- the change to an OIL-PLATED engine for you

Only the patented Germ Process creates an *inlay* of lubricant all over the inner engine surfaces—a PLATING of oil that holds as close as any other plating on your car.

Not a chance then, for cylinder walls and other delicate surfaces to drain dry every time you park. Hence not a chance of "dry starts," that can cause more wear than all your jaunts this Summer. And the gauge-stick tells your own eyes that OIL-PLATING is the twin of OIL-MILEAGE! So change to Your Mileage Merchant. Continental Oil Company



CONOCO GERM PROCESSED OIL



Goat Dipping Demonstration

To the goat producers and other interested parties in Coke County:

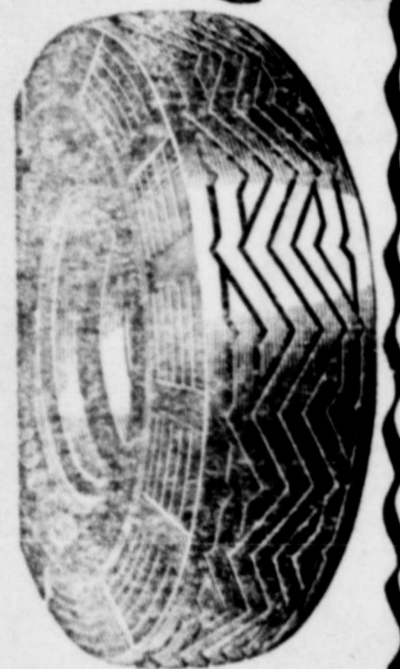
There will be held at the ranch of C. N. Webb of Tennyson, on April 23, at 9:00 A. M., a goat dipping demonstration. The demonstration will show the method of dipping goats, using wettable sulphur as dip, and up-to-date dipping vats recently constructed by Mr. Webb.

The demonstration will be very interesting and educational. Be there.

Originality is simply a pair of fresh eyes.

THIS YEAR'S TIRE BUY

IT'S THE NEW GOODRICH STANDARD - COME IN AND LET US SHOW YOU HOW IT'S PACKED WITH HIGH-PRICED TIRE FEATURES AT MONEY-SAVING PRICES!



IT'S THE TIRE "BUY" OF 1938!

"More for your money"—that's our promise to you in this new Goodrich Standard Tire. Like the highest-priced tires, it's "double-cured" for extra toughness all the way through. And like tires that cost more it has a new, improved, huskier tread, 100% full-floating cords and a beauty "bonus" in its striking new "streamline" sidewalls. See it before you buy!

SAVE MONEY!	
\$9.50	\$9.75
4.50 x 21	4.75 x 19
\$10.55	\$11.10
5.00 x 19	5.25 x 17
\$11.55	\$12.50
5.25 x 18	5.50 x 16
OTHER SIZES IN PROPORTION	

*Prices subject to change without notice

The Goodrich STANDARD

Gulf Service Station

WILL WRINKLE, Mgr.

Country Recovers from Ravages of April Freeze

This section of the country is beginning to recover from the ravages of the snow and freeze that extended from April 6 thru April 8.

Practically all the fruit and vegetables were killed—there will be a small amount of fruit but not enough to supply the need of the people. Gardens are being replanted. Small grain and the weeds and grass are coming back now and the damage to small grain will not be as great as it was first thought. The farmers are planting over their corn and feed crops that were killed by the frost.

Attend Methodist District Conference

Rev. J. H. Thompson, pastor of the Bronte Methodist Church, and Mrs. Louise Johnson and W. J. Cresap attended the Methodist Conference at Ozona this week. They went down early Tuesday morning and returned Wednesday night.

The San Angelo district has twenty two churches in it, with Rev. L. U. Spellman of San Angelo as presiding elder. The Bronte delegates report a good attendance and an unusually good conference.

CITY "DADS"

(Continued from page 1) reached the stage where it is almost impossible to control. Only a short time ago the city bought an additional amount of new fire hose, which, with the amount secured with the fire truck, give the city one thousand feet of first class hose.

Barrett Mackey has been elected fire chief and a volunteer fire company has been organized, with ten volunteer members.

The aim of the city council is to make the fire fighting arrangement to conform to the state requirements, which, when completed, will mean a 24 per cent reduction in fire insurance rates. This will, indeed, be a welcome situation to those who carry insurance, for the rates of fire insurance are almost too burdensome to be borne.

Runnels County Song Convention to be at Wingate

The Runnels County Singing Convention will meet in its regular annual Spring Session at Wingate in the Methodist Church in an all day session. The program will be replete with class singing, solos, duets, trios and quartets. Stamps new 1938 song book, "GUIDING STAR," will be used in connection with other song books. The Runnels County Male Quartet, The San Angelo Male Quartet, The Robert Lee Quartet, and the Weaver Quartet of San Angelo will be included on the program. Singers will attend from Abilene, Sweetwater, Coleman, San Angelo, Robert Lee, Bronte, Ballinger, Winters, Miles, Valera, Tennyson, Maverick, Norton and other towns and communities. A crowd of three to four thousand is expected.

R. L. Jennings of Wingate is president of the Runnels County Singing Convention. C. E. Gambill of Winters is vice president, and H. W. Bigler of Miles is secretary. The public is cordially invited to attend this big West Texas all-day song festival.

PIONEER DIES

(Continued from page 1)

insurance in all this part of West Texas. Many times he won trips to various places over the country, in contests with fellow salesmen, put on by his company, to encourage their men to do their best. At his death Mr. Hayley was representative of the Volunteer States' Life Insurance Company, with which he had been for several years.

In 1886 deceased and Miss Gertrude Davis were united in marriage at Coleman. To the union seven children were born, all of whom survive with their mother, to sorrow over the passing of their father. The children are: Mrs. J. Morrison, San Angelo, Mrs. C. E. Clark, Marie, R. O. Haley, San Francisco, California, L. I. Hayley, Pasadena, California, W. G. Hayley, Seal Beach California, and Davis Hayley and Royce Hayley, Bronte. Besides these six sisters and four brothers survive.

Deceased professed faith and united with the Bronte Baptist church in 1903. Funeral services were conducted this morning at 10 o'clock at the Bronte Baptist church by the pastor, Rev. A. V. Bradley, assisted by Rev. J. H.

Easter Seals for Crippled Children Reports Requested

Final accounting for all Easter Seals for Crippled Children which have been distributed in Coke County is requested this week, so Chairman Robert Knierim for local seal sales announces.

"The response in this county to this appeal to aid crippled children has been excellent," the chairman announces. "However, there are many seals now in the hands of prospective purchasers on which no report has been made or contribution received. I am sure that many people intend to do their part, however small, in helping this campaign for Texas crippled children but have just neglected to do so. It is important that every contribution be sent in immediately so that our county may receive its just credit in the general report of Easter Seal sales for the State.

Our idea of a perfectly matched couple is a wife who does the driving from the back seat and a husband who does the baking from the dinner-table.

Telling a lie to get out of a mess is like crossing a morass to reach dry land. It looks like solid ground before you step in. But once you are in, you find yourself sinking into the muck. You grab hold of some reeds to help yourself thru, you come out covered with smelly slime.

Love may make the world go 'round—but so does a bad case of indigestion.

Thompson, pastor of the Bronte Methodist church, and Rev. W. N. Pitts, Coahoma, a former pastor of the Bronte Baptist church, and friend of the family.

Deceased was a member of the Bronte Masonic Lodge. Following the religious services at the church, the Masons took charge and interred the body with their burial rites.

The funeral services were largely attended by relatives and friends from various places over Texas. The religious services were quiet and beautifully impressive. Rev. Pitts as the former pastor of deceased and family paid tribute to the memory of deceased. There were many and beautiful floral offerings.

TEXAS THEATRE

BRONTE, TEXAS

Thurs., Fri., Sat. April 21-22-23
Frank Lloyds
"WELLS FARGO"
with
JOEL MCCREA
BOB BURNS
FRANCES DEE
Also Cartoon and News

TUESDAY ONLY
In love with his Girl and his Dog.
"THE MIGHTY TREVE"
NOAH BERRY, JR.
BARBARA READ
Also "AIR HOSTESS"

ALAMO THEATRE
Robert Lee, Texas
FRIDAY & SATURDAY.
April 22-23
CHARLES STARRETT
In

"OUTLAWS OF THE PRAIRIE"
Also Comedy

SUNDAY AND MONDAY
APRIL 24-25
CLAUDETTE COLBERT
CHARLES BOYER
"TOVARICH"
Comedy and News

WEDNESDAY ONLY
April 27
WILLIAM POWELL
LUISE RAINER
"THE EMPEROR'S
CANDLESTICKS"
Also OUR GANG COMEDY

W. M. S. MEETS WITH
MRS. McDONALD

Mrs. Fred McDonald was hostess to the Methodist W. M. S. Monday afternoon. The study of Christian social relations was led by Mrs. Floyd Bridges. Others on the program were Mrs. B. E. Modgling, Mrs. Albert Rawlings, Mrs. Jess Perciful, and Mrs. Fewell Sims. A committee was appointed to arrange for the Political Rally banquet.

The hostess served a salad course to 16 members.

C. C. Holder, formerly of Bronte, but lately of various places, who is with the U. S. geological surveying department, sends us a check for two subscriptions from Uvalde, where he is located at present, in a surveying job. Mr. Holder instructs us to keep the paper going to his family who are at Austin and also to send him the paper at Uvalde, as he desires to keep up with "the old home town." Thanks, Mr. Holder.

THESE ARE LIFESAVERS



THAT'S what Consumers Information calls these workers in a Pittsburgh glass plant, who are testing and finishing shatterable glass for use in automobiles. It is explained that one of the great hazards in auto accidents used to be glass, which was the most common of injury. Now all American cars are equipped with the shatter-proof variety, developed by American industrial research experts especially for this purpose, and the saving of many lives is the result. The man shown above keeps a constant vigil with his pyrometer, to assure proper melting conditions. The girl is polishing the edges of a car window.

We Have An Abundance Of Field and Garden Seed

If the cold weather killed your field crops that were already up, and you need seed to replant, we have an abundance of Cane, Maize, Kaffir Corn, and so forth.

WE ALSO HAVE PLENTY OF GARDEN SEED.

Wool Sacks

We have wool sacks to supply your needs along this line; also fleece strings.

SEE US IF YOU NEED ANY OF THE ABOVE.

Watch always for Our Specials on Saturdays in Our Grocery Department. It will save you much money.

CUMBIE & CO.

RED & WHITE