

SANTA ANNA NEWS

"He Profits Most Who Serves Best"

VOLUME LIII

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, SEPT. 22, 1939

NUMBER 38.

Would Organize Strong Chamber of Commerce in Santa Anna

This Week in Our Town

"What are they stopping all those Mexican cotton pickers down by the Ranger's Building for?" asked several of our citizens the first of the week. According to those who claim to know, it was the immigration officers turning those who are Mexican citizens and without a passport, back to the border. A job that is always being carried out, as thousands of citizens of Mexico slip across, or coming to this side to visit do not return, and Uncle Sam is trying to keep illegal entry visitors of both of these classes from drifting into the interior where it is hard to locate and deport them.

"With the fellow who knows how on the job, they got that plate glass into the window very quickly," reported Arthur Turner, returning from across the street where a plate glass window a young fellow drove into recently was being replaced. At first impression, due to the big crowd of spectators who were supervising the job, it looked like Arthur was spoofing, but he explained that the man actually in charge of the work knew his business and jumped the new plate into place with ease and dexterity.

"This town could stand a lot of cleaning up and painting," remarked a business man Tuesday. The comment was followed a chance remark about how beautiful a city this could be if all citizens joined in a clean-up and beautification campaign. A city seldom has the advantages for real beauty Santa Anna has, nor as few drawbacks. The only obstacle here is water for lawns and gardens. The new city reservoir can supply plenty of water in the future, but whether or not the demand will make city water too expensive is the problem. A way to supply water north of the railroad is not difficult to find, but a cheap water supply for lawns for the entire city would be something else.

"A four-page paper doesn't amount to much," was the opinion on one business man. The statement was made in semi-lesson in cause and effect. Any weekly paper that is sincerely working to secure business and can put out only four pages is not only doing a good job, but frequently donating to the non-advertisers and critics both time and money for their benefit at only partial returns. We are not a bit ashamed to turn out a four page paper during the hard drouthy months. We take what we can get and turn out a paper accordingly. If business justifies a six or eight page paper, we profit. If it doesn't justify a four page paper, we get out the four page and donate the unmet expense. If just now the community or county was prosperous, we'd be ashamed of a six or four page paper, for it would indicate either laziness on our part, or walking dead business men in the city.

"I think I found your printer's rim, but the casing is sure gone," said M. L. Petty, local boy, the other day. Petty found the rim along the AT&SF railroad and seeing the comment in this column the previous Friday, told us about it. It was the missing rim. Thieves had stolen it sometime in the early hours of Monday morning and taken the casing off on the railway crossing.

"People do read your paper," stated C. E. Eubanks, independent retail and wholesale Onyx dealer, Monday, attributing an especially good week-end trade to good advertising as well as good products. The increase of business was among local people, so he was not of the opinion that institutional advertising in the Santa Anna Post or Beaumont Journal was responsible for it.

"It's hot, but not dusty here," writes Mrs. Mattie Harper, who is spending the winter with her daughter in Fort Worth. Mrs. Harper was probably thinking of (Continued on Page 2)

ROSSIE WENT BLOODE WHEN MILK RAN OUT

Life as a school cafeteria on the hoof was making a nervous wreck out of Brownie, Sheriff George W. Brown's prize Guernsey cow, before the sixth grade was deprived of recess periods for two weeks at Princess Anne, Md. Sheriff Brown looked askance at Brownie when she failed to yield her regular seven gallons at milking time. Brownie could not tell the boss that some 20 sixth graders were invading her pasture next to the school with paper cups to augment their lunches with fresh milk. Brown sneezed a bit and the disciplinary action followed.

One Hundred Coleman Co. Youths on 2 School Projects

Approximately 100 Coleman county young men are earning their living on two National Youth administration jobs. They are learning a new profession through the assistance of supervisors and at the same time they are improving public property. There are 51 young men employed on the project at Buffalo high school on the Coleman-Brown county line and about as many on a similar project at Mozelle high school. At Buffalo the large gymnasium, 90x66 feet and with the wall 34 feet and six inches high at one point, is being rock veneered. The project is set up for six months and it is estimated the federal government and the school district will spend a total of \$6,000.

At Mozelle, a home economics cottage, a bath house, and a teacherage are all being rock veneered. Incidentally, it was necessary to raise the ceiling and increase the light area materially in the home economics building before the state department of education would approve the project. The building is 38x66 feet with a nine-foot wall. Dimensions of the bath house and of the teacherage are slightly less than those of the home economics cottage. It is expected to require three months and a total of \$2,300 to complete the work.

Each NYA youth now works about 62 hours per month and is permitted to take "on the job training" for 20 hours of that time.

Wild Turkey Crop Saved From Extinction By Game Dept.

Feeding of turkeys, attempted by the Texas Game, Fish and Oyster Commission only in times of stress, helped overcome the effects of a drouth in the Hill Country this year. As a result, that section of the state, faced with the possibility of having its seed crop of the big game birds wiped out, should have a sufficient stock of adult birds for the next breeding season.

Figures made available by the executive secretary of the Game Department reveal that a total of fifty-three feeding stations were established and that forty-five of them were used regularly by turkey until July 10, when the feeding program was discontinued due to general rains over the area helping alleviate the situation. It is estimated by the regional game manager of that area that more than 3,000 adult birds used the feeding stations. More than 3,300 pounds of maize and 54 bushels of corn were used in the drive to succor turkeys.

The Game Department does not advocate the artificial feeding of turkeys except upon unusual occasions because it produces heavy concentration of birds at the feeding stations and thus makes them more accessible to predators. The crop of young turkey is negligible this year due to the effects of the drouth.

Goodwill Boosters of Abilene Visit Us Monday at 10 A. M.

Goodwill boosters for the annual West Texas Fair, to be held in Abilene, October 2-7, a motor caravan of trippers will parade here in Santa Anna next Monday, September 25. The visit here will be made on an all-day tour, to cities and towns South of Abilene. Four such goodwill trips, one in each direction, are planned to boost the 51st annual edition of the West Texas Fair, gala yearly exposition. They are set on successive days next week. Fair entertainment this year will include five afternoons of rodeo, an All-Palomino Horse Show, sponsored by the Texas Palomina Association, that will be the first of its kind in America.

Each night of Fair week, officials have booked a \$5000 revenue program, featuring Anson Weeks and his famed radio and screen band, and seven stage acts, in a "Parade of Stars" before the grandstand. Anson Weeks will play for dancing and floor show nightly, too, in the Fair's Automobile Building. Horse and mule, dairy sheep and goat, and Karakul shows highlight the agricultural division, with enlarged household arts divisions.

The Goodwill caravan is scheduled to arrive here at 10:00 o'clock Monday, for a stopover of 20 minutes. Special musical entertainment, and brief West Texas Fair booster talks will be given. Jack Simmons, Fair President, sends word.

Complete itinerary of the day's trip, sponsored by the Abilene Rotary Club and civic groups is: Goldsboro, 8:20, No. 1, 8:40, Coleman, 9:20, Santa Anna, 10:00, Bangs 10:35, Brownwood, 11 o'clock for lunch. Cross Plains, 12:45 p. m., Pioneer, 1:10, Rising Star, 1:40, Eastland, 2:45 Olden, 3:20, Ranger, 3:40, Cisco, 4:30, Putnam, 5:00, Baird, 5:30 Clyde 6:05, Abilene, 6:35.

EUBANKS NAMED TO COUNTY FARM DEBT ADJUSTMENT GROUP

Orzo Eubanks, Santa Anna, is a new member of the Coleman county farm debt adjustment committee, it was announced today by C. M. Evans, regional director of the Farm Security Administration.

"The farm debt adjustment committee," Mr. Evans explained, "relieves farmers of excessive debts by acting as mediators between them and their creditors. Creditors often voluntarily agree to bring their farmer-debtors' within their ability to pay by accepting extensions of time, reamortizations, scale-downs of principal and interest, and reductions in rate of interest."

"The committee's services are free and confidential," he stated, "and every case is considered on its own merits. Farmers who need this service should see Leon C. Ransom, county F. S. A. supervisor, at his office in Coleman or one of the debt adjustment committees."

Other members of the committee are Garland E. Abbey, Coleman, Rt. 1, and George Fauley, Valera. The group meets monthly and meeting notices will appear in The Santa Anna News.

SANTA FE CARLOADINGS

Santa Fe system carloadings for the week ending September 16 were 23,713 compared with 20,191 for the same week in 1938.

Cars received from connections totaled 6,245 compared with 5,392 for the same week in 1938. Total cars moved were 29,958 compared with 25,583 for the same week last year.

Santa Fe handled a total of 24,279 cars in the preceding week this year.

Sealo, the seal boy formerly with Ripley's Odditorium, will be a feature of the Shesley Midway at the West Texas Fair.

Coleman Co. News Briefs

Coleman was chosen for the next meeting at the convention held at Abilene by the Heart of Texas Garden Clubs and Mrs. L. D. Bratton of Hamilton was named president.

More than 60 women attended, and elected to serve with Mrs. Bratton were Mrs. Granville McCollum, Mason, first vice-president; Mrs. W. W. Goben, Coleman, second vice-president; Mrs. W. E. Fairman, Goldthwaite, third vice-president; Mrs. Robert May, Brownwood, recording secretary; Mrs. M. Brents Witty, Hamilton, corresponding secretary; and Mrs. Marjorie Malloy, San Saba, treasurer.

Among the garden club members registering were Mrs. J. R. Gipson and Mrs. R. C. Gay of Santa Anna.

About 24 Coleman county schools are preparing state aid applications for presentation to the state department of education at Austin by Oct. 1. Co. Supt. W. T. Graves and his staff already are checking the applications. Katherine Henderson, San Angelo, district deputy superintendent, was in the county office last week, checking the teachers' contracts, transportation contracts and state aid work.

The Coleman Bluecats successfully launched their 1939 football season Friday at Coleman beating DeLeon, 19, to 13.

Jack Horne of Coleman left last week for Illinois with six carloads of calves and cows, all white face Hereford stock owned by Jack and Robert Horne. The livestock will be unloaded at feed lots at Streator, Illinois, where it will be sold. For several years the Horne brothers have shipped much of their registered stock to the Illinois town.

Walter Woodward, a prominent citizen of Coleman for many years, has accepted appointment as chairman of the State Board of Insurance Commissioners. He and Mrs. Woodward left Coleman last week to make their home in Austin.

Certificate of Title to Motor Cars Will Curtail Car Thefts

Public Safety Department officials today hurried preparations to set in motion the new certificate of title act which will affect thousands of motor vehicle owners after October 1.

Ralph L. Buell, Driver's License Division Chief under whose supervision the new law will be administered, said forms and instructions will be mailed to tax collector by next Monday so they may begin to receive applications by October 1, the date the law goes into effect. At least a million certificates of title are expected to be issued in the next 12 months, he said.

It was emphasized that this act, passed by the past regular session of the legislature applies only to motor vehicles offered for sale, purchased or encumbered with liens on and after October 1. In other words, the present owner of an automobile does not have to secure a certificate of title until he sells his car or places an encumbrance against it — until January 1, 1942 (CQ). If a lien is placed against the vehicle before October 1, 1939, no certificate is necessary.

All motor vehicles now required to be registered will be affected by the certificate of title law whenever their ownership status is changed. Only vehicles owned by Governmental agencies are exempt.

Pointing out that applications for titles must be made in the county of residence of the automobile owner and ownership definitely proved, Buell said the new law is destined to be a hard blow to automobile thieves (Continued on page three)

Meeting Called For Night of Sept. 29 at City Hall, 8 P. M.

All business and professional men of Santa Anna who are interested in the development and prosperity of our city, are requested to assemble at the City Hall on Thursday night, Sept. 29th, for the purpose of organizing a Chamber of Commerce.

Santa Anna is confronted with a situation that requires the co-operation of every business interest. Without that co-operation problems that can be solved by mutual endeavor will remain unsolved to the detriment of our people individually and to the city. The Lions Club of Santa Anna has valiantly labored to handle as best it could many of the affairs requiring attention, but a service club is not representative of all business firms, but of trades and occupations. It can, and has, done much for Santa Anna—a commercial body can do far more.

Believing the organization of a commercial body in Santa Anna is of prime importance to the city, the undersigned urge your presence at this meeting, from which it is expected, will emerge an organization that is to become a vital force for good in the history of our city.

GEO. JOHNSON, RUBY HARPER, DEWEY PIERATT, R. A. JEFFREYS.

EXTENSION COURSES FROM HARDIN-SIMMONS UNIVERSITY

At a meeting held at the County Superintendent's Office in Coleman Tuesday night, Hardin-Simmons University organized courses in history and education to begin class work next Tuesday, September 26 at 6 p. m. in the lecture room at the new Meany Hotel.

The history course will be taught by Dr. Richardson. The course will be the history of the Southwest and Dr. Richardson is co-author of the text to be used. The education will be taught by Dr. R. A. Collins, head of the education department of Hardin-Simmons.

Since formal class work will begin next Tuesday, those interested in taking these courses for credit must register for them at an early date.

Husband Of Ex-Santa Anna Dies In Freeport

Floyd Curtsinger, 36, who was married less than a year and a half ago to Miss Louise Campbell, daughter of Mrs. Tom R. Campbell of Dallas and the late Mr. Campbell, and reared in Santa Anna, died of heart attack Wednesday, September 13.

The couple were living in Freeport, Texas, but had received notice that they were to be transferred to Houston soon. Mr. Curtsinger became ill while he and Mr. Curtsinger were fishing and was rushed to a doctor but he died shortly after reaching the doctor's office. Burial Friday was in a Houston cemetery following services at a funeral home in that city.

Mrs. Campbell and T. E. Campbell of Dallas, Ralph Campbell of Albuquerque, N. M., and Mr. and Mrs. Knox Campbell of Millerville, mother and brothers of Mrs. Curtsinger went to Houston for the services.

Mrs. Curtsinger returned to Dallas with her mother to make her home there.

"Invention is distinctly personal in character. All of the great inventions are closely connected with the work of some individual. The race always makes progress through the individual and not through the mass." Dexter S. Kimball, Dean of Engineering, Cornell U.

Texas farmers who took part in the 1937 AAA program practice contour farming on around 1,380,000 acres and practiced strip cropping on 676,000 acres, prepared in large under supervision of the Texas A and M College Extension Service.

TOP MOHAIR PRICES RECEIVED AT COLEMAN

Top mohair prices in Texas for this season were received in Coleman by George D. Rhone, wool, mohair, grain and cotton dealer, when he sold some 15,000 pounds of mohair to R. P. Collins & Co., of Boston, and was paid 50 cents per pound for the grown and 70 cents per pound for the kid mohair. Mr. Rhone announces he still has about 70,000 pounds of wool in storage at his warehouse, for which he has refused 30 cents per pound.

Mid Tex School Administrators Meet In Brownwood Soon

The Mid-Texas Educational Association, District 11 of the Texas State Teachers association, will sponsor a school administrator's conference and banquet in Brownwood Tuesday of next week, Sept. 26. All superintendents, principals and supervisors of schools in the district are invited by Noble W. Prentice, Richland Springs, district president, to take part in the meeting.

At 4 p. m. Dr. L. A. Woods, state superintendent, will lead a discussion of the Equalization Fund and program and any other pertinent problems he may see fit to introduce.

At 5 p. m., E. B. Cobb, secretary of the State Teachers Association will discuss the Teacher Retirement problem, programs of State, district and local teacher groups, and other matters. Administrators are privileged to ask any question they may desire.

At 7:30 p. m. at Hotel Brownwood, a banquet will be held with Dr. Walter P. Webb of the University of Texas as principal speaker. Dr. Webb is an author and lecturer of note. Banquet plates will be 75 cents each. Reservations should be made to E. J. Woodward, Brownwood superintendent of schools, by Sept. 23.

The Mid-Texas Educational association is composed of teachers of Brown, Coke, Coleman, Comanche, Cooke, Frio, Erath, Hamilton, Kinzie, McCulloch, Mason, Menard, Mills, San Saba, Schleicher, Sterling, Sutton and Tom Green counties.

The executive committee is comprised of J. I. Warren, of Miles, secretary; E. J. Woodward, Brownwood, treasurer and Noble W. Prentice, of Richland Springs, president. The late J. C. Scarborough, Santa Anna, was vice-president of the association.

Livestock Feature of West Texas Fair at Abilene, Oct. 2-7

Agriculture and livestock shows will share interest with recognition for pioneer days among the top attractions at the annual West Texas Fair, Jack Simmons, Fair president, said today.

Livestock will take the spotlight during the West Texas exposition, October 2-7. A sheep and goat show, an innovation, on October 2, the opening day, will have special Karakul division. Perhaps 200 entries in all are expected, Knox Parr, livestock superintendent, said.

The annual Hereford show, with more than 100 head to be shown in a new building, will be held on Tuesday, October 3. Entry lists will exceed those of 1938. Ernest Grissom, President of the Taylor County Hereford Breeders and Feeders Association, and Hereford show superintendent, said. The association will hold its annual meeting and banquet, for all West Texas Hereford enthusiasts, that night.

The All-Palomino Horse Show to be held on Thursday October 5, will be the first of its kind in America, with more than 200 (Continued on page three)

Heart o' Texas News Briefs

Paving of 17½ blocks in Brownwood has been put down since April 1, a Brownwood city official announced. The paving program with WPA labor is being continued. Eight additional blocks have had caliche base installed in preparation for paving.

The sheep and goat population of Brown County is continuing to show increases. A 10 per cent gain since 1935 being estimated by Bob Low, president of the Brown county soil conservation association. It is estimated the county has 52,185 sheep and 62,345 goats.

T. H. Hart, former registrar, has been named as acting president of Daniel Baker College in Brownwood. President R. Guy Davis' resignation having been accepted. Dr. Davis who came from San Angelo to assume the presidency, was granted an indefinite leave of absence, after sustaining injuries in an automobile accident more than a year ago. In resigning Dr. Davis said it would be months before he would be recovered sufficiently to assume duties.

Farmers of the Bangs One-Variety Cotton Association received a bonus of \$325 per bale on the first sale of a pool for the season over and above the best price obtained through individual sales. The group sold its first pool of 21 bales of cotton, all of 15-16 inch staple, for 9.25 per pound. It was bought by E. H. Lake, Brownwood cotton buyer.

Howard Payne college officials said Tuesday that 716 students had been enrolled in the college for the fall term. Enrollment had already exceeded that of the 1938 fall term, when 711 students were registered and more registrations were expected.

BANDS OF THIS AREA ARE BIDDEN TO FAIR

Invitations for high school bands and pep squads of this area to compete for prizes in the West Texas Fair parade Tuesday, Oct. 3, are being sent out early this week by Byron England, reared in Santa Anna who is chairman of that phase of parade preparations.

England said yesterday that approximately 50 high schools would receive the invitations, but he had not compiled his mailing list at that time. High schools as far south as Santa Anna west to Midland, east to Ranger and Breckenridge and north to Haskell will be invited. Prizes of \$75 \$50 and \$25 for first, second and third will be awarded, based on performance of both bands and pep squads of each school, according to J. L. Rhoades, parade chairman.

In the last year's parade, Santa Anna's band and pep squad won the first award, Sweetwater's units second and Merkel's third.

LIONS CLUB

The initiation program planned for the Lions Club Tuesday was postponed, the president and invited guests being unable to attend the meeting. During the program period plans for transporting the band students on the various trips they will make during the school year were discussed.

Members present were F. C. Woodward, M. L. Womack, O. A. Etheredge, W. R. Mulroy, C. F. Campbell, D. D. Byrne, Sam Collier, Rex Golston, J. E. Kirkpatrick, Claude Reid, D. L. Pieratt, J. J. Gregg, Hardy Blue, Vernon Ragsdale, E. A. Jeffreys, Charles Mathews, J. W. Riley, B. A. Parker, Herman Spencer, R. W. Willis and A. D. Pettit.

Conservation practices that improve conditions for native wildlife are being observed on more than 50,000 acres of privately owned land under the AAA program, according to R. M. Evans, AAA administrator.

Santa Anna News

Published Every Friday By The News Publishing Company

R. A. Jeffreys Editor Harriet M. Jeffreys Secretary

Any erroneous reflection upon the character of any person or firm appearing in these columns will be gladly and promptly corrected upon calling attention of the management to the article in question.

Notices of entertainments where a charge of admission is made, obituaries, cards of thanks, resolutions of respect, and all matter not published as news items, will be charged for at the regular rates.

Entered at the post office at Santa Anna, Texas, as second class mail matter.

Subscription Rates Coleman County year \$1.00 Outside County year \$1.50

Editorial

The entry of Russia into the war in Europe has a lot of folks puzzled. How the Russians can join with the Germans on any basis after the propaganda of a number of years against communism is not readily understood. Germany awakening the sleeping bear may have been easy with food but where will the bear stop if Germany's oft-repeated anti-communist propaganda begins working in the minds of a huge military machine with new ambitions and by a few million numbers not to be despised by probability of a huge loss of life. Germany may be to Russia what Bohemia was to the Germans, an easy mark. Added to this is Japanese back down. Our can scarcely imagine the Dornier Berlin Tokyo axis organized for anti-communist protection in the first place, even if we sympathize with them. Now as soon as Bamberg Munich comes striding and makes up the study that will become the author's program for someone, Japan is out on a limb without the protection of Germany as she had hoped, and agreed with the possibility that the United States has no mind-makers. Germany will keep France and Britain in a turmoil, so China will have but little attention from them, but this country has disarranged the Hitlerian plan of the Japs to gobble up everything in China. The USA is insisting that Japs abide by their treaties. The Japs are trying to follow the German example of considering all their treaties as scraps of paper unless it is to their advantage to observe their obligations.

Germany howls about the raw deal she got at Versailles, but never a word about the raw deal she gave Rumania and Russia nor the still rawer one, fearful worse than what she got at Versailles, she planned to put over on France and England if she had won the world war. Germany is running true to form under Hitler. It may be truly said that the allies are fighting Hitler and not the German people, but after all the Hitler government exists by the grace of the German people, so they must suffer their sin of omission as well as Hitler's sin of commission. Hitler stated that if Germany be given the Sudetenland he would have no further territorial ambitions in Europe. Given Sudetenland, he gobbled up the nation instead. He said Danzig would be the last.

THE SAFEGUARD

Every person you see is a distinctly different individual from all others. The correct medical treatment for one may differ widely from what is indicated for the others. Your Doctor will note this difference and for any medicine which is needed will write a prescription that will take into account this difference, insuring thereby medicine of greatest effectiveness. A prescription is a blue print for medicine to be made especially for you. It is the professional way, the safe and scientific way, and always, in the long run, the least expensive way. SEE YOUR DOCTOR FIRST - THEN HAVE HIM CALL YOUR PRESCRIPTION TO US.

Spencer Pharmacy

desire, now he goes after all West Palond. He raved about German minorities in other nations, now has majorities of other nationals in Germany. All civilized people pray for the utter defeat of such brutal governments as Hitler has established. Moronic binaries like Hitler can plunge the entire world into a war that will wipe out all civilization.

Santa Anna is far behind in housing not only her own people, but the newcomers within her walls. The trouble this writer is encountering is typical of the situation. There are a few houses to be obtained, but almost all of them are old and with either no facilities or conveniences, or with make-shift conveniences that are next to useless, forcing people to put trunks and beds in the parlor, run electric wires around the rooms to hook up utilities, use outdoor toilets, etc. Few of the old houses have enough closets for one person's clothes and china closets, will hold a plate or two and a cup and saucer. Description a bit overdrawn but still descriptive. We have a lot of nice, modern houses in town but they are mostly occupied by owners. If you get a good rent house its because you are lucky enough to catch some family that is leaving town and which has been lucky enough to have had a nice house. There are a lot of people here with plenty of money to build decent rent houses, for which there would always be a demand, but these as one business man put it, prefer to build \$200 wooden shacks on Nigger Flats to rent for \$10 a month than to erect decent homes to rent to white people. The town. Yes, people are renting the old residences because they have to take 'em or move to Bangs or Coleman to get a place to live in. The town has a good dozen modern and semi-modern business houses on main street that are vacant, but not a single decent residential piece of property is vacant, or likely to be. A good demand exists for some 25 homes, right now, and if built would always be in demand. A word to the wise should be a plenty.

There are a number of inconsistencies in our political set-up. We know that Germany and Russia are spending huge sums annually to secure enough traitors among us so that when the time is ripe for them to start a revolution and take over the government, well just shrug our shoulders and say "well, they are exercising their personal liberty, as we have always allowed them to exercise their right of free speech to undermine the nation. They even go into court and fight for their right to change the government so that death would be the penalty for what they want this government to protect them in doing. We even let the Germans organize, equip, and if they wish arm, a small army here in America to take over the government like the "little fuhner" did in Danzig. If we have trouble with Germany in the future, Fritz Kuhn's loyal Nazi army will take over whatever it can in the name of the German Reich. Protestation to the effect that the Deutschesbund is American in principal and loyalty is a lie on the face of it. If a German in principal and loyalty it would not adopt the trappings of the world's infamous army of brutality. Kuhn and his loyal nazis are parading their traitor work under the disguise of friendship when every man of them should be stripped of citizenship and sent to Germany to fight in the army to which they belong, and for work with which they are trained here. Kuhn is not a Benedict Arnold - he parades openly in the uniform of his country. A traitor is a different animal. Kuhn is bold enough to wear his own country's uniform so he cannot be executed as a spy or traitor if war comes. Enemy soldiers in uniform are interned when captured.

Despite the appearance of other advertising media, the newspaper remains the most productive channel whereby industry can reach the buying public - and industry is fully aware of that fact. A recent survey was made by four na-

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chain associations serving chain stores, and covering 138 representative systems operating more than 33,000 stores, coast-to-coast, and having annual sales well in excess of \$3,000,000,000. During the typical year covered by the survey, these companies spent more than \$55,000,000 for advertising, an average of \$1,754 per store. Almost 58 per cent of the money was spent with newspapers. A little less than 10 per cent was spent on handbills and similar printed matter, much of which was produced in local newspaper plants. Only 4.30 per cent was spent for radio, with the balance made up of expenditures on miscellaneous media. Breaking down the figures it was found that drug chains spent \$2.24 per cent of their advertising dollar with newspapers, grocery chains spent 56.53 per cent and general merchandise and variety chains spent 51.35 per cent. That is a testimonial to the character of the American press. No institution holds a higher place in the esteem of the American people. This is particularly true of the newspapers serving the smaller towns of the country, which are read from "cover to cover" by their subscribers - news, locals, advertisements and all.

Rarely in our history has it been so necessary for Americans to keep their heads as it is today. The most ghastly of all tragedies has engulfed Europe. It is the burning hope of the vast majority of our people that we may escape the holocaust of destruction. We have not forgotten the World War. It sowed the seeds of social discontent and depression that followed. We have not forgotten that thousands of American lives and untold billions in American wealth and resources were sacrificed. Only history will eventually reveal what good, if any, came from that war. The President has said that as long as it remains within his power, there shall be no "blackout of peace" in this nation. In that he echoes the minds and hearts of all of us. But the mere wish is not enough. Hysteria, passion, fanaticism, mistaken idealism - these things can be the producers of ruin and horror. American neutrality is dependent upon America keeping its head. No one knows when the war will end, or who will be the victor. But certainly there's justified fear that all that is best in Europe may be lost to that continent for many years after hostilities have stopped. War means that the arts of peace must be ruthlessly dropped in order that the arts of death and destruction may be advanced. The preservation of liberties which have been won through centuries, are threatened in a warring world.

On the front page of this issue of The News appears a call for a meeting at which it is expected a strong commercial organization will be evolved, which organization will take upon itself the task of directing the commercial destiny and work for the prosperity of our city. Too long the business men of Santa Anna have permitted a rive club to shoulder the burden of representing the city. A service club is not financed for commercial activity, its personnel, limited to representatives of trades and professions, personally represents but a few of the many firms of the city. That a luncheon club has been permitted to assume, or has been forced by circumstances to assume, the role is not a credit to the city. It has been an imposition on the Lions Club. This is not stated from the standpoint of membership in the club, but as a cold, business fact. There is so much that must be done to make Santa Anna once again a prosperous city like it was a few years ago. Business men of ability must be drafted to give of their talents for the welfare of our people and our city. We have not only to go out after our locality, but we have a task in supervising civic and commercial development. A live commercial body has solved numerous civic problems as well as business problems. Commercial organizations have by laboring long and sincerely transformed unsightly towns into very attractive ones. Commercial organizations analyze conditions and outline remedies as well as new enterprises to meet present active and latent future needs. Commercial organization, having analyzed a town's needs, has the facilities for going out and securing those enterprises that have been found desirable or needed. Many and many a town owes all its prosperity to an ardent, sincere organization of fellow businessmen co-operating for their mutual benefit. It therefore becomes a duty of every business and professional man and woman in our city to attend the meeting that has been called for Thursday

TRUTH about ADVERTISING

By CHARLES B. ROTH

HIGH-PRESSURE SALESMANSHIP

A SALESMAN, 10 years ago unscrupulous but successful, came in to see me today with his troubles. He no longer makes sales. I asked him what he thought was the matter.

"That's just it," said he. "I don't know. I give 'em the works—but they don't buy."

This man is a salesman of the old school—a worshipper at the shrine of high pressure salesmanship. His methods no longer make sales. He thinks he's losing his grip.



Charles Roth

That is not the trouble. The truth is that high-pressure salesmanship is out, is dead, is obsolete, is without power to make sales in these days of greater education.

People haven't changed, but they have become better educated in the higher education of taking care of themselves and their money. The process which brought about this education is newspaper advertising.

It used to be possible for a glib talker to take almost anything out to sell, no matter how worthless or inferior, and by sheer high-pressure selling to "clean up." But not now.

Even the lowliest buyer knows that certain claims are untrue, and that the price asked for certain

items is excessive. These things he knows because advertising, his refuge against false claims, told him so.

The average customer today is much better informed than even professional buyers were 20 years ago.

The housewife knows which foods contain vitamins, which contain vegetable oils, which contain expensive ingredients and the like. She knows the effect of this or that product.

She is never, therefore, at the mercy of the high-pressure artist who seeks to rob her by giving her less than others and charging her more for it.

Advertising in the newspapers, which she consults regularly, has built into her life an expert knowledge of values and prices and qualities. These make her an extraordinarily well informed person.

He who would sell the average customer must come with good value, a fair price and high quality. Otherwise he won't get even a hearing, because we have something now with which to compare unknown or new goods—and we are quick to reject those that do not measure up.

Much more than a selling aid for business is advertising. It is an educational system which is making Americans the best-educated buyers in the world. It is an economic system which is giving Americans more for their money every day.

—Charles B. Roth.

nigh of next week and express his or her wishes in the matter.

Certificate

(Continued From Page 1)

and others who attempt sales of mortgaged vehicles. A fee of 25 cents will be charged for each original title and each re-issuance. Ten cents goes to the tax collector and 15 cents to the state.

All new vehicles in the possession of dealers on September 18, 1939, will be required to have manufacturers' titles of ownership, according to the new law. Vehicles imported from other states and offered for sale in Texas, will be certified through special affidavits and forms.

Whenever the owner of a motor vehicle transfers it by operation of law, as upon inheritance, demise, bequest, bankruptcy, receivership, judicial sale, or any other involuntary vestiture of ownership, all official papers connected with the transaction must be attached to application for title. Foreclosure under terms of a lien must be noted by affidavit of facts. Buell said.

Tax collectors over the state will forward all title applications to the Austin headquarters of the safety department where they will be investigated, filed and titles issued. Revocation and suspension authority for certain violations of the law was given state police, however, interested persons may request a hearing.

Livestock

(Continued From Page 1)

entries, H. B. Cox, San Angelo, President of the Texas Association for Palomino horses, sponsoring it, said. Entries have been received from states as far distant as California.

The dairy show on Wednesday of Fair Week with the horse and mule show on Friday, along with 4-H and FFA livestock shows, are other livestock attractions.

On Tuesday, annual gala parade of the Fair will feature a "Parade of Pioneers" contrasting West Texas of yesterday and today. Oxen, surreys, wagons, buckboards, prairie schooners, and cowboys driving cattle, will carry old settlers in the parade route. T. A. Bledsoe, President of the Taylor County Old Settlers' Association, and Max Bentley, Chairman of that parade division, said today.

This Week...

(Continued From Page 1)

the cool southeast bedroom she occupied in her home here before moving to Fort Worth. "I am feeling quite well now," she writes, "and hope I keep on as well as I am now." Doctor's orders retired Mother Harper

My Skin Was Full of Pimples and Blemishes

says Verna S.: "Since using Adlerika the pimples are gone. My skin is smooth and glows with health." Adlerika helps wash BOTH bowels, and relieves temporary constipation that often aggravates bad complexion. SPENCER PHARMACY and PHILLIPS DRUG CO., Inc.

Comfortable lounging rooms for women and children visiting the West Texas Fair in Abilene, October 2-7, will be arranged at the fair grounds.

The world famous H. H. Shimmons University Conv. Band will play for all the performances of the West Texas Fair in Abilene.

CAN YOU STOP Will Your Brakes Hold

? ? ?

Now that school has started, hundreds of children are crossing the streets going to and from school. Are your brakes in good condition? Can you stop your car quickly? Or will you permit them to remain out of order—and risk killing or crippling a child? Drive in and let us check up and fix your brakes, if needing it.

MATHEWWS MOTOR COMPANY

Howard Payne College Extension Department

BROWNWOOD, TEXAS

Classes Meet Sat. Morn., Sept. 23rd.

At 9:00 O'clock

Special Classes for Those Wanting Six Semester Hours of College Credit

ALL STANDARD COLLEGE COURSES OFFERED

THE PRICE OF LEATHER IS GOING UP - SHOES WILL COST MORE NOW!

When your shoes begin to wear out, have them operated on by our shoe surgeon. A trip to this shoe hospital will enable you to get longer wear out of your shoes at a cost far below the price of new shoes, even at the old price.

SANTA ANNA SHOE HOSPITAL

J. G. WILLIAMSON, SHOE SURGEON IN CHARGE



To make more profit from your sheep and cattle, feed Red Chain Beef and Sheep Nuggets.

GRIFFIN HATCHERY

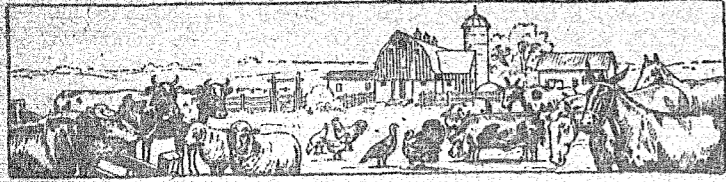
Your Red Chain Dealer Santa Anna

WHO Can do it

A Directory of Specialized Services

This Little Department is Being Built Up and Maintained For the Benefit of Those Who Want to Know Who Can Do This or That in Our Town.

Table with 3 columns: MILL PRODUCTS, SHOE REPAIRING, TAILOR SHOPS. Includes details like FRESH FLOUR, Whole Wheat and White, Half-soles and Taps at Reasonable Prices, Work of the Best Quality, Leather work of all kind, etc.



Give the Cows a Real Chance

By T. C. RICHARDSON, Associate Editor
Farm & Ranch

Most of the four-gallon cows are found in the classified "For Sale" columns of the daily and weekly newspapers. There are many potential four-gallon cows growing up on Southwestern farms but a four-gallon cow is only a two-gallon cow when she is given the material from which to manufacture only two gallons. We have wonderful sunshine and a balmy climate in the Southwest, as compared with, say, New York, Michigan or Wisconsin. But sunshine doesn't fill the milk pail, any more than moonshine does. It takes food and water, plenty of it at the right time, to bring out all the milk-making faculties of the cow, here or in the North. Once a year on July 1 the Department of Agriculture asks its thousands of volunteer crop reporters — mostly farmers — throughout the country to report the average daily production of their cows. This date in the Southwest is in the heat of mid-summer, and after the flush milk flow of early summer has declined, while in the northern states the season corresponds more nearly to our May. The figures therefore are somewhat weighted in favor of the northern states.

The sad fact remains however that (with the sole exception of Mississippi) Texas and Arkansas stand at the foot of the class in daily production per cow with 10.7 pounds. Even South Carolina bests this by a fraction. Oklahoma heads the class in the Southwest with 14.1 pounds per day per cow, or about 6 and a half quarts. The most significant point is that Oklahoma has raised her average about a quart per cow during the past few years, while Texas and Arkansas have raised their average daily production only half a pound, or less than a pint per cow during the same period.

Maybe we shouldn't expect to stand up by the side of Minnesota (23.0 pounds), Wisconsin (22.5 pounds), New York (21.4 pounds) or Oregon (20.3 pounds) but there's something radically wrong when we fall so far below No. Dakota (19.7 pounds),

So. Dakota (16.9 pounds), and Kansas (15.7 pounds).

Don't blame it on Old Bossy until you give her a chance to "do her stuff". We have some pretty poor cows in the Southwest, but we also have a high percentage with good Jersey blood, and we have some as good as the best anywhere in the US. But we have been much more negligent in feeding than in breeding. The majority of our cows have never had a fair chance to prove themselves, because we have not furnished them enough of the right kind of feed and water for an entire lactation period to test their capacity for production. We have condemned many a cow as poor producer without giving her the material with which to produce.

There are a number of dairy cow testing associations in the Southwest, and ought to be a great many more. The average herd under test in Texas produced last year about 26 pounds of butterfat per cow in May and less than 22 pounds in September, October and November averaging about 23 pounds per month for the year. One association (Central Plains) averaged 33 pounds in May and never fell below 24 pounds in the fall months, averaging 30 pounds for the year. It raised the annual production per cow 16 pounds, in one year, mostly by better feeding, though a few "culls" were sold after the first year's test proved they did not have the manufacturing capacity, even when supplied with the essential raw materials for milk and butterfat production.

This same association produced butterfat last year at an average feed cost of 13.4 cents per pound. Since home grown feed constituted most of the feed cost, the feed was really "sold" to the cows on the farm, and hauled to town in cans. It brought profits — one for the growing and harvesting, and one for the feeding and milking.

It does not pay to keep a five-quart cow; but it is worse to hold a ten- or twelve-quart cow down to five quarts by refusing to give her the raw materials for her full capacity.

Stubblefield and Ingram continued to watch the unusual pursuit for about a mile. Then the coyotes and the antelope made a turn towards the car. When the antelope spied it they stopped, for a few seconds, then took out across the hills. The coyotes also disappeared rapidly — in another direction.

Our Wildlife

BY JOHN R. WOOD
State Game Warden

Raising quail by providing natural cover and a sufficient supply of food has reached the point where there are now projects under way in 16 counties of the State, it is announced by Phil Goodrum, director of Research and Education for the Texas Game, Fish and Oyster Commission. By providing sufficient food and cover for birds it has been found they will increase appreciably without the State resorting to restocking.

The general plan of fencing areas ranging in sizes from one-quarter to five acres to prevent stock overgrazing the section is being followed in the majority of counties in which the quail restoration program is being carried on.

In the past the majority of the areas in the experimental project have proved highly successful in quail raising and it is believed certain that most of the projects now under way will do a great deal towards restocking the birds in the various localities. The counties in which the projects are being carried on are Guadalupe, Clay, Brazoria, Jasper, Orange, Polk, Tyler, Wharton, Liberty, Bell, Falls, Colorado, Milam, Lubbock, Taylor and Harris.

The woods and plains of Texas abound with unusual stories, but the most unique occurrence observed recently was in Hudspeth county, where a herd of 25 antelope was seen chasing two coyotes for several miles.

State Game Warden W. D. Stubblefield was riding with Bob Ingram of El Paso along a draw in the old Mitchell ranch when suddenly a coyote came up over the ridge with approximately 25 antelope in close pursuit. Stubblefield stopped his car. The antelope chased the coyote over the other side of the ridge without noticing the men, who then drove to the top of the ridge and saw that the antelope were still pursuing the coyote. First one and then the other closed in on El Coyote. Suddenly another coyote jumped up with the first coyote and

Rain Gauge System In Southwest Will Be Found Valuable

A system of river and rain gauges unique in the Southwest will help the Lower Colorado River Authority to operate its four dams with maximum efficiency in the interest of flood reduction and power production when the \$22,350,000 Public Works Administration project is completed next year.

The system of gauges, majority of which are already in operation, was planned by the Authority in co-operation with the U. S. Weather Bureau, the U. S. Geological Survey and other State and Federal agencies. Now installed and maintained by the U. S. Geological Survey and the Authority are thirteen river gauges measuring the foot second flow of the Lower Colorado and its tributaries. The cost of maintaining the gauges is relatively high since they require constant checking due to changes in the river channel.

The river gauges, according to PWA engineers, are shortly to be supplemented in some cases by radio signaling devices which will automatically inform the offices of the Authority in Austin of any change in the river stages.

Current plans call for the installation of five of these automatic radio broadcasters. Similar installations of these machines have been made in the Tennessee Valley by TVA and by private companies in California.

In addition to river gauges 84 rainfall gauges have been established in the Lower Colorado watershed and report regularly to Austin. Some of the gauges are 300 and more miles away from the Authority's dams.

About half of the observers in charge of what are officially known as hydrologic observations are also observers for the U. S. Weather Bureau.

barrels of oil in five hours and 31 minutes to establish a daily potential of 1,234 barrels.

The flow filled available storage. The gauge was taken following a 20-quart nitroglycerin shot from 2,180-91 feet that boosted the yield from 125 barrels daily. Anzac and Semmes No. 1-F Morris will be 1,320 feet from the south and west lines of section 7, HT&B survey.

Lone Star Gas Company No. 1 L. L. Baker, Coleman county wildcat, has set 8in. casing atop the Caddo lime at 7,800 feet, and is drilling ahead. Walter with a slight show of gas was found at 894 ft. The test is in Mariana isk-Survey No. 630.

Coleman a G. & Oil Co. and M. H. White No. 1 Garland Powell in Moses Little Survey No. 40 has set a 12in. casing at 350 ft. and was drilling below 400.

Anzac Oil Corporation and D. R. Semmes No. 1 F. Merris, the northeast outpost of the Anzac-Morris pool in northern Coleman county, will be spudded in this week-end. It is in Section 17, HT&B Survey.

J. D. Kynaston et al No. 2 J. P. McCord, west of Coleman, is crilling below 2,300 feet.

In Brown county, fifteen miles east of Santa Anna, Derrick & Boyers No. 1 C. V. Harris was drilling 100 ft. in the El-Jenburger at 2,125 ft. The test is in the Prosper-Mangle Survey.

A pound of coffee costing 23 cents in the United States would cost \$1.25 in Germany and about 12 dollars in Russia.

American Boy Magazine Companion to Thousands

Hundreds of thousands of boys and young men read THE AMERICAN BOY Magazine every month and consider it more as a living companion than as a magazine.

"It's as much a buddy to me as my neighborhood chum," THE AMERICAN BOY seems to understand a boy's problems and considers them in such a sympathetic and helpful way. It gives advice and entertaining reading on every subject in which a young fellow is interested. It is particularly helpful in sports. I made our school basketball team because of playing tips I read in THE AMERICAN BOY."

Many famous athletes in all sports credit much of their success to helpful suggestions received from sports articles carried in THE AMERICAN BOY Magazine. Virtually every issue offers advice from a famous coach or player. Football, basketball, track, tennis, in fact every major sport is covered in fiction and fact articles.

Teachers, librarians, parents and leaders of boys clubs also recommend THE AMERICAN BOY enthusiastically. They have found that as a general rule regular readers of THE AMERICAN BOY advance more rapidly and develop more worthwhile characteristics than do boys who do not read it.

Trained writers and artists, famous coaches and athletes, explorers, scientists and men successful in business and industry join with an experienced staff to produce in THE AMERICAN BOY the sort of reading matter boys like best.

THE AMERICAN BOY sells on most newsstands at 15c a copy. Subscription prices are \$1.50 for one year or \$3.00 for three years. Foreign rates 50c a year extra. To subscribe simply send your name, address and remittance direct to THE AMERICAN BOY, 7430 Second Blvd., Detroit, Mich.

Farm and Ranch

In poultry, Texas has an industry that grosses around \$44,000,000 a year, and the state has come from nowhere in the national picture to rank fifth in number of chickens, fifth in total value of eggs produced and eighth in value of poultry produced for market.

The industry, often forgotten because of Texas' predominance in the production of cotton and livestock, contributes an annual gross equal to the sale of a million bales of cotton at eight cents per pound.

Texas poultry producers have an investment of \$13,000,000 in their 24,000,000 chickens; and in 1938 took in \$30,000,000 from sale of eggs, \$8,500,000 from dressed poultry.

Director H. H. Williamson of the Texas A. and M. College Extension Service points out that this is a creditable rating when it is considered that Texas is a long way from eastern markets and that most of the advance has been made in the past 25 years.

"At the same time, if Texas farmers are to get what they should out of poultry, there must be an increase in the quantity and quality of poultry and poultry products offered for market," the director said.

He quoted the 1935 farm census figures showing that the average production of hens on Texas farms was only 53 eggs per hen. Meanwhile, poultry de-

SCHOOL, COLLEGE BANDS TO GATHER IN BROWNWOOD ON OCT. 11

School and college bands from a wide area of West Texas will be in Brownwood October 11 for "West Texas Band Day" and the only West Texas appearance of the United States Marine Band.

Dr. Mollie W. Armstrong, chairman of the band committee of the eBrownwood Business & Professional Woman's Club, sponsors of the band's appearance has announced that invitations will be sent to every school college and university band in this section.

Dr. Armstrong has talked with several band directors of the area and all have agreed that the appearance of the Marine Band is something no bandsman would want to miss.

Two parades of bands are planned for the afternoon of October 11. At 1:30 the school bands, led by the Brownwood High School band under the direction of E. P. Thompson, Jr., will parade, and the college and university bands will parade at 5:50.

Every band attending the concert of the Marine Band will be awarded a trophy, Dr. Armstrong said.

Not only the bands from the schools of West Texas, but the pep squads and student bodies will be invited to Brownwood for "Band Day."

The Business & Professional Women's Club has arranged for advance sale of tickets so that students of any public school in West Texas, from the first grade to seniors in high school, may purchase tickets for the matinee for 25 cents.

College students who buy tickets in advance will get them for fifty cents. If they do not buy them during the advance sale they must pay the regular adult admission price of one dollar. Box seats will be \$1.50.

Junior domestic attendant (seamstress), \$1,320 a year, Bureau of Home Economics, Department of Agriculture.

Stationer, \$3,800 a year, also principal, \$5,600 a year, senior, \$4,600 a year, associate \$3,200 a year, various optional subjects. College education and professional experience in technical technical work are required.

Transportation economist, \$3,400 a year, also principal, \$5,600 a year, senior, \$4,600 a year, associate \$3,200 a year, various optional fields. Employment is to be in the Department of Agriculture, Civil Aeronautics Authority, Federal Work Agency, Interstate Commerce Commission or U. S. Maritime Commission.

Full information may be obtained from the Secretary of Board of Examiners at the post office.

Civil Service

Engineering, draftsmen (for work on ships): Chief grade, \$2,600 a year; Chief grade, \$2,300 a year; senior grade, \$2,000 a year; full grade, \$1,800 a year; assistant grade, \$1,620 a year.

Chief engineering draftsman (mechanical), \$2,600 a year; also principal, \$2,300 a year, senior, \$2,000 a year.

Galley designer, \$3,800 a year, U. S. Maritime Commission College education and/or experience in designing galleys for large ships or kitchens for large institutions are required.

Air carrier inspector (radio), \$3,800 a year, Civil Aeronautics Authority. Head scientist-astronomer to be director of the Naval Observatory, Navy Department, Washington, D. C. The salary is \$5,500 a year.

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U. S. Milk Drinking

In the United States, milk consumption is at the rate of 33 gallons a person per year, which is nearly 70 per cent above the amounts used in Great Britain, France or Germany. In these three countries, one person consumes about 23 gallons a year.

Under the 1939 Crop Insurance Program, 163,000 wheat farmers — 3,700 in Texas — insured a production of 70,000,000 bushels by paying approximately 7,000,000 bushels into the insurance reserve.

West Texas first fair exhibition of Karakul Fur-bearing sheep will be at the West Texas Fair in Abilene, October 2-7.

READY FOR YOU
DRESS SHOES WORK SHOES SHOES SHOES
Good Quality and Reasonable Prices
Parker TAILOR SHOP
CLEANING AND PRESSING
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Money Back IF IT FAILS
Take FAMOUS KIDANS for BACKACHE, for Frequent, Scanty, or Burning Urine, for Leg Pain, Loss of Energy, Head, Lary, Facial, Headaches, Dizziness, having a source in functional Kidney disorders.
KIDANS work quickly. Discontinue medicine if you feel better. If you do not feel better, we will refund your money.
SEND NO MONEY
We will send you two boxes of KIDANS for free. If you do not feel better, we will refund your money.
KIDANS are sold by all drug stores.

LADIES:
For Economical, Germ-Free Laundry Service
Try
Santa Anna-Coleman Steam Laundry
Shirt Work Our Specialty
Leave Calls at the Pick & Pay Grocery

Plenty of Money to Loan on Farms, Ranches; Low Interest, Long Terms
287 1/2 acres land, 100 in cultivation, for cash lease, 12 miles from Santa Anna. Priced reasonable. Baled Johnson Grass Hay For Sale.
Should you want to sell your farm or ranch, see me.
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PHONE: RED 156 Santa Anna

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answers practically every question that can be asked about Texas. Its 512, well-indexed pages contain more than 400,000 words—a hundred-thousand facts about Texas... up-to-date facts on industry, commerce, finance, transportation, natural resources, State and local government, education, arts, cultural development. This book should be in every home, on every businessman's desk, in every school and library, on every reference shelf.
PLACE YOUR ORDER NOW, AT OUR OFFICE, FOR THIS VALUABLE COMBINATION. THIS OFFER GOOD ON RENEWALS AS WELL AS ON NEW SUBSCRIPTIONS.
Santa Anna News

THE MOUNTAINEER

THE OFFICIAL ORGAN OF THE STUDENT BODY OF THE SANTA ANNA PUBLIC SCHOOLS.



The Mountaineer

REPORTERS

Seniors—Mickie Parker
Juniors—Lilly Pearl Niell,
Sophomores—Margaret Anne Bruce,
Freshmen—Doris McGahey.

THANKS FOR THE MOUNTAINEER

The students of the Santa Anna High School appreciate the "Mountaineer," for its help in telling the surrounding communities about the happenings in our school. As students we wish to thank the News office for giving us the opportunity of publishing "The Mountaineer."

WELCOME!

To the new teachers and students of Santa Anna High School the rest of us say, "Welcome!" And we mean it in the most heart-gripping, soul-stirring way. We hope that you will find it as grand a place as we have. To the new students: We are glad you are here. We want you to be just as fond of and enthusiastic over Santa Anna High as you were of your old school. May your class spirit help carry your class to the highest heights possible and in so doing bring to you a truer ideal of the real school spirit. To the teachers: We hope you will like us as well as we like you. We wish you success in all your undertaking. May Santa Anna High come to mean as much to you as your old "Alma Mater." To the new members of the football team: We are proud of every one of you. We know that your fighting spirit and clean playing will make the 1939 team one of the best in our history. And last, to both new and old members of the faculty and student body: Keep as your motto and aim for the glory of the Black and the Gold, our school song, "On Santa Anna!"

EDITORIAL

It is a requirement of the Santa Anna High School for students to pay a fifty-cent library fee. Not many of these fees have been paid. It seems as though students do not quite realize how important such a payment is. In the first place, it is a well-known fact that new library books are needed. It's also a well-known fact that to secure books one must have money, and the library fee is the main source of income. To you seniors new books are very important. You find, in this, your last year, a scarcity of points that are required in one of your subjects because of a scarcity of books. Graduation is impossible without this course and to pass, the course is impossible without a certain amount of points in literature. A second point is that the re-

sult of the failure to pay this fee is being unable to receive one's report card. Whether or not you receive your card may be immaterial to some of you, however it is to an advantage to know how you stand in your courses. So come on students! Bring those fees in!

BAND AND PEP SQUAD PRESENT DRILL

At the half of the yellow jacket-Mountaineer football game the high school band and pep squad presented a drill, for the entertainment of the spectators. Marching halfway down the field the pep squad stopped and formed an R for the visiting team while the band marched down the field and back to encircle the pep squad. A yell was given for the "Jackets" then marching to the north end of the field and turning south, the pep squad formed an S and the band an A "On Santa Anna" was played by the band and sung by the pep squad.

HOMEMAKING CLUB ELECTS OFFICERS

The homemaking club met Wednesday and elected their officers for the year. They elected the following: President, Wilma Mills; vice-president, Jean Herring; secretary, Carolyn Kingsbery; treasurer, Kathryn Williamson; parliamentarian, Merle Ferguson; reporter, Ruth Morris. The homemaking mothers are, Mrs. J. T. Garrett and Mrs. J. C. Morris. The two song leaders are, Mary Joyce Hill and Allie Cille Garrett.

F. F. A. SWEETHEART CONTEST BEGINS

Monday morning each class elected two candidates to run in the F. F. A. Sweetheart Contest. Wilma Jo Spencer and La Dell Loudany represent the Freshman class, Emma Kate Parsons and La Verne Martin, the Sophomore class, Carolyn Kingsbery and Edith Bingham, the Junior class and Mickie Parker and Dorothy Ross, the senior class.

LARGE NUMBER COME OUT FOR FOOTBALL

There are about twenty-five boys to come out for football this year. They are rather small but have a good fighting spirit and fair play. Most of these boys are Juniors and Seniors, although there are a few sophomores and one or two freshmen. Speaking for the school, and I think the town, we are proud of the football boys and wish them all good luck.

SOPHOMORES ELECT OFFICERS

Monday, Sept. 11, the Sophomore class had a meeting and elected their class officers. They are: Jack Simpson, president; Arnold Williams, vice-president; Emma Kate Parsons, secretary; Dorene Featherston, treasurer; and Margaret Anne Bruce, reporter. A committee is to be appointed to suggest a way for the class to make money.

TENNIS CLUB ELECTS OFFICERS

The Tennis Club met Thursday, September 14, 1939 to elect officers for the year. They elected the following: president,

Densman Welding Shop
Trailer Work - Horseshoeing
General Blacksmithing
Electric & Acetylene Welding
All Work Guarantee.

Vernon Oakes, vice president, Jackie Simpson; secretary, Glen Pope; treasurer, Shag Garrett. As soon as the courts are cleaned off and back stops repaired, we shall start playing tennis.

SANTA ANNA TO PLAY MOZELLE

The Santa Anna football team will play Mozelle Friday, the 22nd. The game will be played at two o'clock on the Mozelle Mustang Field. Although the band and pep squad aren't going as a group, go and support those "Mountaineers."

SENIORS HAVE MEETING

The Seniors have started this year in a big way. They have chosen the following officers to carry them through the last and best year in Santa Anna High School: president, J. T. Garrett; vice-president, Willyne Ragsdale; secretary and treasurer, O. L. Cheaney; reporter, Mackie Parker; and sergeant at arms, Shag Garrett. Following the election of the class officers a ring and finance committee were appointed by president Garrett. The ring committee appointed was, O. L. Cheaney, chairman, assisted by Mickie Parker, Vernon Oakes, Willyne Ragsdale and Archie Hunter. The finance committee consisted of Shirley Jeffreys, chairman, assisted by Dorothy Ross, Ford Holt, Felton Martin and H. W. Norris.

CLASS OF 1939 MARCH ON

The class of 1939 of Santa Anna High School has made a good beginning. Last May there were forty-eight graduates. Fourteen of this number are now attending some college or university; two are in business schools; one is taking a beauty course; four are training to be nurses; nine are working; and six are taking post graduate work in their Alma Mater. Class of 1939, we congratulate you. We believe in you and know that you will succeed in whatever you attempt.

FRESHMEN ELECT OFFICERS

The 8th grade met at club period to elect their class officers for the year and two candidates for F. F. A. sweetheart. The officers were elected as follows: President, Ruth Morris; vice president, Carroll Holt; Sec. and Treas., Allie Cille Garrett; reporter, Doris McGahey. The two candidates from the 8th grade elected for F. F. A. sweetheart were, La Dell Loudany and Wilma Jo Spencer.

JUNIOR CLASS OFFICERS

The Junior Class elected its officers for their junior year. They are as follows: G. T.

England, president; Billy McCormick, vice-president; Thomason Myron Hayes, secretary; Tom Bill Guthrie, treasurer; Lilly Pearl Niell, reporter; Mary John Wade, parliamentarian.

LARGE NUMBER ATTEND S. A. H. S.

The Santa Anna High School is proud to report an enrollment of 247 students. The freshmen class has an enrollment of 247 students. The juniors 66 and the seniors 46. Our school also has 6 post-graduates. We are proud of this enrollment because it is the largest number of students ever in S. A. H. S.

"Rosetime". The money will be used to benefit the Ward school children.

The play was directed by Miss Celeste Mitchell of Atlanta, Ga. The play was attended by a large crowd, which enjoyed it immensely.

CHAPEL HELD FRIDAY

In chapel Friday, a short skit of the play, "Rosetime," was given. Everyone enjoyed it very much.

A pep rally was also held during chapel and was greatly appreciated by the football boys. A few speeches were made by the football boys which showed great school spirit.

BAND NEWS

Mr. R. W. Willis, band director, announces the following students in the Senior Band, Junior Band and Beginners Band: Clarinets—Mary Field Mathews, Edwin Hunter, Arnold Williams, Mary Mills, Jackie Simpson, Hal Sauder, Fredna Watkins, Elisabeth Eads, Webb Golston, Billy Mulroy, Gerald Post, Jimmie Sue Henderson, Coyita Griffin, Reginald Owen Jr. Saxophones—Opal Mae Stockard, Dorothy Ross, Lily Pearl Niell, Bill Williamson, Carolyn Ray, Virginia Stockard, Douglas Johnson.

Oboe—Ruth Morris. Flute—Bobby Joe Cheaney. Piccolo—Ruth Lovelady. Cornets—Doris Belle Turner, Thomas Myron Hayes, Tom Robin, Garland Bisse, Carol Holt, Alene Jones, Larry Smith, Billy Ross, Robbie Foster, Donald Ray Howard.

Trombones—Mary Joyce Hill, Betty Ruth Blue, Alice Louise Hays, Dean Wyatt, Bob Jeffreys, Roland Day, Calvin Foster. Altos—Ford Holt, H. W. Norris.

PEP RALLY THURSDAY NIGHT

Thursday night, September 14, 1939, at 7:30 the Santa Anna High School pep squad and band held their first pep rally of the season.

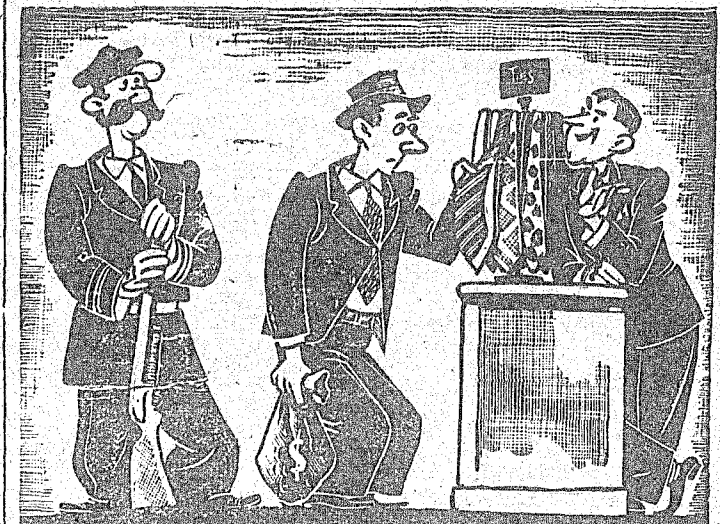
Our newspaper editor and other business men were present. Some of the football players and ex-football players gave their opinion of our first game. There were many others there that gave nice talks.

Our new pep leaders, Freda Simmons, Marie Newman and LaVerne Priddy led the pep squad and others in many songs and yells. The band played several numbers. To end the pep rally the band and pep squad marched up and down the main street of Santa Anna.

We want everyone to come to our pep rally each week and help boost the Mountaineers.

PTA PLAY IS GIVEN

The night of September 18, 1939, the Parent-Teachers Association gave a play called



A CHECK BOOK IS MUCH LIGHTER!

You may not go to the extremes that this gentleman does, but it would still help you to have a personal checking account. You may never need a guard to watch your moneybags, yet it's simpler, easier, safer, and cheaper to pay bills by check. It's a boon to the budget guides and checks spending stops, losses. Let us show you how.

Santa Anna National Bank
Member of Federal Depositors' Insurance Corporation



home work age!
and
it's back to school

Preserve their vision with GOOD LIGHT

Ask for **Free LIGHTING SURVEY OF YOUR HOME**

Glareless, Conditioned Light. I.E.S. lamps employ a scientifically designed diffusing bowl, together with a specially treated shade to give a soft, even illumination that is kind to the eyes. When children reach the "homework age," they need this better light to protect precious eyesight.

1-E5 Study Lamps \$3.95 Up \$1 Down—\$1 a Month

West Texas Utilities Company

VALUABLE
This Coupon and 5c
WILL BUY A SPECIAL 15c
Introductory Jar "CLOSHAVE"
The New Triple Action, Brushless Shave
Lather Base and After Shave
Please Sign Your Name and Address
Sign here
PHILLIPS DRUG COMPANY

is giving a concert in Chapel Friday morning at Grammar school. The beginners will play a few numbers as will also the Juniors. The Band has officially received and invitation to be in Abilene about the 4th of Oct. to be in the West Texas State Fair parade. The Band and Pep Squad have voted to attend the games at Ballinger, Coleman and Brady this year.

QUICK RELIEF FROM STOMACH ULCERS DUE TO EXCESS ACID
Free Book Tells of Marvellous Home Treatment that Must Help or It Will Cost You Nothing
Over one million bottles of the WILLARD TREATMENT have been sold for relief of Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Bitter Stomachs, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days trial Ask for "Willard's Message" which fully explains this marvelous treatment—Free—at **PHILLIPS DRUG CO.**

EXTRA ENERGY
For School Children

Back to studies for Jack and Jill... and that means they need extra energy for school work and play. Give them plenty of pure, fresh wholesome milk. Is the advice of school authorities. Todd's Milk makes boys and girls thrive because it's rich and nourishing. Why not ask us to deliver it to your home daily?

TODD'S DAIRY

BARGAIN DAYS
ARE HERE ON
THE ABILENE REPORTER-NEWS

ONE	BY
FULL	MAIL
YEAR	IN
WITH	TEST
THE	TEXAS
SUNDAY	AT THIS
EDITION	LOW
	PRICE

THIS INCLUDES THE SUNDAY EDITION
With 8 Pages Of Sunday Colored Comics

A COMPLETE NEWSPAPER—
Get All The News, For Less Money!

BIG NEWS WILL HAPPEN IN 1940—
KEEP POSTED BY READING THIS
BIG TERRITORIAL DAILY

Subscribe to this newspaper NOW—at the lowest price of any State or Territorial paper serving your County.

ORDER TODAY and SAVE \$2.05

Your local newspaper editor, postmaster or home town agent will be glad to take your subscription; or mail direct to the Reporter-News.

Use this Coupon

The Abilene Reporter-News
Abilene, Texas

I enclose \$4.95 for a year's subscription including Sundays—

Name

RA

City

(This offer expires Dec. 31, 1939)

Free Swap Ads

Ads under this heading are free of charge, but must be purely swap and not buy and sell items.

Will trade a 12 gauge shotgun or a 20 gauge shotgun. Blue Hardware Co., Santa Anna. 38

Will swap pair big wrk horses cow and calf. R. Harris, Box 31, Santa Anna.

Will trade good flour for some good wheat. Santa Anna Milling Co., Ph. 30. 39

Classified

Classified Rates

All Ads Cash With Order Classified 25c for minimum of 15 words.

Ads will be accepted until 7 p. m. Wednesday.

Ads sent by mail will receive prompt attention when remittance is received.

Phone 45 to place classified ads.

PASTURE FOR LEASE—550 a. Soudan and fine grass. See G. Guyer, Bangs, Texas. 36-2tp

Remington Shotgun Shells at Fine Hardware Company.

FOR SALE: 90 head yearling Corriedale Delaine, reasonably priced, 12 miles south of Santa Anna. Robert and Tom Stewardson.

FOR SALE—Second year Ferguson seed oats, two years old, 60c at barn. H. M. Smith, Route 2. 38x

FOR SALE A good Jersey cow, will be fresh soon. J. J. Gregg.

We operate a complete TIN SHOP, manufacture and repair. Mead Furniture & Undertaking, Coleman. 26tn

WANTED: A place for rent, will give all government money, and third and fourth of crops. V. M. McClure, Coleman, Texas. Rt. 2 37-39p

FOR SALE—Hill Top Station, B. B. Wallace, Box 374, Santa Anna, Texas. 331-1f

FOR SALE—Residence, 4 rooms and bath. See M. C. Switzer.

USE THE CLASSIFIED Column for your small wants. Experience has proven that if results are to be obtained at all, this column will get YOU the results you desire. Try a Want Ad.

FOR SALE—Good feather mattress and Victor Victrola, with one hundred records, Write Box 176.

WANT TO BUY—Five or six room house. Address B care The News stating what you have to offer. 37x

ATTENTION POULTRY RAISERS—Eggproducer increases your egg production, eradicates Blue Bugs, Lice, Mites, Fleas, and removes all Worms. It must make and save you money or your money promptly refunded. Sold exclusively in Santa Anna by Griffin Hatchery. 32ct

SWAP with your neighbors. Take advantage of The News' new Swap Department. Free of charge to News subscribers. All items for swap only. Sales, etc., charged for. See details, page 2.

FOR SALE OR TRADE—Some choice pigs. H. J. Parker. 37-3tp

STOMACH COMFORT

Why suffer with indigestion, Gas, Gall Bladder Pains or High Blood Pressure? Restore your Potassium balance with Alkaline-A, one month treatment for \$1.50, and these troubles will disappear. Sold on money-back guarantee by Spencer Pharmacy. 14-39t

For Athletes Foot

To effectively relieve the itching and burning discomfort of athletes foot, ringworm and eczema use Merlann. This liquid medicine gives relief at once. Price 50c. Guaranteed by Spencer Pharmacy.

DR. R. A. ELLIS



Optometrist 309-10-11 Citizens Nat'l Bank Building Brownwood Texas.

Goldfish that escape and "go native" grow to large size and lose their gold coloring in a few generations.

Leedy News

By Dorothy McClure

The Leedy Literary Society will meet again on October 20. W. F. Deal is president.

Mr. Vernon Muston from Brownwood visited over the weekend with Mr. and Mrs. Will Fletcher and family.

Preaching was held at the Leedy school house last Sunday. Brother Morgan visited Sunday with Mr. and Mrs. Will Fletcher and family.

Mr. and Mrs. John Mc Kenzh of Clyde spent Sunday with Mrs. Cuthbert.

Mr. and Mrs. W. J. McClure and Dorothy visited Mr. and Mrs. J. M. Rouse and family last Friday evening.

Mr. and Mrs. Elwayne Withers and two children and Miss Bertha and Mr. Arthur McClure took dinner Saturday with Mr. and Mrs. W. J. McClure.

Mr. and Mrs. W. J. McClure and Dorothy visited Mr. and Mrs. Roy Bledsoe and Resida Idell of Shield Sunday morning and attended the Mozell singing convention Sunday afternoon.

Mr. and Mrs. Virgil Newman and family, Mr. and Mrs. John Brown, Mrs. Bill Brown, Miss Virgie Brown and Mrs. M. M. Ferguson spent Sunday with Mr. and Mrs. Walter Ferguson and Merle.

Mr. and Mrs. Walter Newman spent Sunday with Mr. and Mrs. Paish at Lockwood.

Cleveland News

By RUBY MOORE

Brother Ollie Cantwell held his regular appointment at the Church of Christ Sunday. A large crowd attended.

Mr. and Mrs. Wash Jennings and family of San Angelo, Mr. and Mrs. Leonard Jennings and family, John Hayes and daughters and Earl Ellis and family visited Mrs. G. W. Jennings and children Sunday.

Those visiting Oline and Durwood Burrow Sunday afternoon were Helen and Ruby Moore, Roy and Edd Hartman and Winnie King.

Mr. and Mrs. M. F. Blanton visited her father, Mr. Clem Scott of Novice Thursday.

Mr. and Mrs. Rachel Cupps visited Mr. and Mrs. Elmer Cupps and family Saturday night.

Miss Ruby Moore spent Saturday night with Lela Robinett of Love Hill.

Whon News

Nella Derrington had as weekend guests, Miss Alice Fisher of Washington, D. C. Mr. and Mrs. Warren Duran Mullen and Aline Fisher of Blanket, and Mr. and Mrs. Jim Armstrong of Meridian, Miss.

Rockwood News

Rev. Luther Nelson filled his regular appointment at the Methodist church Sunday morning and he went to Blanket Sunday evening to begin a revival meeting.

Mrs. Roy Stafford is in the Brownwood Memorial hospital with an injured knee.

Mr. and Mrs. Uless Maness and boys, James Earl and Bill and Miss Marie McCreary and Miss Mary Tom Bryan went to Lubbock Sunday morning.

Mr. and Mrs. R. E. Johnson spent Sunday afternoon with Mrs. Ida Herring of Whon.

The Mozelle football boys and coach came to Rockwood Tuesday afternoon for a scrimmage with the Rockwood football boys.

Dr. Doughty of Brownwood will speak at the Rockwood Baptist church Wednesday

night, Sept. 20. Mrs. Lige Lancaster spent Tuesday with her parents, Mr. and Mrs. J. C. King.

H. D. C. News

SANTA ANNA H. D. CLUB Mrs. R. F. Watson reporter

"Water is the most necessary and useful thing to have around the house," stated Miss Christy Trowbridge, when Mrs. W. E. Vanderford was hostess to the Santa Anna H. D. Club Friday afternoon, Sept. 15.

One of the first considerations of the water system should be a supply of pure water. Many of the shallow open topped wells with drainage from the stable and cow lot coming towards them without the protection of a tight curb, present an unwholesome appearance and are actually dangerous. Every well should have a tight curb, extending from several feet below the ground surface to at least a foot above the surface. If there is any doubt about the safety of the water supply, the State Board of Public Health at Austin, may be consulted in regard to such a test.

Miss Trowbridge further stated that utmost attention must be given to the safe disposal of waste water from the house. About the only practical means of doing this is by running the waste water through a septic tank and then into a bed of disposal tile. The septic tank is merely a water tight box where the sewage should remain under a natural scum until the solids in it decompose. The open jointed tile should run under the ground, within a foot or so of the surface, that sewage may be acted upon by the air and sunlight. "The sanity of home water will yield greater returns in cleanliness, health, convenience, and comfort than any other investment," she concluded.

Mrs. L. V. Stockard, president, presided during the business session, in which 3 new members were named: Mrs. Ruth Campbell, Mrs. Grover Daniels and Mrs. Smith. Recreation was led by Mrs. S. K. Moredock, 12 members and three visitors, Mrs. John Reed, Miss Christy Trowbridge, Coleman and Gene Hick were present.

Refreshments of ice cream and cake were served to 18 people.

Mrs. S. K. Moredock will be hostess to the club, Friday, Sept. 29th. "The market Basket" will be the topic for review. Each member gives a review of the most interesting article read during the year, concerning club work, as pertaining to improvement for orchards gardens etc.

WHON H. D. CLUB

The Whon Home Demonstration Club met Tuesday afternoon, Sept. 19, at the home of Mrs. Johnie Stewart. Subject: "Water in and Out of the Kitchen." Miss Trowbridge, H. D. agent, rendered the program. She gave demonstrations on the water piped in and out of the kitchen and garbage disposal.

These were nineteen members present and five visitors. Mrs. Carry Floyd, Brownwood; Mrs. Blackwell, Mrs. Denver Ellis, Mrs. Hall and Miss Steward, all of Rockwood and one new member, Mrs. F. H. Dunham.

Refreshments were served and enjoyed by all.

Our next meeting will be at Mrs. Tom Rutherford's at 2 p. m. instead of 2:30 p. m. and all meetings will be held at 2 p. m. hereafter.

Visitors are always welcome.

It took the automobile industry until 1912 to produce a million cars. Increased sales resulted in gradually lower prices so that in a single year recently, one American company alone built twice that number.

LCRA Announces a Power Rate Reduction For 11 Cities

Low cost public power became a reality last week for consumers of eleven Central Texas cities in the Lower Colorado River Authority area and was in prospect for citizens of an even wider area.

Cong. Lyndon B. Johnson of the Tenth Texas district last week announced:

1. A schedule of rate reductions for the following cities recently purchased by the Authority from the Texas Power and Light Company; Bastrop, Brenham, Burnet, Giddings, Kerrville, Jampasas, Llano, Lockhart, San Marcos and San Saba.

2. That the Authority and the Central Power and Light Company had reached an agreement for sale of thirteen towns in the C. P. and L. area to the Authority. The price will be arrived at on the same basis as the recent 16 county Texas Power and Light area purchase price was arrived at.

The rate reduction announced by Johnson for these eleven cities are approximately 37 per cent under the charges formerly made from residential service by the Texas Power and Light Company, and 20 per cent lower for commercial and industrial users.

"These rates," Cong. Johnson said, "apply only to cities with more than 40 consumers, and will not apply to consumers of unincorporated towns, incorporated towns of less than 400 electrical consumers, and to rural users."

"Rates for these cities," he said, "are in the process of being worked out and will be announced as soon as possible."

"The rates for these eleven cities," Cong. Johnson said, "mean that a customer who paid \$1.25 for electric lights last month, can use the same amount of electricity next month for 75 cents."

"If he paid \$4.59 last month, he can use the same amount of electricity next month for only \$3.00."

"If his bill was \$7.59 last month, he can use the same electricity next month for only \$5.50."

"Similar savings will accrue to industrial and large consumers, too."

In announcing the C. P. and L. Authority trade, Cong. Johnson pointed out that the C. P. and L. was complying with the hope of private and public power cooperation expressed by Pres. Roosevelt when he recently lauded both the Texas Power and Light Company and the Authority for transfer of properties in a 16 county T. P. and L. area.

Big, Modern Quick Freeze Plant Going Up in Brownwood

The Brownwood Frozen Food Storage Company has been organized, and installation of a plant in the Boon building, corner of West Anderson and Clark streets, began Sept. 13. The plant will be formally opened

about the middle of October. The modern frozen food locker plant will have lockers to serve 50 patrons, to start with, and space to accommodate an additional 500 lockers, if needed. These lockers will be offered to the public at an average annual rental of \$12 per year.

The plant will be one of the most modern frozen food plants in the Southwest. It will be completely equipped to render a complete service to farmers, ranchmen and to the residents of Brownwood.

There will be storage rooms, curing facilities and curing rooms for pork sausage making equipment and the entire front part of the plant will be equipped with a frozen food market, handling choice cuts of beef, fresh frozen frying size chickens, the year-round home care and tenderized hams and a complete variety of fresh frozen fish, such as lobsters from Maine, large Chesapeake Bay Oysters from Maryland, trout, bass and perch, and frozen shrimp from the Gulf of Mexico.

The frozen vegetables department will carry such delicacies as asparagus, brocoli, English peas, cauliflower and corn-on-cob 12 months in the year. Fruits in their natural state, such as strawberries, raspberries, blackberries, pears and peaches will be available

WEEK-END SPECIALS Food Bargains Galore! PRUNES Fresh Pack, gallon .35 COFFEE RED & WHITE Vacuum Packed, 2 pound can .49 MACKERAL Tall Can each .10 BLACKBERRIES East Texas No. 2 size can .10 PINEAPPLE Sliced or Crushed each .9 SALAD DRESSING Sunspun, pt. .23 THE RED & WHITE STORES See The News Flashes For Other Specials Hunter Brothers Phone 48 J. L. Boggus & Co. Phone 56

duping all months of the year. Our businessmen are gathering all the surplus products of the year, and are investing their money in businesses in which they fear that the management has been taken away and on the other hand, where they feel that the control of their money has been taken away by this heavy taxation. Representative Leland M. Ford of California. Taxes on one large telephone company last year took \$69,240 more than the company received for handling 130,000,000 toll and long distance messages. Big hats, coats and shirts and neckerchiefs will become standard clothing in Abilene in honor of the West Texas Fair to be held there October 2-7. Ads under this head are 12c a word for one issue, or 1c a word per issue for two or more issues.

PEOPLE DEMAND GOOD COOKING, PLEASANT SURROUNDINGS AND CLEANLINESS IN EVERYTHING!

Well cooked, wholesome meals satisfy a parton and makes a friend. This Cafe is gaining in popularity dally. Meals and lunches served in clean, cool quarters at popular prices.

OUR SPECIAL:

Plate Lunch with drink .25c

THE BLUE BONNETT CAFE

QUALITY AND FLAVOR UNMATCHED RAGSDALE BAKERY You can taste the extra quality in Ragsdale Bread... and the first bite will convince you of its wonderfully delicious bread flavor. We use only the highest grade ingredients, always tested to insure uniform quality. That's why Ragsdale Bread is always so good.

Which? FITTED OR SWAGGER COAT It depends on your own taste and figure which silhouette you should choose among this Autumn's casual coats. And we have both fitted and swagger type models in a grand variety of smart designs. All are tailored with meticulous care of soft, thoroughbred quality tweeds. Herring bone Weaves, diagonals and other soft tweed textures, from \$7.95 to \$10.75 Purdy's

SOCIETY - CLUBS

Social Notes

FAREWELL PARTY HONORS MRS. J. M. BURROW

The Presbyterian Missionary Society held a farewell social at the manse, Thursday afternoon at 3:00 for Mrs. J. M. Burrow, who left Friday to make her home in Midland.

The afternoon was spent by playing various contests and enjoying appropriate music. At the close of the social hour Mrs. Dora Bell gave a reading introducing Mother Garrett who presented Mrs. Burrow with gifts from the Society and those present. Refreshments consisting of iced tea, sandwiches, cookies, and mints, were served by Misses Nell Bell and Gwendolyn Oakes after the presentation of the gifts. The social closed by the guests singing "Blessed Be the One That Binds."

Those present were: Mesdames W. R. Kelley, Dolph Brown, Fred Rollins, J. T. Oakes, Jasper McClellan, Dora Bell, S. L. Weaver, J. R. Gipson, John T. Payne, W. O. Garrett, Charles Oakes, Luther Abernathy, J. M. Burrow, M. L. Womack, and Misses Nell Bell and Gwendolyn Oakes.

U. D. C. CHAPTER ELECTS OFFICERS

In the first meeting of the club year, Mrs. A. U. Weaver was hostess to the local chapter of the United Daughters of the Confederacy at her home Friday afternoon. The programs for the year are based on interesting history of the Southern States.

Mrs. John R. Banister spoke on Texas heroes and Miss Dora Kirkpatrick on historical paintings in the capitol. During the business session Mrs. Banister was elected president; Mrs. Ollie Pierce Weaver, vice-president; Mrs. Paul Van Dalsen secretary; Mrs. A. U. Weaver registrar; Mrs. Bell Campbell, treasurer; Miss Kirkpatrick, historian; and Mrs. Sally Newman custodian.

Mrs. Weaver served angel food cake and ice cream to the following members: Mrs. Banister, Mrs. Campbell, Mrs. Ollie Pierce Weaver, Miss Kirkpatrick, Mrs. Van Dalsen, Mrs. Newman, Mrs. H. W. Kingsbery and Mr. Miriam Prickett.

SELF CULTURE CLUB TO MEET FRIDAY

Mrs. John R. Banister will be hostess to the Self Culture Club Friday afternoon. The theme of the program is "Autobiography of a Girl Sailor." The following special topics for discussion will be discussed by Mrs. J. G. Williamson: "Is the story probable?" "What did you learn and what did you lose by her nautical upbringing?" "Remember the wreck of the Star." "Discuss the character of Mitch." "Suggested music includes, 'Rocked in the Cradle of the Deep' and 'Asleep in the Deep' led by Mrs. Clinton Lowe.

CHURCH PARTY HONORS S. R. SMITH

A lively program of games, songs, stunts, and readings furnished entertainment at a social held Tuesday evening on the First Baptist Church lawn honoring Rev. and Mrs. S. R. Smith.

Following the program the couple received an old-fashioned pounding. Refreshments of ice cream and cake were served to the large crowd that attended.

Miss Ruby Harper Is Hostess To Junior Culture Club

Miss Mattie Ella McCreary gave a very interesting discussion of hobbies at the Junior Culture Club when the initial meeting for the club season was held Tuesday evening at the Harper home on Mountain street. Miss Ruby Harper was hostess.

Refreshment consisting of pimento cheese sandwiches, olives, potato chips, cookies and punch were served by the hostess. Member present were Misses Marie Blewett, Ouida Casey, Ruby Harper, Elsie Lee Harper, Mattie Ella McCreary,

F. W. (FRANK) Hayes
PLUMBER

OFFICE AT
Coleman Gas & Oil Co.
Office 88 PHONE Home 51

Florence Niell, Margaret Schultz and Mesdames Elizabeth Simpson and Opal Riley, Mrs. John Lacy, president of the Junior Senior Woman's Forum of Dallas was a guest.

Personals

Mr. and Mrs. Hugh Tanner and little nephew, James Hugh Adams, of Houston visited in the home of Mrs. Tanner's brother, Will Howard, and other relatives here last week.

Mrs. John Lacy of Dallas arrived Saturday for a visit with her parents, Mr. and Mrs. J. E. Ford, returning to her home on Tuesday. Miss Mary Lee Ford was at home during the week-end.

You will find those durable linen lace hose at Mrs. Shoekley's Store.

Miss Ruth Niell went to Copperas Cove Saturday, where she started her work as high school English teacher Monday.

Jack Howard is attending Howard Payne College this year, having enrolled last week.

Miss Roxy Lane went to Temple last week, where she entered nurse's training in Scott & White Hospital.

Miss Mary Dellinger, student nurse in Shannon Hospital, San Angelo, spent the week-end with her mother here.

Mr. and Mrs. Clyde Bartlett and sons of Merkel visited relatives here during the week-end. Mrs. Clifton Switzer is visiting her parents near Cross Plains this week.

Miss Ernestine Thomas went to Austin on the tenth to begin her work as assistant secretary to the superintendent of the Austin Public Schools.

Harold Steward of Santa Anna was one of the eighty John Tarleton College footballers who reported to Coach Earl Sudder Monday morning to begin the training campaign before the season's opening contest in Stephenville September 23.

Mr. and Mrs. Jack Mobley visited in Brownwood Tuesday. Mrs. T. R. Sealy returned Tuesday morning from Rochester, Minn., where she attended the wedding of her son, Burgess.

Miss Lonella Taylor, daughter of Mr. and Mrs. Jack Taylor returned home Monday. She spent the summer in New York and on the return trip suffered injuries in a car wreck and spent several days in a hospital in Bristol, Oklahoma.

Mrs. Hubert Crane of Norton attended the Woman's Missionary Society meeting in Brownwood Tuesday and stopped for a visit with her mother, Mrs. T. M. Hays Jr.

A very complete line of hats, coats and dresses at Mrs. Shoekley's. Don't fail to see these.

Travis Harris stopped for a few days visit with his parents, Mr. and Mrs. E. A. Harris, this week while enroute from San Antonio to Boulder City, Arizona.

Miss Bessie Smith spent Thursday night with her sister, Iva, in Comanche.

Mrs. Sid Knox of Comanche came the first of the week for a visit in the C. C. Gilbert home.

Mrs. J. R. Gipson was named on a committee to arrange the display for the Heart O' Texas district federation of Garden clubs at the Dallas Fair.

Mrs. Hardy Blue, Mrs. D. D. Blake and Mrs. Tom Hays Jr., spent Tuesday in Brownwood attending a district coaching school for the Methodist Missionary society.

Miss Dorothy Dean Dibrell has just recently entered the Alamo City Business College at San Antonio, Texas.

P.T.A. News

Mrs. Chap Eads was declared president, of the local Parent Teacher Association meeting Tuesday afternoon, following the acceptance of the resignation of Mrs. Charlie Bruce, offered by Mrs. George Johnson in the absence of Mrs. Bruce. Other officers elected were: vice-president, Mrs. George Johnson; secretary, Miss Nathalia Nabers.

The following committees were appointed.

Membership: Mrs. Raymond Balke, Mrs. Mark Davis, Mrs. Fred Watkins, Mrs. Albert Dean.

Finance: Mrs. Herman Spences, Mrs. L. V. Stockard, Mrs. R. F. Watson.

Hospitality: Mrs. Leo Scott, Mrs. R. F. Watson, Mrs. Carl Foster.

Program: Mrs. Rex Goiston, Mrs. Hardy Blue, Mrs. E. D. McDonald.

Publicity: Mrs. R. A. Jeffreys, Mrs. Lester Guthrie, Mrs. Archie Hunter.

Publications: Mrs. Elizabeth Lamb, Mrs. R. A. Jeffreys.

Students Aid: Mrs. W. R. Mulroy, Mrs. Frank Turner, Mrs. Ernest Norris, Mrs. Jess Koward, Mrs. Teddy McCalghn.

Music: Mr. Willis.

Founder's Day, Mrs. George Johnson.

Room mothers selected are as follows:

First grade: Teacher, Mrs. Turner; room mothers, Mrs. Troy Post, Mrs. Preston Bailey, Mrs. Clifford Stephenson.

Second grade: teacher, Mrs. Harris; room mothers, Mrs. S. K. Morelock, Mrs. Arch Hunter and Mrs. Luther Tally.

Third grade: teacher, Mrs. Byrne; room mothers, Mrs. Herman Spencer, Mrs. Reg Owens, Mrs. W. B. Griffin.

Fifth grade, teacher, Mrs. Aubrey Parker, room mothers, Mrs. W. R. Mulroy.

Sixth grade, teacher Miss Casey, room mothers, Mrs. Geo. Johnson.

Seventh grade: teacher, Mrs. C. Evans, room mothers, Mrs. L. V. Stockard, Mrs. R. F. Watson, Mrs. Elton McDonald, Mrs. Eva Conley, Mrs. John Ross and Mrs. R. A. Jeffreys.

Other room mothers will be announced later.

Miss Casey's sixth grade won the attendance banner. The treasurer reported \$33.85 proceeds received from the P. T. A. play presented Monday night at the high school.

Weddings

BARLETT-PRINGLE

Mrs. G. F. Barlett announces the marriage of her daughter, Miss Lena Jane Barlett to Mr. Richard B. Pringle of Galveston at ten o'clock Friday morning at the Baptist parsonage in Huntsville. Rev. T. P. Lott, pastor read the single ring ceremony.

The couple was returning to Galveston after a visit with her sister, Georgia Frances here, her mother and sister, Mrs. O. W. Walker at Sweetwater and Mr. Pringle's sister in Gladewater.

The bride was dressed in blue lace and wore a lovely bracelet as her only ornament.

Mrs. Pringle graduated from the local school with the class of 1934. She attended Texas Wesleyan College in Fort Worth one year and during the past year she has been in training at John Sealy Hospital in Galveston.

Mr. Pringle is employed with the Santa Fe Railway Company. The couple is living in a lovely new home at 1010 62nd

street in Galveston. They are planning to visit in Santa Anna soon.

Church Societies

CHRISTIAN CHURCH WOMAN'S COUNCIL

The Woman's Council of the Christian Church had an interesting and well attended meeting Monday afternoon. The 3rd chapter of 1st Corinthians was studied.

Upon the recommendation of the nominating committee all officers were re-elected to serve another year. They are, Mrs. E. W. Marshall, president; Mrs. J. R. Gipson, general vice-president; Mrs. A. L. Ode first vice president and program chairman; Mrs. S. W. Childers, second vice president and finance chairman; Mrs. C. W. Stephenson, third vice president and social chairman; Mrs. Alpheus Boardman, secretary-treasurer; Mrs. Odele Ragsdale was elected pianist.

The council meets each Monday afternoon at 3:30 at the church unless otherwise announced.

Church Notices

METHODIST CHURCH

J. D. Ramsey, Pastor
Sunday School 10 a. m.
J. Frank Turner, Supt.
Preaching 11 a. m. and 8 p. m.
Young People meet. 7:15.

PRESBYTERIAN CHURCH

M. L. WOMACK, Minister
Sunday School 10 A. M.
Preaching 11 A. M.
You are cordially invited to all the services. Sunday School, preaching, Christian Endeavor, and then the evening message.

Cumberland Presbyterian

J. W. Burgett, pastor
Sunday School 9:45
Prayer meeting, Wednesday evening 7:30
Preaching fourth Sunday at 11 a. m. and 7:30 p. m.

ASSEMBLY OF GOD

Sunday School 10 a.m. Preaching Service 11 a.m. Evening Service 8 p.m. Prayer Meeting Wednesday 8 p.m. Christ Ambassador Service Saturday 8 p.m.

BAPTIST CHURCH

Sunday School 9:45
Preaching Service 11:00
Training Service 7 p. m.
Preaching 8 p. m.

CHRISTIAN CHURCH

Ernest Wylie Minister
Bible School 10a. m.
William Earl Ragsdale Supt.
Communion and preaching

BUSY BEE CAFE

SPECIAL
Plate Lunch with Drink 25c and Dessert

Try our home-made pies.

Mr. and Mrs. Henry Simmons.

Export care used a week.



GLAMOUROUS BEAUTY CAN BE YOURS

We have made a study of making women more beautiful. Our well-qualified operators can design you a hair style or permanent individualizing your own features. You owe it to yourself, your family and your friends to bring out beauty and charm that you possess. Don't hesitate but phone for an appointment.

NUM 99 BER
Santa Anna Beauty Shop

Hospital Notes

Mrs. C. D. Bruce, Santa Anna is a patient at the hospital.

SURGICAL
J. H. Hill, Baird, Texas. Went home Monday.

Miss Helen McKinney, Cross Plains, Texas, Friday and Saturday.

H. R. Cogburn, Lubbock, Texas.

Miss Ruth Conley, Santa Anna, Saturday and Sunday.

Tom Gilley, Amarillo, Texas.

O. L. Duke, ort Worth, Texas.

Deaths

C. O. GRANT

C. O. Grant, 66, died very suddenly at his home in the Trickham community Thursday morning. His death was attributed to heart failure.

Funeral services will be held at Trickham today (Friday) at 3 p. m. Further mention will be made of the deceased in our next week's issue.

Interesting Flower Possessed By Mrs. Harris

Mrs. E. A. Harris entertained

neighbors until a very late hour several nights ago with an unusual kind of party, the occasion being the blooming of a rare flower.

The flower is a night-blooming cereus, a form of cactus whose large semidouble waxy white blossoms, similar to a large water lily, open late at night and are closed by day, not to reopen. The plant was given to Mrs. Harris two or three years ago but it was only recently the first bloom appeared and she learned its nature. To date it has had six blooms, two at a time, but it is difficult, having to judge solely by the size of the bud, to be on hand for the "opening event."

SOME BARGAINS IN REAL ESTATE

I have some real values listed in small farms, stockfarms and city property, for sale worth the money.

Have two or three choice stockfarms and some real values in smaller places.

J. J. Gregg.

Support home merchant

Non-LYRIE

Brownwood, Texas

Thur., Fri., Sat., Sept. 21-23:

JOHN GARFIELD

FRISCILLA LANE

—in—

Dust Be My Destiny

Saturday Midnight, Sept. 21,

Sun., Mon., Sept. 24-25:

BARBARA STANWYCK

ADOLPHE MENJOU

—in—

Golden Boy

Tues., Wednes., Sept. 26-27:

RANDOLPH SCOTT

FRANCES DEE

—in—

Coast Guard

FRIDAY AND SATURDAY SPECIAL

Men's \$1.50 E&W Shirts \$1.39

39in. 79c Alpaca Wool, Rayon 50c

BLUE MERC. CO.

Piggly Wiggly

Where THRIFT is a HABIT and SHOPPING a PLEASURE

Chase and Sanborn	COFFEE, pound	.23
Ribbon Cane Syrup	100% PURE, Gallon	.49
Bananas	GOLDEN FRUIT, DOZEN	.10
Canned Milk	THREE SMALL	.10
Canned Spinach	THREE NO. 2 CANS	.25
PORK & BEANS	Number 2 1-2 Cans	.10
Iodized Salt	MORTON'S, TWO 10c PKGS.	.17
Black Pepper	Sifted thru silk, 2 1/2 lb. pkgs.	.10
Toilet Soap	"LADY ALICE", 4 BARS	.15
Old Dutch Cleanser	TWO PACKAGES	.15
Jersey Corn Flakes	THREE PACKAGES	.25
Wheaties	Fine with Bananas, 2 Pkgs.	.23
SAUSAGE	Pork, Seasoned just right, 2 pounds	.31
BACON	Sliced Good and Lean, pound	.21
HAMS	Picnic Half or Whole, pound	.21
CHEESE	2 pound box, Kraft American or Vel Veeta	.47

Dressed Fryers - Hot Barbecue

CLOSE OUT!

Ladies' and Girls' Cotton Rayon Striped

Bloomers 10c

House Dresses 59c

Values Up to \$25 a Pair

Tennis Shoes 49c Per Pair

Rayon Panties 10c Per Pair

MOJUD HOSE - The Best Hosiery Value in Town

REID VARIETY STORE