

The Bronte Weekly Enterprise

VOL. 20.

BRONTE, COKE COUNTY, TEXAS, MAY 27, 1938.

NUMBER 20.

Enterprise Rejects Beer Advertising— Decision Based on Letters and Other Facts

Our Decision and Reasons Therefor

Of course, before this time, it is apparent to all that we have not changed our mind in the least with reference to our policy of rejecting all advertising of intoxicating liquors.

As stated already, practically every letter that has come to us has admitted, regardless of the views of the writer of the letter on the liquor question, that beer is at least "slightly intoxicating."

Our reasons for continuing to refuse advertising of beer and other intoxicating liquors are given below:

1. In this instance of the brewers, with reference to the advertising in question, the brewers have shown a spirit of downright deception and dishonesty—they adopted a policy of deception with the newspapers of the country, in stating in the initial ad of the series, that beer is not intoxicating. In this one thing alone, as we view the matter, the brewers have forfeited their right to the confidence, not only of the newspapers of the country, but also of the readers of the newspapers.

The first ad of the brewers shows the kind of deception they are seeking to perpetrate on the people. They say:

"HERE ARE people, of course, who steadfastly believe beer to be intoxicating, or its use sinful, harmful, or a first step toward use of 'hard liquor.'"

"Just as sincerely we hold 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."

Such wisdom! Such wisdom!—let all the earth be silent!

2. Again, the brewers camouflage and seem to take themselves seriously in setting out as to the question of the real trouble and the only objectionable feature of brewing and selling beer. They say:

"No . . . it is not in beer itself, we believe, that its gravest problem lies, but in those conditions, undesirable to us all, which sometimes surround its sale."

The brewers could not possibly crowd a misstatement as to "the real trouble" about making and selling beer, into fewer words. They are greatly mistaken. The fact is, if it were not that beer is intoxicating, there would be no question at all about making and selling it. Hence, when they say, "No . . . it is not in beer itself, we believe, that its gravest problem lies," they simply are "kidding" themselves. If it were not intoxicating, and consequently the awful havoc that follows the drinking of it, there would be no problem whatever about the making, selling and drinking of it.

3. In the same first ad the brewers admit that less than half of the brewers of the country have joined with them, as they claim, in an "honest effort" to clean up the filth and wreckage and lawlessness that follows, almost without exception, in the wake of beer joints and other liquor-selling places. That admission shows the weakness of their own cause, namely, that more than half of those engaged in brewing and selling of beer have not gone into their plan with them, to make brewing and selling beer, a clean, upright, law-abiding business. And their admission is that the country is

deluged with illegal makers and sellers of beer—and that element in the business, which by their own statement, by the brewers, will never come in and agree to make their business respectable, free from lawlessness and its many other bad features. You had as well expect a polecat to be free from its odor—for, the objectionable features of the business, as admitted by the brewers, are a part of the business, just as the odor is a part of the polecat—kill the odor and you kill the cat. Likewise, when you destroy the objectionable features of their business, as admitted by the brewers, you destroy their business—for, the moment the making, selling and drinking of intoxicating liquors are put strictly on a respectable basis, that minute the whole business is automatically destroyed. And nobody knows this better than the above group of brewers. Hence, the "awful spell" with which the brewers are stricken with reference to cleaning up their business will be viewed with suspicion by those who are thoughtful. And the element of the illegal makers and sellers of beer and other intoxicating liquors, are in the majority over those who say that they want to make their business respectable and law-abiding. The story of making and selling intoxicating liquor is the same as it has always been, and it will always continue that way, namely, there is absolutely not one thing connected with the whole business to commend it to people. And to make it clean and commendable, means that every liquor-making establishment will have to shut its doors—or, making and selling it is like drinking beer and other intoxicating liquor. If all the people would never drink it, except in a respectable way, which means, no one ever become intoxicated, the brewers and other liquor-makers would have to quit making it—for, they would not make enough to pay expenses—and, when the liquor-makers do not make money out of their business they will quit—for, that is the one and only reason that any man either makes or sells liquor—and when the brewers and other liquor-makers would have to quit making it. And if the brewers and other liquor-makers were sincere in their effort to take out of their business all the objectionable features, should they succeed and put it on the above basis of decency, the last one of the brewers would have to quit their business, for they would not sell enough liquor to pay expenses. And we do not even have to suggest that when the liquor-makers cease to make money out of their business, they will quit immediately—for, the only reason any man, or group of men, goes into the liquor-making business, is purely and only for the money there is in it.

4. The admission of the brewers
(Continued on page two)

Prof. C. O. Brinnell, teacher in the Bronte schools, will spend the summer in Stamford. Before going away Prof. Brinnell called and had the address of his Enterprise changed to his Stamford address, so that he would not miss a week in keeping in touch with the town and community. Prof. Brinnell has made many friends during the two years he has taught in Bronte, and all are glad that he is to return for another year.

SENATOR E. M. DAVIS MAKES ANNOUNCEMENT FOR A SECOND TERM

Senator E. M. Davis announces for State Senator in this issue of The Bronte Enterprise for a second term.

Senator Davis was reared by farmer parents in Burnet and Lampasas Counties. In his young manhood, he taught school, and later worked his way through the University of Texas, graduating in 1912. Following his graduation, he served four years as County Attorney of Lampasas County, after which he engaged in the private practice of law until the summer of 1917, when he volunteered for



Senator E. M. Davis

Second Training Camp at Leon Springs. After his discharge from the Army, he came to Brownwood, where he has since lived.

He served two years as City Attorney of Brownwood and six years as County Judge of Brown County. While County Judge, he was elected President of the County Judges and Commissioners Association of Texas, during which time he took a leading part in procuring legislation whereby the counties now re-

(Continued on last page)

SACRED HARP SINGING AT ROBERT LEE

To The Enterprise:

Next Sunday, May 29, beginning at 1:30 in the afternoon, at the new Robert Lee Baptist church, an old fashioned singing will be conducted, especially for the benefit of the "old timers." Most of the songs to be sung are found either in the Sacred Harp or the Christian Harmony, or both, and some of them are found in the later books. We expect singers from Coke and adjoining counties, who will lead such fine old songs as "Amazing Grace," "Sweet Union," "Mount Pleasant," "Coronation," "Sweet Rivers," "Easter Anthem," "Struggle On," and many others of this type, too numerous to mention.

M. H. Havens, J. F. Robertson, Claude Parker, W. B. Hawkins, J. C. Jordan—Committee.

PRENUPTIAL SHOWER

Hostesses at a gift shower, honoring Miss Sibel Ellis, who is to be married to J. T. Henry, in June, Mrs. A. N. Rawlings, Miss Grace Ratliff and Mrs. Robert Knierim, entertained at one of the happiest social events in the social life of Bronte, Friday afternoon, at the home of Mrs. Knierim.

A program of musical numbers, vocal and instrumental readings, was rendered.

Little Annie West presented the flowers to the hon-

SOME IMPORTANT POLITICAL DATES

To The Enterprise:

All candidates for county and precinct offices must file their applications to have their names placed on the official ballot, with the county chairman, not later than June 18, 1938. These applications must be in writing, giving occupation and P. O. address, signed and acknowledged before some officer.

The County Executive Committee will convene in Robert Lee, on June 20, '38, and transact the following business:

Determine if nominations for county and precinct offices shall be by majority or plurality vote.

Determine by lot the order in which the names of all candidates shall appear on the ballot.

Estimate the cost of holding elections and apportion the same among the several candidates.

Appoint presiding judges to hold elections in each of the election precincts.

Immediately after the meeting of the committee on June 20, each candidate will be notified of the amount of money apportioned to him or her as expense of holding the elections, which amount of money must be paid to the executive committee, not later than Saturday, June 25, and no person's name shall be placed on the ballot of a district, county, or precinct office who has not paid the amount of the estimated expense so apportioned to him or her.

The following named persons constitute the county executive committee:

Robert Lee Pre. 1, F. C. Clark. Bronte, Pre. 2, Frank Keeney. Ft. Chad, Pre. 3, Vacant. Tennyson, Pre. 4, E. D. Little. Divide, Pre. 5, A. B. Sheppard. Val View, Pre. 6, Lem Cowley. Sanco, Pre. 7, D. R. Campbell. Silver, Pre. 8, Vacant. Edith, Pre. 9, Wm. Millican. Wild Cat, Pre. 10, W. A. Williams.

Olga, Pre. 11, R. V. Copeland. Walnut, Pre. 12, Aislie Turner. Mayes, Pre. 13, E. Brooks. Hay's, Pre. 14, J. A. Waldrop. Junip'r, Pre. 15, W. H. Parish. On July 23, there should be
(Continued on page 4)

RESIDENCE DAMAGED BY FIRE

Fire destroyed the smoke house and did considerable damage to the residence, at the Odas Brunson home, in the northwest part of town Tuesday afternoon.

The fire originated in the small building and spread to the residence. The greatest damage to the residence was from water. The fire is said to have originated from children burning paper.

The residence belongs to I. M. Cumbie, and his loss is covered by insurance on the residence, but there was no insurance on the smaller building. Through concerted and heroic efforts of those present the household effects were removed to safety.

It was the first time the local fire boys had been given an opportunity to test the fire apparatus recently bought from Roscoe. The equipment met all expectations. There were some hitches in getting the water connections. But, for the first time, the boys did telling work.

Fire chief Barrett Mackey requests The Enterprise to ask that hereafter at fires the children and all others stay back out of the way. There is danger in getting too near—besides it greatly hinders the men in fighting the fire.

MRS. O. H. WILLOUGHBY HOSTESS TO W. M. S.

There were twelve members present Monday afternoon when the Methodist W. M. S. met with Mrs. O. H. Willoughby. A short devotional was given by Mrs. Thompson and an opening prayer by Mrs. Kiker.

A brief business session was held. The Society is sponsoring a Political Rally, which is set for Thursday evening, June 9. The group is to serve dinner at 50 cents a plate, after which candidates are to have a part on the program. Candidates for state, district and county offices have been invited.

The ladies would like for those who are going to attend, to make reservations with Mrs. O. H. Willoughby.

One Minute Sermon

BY REV. A. V. BRADLEY
"EVANGELISM"

"Go ye therefore and make disciples of all nations; baptize them into the name of the Father, and of the Son, and of the Holy Spirit; and teach them to observe every command which I have given you. And remember, I am with you always, day and night, until the close of the age."—Matt. 28: 19-20 (Weymouth)

The crying need of the hour is not more money, or guns, or boats, or soldiers, but more people in this big world to win the souls of men to a saving Christ. Legislation will not save souls, politics will not solve our national problem; and churches cannot save this country from spiritual bankruptcy if they fail to uphold a winning Christ to the people.

Next Monday, preachers will be gathering from all over the State of Texas at Seminary Hill at Fort Worth for the preacher's evangelistic conference. More than 1200 preachers attended this meeting last year and we are looking for more than that this year. Our motto last year was: "Everyone win one," but this year it is "everyone win more than one to Christ." After all reports were in last year we as Texas Baptists alone had won 70,000 lost souls to Christ; twice as many as the year before. Our goal was 100,000; we fell short of that a little. Our goal this year is set at the same, and we hope to win that many or more to Christ this year. All Southern Baptists are uniting in an effort next year to evangelize the South for Christ. Will you help?

Evangelism is so needed today or the churches will die with the "dry rot." Some churches are so cold and formal that people hesitate to shed a tear for fear it will spoil their dignity or ruin their makeup, but souls are headed for hell just the same and the devil has some lost people so deceived that they think they cannot go to church because of their clothes. You came into this world naked and you will go out of it the same way. God knows all about you. Christians, Awake! Arouse your soul out of slumber and win a soul today. Give yourself a chance—above all, give God a chance in your life. At the Judgment Day will you have any sheaves to lay at the feet of Jesus, or will you stand there with empty hands and a pained face? May God lead us all to win more than one to Christ this year.

The Bronte Enterprise

D. M. WEST
Publisher-Manager

Subscription Rates
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Out of State\$1.50 year

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

BEER ADS

(Continued from page one)

ers in their first ad that beer and other liquors have made "anti-social conditions," is another admission that should bar their advertising from the columns of all newspapers, as we see it. The brewers and other liquor-makers have had several years since liquor-making became legal, in which to adjust their business and overcome the anti-social conditions, they admit, their business has brought about. But, the fact is known to everybody, the brewers included, that the anti-social conditions are daily growing more intolerable. Yet, the brewers and other liquor-makers have not done one thing to make their business law-abiding and respectable. But, now, overnight, the brewers wake up with an awful "altruistic spasm," and declare that their business has simply made social conditions intolerable, and, therefore, they themselves have turned social reformers and are simply going to "clean up" the bad social conditions that their business has brought, and make everybody "behave." And to that end they pooled a fund of something like a half million dollars, of their own money, with which to wage their "reform" and stop the "anti social conditions" their business has brought which is so terrible that it has become a "stench" in the nostrils of the brewers themselves. Ye gods of Greece, surely the millenium draweth nigh!—anti-social conditions have become so obnoxious through the mak-

ing and selling of beer and other intoxicating liquors that the brewers themselves have assumed the role of "reformer," and have pooled a cool half million of their hard-earned (?) money to bring about the social reforms, they themselves admit are so much needed. And to show the "heart-breaking" depth of their longing desires for the social reform about which they are so much concerned, they call upon the newspapers to aid them in bringing about the "change" about which they are so anxious! But, what is the "change" the brewers are really seeking to bring about? They are honest with the people—they state that the one "change" they want to see brought about is for the people to drink more of their beer—this, they say, will bring about the change in the "anti-social conditions," which they say they are trying to change. Now, readers, honest, regardless of your own personal views on the liquor question, what do you think of this course of these "reformer" brewers? Personally, I think it the biggest piece of asinine gall of which any group of men has been guilty since the twentieth century began. But, that is the kind of flimsy pretext that this group of brewers solicited this paper, and the other papers over the country to join them in. The fact that liquor is now sold legally does not remove any of the just objections to the liquor business. The brewers admit it in their advertising, but say that they want to remove the objections they admit, by selling more beer. Death is following in the wake of liquor, both legal and illegal. The fact that liquor is sold legally does not reduce the number of deaths and human wreckage and suffering occurring every hour, day and night, due to the liquor business; selling liquor to minors and to drunkards is not being reduced, but on the increase—all the outcome of the makers and sellers of intoxicating liquors—having no regard for the law, except where they are watched and run down by the officers of the law, like so many marauders, and making the drinking of beer and other intoxicating liquors popular for women so that our young women will tittle as do the men.

5. The above as to the economic and social features. There is yet another reason we give. It has to do with the church. While

the liquor question is not purely a church question any more, yet there is one thing to which we refer. As to its not being a church question, there are more men, and, perhaps, women, too, in the churches today, who drink, or, at least, believe that it is all right for those to drink who may choose to do so, than those out of the church. Some ministers even have come to where, if they do not advocate open drinking, they are silent as the grave on the subject. While on the other hand, some of those who oppose and fight liquor most consistently and persistently are non-church men. The most fearful arraignment we ever read against liquor and the liquor traffic, was by R. G. Ingersoll, who in his day, or any other day as for that matter, was one of the most intense haters of orthodox Christianity. So, it is not a church question any more, except, perhaps, theoretically. However, it should be a church question, or else some of the evangelical churches should revise their teachings and discipline regarding the matter. For instance, the Baptists, always in the organization of a church, adopts a written Church Covenant. In that Covenant is set out the things which the members of the church pledge themselves to do. The form of this Church Covenant as laid down in Pendleton's Church Manual, which is the form almost universally adopted, says: "We pledge ourselves to abstain from the sale and use of intoxicating drink as a beverage." And it is so expressed, or implied, to each one who becomes a member of the church. Hence, if advertising intoxicating liquors will increase the sales of those liquors, I raise the question: Should a Baptist accept the advertising of intoxicating liquors? We let you, the readers, answer. Anyone under a pledge solemn as a church pledge is supposed to be, do you not agree that he should live up to his pledge, or else, give up his church relations? At a recent meeting of the Methodists at Ozona, we are advised that the following resolution was passed: "Members of our church who sell or advertise intoxicating liquors will be expelled from our church." Yet, within the circle of our acquaintance there are newspaper men, prominent in the Methodist church, who are accepting the beer advertising

in question. Other evangelical churches, generally speaking, hold the same attitude as that set out above with reference to the Baptists and Methodists. If the members of the evangelical churches would live up to the ideals of the churches touching intoxicating liquors there would not be enough people left in this part of the country for the seller of liquor to exist.

Therefore, with the above considerations before us, we see no justifiable reason to change our lifetime policy and begin the promiscuous advertising of intoxicating liquors in any form, simply for the few paltry dollars we would gain therefrom.

Hence, to the parents and the children of the 800 or more families we reach, if any wreckage or downfall or suffering, or shame comes to you or yours as a result of intoxicating liquors, you will not be able to say that your local newspaper had a part in contributing to your sorrows, by teaching you and yours and the general public, that it is a safe, moral thing to drink beer or other intoxicating liquors.

In keeping with all the above, we have sent the letter below, declining the beer advertising: Newell-Emmett Co., Inc., 40 East 34th St., New York, N. Y.

Dear Sirs:

This is to advise that this publication does not carry advertising of intoxicating liquors—for, out here, in "the land of tarantulas, rattlesnakes and cowboys," we are drinking far too much "booze" already, without being further encouraged to drink, as the series of ads of your clients will encourage the people to do. The fact is, we are about to bankrupt ourselves as a commonwealth now, prosecuting the drunks and burying the dead that are killed on our highways by the drunks. Hence this publication wants no part in further increasing the havoc and sorrow that drink is now responsible for.

However, we thank you for the courtesy of tendering us this business, and we assure you that if you will send an advertising contract of helpful, wholesome products, we believe, we can please you and your clients in the service we will render you.

Thanking you again for the tender of this business, and with every personal good wish, we are,

Sincerely yours,
The Bronte Enterprise

By D. M. West, Publisher.
And, now, regardless as to your views on the liquor question generally, we thank you, each and all, for the candid expressions you have given us regarding the matter.

Miss Lottie Ivey is home from Laredo, where she taught in the Holding Institute the past school year. The many friends of Miss Lottie regret to know that her health is impaired. While it is not serious, yet her physician has advised quiet and rest.

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

BALLINGER, TEXAS

FURNITURE COMFORT
For Summer

We Are Ready to Furnish Your
PORCH, LAWN and GARDEN
Special Terms This Week

SIMMONS GLIDERS \$1275



95c Cash
75c Per Week
No Carrying Charge

Household Furniture Co.
Decorators and Home Furnishers

SAN ANGELO TEXAS

Build Now!

We Will Finance

90 PER CT. LOANS
5 PER CT. INTEREST
PLAN SERVICE
ESTIMATES
YOU MAY SELECT YOUR OWN CONTRACTOR

Let us aid you in planning your home.
We will help you in all details
If you have a lot or 10 per cent cash,
See Us

WEST TEXAS LUMBER CO., Y

SAN ANGELO TEXAS
Dial 3131 Corner Third and N. Oakes

Blackwell News

MRS. CHARLES RAGSDALE

**National Air Mail Week
Pleases Postmistress Stuart**

Last week was National Air Mail Week. Mrs. Jack Stuart, Blackwell's popular postmistress, called on the people of Blackwell and community to observe the week by sending as much mail as possible via air mail. As a result more than 300 pieces of air mail, weighing more than 6 pounds were sent through the Blackwell office during the week. Mrs. Stuart requests The Enterprise to express her sincere appreciation for the hearty response of the people.

Euterpeans with Mrs. Arnold Richards

The Euterpean Club met in regular session Thursday afternoon, May 19, in the home of Mrs. Arnold Richards, with Mrs. Joe Oden as co-hostess.

Mrs. Austin Jordan, president, presided over the business session, and appointed the several committees to serve the ensuing year, beginning September 1.

Folk songs of the Old South were studied and a very interesting program rendered.

Roll call.
Paper: Life and work of Stephen Foster—Mrs. Frank Youree.

Old Southern Reading—Mrs. Jack Stuart.

Piano solo: Sister to the Mocking Bird—Mrs. R. V. Copeland.

Choral practice.
A delicious refreshment plate was passed to sixteen members and two guests: Mrs. Everett Ellis and Miss Pyron.

Mr. and Mrs. Lewis W. Sweet Sr. were called to the bedside of Edwin Sweet who is ill. Edwin is attending the University at Austin.

"Rural Life of America" Taught

The Methodist Missionary Society met Monday afternoon at the Methodist church.

Mrs. P. G. Dabney taught the "Rural Life of America." Mrs. J. W. Leach, Mrs. Austin Jordan and Mrs. Geo. Hartin were also on the program. There were eleven members present.

MISS HOLDER IN RECITAL

The Enterprise received a program of a recital, given by Miss Mary Louise Holder, at the Sherwood recital hall of the Sherwood Music School, in Chicago, which was given May 10. Miss Holder was formerly of Bronte, having spent her first years here, and is a graduate of the Bronte schools. Miss Holder comes from a family talented in music, her father being a musician and her mother both an accomplished pianist and vocalist. Miss Holder is a pianist artist student with Georgia Kober, and her program was one of classical numbers throughout. The hosts

of friends of Miss Holder throughout West Texas will be delighted to know of the marked degree of achievement she has attained as a pianist—yet none will be surprised, for all expected nothing less of her.

Hon. Ross Prescott of Brownwood, candidate for the State Senate, was in Bronte Wednesday, interviewing the electorate, and distributing his literature. The editor was absent from home and did not have the pleasure of meeting Hon. Prescott.

Ed Riddle and Miss Viola Cobb of San Angelo were callers in the D. M. West home for a short time Thursday afternoon.

**The Wool Growers Central Storage Co.
of San Angelo
ANNOUNCES**

—it now is bonded under the United States Warehouse Act and is ready to close government loans. We are here to serve every grower who desires a government loan on his wool or mohair. To assist growers our warehouse will be open night and day We have all blanks necessary to close loans immediately upon appraisal.

OFFICE AND WAREHOUSE AT 210 EAST AVENUE B. TELEPHONES 4492 and 3780

Long Distance 33

J. Miles O'Daniel, residence 3485

(Secretary and Treasurer)

W. E. Kinney residence 6330

(Asst. Sec'y and Treasurer)

Henry Warren, residence, 3548

(Warehouseman)

Wool Growers Central Storage Co.

Organized in 1909

FOR SALE OR TRADE

On account of sickness must sacrifice Midget Cafe, in Winters. See proprietor Saturday.

Mrs. W. E. Benson of Hamlin, sister of the editor, was a guest in our home, first of the week.



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

Dr. P. L. Whiffen

DENTIST

San Angelo Nat. Bank Bldg.
SAN ANGELO TEXAS

Office Phone 5300 Res. Phone 5942-4

Scott Wrecking Co.

TRAILER PARTS
In Stock

Everything for building or repairing Trailers.

AUTO PARTS OF ALL KINDS

PRICES ALWAYS RIGHT

W. Broadway Phone 2871

SWEETWATER TEXAS

FOR THE NEXT SIXTY DAYS

We will offer for sale at
SPECIAL PRICES

thoroughly reconditioned FARMALL TRACTORS and EQUIPMENT

Do not neglect your row crop. Supplement your present tractor or team with a good reconditioned tractor to handle your present grain crop.

Genuine Parts

Twine

Kirk & Mack

Ballinger

Winters

Used Car Values

1933 Ford Coupe \$265

Reconditioned Motor, New Tires

1934 Chevrolet Coach \$335

New Tires, New Paint, Motor A-1 Condition

1936 Plymouth Coupe \$431

Perfect Throughout

1936 Chevrolet Pick-Up \$435

New 6-Ply Tires

1933 Pontiac \$235

Reconditioned Motor

Healer Chevrolet Company

BALLINGER, TEXAS

SENATOR E. M. DAVIS

(Continued from page one)
ceive the larger share of automobile license fees. During the time he was County Judge a road program was launched which eventuated in one of the most complete road systems in Texas.

Senator Davis served as a member of the 42nd Legislature, and is now serving his first term as State Senator. During his service in the Legislature, he has proven to be a man who has the courage of his conviction, and all of his efforts have been on constructive legislation, both local and state wide.

Senator Davis is an Elder in the Presbyterian Church, a member of the American Legion, is Captain of Company A, 142nd Infantry, Texas National Guard, and has been active for many years in civic work in town and country. He has taken a special interest in 4-H and FFA work.

In making his announcement Senator Davis submitted the following statement:

In these perplexing times, the Legislature is confronted with many problems, some new and some old. Space forbids the discussion of all of them, but I submit the following as my attitude on some of the questions that will confront the next legislature:

Governmental Expenses

During the past 24 years, the cost of State Government has mounted from \$14,000,000, per year to \$160,000,000, and during the past four years the cost of government has increased some \$72,000,000 per year. It is true that highway work, increased school appropriations and our social security program accounts for much of this increase; but I am convinced that the cost of government is too high and can be reduced materially without impairing the efficiency of any department, by reducing the number of employees, and by the elimination of several boards and combining their duties with other boards, and thereby effect a saving of six to ten million dollars.

It is my judgment that the Legislature should spend more time in seeking to simplify and reduce governmental expenses and less time in hunting new sources for taxation. Already the various governmental agencies of this country are costing more than 25 per cent of the total annual income.

Schools

I favor liberal support of our public school system. I favor keeping the apportionment at the present amount of \$22 per capita, and higher if receipts from present taxes will permit it. I also favor an increase in the State equalization fund, and particularly that portion of the fund which has to do with transportation. Texas has made a good start toward furnishing equal educational opportunity for all children, both rural and urban, and this work should be carried on until we ultimately reach our goal.

I favor the establishment and development of a state wide system of vocational training. Only 8 per cent of the students of high school age ever attend college, and most of these leave school at the age of 17 or 18 years, with a smattering of academic knowledge, and with no practical training for their life work. It is my judgment that the burden is on the State to see that this 92 per cent of students are given an opportunity. Vocational training, like all technical training, will be expensive, but it will be worth while, and is but just to the 92 per cent who will never have the opportunity to attend our State supported colleges.

I also favor making provision at the next session of the Legislature, for the full payment by the State into the Teacher's Retirement fund.

Social Security

I favor legislation which will put into effect and adequately support all phases of the Social Security Program, and will give my best thought to those mat-

ters at the next session of the Legislature.

I favor broadening the base and liberalizing the Old Age Assistance Program, and my record in the Senate will show that I have uniformly fought for such a program. So long as such assistance is based on need, that need should be determined by the net income of the applicant, rather than on kinfolks or on the fact that he happens to own a little home in town or in the country, or other non-revenue bearing property. If governmental expenses cannot be reduced sufficient to take care of the Social Security Program, I will favor any reasonable tax to give adequate support to the Old Age Assistance and other social security.

Soil Conservation

I am convinced that the greatest need of the State of Texas is a comprehensive soil conservation program. It is estimated that we are losing \$200,000,000 worth of rich alluvial soil each year. A recent survey of Brown County shows that 60,000 acres of land, once productive, has been abandoned in the last 20 years, due to erosion, and this is but typical of all this section of the State. The very existence of the urban as well as the rural population depends upon the conservation of the soil.

During the 42nd legislature I assisted in the passage of House Bill No. 17, which authorized the Commissioners' Court to rent the road machinery for terracing purpose when not in use for road building. During the 44th Legislature I sponsored Senate Bill No. 227, which authorizes the Commissioners' Court to allocate not to exceed one-fourth of the automobile license fees for terracing purposes, and during the 45th Legislature I sponsored the passage of what I thought was a comprehensive bill, and one which would have hastened the conservation of our pastures and farms. This bill was passed by an overwhelming majority in both houses, but was vetoed by the governor, principally because it provided tax diversion for purchasing machinery and running contour lines. I expect to continue my fight in the next legislature for a practical comprehensive conservation bill.

Livestock

The raising of livestock is one of the leading industries in this district. I have always followed the legislative programs sponsored by the Cattle Raisers' and the Sheep and Goat Raisers' Associations; and I pledge my continued and unstinted support of their legislative programs.

Local Legislation

During my service in the Senate, I have been active in looking after the local interests of our district. I sponsored the Upper Colorado River Authority bill, leaving out those counties that did not care to participate. I al-

R. F. HUDMAN DIES

Relatives in Bronte received a telegram Saturday morning, advising of the death of R. F. Hudman of Phoenix, Arizona, in the Veteran's Hospital, at Los Angeles, California, Friday afternoon, May 20.

The four brothers of deceased in Bronte, Elmer, Henry, L. C., and F. C., departed at once to be present at the funeral.

Interment was at Phoenix, Monday afternoon. The brothers returned to Bronte Wednesday night.

Deceased was forty years old. He was the son of the late P. W. Hudman, who was one of the old time citizens of Bronte—deceased was born in Bronte.

Deceased is survived by his wife and two children, and the brothers and sisters.

held in each voting precinct, a precinct convention, for the purpose of electing delegates to the county convention which meets at Robert Lee, on July 30. Members of the executive committee as above stated, shall act as chairman of the precinct conventions for their respective precincts, and may elect one delegate to the county convention for each twenty-five votes, or major fraction thereof, cast for Governor at the last preceding general election.

It is the desire of the undersigned that all candidates take due notice of the time of filing their applications and remitting the amount of money assessed against them as expense of elections. Any one failing to file his or her application within the time specified, cannot have their names placed on the official ballot without the consent of their opponents, and any one failing to pay their money within the required time, have no recourse.

J. S. Gardner,
Democratic County Chairman.

SENATOR E. M. DAVIS

(Continued from page 1)

so sponsored the Central Colorado River Authority bill; and, in my judgment, this setup has done some very effective work in Coleman County. I also procured the passage of a law which will establish an Experiment Station in the Sandyland Belt of Central Texas. I sponsored two bills which made it possible for the Brown County Water Improvement District to complete its irrigation project, and have tried to be on the alert and look out for the interest of this District when and as the needs arose.

I am a poor man, with heavy responsibilities, and am unable to make an expensive campaign; but if the people of this District see fit to return me for a second term, I pledge them continued untiring and unselfish service.

(Political Advertising)

MRS. MARGARET RIDDLE DIES

Mrs. Margaret Riddle, wife of Ed Riddle, died at the family home in San Angelo, Sunday morning, May 22, 1938, after a lingering illness of more than two years. She was 49 years old.

Deceased and husband were married 16 years ago. They resided in Hamlin for many years before moving to San Angelo. Mr. Riddle is with the Santa Fe railroad.

Those surviving, besides the husband, are a brother, two sisters and a nephew and niece. The sisters are Mrs. New of Hearn, and Miss Viola Cobb of San Angelo. The brother is Mr. Cobb of Merkel. The nephew is Mr. New of Hearn and the niece is Mrs. Edgar Boelsche of Ballinger.

Deceased was a gracious woman of beautiful Christian character and was a member of the First Baptist church of San Angelo. Dr. A. D. Foreman, pastor, conducted the funeral at the Johnson Funeral chapel, and spoke tenderly beautiful words to the memory of deceased.

The Enterprise extends tenderest sympathy to our good friend the bereft husband, and the others of the family circle, in their sorrow.

THRESHER TO START SOON

Chester Kiker and Elmer Modgling have leased the thresher from B. E. Modgling and S. A. Kiker and will operate same this season. They are going to put the thresher in first-class condition and expect to give the grain farmers the same fine satisfactory service as this thresher has always given. Watch for their announcement in The Enterprise.

ROLLER RINK READY FOR SUMMER SEASON

Messrs. B. A. Bell and C. N. Baker, owners of the Bronte roller rink, announce in this issue of The Enterprise that they will have their formal opening night, Monday night, May 30, for the opening of the rink for the season. The owners state that they have put their rink floor in splendid condition and they invite everybody to come to the opening Monday evening.

CARD OF THANKS

We take this way of thanking everybody for their kindly assistance Tuesday afternoon, in removing our household effects from our residence when it was on fire. Had it not been for you, good friends, we would have lost all. We sincerely thank you. Mr. and Mrs. Odas Brunson.

TEXAS THEATRE

BRONTE, TEXAS

FRIDAY-SATURDAY

May 27-28

Clarence E. Milford's
"TEXA TRAIL"
WITH
William Boyd
Comedy and News

TUESDAY ONLY

May 31

Eddie's in bad in Baghdad!
Eddie Cantor
In
"ALI BABA GOES TO TOWN"
with
June Lang, Roland Young,
Also "TIMID RABBIT"

ALAMO THEATRE

Robert Lee, Texas

FRIDAY & SATURDAY

May 27-28

"OUTLAWS OF THE ORIENT"

SUN. 1:30; MON. MAY 29-30

"LANCER SPY"

WEDNESDAY ONLY, JUNE 1

"ALI BABA GOES TO TOWN"

WANTED TO BUY

100 head of good ramboulet yearling ewes.

R. C. McCall

Tel. No. 997 P. O. Box 997
Sweetwater, Texas

SURPRISE BIRTHDAY DINING

The children of Mrs. Maggie Scott surprised her Sunday with a dining at her home, served buffet style. The occasion was in celebration of Mrs. Scott's birthday—(the editor is not advised as to what birthday of Mrs. Scott, but it must be at least her fortieth.)

Those present were Jess Scott and family, Ray Coalson and family, Mrs. Lizzie Athey and son, J. W.; J. W. Scott and family; George Wrinkle and family; Sam Rogers and family; Mr. and Mrs. Emmet Coalson, Daniel Scott; Ida Rogers and J. R. Rogers.

CHADBOURNE REVIVAL WILL CLOSE SUNDAY

Rev. A. V. Bradley started a revival meeting at Ft. Chadbourne Monday night. Good crowds have attended throughout the week. The last service will be held Sunday afternoon, from 1:30 to 2:30, as Rev. Bradley is to be at Marie at 3 o'clock, for a baptismal service. A cordial invitation is extended to all.

SEASON'S OPENING
ANNOUNCEMENT
Of
Bronte Roller Rink
We are pleased to announce that we have set Monday night,
May 30, 1938

AS OPENING NIGHT FOR THE SUMMER SEASON
Floor in Good Condition

We have put the floor in ship shape and everything is in readiness for the Season's Opening.

Don't Forget the Date!

COME AND ENJOY THE DELIGHT OF SKATING ON A FINE, SMOOTH FLOOR!



Convalescence is much less tiresome when you have an extension telephone in the bedroom, for you can then talk with many more friends than could possibly come to see you.

Convenience is another reason you'll want one . . . an extension telephone saves many steps each day. And privacy . . . so you can have personal conversations without the embarrassment of having others overhear.

And a bedroom telephone gives a reassuring sense of security at night, should emergencies of any kind arise.

SAN ANGELO TELEPHONE COMPANY