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**Owner of Company No Longer in Business,  
R. W. Reasoner, Created Idea for Flexible Road Signs**

R. W. "Wayne" Reasoner followed his father, Ed, as the second generation in a company created in the 1930's in Northwest, Oklahoma. After marrying his wife Pat in 1952, R.W. went to Colorado to work in the mining industry but discovered working for other people was not for him. So he returned to Oklahoma, bought some equipment from his father and started moving buildings on his own as Bittersweet Enterprises, Inc. In 1964 Wayne and Pat relocated the business to Wakefield, Kansas to help clean out the valley to allow construction of the Milford Reservoir on the Republican River. From this location his company also assisted



R.W. "Wayne", wife Pat, daughter-in-law Elaine and son Matthew Reasoner



Equipment And trucks on display at the Hornbacher yard facilities



in the 50,000-acre expansion of Fort Riley. Four years later, 1968, the company relocated again to Manhattan, KS in order to be nearer Kansas State University where sons Michael, Mark and Matt would be attending. Michael now works for KS University, Mark received a law degree but is a staff sergeant with the Kansas National Guard in Goodland, KS and Matt and his oldest son Joshua are partners in Bittersweet Auto Sales and Service in Riley. Joshua and his wife, Sarah presented father and mother Matt and Elaine and grandparents R.W. and Pat their first grand and great granddaughter on May 25, 2007.

Inheriting an idea for a design from his father, R.W. built updated versions of Ed's trailer equipment, giving them more flexibility in length and the number of axles that could be used. With help from his son, Matt, R.W. designed and built several pieces of equipment used in the business. While being interviewed for this article R.W. said " you know, in the early days,



Nine axle trailer designed by R.W. Reasoner