

SANTA ANNA NEWS

VOLUME 51

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY NOVEMBER 20, 1936

NUMBER 47

"He Profits Most Who Serves Best"

Miss Agnes Hays Painfully Injured In Car Wreck

NEW BRAUNFELS, Nov. 14. (AP)—Two persons were injured fatally and five others hurt in a crash involving two automobiles and a motorcycle near here last night.

Richard Narvid Gelbert, 19, of Kelly Field, died instantly and C. A. Wicker, 30, of San Antonio, an hour later in a hospital here.

The others, all of San Marcos, were: Miss Agnes Hays, fractured leg and head and face injuries; Mrs. Eva McClure, fractured ankle and possible internal injuries; Mr. and Mrs. Robert Parr and Allie Parr, minor cuts and bruises.

Gelbert was riding the motorcycle.

Editor's Note

Pat Hosch and a nurse from the Sealy Hospital, Mrs. Thelma Tabor, went to New Braunfels Wednesday and brought Miss Hays home. She has a broken lower limb, some bruises on her head and face, and also a chest bruise from a contact with the steering wheel.

Miss Hays and party were en route to their homes in San Marcos, from San Antonio, when they encountered the wreck at New Braunfels. All the injured were treated in the hospital there, the dead prepared and returned to their homes.

Miss Hays, daughter of Mrs. T. M. Hays, is County Demonstration Agent in Hays county, having resigned her school work here about one year ago to accept the work there. She is a valuable teacher and instructor and has been doing a splendid work in her new field in Hays county. We hope for her a speedy recovery.

Local Thieves Are Brought To Halt

What is thought to be the breaking up of a bold bunch of thieves was apprehended and placed in the court for consideration here last week, when three local men were arrested and carried to jail, charged with theft of cotton seed and other property.

For several months, in fact, years, thievery has been prevalent in this community, and effort after effort has failed to apprehend the guilty parties and bring them to justice. But, alas, three young men, coming from fair families were captured one day last week and halted before the court of justice for consideration. Crime after crime has been charged to the trio, and evidence seems to be sufficient to warrant the charges.

The deplorable thing about it is, other than loss of the property by the owners, each member of the gang have relatives who are and have been considered respectable citizens in their communities.

There is only one solution to crime, and that is meting out of sufficient punishment to make crime undesirable. Let the Law Take Its Course, and may each get his just rewards.

FUNERAL FOR MOBLEY HELD IN CISCO SAT.

CISCO, Texas, Nov. 14. (UP)—Funeral services were held today for H. L. Mobley, pioneer hotel operator and former employe of the Texas Tax Journal at Austin. Mobley suffered a heart attack late Thursday, and his body was found behind his parked automobile four and a half miles east of Cisco. He was 60 years old.

Mr. Mobley formerly was with the tax department of the National Hotels Company, owner of Hotel Brownwood and Hotel Southern, has been in Brownwood many times on business. His son, H. D. Mobley, Jr., formerly was clerk at Hotel Brownwood and is now with the hotel company at Cisco. Mr. Mobley was a brother of R. E. Mobley of Santa Anna.

R. E. Mobley and son Lee attended the funeral Sunday.

FORMER CITIZEN DIES

J. B. King, formerly a citizen of this community, passed away at his home near Sagerton last week. Mr. King was an uncle to our good friend Henry Campbell, and is fondly remembered by a number of friends here. He moved from here about 1910.

New Methodist Pastor On Job

Rev. and Mrs. J. Virgil Davis are now domiciled in the Methodist parsonage, where the Rev. Davis assisted by his companion, will serve as pastor of the Methodist church the ensuing year.

Pastor Davis is not a total stranger in these parts, having served several churches in the western district during the past twelve years. Rev. and Mrs. Davis came here from Smithville, and have found a ready welcome among the members of the Methodist church and others. His congregation treated the family Monday night with a real pounding, furnishing supplies for their table and wardrobe to last for several days.

We join in extending a welcome to Rev. and Mrs. Davis to our midst, and trust their work here will prove pleasant to them and profitable to the cause they represent.

East Texas Editor Answers Last Call

We could write several columns pertaining to the life of Henry Edwards, editor of the Tyler Journal, who passed to his reward last Friday, at his home in the East Texas City, yet never tell all the good traits of character he possessed.

Henry Edwards was editor of the Troup Banner and Vice President of the Texas Press Association when this humble scribe became affiliated with the state organization in 1916. In fact, Henry Edwards wrote the words that caused this editor to offer himself for membership to the great Organization of Texas Editors, in his solicitation to editors of small town weeklies and other periodicals to identify themselves with the state organization.

At the time, Henry Edwards was vice president of the Texas Press Association, and the annual convention was scheduled to meet in El Paso, Texas. This writer made the acquaintance of Henry Edwards during the early summer of 1916, while attending a short course in Journalism at the University in Austin, Texas. We fell in love with his style and manner, and rather admired him as a country editor and newspaper man. He offered friendship and encouragement to us as a striving and semi-inexperienced country editor; we fell into his confidence and for twenty years, have never had cause to regret the trust we placed in him. He passed to his reward at his home in Tyler last Friday morning, and was laid to rest in the cemetery there Sunday afternoon.

A number of comments were published on the life and activities of Henry Edwards early in the week, but none of them paid him any higher tribute than he deserved. The Dallas News made the following comments Monday:

"Not all the country's able newspaper men migrate to the large cities. Some who might rise to a high position in a metropolis prefer to remain in a smaller community in which they can give more intimate service to an integrated constituency. The grass-roots publisher or editor has satisfactions that seldom come to the journalist in a great city."

"Henry Edwards, who died at his home in Tyler at the age of 65, typified the best qualities of the country-seat publisher and editor. His pioneer work made him known as the father of East Texas journalism. His editorial ability enabled him to win repeatedly the A. H. Belo cup, awarded to the most outstanding weekly newspaper in Texas. His fine character and personal popularity led to his election as president of the Texas Press Association."

"Mr. Edwards did not limit his interest and his energy to newspaper work. He was a civic and religious leader, giving time and help to many enterprises such as the Community Chest and the East Texas Rose Festival. He will be remembered by many who profited by his encouragement and valued highly his friendship."

In this connection, may we add Not only East Texas has lost a good citizen, The Press Association a deserving and trustworthy member, but the country as a whole, has lost a valuable and honorable citizen.

Mr. and Mrs. Kent Martin and son Tommie Chap spent Tuesday night with Mr. and Mrs. Chap Eads.

Mrs. Gay Writes Book on History Of Coleman County

"Into the Setting Sun," a 200-page history of Coleman county written by Mrs. Beatrice Grady Gay, pioneer of this community, was published in book form recently by the Santa Anna News.

Allowing for slight discrepancies in some dates and places, Mrs. Gay writes, "This is an authentic history of Coleman county. Credit is given E. W. Winkler of the library department of the University of Texas, to Mrs. Mattie Austin Hatcher and Miss Winnie Allen of the rare books section for help in gathering research material."

Mrs. Gay is a daughter of Caleb Grady, who served as a Texas ranger in Coleman county. Material came from personal recollection, from stories told by her father, and other pioneers of the county, and from research.

Some hitherto unpublished data on localities are developed. Dr. Rupert N. Richardson is quoted, referring to a map made by Stephen F. Austin, dated 1829, with this notation, "Santa Anna Mountain is a high peak far north of the Colorado River and west of the Pecan River." It was also said by Dr. Richardson that a note was found stating that "Moses Austin and his son, Stephen F. Austin, came up the Colorado River in 1820 into this area on a tour of inspection with a view to settlement of colonies."

Another source quoted by Mrs. Gay, the census of 1870, gave Coleman as being at that time "one of the counties in Texas to have less than 100 people to every hundred square miles—or 324 people, to be exact." The county was named for Col. Robert Coleman, a signer of the Texas Declaration of Independence and an aide on the staff of General Sam Houston at the Battle of San Jacinto.

Tradition Incorporated

Much of the tradition and authentic history of Coleman county communities is given. Mrs. Gay found in her research that Trickham, the oldest community in the county, was established when John Chisum built a store to supply all trail drivers on the Old Chisum Trail.

The late E. W. Boles is quoted: "The old Chisum Trail comes from Denton county and went to Bosque Grande, New Mexico, or, to the Goodnight Ranch in the Palo Duro of the Super Plains. There were four brothers, John, Jim, Jeff and Pitzer Chisum, all in the cattle business. John Chisum brought about 10,000 head of cattle with him when he came from Denton county and settled them upon the Concho."

Stories of silent raids at night when Indians slipped away with their horses while men slept, and other stories of the trail abound. Much of the early history of the Camp Colorado outposts is told, with mention of some famous men who were in their youth, soldiers stationed there, including the dashing Fitzhugh-Lee of Civil War fame.

Most of the pioneers of the county are named, many pages are in quotations, given as ex-rangers, Indian fighters, and early settlers told their stories. One of these is "Sixty-Four Years in Texas," as told by C. M. Grady, ex-ranger of Maltby's Co. E.

Written in a matter-of-fact style, the book is declared by those who have read the first copies from the press, to be a distinct contribution to the lore and history of West Texas.

NOTE: Mrs. Gay is finding a ready sale for her new book at only \$2.00 per copy, and we have heard a number of nice comments on the contents of the book. Mrs. Gay authorizes the statement that, where four or more will buy in clubs, for community or school purposes, she will make a special price of \$1.50 per book.

WARD SCHOOL P. T. A. STUDIES RELATION OF PARENTS AND CHILDREN TO SCHOOLS

The Ward School Parent Teachers Association met in regular session November 17, with forty five present. The meeting was called to order by the president, Mrs. J. G. Williamson, and opened by standing together and repeating the Lord's prayer.

A very interesting program was given which was enjoyed by all. "Agnes' Birthday," a playlet under the direction of Mrs. Byrne, was presented by the third grade.

The study topic, which was "Parents, Children, and Schools" was given by Mrs. J. C. Morris. Some of the points brought out were the following: "Firstly, the main aim of the school is to understand each child and to develop each child in the light of his own equipment and needs. Secondly, the best development of children is brought about by a mutual understanding between teachers and parents of the goals of each. Thirdly, the parent, as a member of the school district, is responsible for all the conditions which surround the child in school and which make for his health, comfort, and ease of work. Lastly, since only one-fifth of the child's life is spent in school, even during the period between 6 to 18 years of age, the major part of his education will depend upon the home and community. This puts it up squarely to the parent to secure an adequate, all around education for his child."

"In Our Neighborhood, Marshall Cheats" was discussed by Mr. Byrne in an interesting and helpful way.

A brief routine of business was next on the program. The minutes were read and approved. The treasurer reported \$21.57 in local bank. The president, Mrs. Williamson, reported having 24 subscriptions to the Holland's Magazine. Mrs. Byrne won the banner in that her room had the largest percentage of mothers present. There being no other business, the meeting adjourned until next regular meeting which is December 15.

SHIELDS INFANT DIES

Infant Betty Dean Shields, daughter of Mr. and Mrs. Dave Shields of Santa Anna, died about 2:00 o'clock Monday morning, November 16.

The baby was born August 15, 1936, making her only three months and one day old at the time of her death.

Funeral services were held at Whinn Monday afternoon, with Hosch Funeral Directors in charge of the arrangements.

Santa Anna-Coleman Football Game

"The football classic of West Texas" has been the pre-game description of the game between SAHS and our friendly enemy, Coleman High School. This game is known throughout West Texas as one of the best high school games played.

The enthusiasm and pointed rivalry that exists between the two schools is due, in a large measure, to the geographical closeness of the two towns; and also the fact that both are located in the same county.

This rivalry on the gridiron is no new thing between the two teams. This was going on before most of us were born. Many tales have been told as to the outcome of games in days gone by—why there's the time that SAHS defeated Coleman 75 to 0. J. B. Cheaney, the Mountaineers Captain, running wild and afterwards to be branded as one of our own immortals. Then, there were those "Jean" years when CHS won as many as five games in a row, only for the tables to be turned and SAHS to have a similar winning streak.

The old "dope bucket" is tossed out the window when these two great traditional rivals meet. Regardless of the success or failure of either team, they always enter the field of battle on even terms. Great Coleman teams have been defeated by weak SAHS teams and vice versa.

And so, as we approach the end of another football season, let us resolve not only to do our best on the field, but to uphold that lofty tradition set up for us by twenty other SAHS football teams that have preceded us by "giving our all against Coleman!"

Ross K. Prescott

The game is scheduled to be played Friday night, November 20, in Coleman on the Hufford Field at 7:30.

Waco Methodist Orphans To Be Here Sunday Night

Superintendent Johnson and twenty five children from the Waco Methodist Orphans Home will present a varied program of orchestra and band music at the Methodist Church during the church hour, 7 o'clock, Sunday, November 22.

The company will arrive about 5 o'clock Sunday afternoon and will be the guests of the young people of the local church in a social hour.

These young people are talented and efficient and will render a splendid program that will not only be spiritually uplifting but highly entertaining.

The public is cordially invited to hear this program Sunday night.

America Has Reason To Be Thankful

There may be individuals who feel that they cannot celebrate Thanksgiving Day in the spirit in which our forefathers did. Undoubtedly such people look upon the dark side of life. As a nation and as a people, however, Thanksgiving Day, 1936, should be an occasion of rejoicing, for we Americans have very much to be thankful for this year. We are better off materially than for many years. Good rains throughout the country give us hope for bounteous harvests next spring. We are at peace with the world.

If one will stop to consider the suffering, the fear of life, the separations in families, and the manner of living imposed on the people of many European Nations by the political situation and threats of war, every one should be thankful that we live in the United States. Here we have freedom of speech and of the press. We may worship as we please, and no man or group of men can dictate the course of our family life. Our boys are not forced into military service in their early teens. We are a free people notwithstanding the charges made during the heat of the late campaign. While we complain of high taxes, the amount we pay as individuals on the basis of our incomes and standards of living would appear small indeed to Europeans, even in England, where every citizen is forced to contribute a very large share of his earnings to the Government.

Individually and collectively we have almost innumerable reasons for being thankful. Let every reader of the News sit down and make a list of the things for which he should be thankful, and let each one celebrate the day happily and in spirit.

—Farm and Ranch.

COLEMAN DEMOCRAT-VOICE PUBLISHES SPECIAL EDITION

The Coleman Democrat-Voice published the biggest paper last week ever published in Coleman county, when they came out with their Historical, Jubilee-Centennial edition of 40 pages.

The special edition was well filled with Coleman county history, live news and advertising. Outside help worked several days on the special edition, which added considerably to the enlargement of the paper.

H. H. Jackson, owner and publisher of the Democrat-Voice, should feel grateful and we are sure he does for the cooperation he had in his determination to publish a bigger and better paper than was ever before published in the county. By-the-way, Mr. Jackson is serving the Texas Press Association as president this year, and it is a signal honor to him, and his esteemed staff to publish an edition like they published last week. It will give Coleman county worthwhile recognition over the state, and we will be hearing from it in many circles.

H. H. Jackson is a live wire newspaper man, living in one of the best counties in the state, and owns one of the best printing plants in the entire southwest. His paper was rated the best in the country last year among the weekly publications.

We congratulate Mr. Jackson upon his achievement.

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Fifteen year, Virginia Williams, Talpa.
Sixteen year, Gerene Revel, Calvary Baptist Church.
Primary and Beginner Story Telling
Four year, Joyce Lock, Santa Anna.
Five year, Bettye Ruth Kenley, Calvary.
Six year, Beth Lock, Santa Anna.
Seven year, Dixie Lee Dunham, Santa Anna.
Eight year, Wella Jean Kenley, Calvary.

They will have competed in the District Contest Thursday night, November 19, at Coleman, to go from there, to the State Convention Thanksgiving at Abilene.

The attendance and efficiency banners for the recent county wide B. T. U. Revival will be awarded at the next Association meeting which will be in Coleman at the North Baptist Church, the second Sunday in December, which will be December 13.

Tweedle - Brown Rites Said Monday

After an attractive church wedding held the first of the week, Mr. and Mrs. William R. Brown are at home with Mrs. D. F. Tweedle in the Buffalo community.

The marriage was spoken at the Baptist Church Monday evening, November 16, at 7:30 with Rev. R. Elmer Dunham officiating at the impressive single ring ceremony. To the music of Lohengrin's Bridal Chorus, played by Miss Mattie Ella McCreary, the couple marched in unattended to the beautiful arch of ferns and white chrysanthemums, centered with a soft glowing blue light. Tall white candles and bouquets of white roses on each side of the arch formed a semicircle of charming decorations.

For the ceremony, the bride wore an attractive royal blue ankle length velvet dress with a sheer stand-up collar. The sleeves were of silver metallic lace and the corsage was metallic. Grey accessories were used.

Immediately after the ceremony, the couple departed for a short wedding trip to Dallas, returning Thursday. The bride traveled in a suit of rust, with which she wore black accessories and a grey fur coat.

Mrs. Brown is the daughter of Mrs. Denver F. Tweedle of the Buffalo community and is a graduate of the Santa Anna High School class of 1935. She has been active in a number of clubs and social events of Santa Anna.

Mr. Brown is the son of Mr. and Mrs. John C. Brown of the Leedy community. He is a graduate of the 1932 class of the local high school and is one of the popular young people of the town.

Out of town relatives and friends here for the wedding were Mr. and Mrs. John Stephens and Mrs. Leora Ragsdale of Bangs, Miss Fern Ragsdale, Mr. and Mrs. Oscar Pierce, Mr. and Mrs. Allen Lovelace and two daughters of the Salem community. Mr. and Mrs. Jesse Ward, Mrs. O. C. Cason, Mr. and Mrs. Ernest Sikes, and Mr. and Mrs. George Gauge of Coleman, Misses Thelma Long, Kathryn Leach, Maida Sparks, and Jeanne Peyton of the Buffalo community. Mr. and Mrs. Moody Polk, Mr. and Mrs. Otho Polk, and James K. Polk of Abilene, and Mr. and Mrs. Jim Brown of Novice.

Future Farmers Father-Son Banquet To Be November 24

Congressman Chas. L. South Heads Dinner Program

Fathers and sons from all parts of Santa Anna and adjacent school districts will gather in the high school at 7:30 o'clock Tuesday night, November 24, for their Future Farmer Father and Son Banquet.

A. D. Pettit, chapter sponsor, predicts a good attendance of the Santa Anna Future Farmers for what will be their biggest chapter entertainment this year. The boys are in charge of the entire program and have secured as guest of honor and principal speaker the Hon. Chas. L. South. Other special guests will be the group of honorary members composed of J. C. Scarborough, Ross K. Prescott, M. A. Edwards, Cecil Walker, J. J. Gregg, J. R. Lock, Hardy Blue, Bill Thate, and Dr. Sealy and the popular girls quartet, composed of Evelyn Kirkpatrick, Mary Hoopes, Rhea Boardman, and Mary Dellinger.

Following the opening ceremony, Mace Blanton will extend the F. F. A. Boy's welcome to their fathers and other guests. Special entertainment features of the evening's program will be music furnished by the F. F. A. musical group composed of Oran Henderson, Charlie Henderson, Leon Copeland, Bailey Horner, Buddy Lovelady, and Willard Wilson, and an outline of the project plans of the Santa Anna Chapter by H. W. Norris.

The girl's quartet will sing "The Bells of St. Mary" and "I'm an Old Cowhand" as their contribution to the program, followed by an introduction of Congressman South and his message to the F. F. A. boys and their dads.

Shag Garrett's reading the "Creed of a Future Farmer" followed by the closing ceremony is scheduled to close the Banquet program.

Woodrow Newman will serve as Toastmaster. Preparation and service of the dinner will be in charge of the Home Making Club under the direction of Miss Pinney, teacher of Home Economics.

ASSOCIATIONAL B. T. U. WINNERS ANNOUNCED

Sunday, November 8, a joint meeting of the Coleman County Associational Sunday School and Baptist Training Union met at the local First Baptist Church. The committee for nominating a Sunday School superintendent for the Association will report at the next meeting.

The main business of the B. T. U. Association was to let the entrants for the state contests try out to determine the Associational winners. The following is a list of the winners:

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Superintendent Johnson and twenty five children from the Waco Methodist Orphans Home will present a varied program of orchestra and band music at the Methodist Church during the church hour, 7 o'clock, Sunday, November 22.

The company will arrive about 5 o'clock Sunday afternoon and will be the guests of the young people of the local church in a social hour.

These young people are talented and efficient and will render a splendid program that will not only be spiritually uplifting but highly entertaining.

The public is cordially invited to hear this program Sunday night.

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The company will arrive about 5 o'clock Sunday afternoon and will be the guests of the young people of the local church in a social hour.

These young people are talented and efficient and will render a splendid program that will not only be spiritually uplifting but highly entertaining.

The public is cordially invited to hear this program Sunday night.

QUEEN THEATRE

Sat., Nov. 21
BOB STEELE in
"Cavalry"

Sat. Prev. Sun. & Mon.
Nov. 21-22-23
JANET GAXNOR in
"Ladies in Love"
With LORETTA YOUNG

Tues., Nov. 24
BARGAIN NIGHT 5c & 10c
HUMPHREY BOGART in
"Isle of Fury"

Wed., Nov. 25
CLAIRE TREVOR in
"Star for a Night"
With JANE DARWELL

Thurs. & Fri., Nov. 26-27
SHIRLEY TEMPLE in
"Dimples"
With FRANK MORGAN

Keep the Centennial Thunder Roaring

(From "West Texas Today", September, 1936)

From Walter F. Woodul, lieutenant governor and chairman of the state Centennial Commission of Control, having in charge Texas' first statewide advertising and publicity campaign, "WEST TEXAS TODAY" has received the following article advocating a five-year state advertising campaign:

By WALTER F. WOODUL
After the Texas Centennial celebrations, what!

During 1936, tourists have flocked to Texas until transporting, feeding, sheltering and entertaining them have become one of our best-paying businesses. Such business would be sadly missed if it were to end—particularly since Texas' great need in further developing industry is increased population and capital. Texas could accommodate one-third of all the nation's people and still not be as crowded as, for instance, Ohio.

Says "Printers' Ink", a leading monthly: "Texas has merchandised herself—merchandised herself with advertising, for which funds were appropriated by her legislature. And she has seen ripping results."

And now, in the "Texas Weekly", Booth Mooney urges that after the Exposition closes, the advertising go on. "The advertising given Texas during the last several months," he writes, "is of inestimable value. Texas has acquired the momentum;

and when something the size of Texas starts rolling, Mr. Momentum-Observer, then you've got something!"

The world has learned that advertising pays. Texas this year is the talk of the nation and, from reports, her investment will be well repaid in increased gasoline taxes, not to mention the hundreds of other indirect and lasting benefits. No state or country has the advantages, resources and possibilities on which to capitalize through advertising and publicity as has Texas. Look at the phenomenal growth of Florida and California and what has been done for those states.

10 OR 20 PER CENT?

Population is shifting. Farmers are seeking new and more virgin lands; industry is decentralizing; and the tourist crop is the bumper crop. Old man Texas can set on his hunches, let nature take her course, and increase our population and development ten per cent in ten years; or he can bestir himself and acquaint the world of his wares and increase the state's population twenty per cent in five years. And such an accelerated growth would help the farmer, the laboring man, the manufacturing industries in Texas, bring in new industries, increase the prospects of everyone, including the newspaper publisher, because a twenty per cent increase in circulation would be helpful, not to speak of increased advertising in their columns due to expanding consumer markets.

Texas is so large and her possibilities are so varied I feel the state should undertake a five-year advertising and publicity program of not less than a million dollars a year. The direct return from increased gasoline tax would more than repay the investment. To do this will require a constitutional amendment and I shall propose, urge and work for same at the coming regular session of the legislature to the end that Texas may speedily make the most of her possibilities.

By advertising herself, Texas has had the world singing "The Eyes of Texas are Upon You" this year, but after this year, will other states be saying that Texas was "Cinderella for a day?" When the silk flags have ceased fluttering along the Esplanade of State, when the Casa Mananita show is over, when the last Centennial-year visitor has had his look at the Alamo and the missions and the Valley, and the mountains and plains, what is going to keep up the Texas advertising bombardment? The Texas that has started rolling with 1936?

Texas must find the answer while the ten-gallon hat is the hat of the hour. Otherwise, invaluable state progress will be lost, and next year the traveling and investing public will be talking about some other state and some other Fair. I believe the answer to be found in a high-powered five-year advertising plan. A daring, fore-sighted million dollar a year advertising program would keep the Texas

advertising fireworks crackling—business men recognize that it is infinitely more simple to keep a project rolling and crackling than to let the momentum die and try to recapture it again later.

Leaders of Texas industry have indicated that such a plan would drive Texas forward by leaps and bounds the next five years—as fast in five years as it would normally develop in twenty-five. TOURISTS AND CALIFORNIA Organizations like the All-Year Club of Southern California and Californians Inc. have gone to a great deal of trouble to arrive at figures showing the actual value of tourists. The economic value of the traffic is established by direct surveys in which the tourist is asked to tell in detail how much time and money he spent, where he stayed, and what expenditures were made for food, housing, clothing, amusements and travel.

Using the values of products as the best all-around indicators of the importance of various California industries, these California organizations have found that the tourist "crop" is of more dollar-for-dollar value than the motion picture, fruit, lumber or wheat crops that are of fundamental importance in the West. California's four major industries and their dollar volume are: oil, 135 millions; tourists, 134 millions; motion pictures, 98 millions; and citrus fruits, 81 millions. Southern California has found that 10 per cent of her pleasure visitors eventually return to locate. Tourist expendi-

tures in the three coast states of California, Oregon and Washington totaled \$238,560,695 in 1934. The Sunshine Club and the Chamber of Commerce of Phoenix have estimated that for every \$1 spent by their two organizations on advertising, \$80 returns to the community.

No other type of expenditure flows more quickly through the channels of commerce and trade than does the tourist dollar. Of a total of \$4,000,000,000, which figures of the American Automobile Association show was spent by tourists in the U. S. during a recent year, at least \$800,000,000 went toward transportation costs, such as gasoline, garage, repairs. Approximately the same amount was spent for hotels and accommodations. About \$1,000,000,000 went to retail stores for incidental purchases; \$830,000,000 was spent for food; \$325,000,000 for theaters and other forms of amusement and \$245,000,000 at confectioneries and refreshment stands.

NEW MEXICO'S HARVEST

"Creation of the New Mexico State Tourist Bureau as an integral part of the State Highway Department was for the sole purpose of benefiting the people of New Mexico by increasing tourist expenditures in the state," said Joseph A. Bursey, director of the N. M. Bureau. "It was anticipated that we could increase the total of tourist expenditures by increasing the number of tourists from distant as well as nearby states, by increasing the length of stay of tourists within our borders, and by influencing coast-to-coast travelers to route their trips through New Mexico.

"As at least a partial result of our 1935 campaign," Mr. Bursey said further, "the increase in gasoline tax collections in New Mexico was 17.17 per cent greater (than during 1934), the highest of any state in the nation, and more than twice as great as the average increase of 7.50 per cent for the nation as a whole.

"The number of tourists has increased phenomenally during the entire year we had 2,705,000 tourists, more than five times the population of the State. They came in 901,875 automobiles. They spent an average of \$19.10 each, or the total of \$51,665,000. This is an increase of nearly \$6,000,000 over tourist expenditures in 1934, our second best year—the tourists left in New Mexico more than \$51,000,000 during 1935."

Texas, being the biggest state in the nation and consequently having far more sections, more business opportunities and more tourist attractions to glorify, needs to top the list of state advertising appropriations. It is generally known that Texas is as large as four or five other states combined, but, for instance, how many people know that our Valley has more fruit trees than has either California or Florida?

THE BENEFITS

After the Texas Centennial celebrations, how would such a million-dollar-a-year advertising campaign operate in carrying on for Texas? How would this sum be spent to capitalize on what has already been done? Who would benefit?

Every section of the state and every industry in the state would cash in on such a venture.

Money-spending tourists could be lured to Texas with \$200,000 of the million-dollar-a-year fund. All the romance, glamour, history, climate, fishing, scenery and bluebonnets that attract outsiders would be told and retold to keep the Centennial allurements still potent. Tourists would be tempted with the Valley orange trees blossoming in Texas springtime . . . the palm trees that promise winter paradise in San Antonio while Eastern thermometers record freezing . . . the incomparable summer playgrounds of Galveston and Corpus Christi and the tarpon fishing at Aransas Pass . . . the mountains of West Texas, so beautiful and accessible. . . the ever-running rivers of the Hills Country . . . the state would lend a mighty hand in bringing thousands of extra visitors annually to the rose festival in Tyler, the tomato festival in Jacksonville, the Stamford Cowboy Reunion and the turkey trot at Cuero.

Some \$250,000 yearly should be devoted to agriculture. Stress would be placed on the almost limitless farm lands of West Texas that have never known the touch of the plow and sickle. Over 500 soil types are to be found in Texas, according to a Texas agricultural experiment station report, with many of them to be found nowhere else in the U. S. Thousands of acres of fertile, broadloomed soils of high inherent productiveness not being utilized.

INDUSTRIAL EXPANSION

Some \$200 yearly should be dedicated to pointing out the opportunities in Texas for in-are not being utilized. Industrial expansion. Texas realizes the importance of industrial expansion to insure a well-balanced economic system. This state offers low cost fuel, mod-

erats climate, cheaper living, cheaper power and water, cotton and wool for millions of spindles, livestock for processing, vegetables and fruits for canning, vegetable oils, wood and pulp, and many of the rarest of essential chemical resources, a large potential and thoroughly American labor supply, adequate rail and water facilities. Big business would be kept reminded that Texas resources have scarcely been tapped. Capitalists will be invited to cast an eye toward Texas and share in this development. Still-untapped oil fields and underground treasures of great mineral value definitely await judicious investments to turn them into wealth.

Attention would be called nationally to the economic possibilities of Texas' unmined deposits of sulphur, quicksilver, coal, lignite, clay, salt, lime, granite, brimstone and natural gas.

The remaining \$350,000 should be spent producing expertly written and well illustrated literature dealing with Texas' agricultural, industrial and tourist advantages and other valuable booklets as follow-up data, market analysis, etc. Also, this allowance would enable the state to help specific industries as citrus growers, rose culturists, pecan growers, tomato growers and others get started in promoting co-operative advertising and marketing programs to promote the sale of their respective products.

All in all, five more years of "Centennial growth" would be a rich prize for Texas. Farmers would have more sales for their products, and get better prices. Industrial expansion would mean more outlets for the fruit grower, the rose grower, the spinach grower and the cattle rancher. Resort spots, as El Paso, Mineral Wells, Marlin Wells, Davis Mountains, Glen Rose, Lake Worth, Lake Dallas, San Antonio, Kerrville and the Gulf coast, would enjoy a boom. City dwellers would be benefited by the increased purchasing power of the state.

"Texas Five Year Advertising Plan" would keep the Centennial thunder roaring, and Old Man Texas' tourists right in his own corral.

Cellophane is now used as surgical dressing. It permits the wound to be inspected without removing the bandages.

J. F. ROSBOROUGH GIVES ORCHARD HINTS

COLLEGE STATION, Nov. 18. "Dietitians tell us that we need around 250 pounds of fruit per person each year, yet Texas produces only 600,000,000 pounds, or about 100 pounds per person, and then ships to other states three-fourths of her crop, which leaves us only 25 pounds of fruit per person." These surprising facts come from J. F. Rosborough, Extension horticulturist.

"Our fruit problem in Texas today is largely a matter of realizing the importance of producing fruit for home use," Rosborough continued. "It seems to me that it is a definite indictment against good management if a family lives on a farm where fruit can be grown and yet buys fruit or does without it. The commercial orchardist measures his success principally by the result of sales on his bank account. The home orchard owner should measure his success by what comes to his table."

Rosborough holds that many old orchards can be revived with proper care. "Oats, rye, vetch, and other winter cover crops furnish fertilizer and will put fern in the old trees next spring. Check the orchard for San Jose scale, and spray the affected trees with oil emulsion as soon as they are dormant. Trees infested with scale are subject to cold damage due to premature blossoming, and most of the strength which would make fruit goes to nourish the insects under the scales.

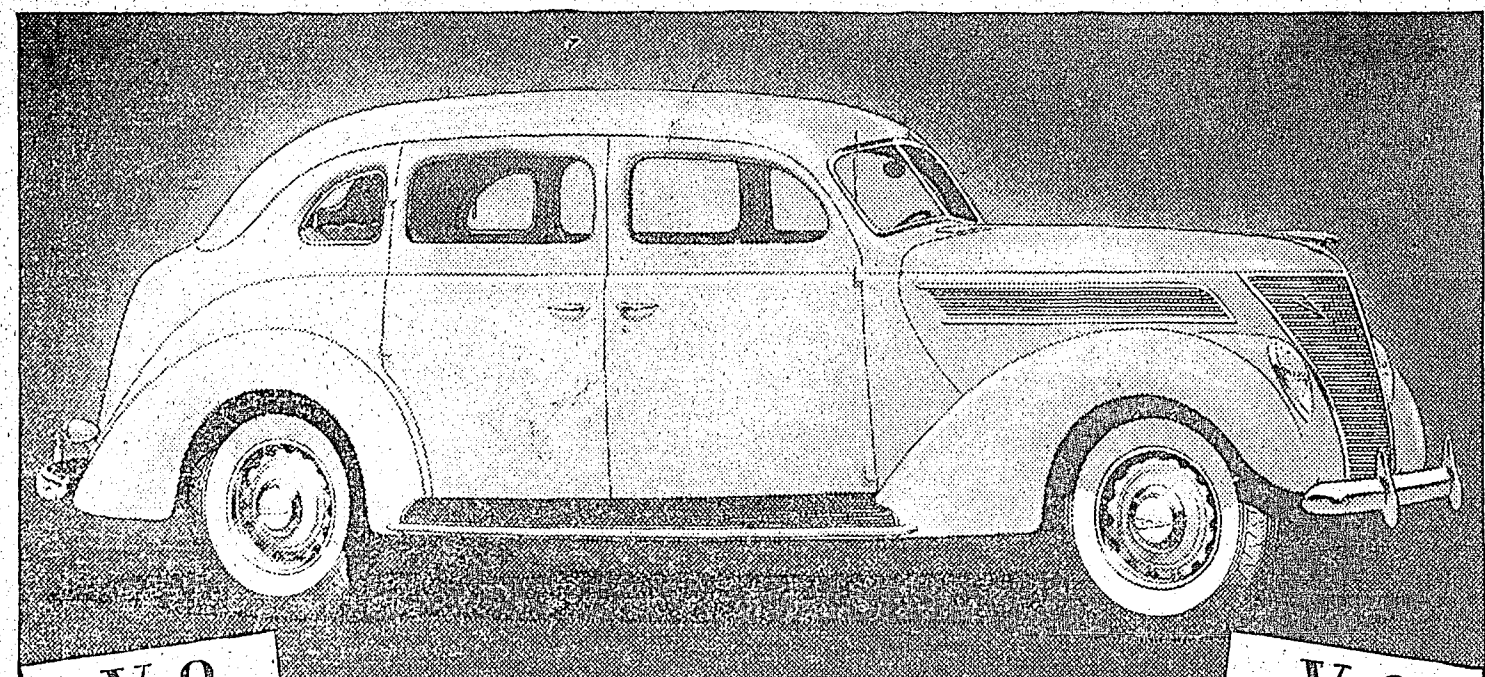
"Another practice in old orchards which means much to next year's crop is to pick up and burn all mummified or diseased fruit," the horticulturist added, "brown rot, scab, and other diseases carry over from one season to another on the dried up fruit."

In cases where no orchard is available Rosborough recommends immediate plans for planting one. He advises picking a well drained, preferably sandy spot free from nematode infestation. Hillside sites, he said, should be terraced and the trees planted on the contour.

—S-A-H-S—
Mr. Mathews: Has anyone seen an elephant skin?
John G: Yes, sir. I have.
Mr. Mathews: Have you?
Where, my boy?
John: On an elephant, sir.

Announcing THE FORD V-8 FOR 1937

The Quality Car in the Low-price Field



V-8
85 HORSEPOWER
Maximum Performance with Good Economy
Bore, 3.002 in. Stroke, 3.761 in. Displacement, 221 cu. in.

Two Engine Sizes - One Wheelbase AND A NEW LOW PRICE

V-8
60 HORSEPOWER
Good Performance with Maximum Economy
Bore, 2.6 in. Stroke, 3.2 in. Displacement, 130 cu. in.

THE New Ford V-8 for 1937 is the most beautiful Ford car ever offered. It is built in only one size—one standard of roomy comfort and modern appearance. But you may have either the improved 85-horsepower V-8 engine for maximum performance—or the new 60-horsepower V-8 engine for maximum economy. The smaller engine makes possible a lighter car—lower operating costs—and a lower price.

When you drive the 1937 Ford with the 85-horsepower V-8 engine, you are master of a power plant that gives everything you can possibly demand in speed and acceleration. Today, improved carburetion enables it to deliver its thrilling performance with unusually low gasoline consumption.

The new 60-horsepower V-type 8-cylinder engine delivers V-8 smoothness and quietness—even at speeds up to 70 miles an hour—with gasoline mileage so high that it creates an entirely new standard of economy in modern motor car operation.

We invite you to see this new Ford car, and arrange to drive one equipped with the engine that fits your needs.

BASE PRICES \$480 AND UP
At Dearborn Plant
Taxes, Delivery and Handling, Bumpers, Spare tire and Accessories Additional
Body types available with 60 or 85 horsepower engine (without de luxe equipment): Tudor Sedan, Tudor Touring Sedan, Fordor Sedan, Fordor Touring Sedan, Five-window Coupe . . . De Luxe types, with 85-horsepower engine: Tudor Sedan, Tudor Touring Sedan, Fordor Sedan, Fordor Touring Sedan, Five-window Coupe, Roadster, Phaeton, Club Cabriolet, Convertible Cabriolet, Club Coupe, Convertible Sedan.

AUTHORIZED FORD FINANCE PLANS
\$25 a month, after usual down-payment, buys any model 1937 Ford V-8 Car—From any Ford dealer—anywhere in the United States. Ask your Ford dealer about the easy payment plans of the Universal Credit Company.

FEATURES

APPEARANCE—A newly designed car. Headlamps recessed in fender aprons. Modern lid-type hood hinged at the back. Larger luggage space. Spare tire enclosed within body. Completely new interiors. Slanting V-type windshield opens in all closed cars.

COMFORT AND QUIET—A big, roomy car. Extra space in the body; not taken up by the engine under the hood. Comfort of the Center-Poise Ride further increased by smoother action of the long-tapering springs, with new pressure lubrication. New methods of mounting body and engine make this a quieter car.

SAFETY

BRAKES—New Easy-Action Safety Brakes, of the cable and conduit control type. "The safety of steel from pedal to wheel." Self-energizing—car momentum is used to help apply the brakes. Tests show that about one-third less pedal pressure is required to stop the car.

BODY—Not an ounce of wood used for structural strength. Frame structure all steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great strength. Safety Glass all around at no extra charge.

KEEPING PACE WITH TIME IN A FAST-MOVING WORLD . . .

The Dallas News

"A Pioneer in Southwestern Progress"

INFORMS its readers on daily developments in State, Nation and World. History does not belong to the moldering past . . . it's being made every day and is reflected faithfully in the pages of The News. You can occupy a reserved seat in the vast amphitheater of this great era by joining the large family of readers of Texas' Leading Newspaper.

For INFORMATION, The News offers: Associated Press news service and WIRE- PHOTOS, seven days a week. The news-gathering facilities of The News' own Washington, Austin, Fort Worth and East Texas bureaus.

For ENTERTAINMENT, The News offers: The best comic strips, serial stories. The beautiful color-gravure Sunday magazine, "THIS WEEK."

For INTERPRETATION, The News offers: A most thorough and forceful editorial page. John Knott's inimitable cartoons. Special columns dealing with politics, stage and screen, sports and State Press review.

"Who Reads The News Is Ever Well Posted"

CLIP THIS COUPON AND MAIL TODAY

THE DALLAS NEWS,
Dallas, Texas.
Gentlemen:
Herewith my remittance \$..... to cover subscription to The Dallas News one year by mail (daily and Sunday) (daily only).
Name
Postoffice
R. F. D. State
Subscription rate: By mail, \$7.95 one year, daily and Sunday; \$6.95 daily only. These prices effective only in States of Texas and Oklahoma.

Santa Anna Motor Company

Santa Anna, Texas

SANTA ANNA TRADES DAY

DON'T MISS THIS!



TWICE A MONTH-SECOND & FOURTH WEDNESDAY

THESE MERCHANTS SUPPORT TRADES DAY--SUPPORT THEM

W. C. FORD & CO.

General Repairing
Dodge & Plymouth Dealers

SCHREIBER CHEVROLET CO.

Authorized Chevrolet Sales
Used Cars with an O. K. that counts.

SANTA ANNA STEAM LAUNDRY

Try Our Family Wash
Phone 32

COMBS VARIETY STORE

See Our Holiday Goods Before You Buy
Gifts for Everyone

BLUE HARDWARE CO.

SATURDAY, MONDAY and TRADES DAY SPECIALS

30c Mops 23c
First Quality 9 x 12 Felt Base Rugs \$5.29
No. 2 Lamps complete for 49c

LOYD BURRIS

Special until Thanksgiving
60-inch TABLE DAMASK for 49c yard

D. R. HILL & BRO.

KANGAROO WORK CLOTHES
RED KAP WORK SHIRTS

THE SANTA ANNA NATIONAL BANK

Member of Federal Deposit Insurance Corporation
A safe place to do your banking.

L. F. HARDING

Petroleum Products
Telephone 38

MATHEWS MOTOR CO.

Plymouth & DeSoto Dealers
See our line of USED CARS.

RED & WHITE STORES
HUNTER BROS. GROCERY & MARKET
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BARGAIN RATES ON ALL DAILY PAPERS
NOW IN FORCE. SEE THE
SANTA ANNA NEWS

SANTA ANNA BEAUTY SHOP

SERVICE
KILL
SANITATION
SATISFACTION
Telephone 99

PURDY MERCANTILE CO.

Full Line of SHOES and WORK CLOTHES
"The Store That Saves You Money"

PHILLIPS DRUG CO.

Make Our Store Headquarters
TRADES DAY

BUY YOUR MERCHANDISE

at WALKER'S PHARMACY

And Receive a 32-piece Dinner Set
FREE

LEEPER - CURD LUMBER CO.

The PIONEERS
Telephone 26 Santa Anna, Texas

PIGGLY WIGGLY

A Real Pleasure to Serve
Customers Like You

CORNER DRUG CO.

"The Store on the Busy Corner"
Full Line of REXALL Products

\$70.00 IN CASH PRIZES

NEXT WEDNESDAY

Porters Grocery & Variety Store

Best Merchandise for less Money
Try us and See

NEXT TRADES DAY, WEDNESDAY, NOVEMBER 24

Santa Anna News

FRIDAY, NOVEMBER 20, 1936

J. J. Gregg, Editor & Publisher

Entered as second-class matter at the postoffice, Santa Anna, Texas.

Special Subscription Offer

The Santa Anna News has been authorized by the Fort Worth Star Telegram to offer the Daily and Sunday or Daily without Sunday to all new subscribers at the regular rate, for one year, and date your expiration December 1st, 1937. Get the Big Daily thirteen months at the bargain price for only one year. Subscribe at the News office. Remember, you save 50c on your Star Telegram subscription by subscribing or renewing through the office of the Santa Anna News.

STATE B. T. U. TO CONVENE AT H-S U. THANKSGIVING HOLIDAYS

Seven thousand Baptists of the Training Unions of Texas will gather at Hardin-Simmons University Thanksgiving and the two days following for their Annual B. T. U. Convention.

At this time one of the finest programs ever prepared will be enjoyed. Dr. W. R. White of Oklahoma City is one of the chief speakers and he is always a favorite with any Texas audience. There will be plays, pageants, story telling contests, sword drill scripture finding contests, oratorical contests and many others as well as demonstrations of the various types of work being done in successful unions. More time than usual is being allotted to conferences on special phases of work. Banners for attendance on mileage basis will be given, and there is a great deal of interest in the competition between the San Angelo-Brownwood District 16 and the Abilene District 17 on attendance. More than 300 are expected to go from Coleman county, fifty or more of these from Santa Anna. Eldorado is planning to take 100 and they have that many registered already. Special music will be a good attraction throughout the meet-

ing, and there will be a poster contest. Santa Anna will enter this exhibit contest. Transportation from here, there and then home is being planned to cost only 50 cents per person. By registering before going, the registration is only 25c while it will cost \$1.00 after arrival in Abilene.

Hardin-Simmons and other host groups are providing entertainment at 75 cents for bed and breakfast or 50 cents for bed. Meals for the rest of the time will be made at very reasonable rates. The session will close out for the big football game on Thanksgiving Day. This is a delightful way to spend the Thanksgiving holidays and we hope many will avail themselves of it.

ROCKWOOD DEFEATS MOZELLE 36 TO 0

In a fast game with Mozelle, Friday 13, Rockwood rolled up a score of 36 to Mozelle's 0.

The stars of the game were Harold Steward, quarterback, and Cummings Arnold, halfback.

The game was played on Mozelle's gridiron.

The Rockwood coach took the Rockwood boys to Abilene Saturday, November 14, to see the Hardin-Simmons U. - Howard Payne College game.

COLEMAN COUNTY HOME DEMONSTRATION COUNCIL

Mrs. Clyde Larence of the "Live at Home" Home Demonstration Club was re-elected Chairman of the Coleman County Home Demonstration Council Saturday afternoon, November 14, at the New Moore Hotel. Other officers elected for the coming year were: Mrs. Willie Henderson of the Rae-Echo Club, Secretary, Mrs. Harry Wilson, of the Trickham club, vice chairman, and Mrs. Frank Drake, of the "Live at Home" club, treasurer. The Council reporter will be elected at the meeting of the Reporters Association Saturday afternoon, Nov. 21, when they meet for the last time this year. Committees will be appointed for 1937 at the January council meeting.

Miss Virginia Dibrell, Chairman of the Year book Committee, reported that the year book had been drawn up and that all programs for the coming year had been approved by Miss Maurine Hearn, District

Home Dem. Agent. The year book will go to press around the 18th of November.

Mrs. R. R. Ransburger, a member of the advertising committee, reported that the advertising for the year book had been sold and all copy collected.

Coleman County has been asked to send six quarts or pints of English peas and six pints of cream style corn in glass jars to College Station to be used in the model pantry being set up there. For each jar donated to this two empty glass jars will be given the person sending a jar of food. These jars of food are to be in the Home Demonstration Agent's office not later than December 1.

Mrs. Sanford Tune, Chairman of the Exhibits committee, announced that all tufted spreads and woolen comforts were to be collected in the Agent's office and mailed to San Angelo Wednesday afternoon. The club representatives drew to see which two bedroom demonstrators would go to San Angelo to see the judging of the spreads and comforts and Miss Mattie Lee Taylor, Brown Ranch Club, and Mrs. Marshall Tune, Live at Home Club, are to attend the show with the Agent.

The need for and possibilities of 4-H clubs for girls in this county was discussed by Mrs. Larence, chairman. There are 22 women's clubs in the county and the goal set for the county is to have 8 4-H girls' clubs organized by February 1, 1937. The following communities reported that there were enough girls in their communities for clubs, that they had their sponsors elected, and were ready to organize 4-H Girls' clubs: Brown Ranch, Cross Roads, Concho Peak, New Central, and Leaday. Several other clubs have yet to report.

All officers and chairmen of committees were asked to make their annual reports to the Council at the next meeting on December 12, at 2:30 p. m. at the New Moore Hotel.

Alice Glenn Young, Co. Home Dem. Agent.

ALBERT RAY FOWLER CELEBRATES SIXTH BIRTHDAY

Mrs. H. H. Fowler entertained her son, Albert Ray, with a party on his sixth birthday Saturday, November 14.

Games were played for amusement during the afternoon. Devils food cake and hot chocolate, apples and candy were served to the following guests: Fay and Freda Hill, Billy and Rheba Farris, Peggy, Billy, and Edna Fowler, Frances Moore, Mrs. Floyd Moore, Mrs. J. T. Hill, Mrs. Myrtle Farris, Mrs. C. A. Bivins, Miss Joyce Farris, H. H. Fowler, Mrs. Fowler, and the little honored guest, Albert Ray.

F. F. A. BOYS ENTERTAIN IN CHAPEL

Future Farmers of America that assembled in chapel last Friday brought to the attention of the local students the strong interest and enthusiasm these youngsters are putting into their work. Throughout the ages, the student body had been hearing about "Green Hands" but not until now had they been allowed to have the privilege of observing the initiation ceremony.

A select group of ten first year Vocational Agriculture boys were presented the bronze emblem of the Future Farmers of America. Ford Holt, Lewis Miles Guthrie, O. T. Stacy, Hilburn Henderson, J. W. Mullis, Jo Bruton Flores, Wallace Woodruff, Jack Everett, William Sheffield, and Clifton Cantrell were selected by the executive committee to be the first to be initiated because of their outstanding program of work.

SHIELDS P. T. A.

The Shields Parent-Teachers Association met Wednesday, November 11, with ten members present. An interesting program was given on "Child Discipline."

Mrs. Murrell, the Shields school principal, presented a diploma of Standardization before the members. It was moved that this diploma be framed. The Shields school was standardized last year for the first time. Parents! Let's all strive to keep it that way!

Another community social is being planned for sometime near Thanksgiving. Everyone is invited to these socials.

The next meeting will be on Tuesday afternoon, December 1, with a program on "The Relation of the Family and Community to the School."

Mrs. Gerald Shumann and little daughter of Archer City visited the first few days of the week in the home of her brother, R. W. Balke.

Buddy and Samuel Everett, Jr. of San Saba visited in the home of their parents, Mr. and Mrs. Sam Everett, Sunday. Mrs. Everett has been seriously ill, but her condition is reported to be improved.

FRANCINE MERRITT BECOMES MEMBER OF ALPHA CHI

Abilene, Nov. 17.—Francine Merritt of Santa Anna became a member of Alpha Chi, national scholarship society, recently when the Hardin-Simmons university chapter elected fourteen new members for the 1936-37 year.

Students were selected from the upper ten per cent of the junior and senior classes and given an oral examination to qualify for membership in the society.

Hardin-Simmons organized the local chapter of Alpha Chi in 1922 and became a member of the national organization in 1925.

Harold Holmes and Flo Caldwell of Abilene are president and vice president of the society this year.

MRS. LAURA STORY

Mrs. Laura Story, 69, passed away about 4:20 last Wednesday afternoon, November 11, at the home of her daughter, Mrs. Ben Wallace. The body was carried overland by Hosh Funeral Directors to Cameron, her former home, early Thursday morning, and funeral services were held there Thursday afternoon. Mr. and Mrs. Ben Wallace and Mr. and Mrs. Walter Wallace accompanied the body to Cameron. Mrs. Walter Wallace is a grand daughter of the deceased.

Mrs. Story had made her home here for the past year and her many friends grieve at her passing.

MISS TWEEDLE HONORED WITH SHOWER

Complimenting Miss Aurelia Tweedle, bride-elect of William R. Brown, Mrs. Marvin McGlothing entertained Friday afternoon, November 13, with a miscellaneous shower.

As the guests entered the reception room, they were asked to register in the bride's book with a recipe. Miss Frances Gregg presided over the register. The beautiful bride's book, made by Mrs. J. R. Lock, was in white, tied with blue ribbon. A picture of a bride, with an outline of black, covered the front, with an inscription "Tweedle-Brown" underneath the picture.

Miss Tweedle was shown to a chair especially decorated for her in blue and silver. Several appropriate games were played under the direction of Mrs. Howard Pittard. In the Kitchen Contest, each guest had a slip of paper pinned on her back with the jumbled letters of some kitchen article written on it. Miss Tweedle was the first one to guess what all the articles were and was awarded the prize. In writing telegrams, each successive word beginning with the letters in Aurelia, Miss Tweedle also won first prize for composing hers the quickest. Mrs. Vesta Lightfoot added laughter to the program when she gave the reading "How to Preserve Husbands".

After the program, little Leslie Hal McGlothing and Mary Sue Lusk pulled in a heavily loaded wagon of gifts, decorated with blue and silver streamers. Many packages containing lovely and practical gifts were opened by the honoree, who graciously expressed her gratitude.

After the gifts were admired by everyone, the hostess, assisted by Mrs. Lusk and Mrs. Pittard, served refreshment plates of tea, pimento cheese sandwiches, potato chips, olives, and cookies to about twenty guests. On each plate was a card with the inscription "William-Aurelia, November 16, 1936". Plate favors were miniature cotton bolls, which represented the bride-elect's choosing a farmer.

Several who could not attend sent gifts. Those present for the occasion were Mrs. Howard Pittard, Miss Carlene Ashmore, Miss Rosalie Niell, Miss Mamie Turner, Mrs. R. P. Crum, Miss Margaret Jones, Mrs. Vesta Lightfoot, Miss Carmilla Flores, Miss Lillie Hosh, Mrs. John C. Brown, Mrs. Walter Ferguson, Mrs. Virgil C. Newman, Miss Frances Gregg, Mrs. E. E. Pittard, Mrs. D. F. Tweedle, Mrs. George Lusk, the hostess, Mrs. McGlothing, and the honoree, Miss Tweedle.

TRICKHAM H. D. CLUB STUDIES RECIPES

Cheese in salads, candy, eggs, and sandwiches are very delicious and nutritious, according to tested and tried recipes given by the Trickham Home Demonstration Club last Thursday. Some helpful ideas were exchanged by six members in the home of Mrs. Bud Laughlin.

The club is going to meet in the new school building next club day, which will be on Wednesday, November 25.

As many as can, please come. —Reporter.

Miss Faye Nickens, student in Howard Payne College at Brownwood spent the weekend with her parents, Mr. and Mrs. D. W. Nickens.

Next Wednesday is Trades Day in Santa Anna. Look up a page of cooperative advertisers in this issue of the News and see what they have to offer you for Thanksgiving week.

The editor has been on the "bum" so to speak, the past two weeks, being sick with a cold, and some of our substitutes are also incapacitated with cold and other complications, but no apology. The Santa Anna News will be out again next week, and if possible, a day early at that.

LOCAL H. D. CLUB MEETS WITH MRS. R. C. WEST

Friday, November 13, at 2:30 p. m., the local Home Demonstration Club met with Mrs. R. C. West. The program for the afternoon consisted of a drill in Parliamentary Procedure. A brief talk on air, the first essential of health, was given by a member of the health class. Interesting games were played afterward.

Hot chocolate and fruit-cookies were served to the following club members: Mesdames W. A. Standley, Mace Blanton, W. E. Vanderford, John Lowe, John Williams, S. K. Moredock, C. D. Hardy, Leroy Stockard, Alma Dial, whom the club graciously accepts as a new member, Miss Josie Baxter, Miss Mabel Belvin, and the hostess, Mrs. West.

At a late hour, the meeting adjourned until the next meeting, which will be on Wednesday, November 25, at 2:30 p. m. at the home of the second yard demonstrator, Mrs. Carl Ashmore. The county agent, Miss Alice Glenn Young, will be present, and there will be some permanent shrubs planted in Mrs. Ashmore's yard. All members are requested to be present. New members are very welcome and the public is cordially invited. —Reporter.

TRICKHAM 4-H CLUB GIRLS LEARN DRILLS

Parliamentary procedure was taught by the sponsor, Mrs. Harry Wilson, to thirteen members last Thursday when the Trickham Girls 4-H Club met for the regular meeting.

Two demonstrators were elected for the coming year. They are Miss Dorothy Haire, Wardrobe Demonstrator, and Miss Edith James, Garden Demonstrator. Miss Cecil Thomas was elected song leader.

Miss Alice Glenn Young, county agent, will meet with the girls next week.

Tavy Marie Stacy, reporter.

Several parties have gone deer hunting this week which is the first week of the open season. Bill Thate, John W. Johnson, W. P. Stobaugh, Simms and Milton Johnson comprised one party down to Mason county, and they report a big time but no game.

Mrs. Ed Jones and daughter, Alene, left Wednesday for a visit to the Centennial. They will return Sunday.



At Best it's a Gamble

WHEN YOU BUY THE unknown Why take chances with unknown razor blades? Put your money on known quality, Probak Jr.—product of the world's largest blade maker. This blade is ground, honed and stropped by special process. It's made to whisk off wiry whiskers without the slightest skin-pull or irritation. Yet it sells at 4 for 10¢! Buy a package of Probak Jr. from your dealer today and save money on shaves.

PROBAK JUNIOR BLADES 4 FOR 10¢

A PRODUCT OF THE WORLD'S LARGEST BLADE MAKERS

ATTENTION!

Tax Payers

The School Board has adopted the half payment plan, for 1936 taxes

First half to be paid before Nov. 30th and the last half before July 1st.

This plan will not subject the taxpayer to the regular penalty February 1st, 1937.

C. B. Verner, Tax Collector

Some Times

We would have ourselves believe that we have saved, when we have bought some article for a less price. Usually we have lost. Good merchandise is always cheaper, plus a great deal more pleasure to wear.

DON'T BE FOOLED

by price tags, or supposedly price reductions. Our pencils write as we direct them. Let quality be your first consideration.

We handle Friedman-Shelby all leather shoes, Mallory hats for men, Kangaroo work clothes, Red Kap work shirts, Happy Home wash dresses, Quadriga dress prints, Humming Bird silk hose, E & W dress shirts and other lines of equal reputation. Such lines as these insure you of value when your purchases are made from us.

Even though the wool market increases we have a special reduction on Scotch Woolen Mills, made to measure suits. A saving of \$3.50 to \$5.00 per suit.

May we expect a visit from you when you come to Santa Anna.

D. R. HILL & BRO.

TAX COLLECTOR'S NOTICE

I will collect State and County Taxes in Santa Anna on Wednesday, November 25th.

All who wish to take advantage of the Split payment, must pay the first one-half during November

Frank Lewis Tax Collector

Mrs. Frances Adams has returned to her work in Austin after a week's illness.

FOR SALE
1931
Chevrolet Coupe
Inquire at
Santa Anna News

If You Suffer—
BRONCHIAL
ASTHMA
Come in and ask about
DOCTOR
WIGGINS
PRESCRIPTION
A physician's treatment for bronchial asthma and hay fever symptoms that has brought relief to thousands. Now sold under a money back guarantee by
PHILLIPS DRUG CO.

MAN'S HEART SKIPS BEATS—DUE TO GAS
W. L. Adams was bloated so with gas that his heart often missed beats after eating. Ad-lerika rid him of all gas, and now he eats anything and feels fine. **PHILLIPS DRUG CO.**

FREE to sufferers of
STOMACH ULCERS
HYPERACIDITY
Willard's Message of Relief
PRICELESS INFORMATION for those suffering from STOMACH OR DUODENAL ULCERS, DUE TO HYPER-ACIDITY—POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GAS-INESS, HEADACHES, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID. Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on 15 days trial.
PHILLIPS DRUG CO.

WANT-ADS

ESTRAYED from the Melton farm 1 1/2 miles east of town, red yearling heifer with white hind feet. Reward. Ben Melton. 1p

LOST OR STRAYED from my barn, one Jersey heifer, yellow cream color, about one year old. Reward. M. L. Guthrie.

FOR SALE: 1931 Chevrolet Coupe. Call at Santa Anna News.

FOR RENT: Good 4 room unfurnished apartment. J. S. Gilmore. 1p

FOR SALE: My 5 room modern home in the west part of town. New and modern throughout. Bargain price of \$2,500 gets it. Ben Wallace.

YOUNG male calves from my herd, \$1.00 each. Todd Dairy. 1c

GOOD barnyard manure, delivered to your premises for 75c per large load. Todd Dairy, Telephone 91.


SEED OATS: First year Ferguson Elite, original seed cost \$1.65. No Johnson grass or weed seed. Only 65c per bushel. H. O. Norris. 4p

WANTED: To buy direct from owner a black land farm of from 80—100 acres in Coleman county. Must be free from Johnson grass and have plenty of water. Want only small pasture unless it can be put in cultivation. Give description and price in first letter. J. Curtis Johnson, Rotan, Texas.

SEED OATS
Since the slight decline in the oat market, I have reduced the price of seed oats. First year from seed farm, Ferguson Elite, 65c per bu.; Nortex, 55c per bu. The seed from the oats cost \$1.65 and \$1.25 per bushel respectively. They are free from Johnson grass seed. The Nortex has been re-cleaned. W. E. Wallace.

DON'T SCRATCH! Paracide Ointment is guaranteed to relieve any form of Itch, Eczema, ringworm or itching skin irritation within 48 hours or money refunded. Large 2 oz. Jar 50c at Phillips Drug Co.

SORE THROAT - TONSILLITIS! Instantly relieved by Anesthesia-Mop, the wonderful new sore-throat remedy. A real mop that relieves pain and checks infection. Prompt relief guaranteed or money refunded by Corner Drug Store.

DR. R. A. ELLIS

Optometrist
Brownwood, Texas

Real Estate For Sale

FOR SALE: Three good farms all within three miles of Coleman on paved highway and improved; number of acres being 100, 100, and 200, priced at \$40 per acre each. These farms have been reduced from a price of \$70 which was quoted on each of them in 1929. If you could make a substantial cash payment on either of these places, see me for further particulars.

320 acres near Gouldbusk at \$17.50 per acre, 1-5 cash, balance 20 years, 6 per cent.

170 acres improved farm near Grosvenor, \$10 per acre, \$500 cash, balance to suit purchaser.

Three houses in Santa Anna, \$600, \$800, and \$1250, near schools.

Seven room house on West Elm Street, \$1700; 6 room house, 2 blocks North of High School on paved street, \$1100; 3 room house, 1 block North of Cottonwood on Vale Street, \$350; 4 room house with double garage, 2 blocks South of South Ward School, \$1200, 1-5 cash, balance 6 years.

H. A. Newsom
Real Estate and Loans
Hotel Coleman
Phone 36

FOR SALE

Tourist Camp two miles east of Santa Anna on Highway No. 7, two acres of land with modern five room stucco residence; filling station, cafe, seven camp houses, and fixtures for station and camp-houses. There is also a large sheet-iron garage, windmill and other improvements. If sold by December 1st, the price is \$1300 cash, or \$1500 with \$550 cash, balance six years at 7 per cent. This property originally cost \$4,000 and is an investment that will pay to operate or would sell later at a nice profit to purchaser. See me at once if interested.
H. A. NEWSOM, Coleman Hotel.

Numbers of local people have been attending the Jones meeting at the Coleman Christian Church. Among those attending last Sunday night were Rev. and Mrs. E. H. Wylie, Rev. and Mrs. A. L. Oder, Mrs. J. R. Gipson, Mrs. L. O. Garrett, Mr. and Mrs. Ed Baxter, Mrs. Dorothy Thompson, and Miss Josie Baxter.

Mrs. W. O. Garrett received a message Sunday night from Wylie, Texas, stating that her sister-in-law, Mrs. W. H. Brigham, had passed away. She and her daughter, Miss Eudora, and Mrs. George W. Garrett of Coleman left early Monday morning to attend the funeral. They returned to Santa Anna Tuesday.

BAPTIST COLUMN

The writer of this column was away attending the State Convention at Mineral Wells, last week, and did not find time to write any. It was a worth-while convention from many angles. Perhaps the very best part of it was the Pageant presented by Baylor University's Little Theatre entitled "Give Me Texas". The title was suggested by the prayer of Rev. Tryon when he landed on Galveston Island more than 100 years ago. The play in eight episodes presents Texas Baptist History, especially as it relates to Baylor University, the oldest Educational institution yet alive in this state. It was really quite interesting to see Dr. George W. Truett sitting just out in front of the stage when the actor who played the role of Young George Truett as he came to Texas to raise Baylor's debt and endowment fund many years ago.

Among personalities Santa Annalans would be interested in at the convention were Rev. Sid Martin of Wichita Falls and President McDonald of Wayland College, who once taught school here.

Dr. Maddy, the Foreign Mission Secretary for Southern Baptists gave us gripping reports of his recent trip to South America and of his fellowship with the new missionaries down there, Rev. and Mrs. A. Ben Oliver, who are also former teachers and residents of Santa Anna. The sacrifices of our foreign Missionaries could not be revealed as their work was presented, and those who heard resolved to do more to match these sacrifices for the spread of the gospel than ever before.

Mrs. J. Ed Bartlett represented the women of the church at the W. M. S. convention and her reports of what transpired are interesting and encouraging. The crowds were an inspiration, the music appropriate and well rendered and the preaching mountain heights at times.

We are happy to welcome Rev. Davis of the Methodist church to our City. He already impresses us as the type of man its going to be easy to like and to work with in a common cause, the advancement of the Kingdom of the Lord, Jesus Christ.

The Revival at the Presbyterian Church which begins Thursday night of this week should have first place over all other lesser matters with thinking people. Let us place things in their proper value in our choice of what to do with our time and that of our children.

Dr. Daughy of Brownwood straddled the preachers at the convention hard, for not calling the sins of the people by name and making it plain to people who do thus-and-so is wrong. He is a layman and a Physician of note, and his advice will cause many preachers to think seriously. He said if preachers saw as much of the seamy side of sin as doctors do they would quit "speaking" other people's sermons and really "preach" to them. He compared the practice of this type of "speaking" to the physician continuously distributing patent medicine.

The coming of Rev. Hal C. Wingo for a visit and a sermon at the church on Friday night of the past week was a most welcome treat to his many friends of Santa Anna and we think was a real blessing to all who attended. He has a difficult field of labor but is making things hum in his new situation.

The marriage of Mr. William Brown, one of our finest young men, to Miss Aurelia Tweedle of the Salem Church was an event of much joy on Monday evening of this week. We are happy that we do not lose him as a teacher in our Sunday school and a very active member of the church, but instead will gain two very fine new workers as Mrs. Brown and her mother, Mrs. Tweedle plan to join with us here. We wish these two choice young people God's richest blessing and joys all through life. It is a real pleasure to officiate in the union of two such splendid young people.

Remember the B. T. U. Banquet Monday evening at the church. It will be an excellent affair.
Former Pastor Visits Here
Rev. Hal C. Wingo, former pastor of the local First Baptist Church, Mrs. Wingo, and the children, Jean, Nancy Jane and Hal, Jr., were visitors in the Mountain City last Thursday and Friday, while enroute to their home in Gonzales after spending the week in Mineral Wells attending the State Baptist Convention.

Word was given out Friday morning that Rev. Wingo would hold services at the Baptist Church Friday night. Perhaps word did not reach everyone, but a large crowd was out to hear the beloved former pastor. The visit and splendid message brought was enjoyed and the next meeting is looked forward to by his friends here.

EVERYTHING YOU NEED FOR THANKSGIVING

- OATS** B & W, Dinner Plate or Cup & Saucer, large pkg. 25c
- Syrup** Old Mary's No. 10 Can 53c
- Prunes** Calif. Evap., 2 lb. Cello Bag 19c
- Cranberry Sauce** R & W, 17 oz. can 17c
- Mincemeat** R & W, 9 oz. pkg., 3 for 25c
- Marshmallows** R & W, 8 oz. pkg. 9c
- Cocoanut** Fancy Shreaded, 1 lb. Cello Bag 19c
- Flav-R Jel** Six Real Fruit Flavors, 3 for 13c
- DATES** Red & White, Pitted, 10 oz. pkg. 15c
- Pumpkin** Red & White No. 2 1/2 can 14c
- OLIVES** Red & White Queen, 7 1/2 oz. jar 16c
- Sunspun** Salad Dressing Pint Jar 23c
- Quality Meats Priced Low**
- BACON** Swift's X, Sliced, lb. 31c
- Roast** Fancy Chuck, lb. 15c
- STEAK** Fancy Seven, lb. 16c
- JOWLS** Salt Cured, lb. 16c
- CHILI** Swift's Brick, lb. 18c

- Fruits - Vegetables**
- SPUDS** Smooth White, 10 lbs. 29c
- GRAPES** Red Emperor lb. 9c
- APPLES** Fancy Skookum, Delicious, each 1c
- Lettuce** Firm Heads, 2 for 9c
- Celery** Extra Large Jumboes, 2 for 25c
- Flour** Red & White, 12-lb. Sack 54c
- Flour** Red & White, 24-lb. Sack 98c
- Flour** Red & White, 48-lb. Sack \$1.88
- TOMATOES** Standard No. 1 can 5c
- CRACKERS** A-1 Brand, 2 lb. Box 18c
- Peanut Butter** Supreme Quart Jar 27c
- MILK** Red & White, Small Can, 4 for 17c
- COFFEE** Early Riser, one pound 17c
- POTTED MEAT** R & W, 4 for 17c
- SOAP** Palmolive 2 bars for 13c
- SOAP** Crystal White 5 bars for 19c
- Super Suds** Medium Size, pkg. 9c

THE RED & WHITE STORES

SOME BARGAINS IN REAL ESTATE

Several small places in town.
Good Stock Farm, 300 acres, very well improved, \$20.00 per acre. Has Federal Loan
128 acres, nearly all in cultivation, good land, well improved and well located, clear, \$22.50 per acre
Good Stock Farm, 345 acres, 90 acres in cultivation. Two sets of improvements, fair, but nothing extra. Well located, plenty of wood, water and grass. \$20.00 per acre.
32 acres near a good town, fine sandy land. No improvements. \$20.00 per acre.
Several Other Bargains
J. J. GREGG

PLANT FRUIT TREES NOW

Take advantage of winter growing season, and save watering and loss next spring.
Every home in town or country should have fruit trees. PEACHES, PLUMS, PEARS, APPLES, FIGS, BERRIES, PECANS, and others.
For Beauty, Value, and Satisfaction, plant Evergreens, Flowering Shrubs, Roses, Shade Trees, Bulbs.
Our trees are extra fine this year, and prices reasonable.
For 61 years we have supplied Texas with the best trees and plants that could be grown, backed by guarantees that have always been maintained.
WRITE FOR FREE CATALOGUE, which gives much information as to proper varieties for every section, planting, pruning, and general care.
RAMSEY'S AUSTIN NURSERY
Austin, Texas

SPECIALS

For Saturday and Trades Day

- 1 Lot Childrens Dresses, 8-16 1.49
Crepes and Tweed Mixture, \$1.95 values
- Childrens Print Dresses .49
Sizes 4 to 12
- Childrens School Shoes .89
Black and Brown, sizes 8 1/2 to 2
- 1 Lot Misses Low Heel Shoes 1.69
Black, Brown, All Leather, sizes 4-8
- 1 Lot Ladies Dress Shoes 1.95
\$2.95 values

ALL BOYS AND GIRLS BOOTS AT SPECIAL PRICES
REDUCTION ON ALL READY TO WEAR
Gehrett Dry Goods Co.

Intermediate B. T. U. Program
Sunday, November 22, 1936
"Let Us Give Thanks"
Program Material — Ima Niell, Tom Muri Wolf Grace Alice Jane Lovelady Marie Willyne Ragsdale Joyce Joyce Hensley Cecil Talmadge Turner
We had a fine program last Sunday night, very interesting and well rendered. I hope you will all keep in mind that we are going to have good programs every Sunday night, come and help us put them over. We need every one of you. We have some who have been absent for some time, and we miss you, absent one. Please come back.
Mrs. Goen, leader.

color scheme was carried out throughout the afternoon. Several games and contests were played. Many beautiful as well as useful gifts were pulled into the room and presented to the honoree in a little wagon by little Virginia Jo and Kenneth Williams, for which the bride expressed her appreciation.
Hot chocolate and cake were served to Mesdames Truett Davis, Roy Phillips, Will Fletcher, Clifton Switzer, Lee Boardman, John L. Burden, J. J. Kline, Love Simpson, Alvis Griffin, Walter Newman, R. L. Newman, and Misses Hettie Williamson, Lora Fletcher, Willie Marie Kline, Veoma Newman, the honoree, Mrs. Kline, and the hostess, Mrs. Williams.
Mr. and Mrs. A. C. Hefner, who are permanently located in Sweetwater, where Mr. Hefner is assistant manager of the Bluebonnet Hotel, and Mr. and Mrs. Alene, also of Sweetwater, visited in the A. R. Brown home Sunday.
Harry and Clifford Oder were home last weekend from Howard Payne College at Brownwood.

Mrs. Arch Hull of Copperas Cove spent the weekend in the home of her daughter, Mrs. W. B. Griffin. Miss Dorothy Hull returned home with her after spending several weeks in the Mountain City.
Mr. and Mrs. M. A. Buchanan, and two sons, M. A., Jr., and Neal of Long Beach, California, visited Wednesday night and Thursday in the home of editor and Mrs. J. J. Gregg. Mr. Buchanan is a brother to Mrs. Gregg.
INTERMEDIATE G. A. TO MEET SUNDAY
Knock! Knock! Who's there? The Intermediate G. A.'s at the home of Mrs. Aldridge, Sunday, November 22 at 3 o'clock.
Program
Introduction — Joyce Hensley.
The Border Country — Elsie Haynes.
The People of the Border — Dorothy Sumner.
The Problems of the Border — Emma Sue McCain.
Baptists on the Border — Bettie Ruth Blue.
Winning the Border — Ara Belle Ragsdale.

Blue Merc. Co.

THANKSGIVING BARGAINS
From Friday, November 20 to Thanksgiving we have a harvest of bargains. Merchandise is advancing but we offer for a limited time bargains you can't afford to miss.
Men's Corduroy Pants, worth \$3.50 per pair for Bargain Sale pair \$2.00
Boys' same quality Pants, \$2.75 pair for \$1.50
Lot Men's Suits, real bargains, choice \$5.00
Lot Boys' Suits choice \$2.50
PRINTS are higher, but have a bargain
Fast to Washing yd. 10c
Ladies Coats, all bought this season, \$11.45 . . bargain at \$9.95
Many Bargains We Want You to See.

Blue Merc. Co.

QUALITY — SERVICE

ON TEXAS FARMS AND RANCHES

She needed a better ceiling in her kitchen so Mrs. C. E. West, member of the Fairview home demonstration club in Cook county, cut the least worn squares of some old linoleum, nailed it to the ceiling wrong side out, enameled it ivory and stripped it in 24 inch squares with small moulding which she painted green to match the woodwork. She pronounced the kitchen cooler in summer with the extra insulation given by linoleum.

First place winner in the improved bedroom contest in Runnels county was Mrs. A. D. Dudley, demonstrator for the Oak Creek home demonstration club. Mrs. Dudley completely renovated her room even to the point of putting in four new windows

her total cost was \$2.98. Such improvement can only be achieved so cheaply with great ingenuity so it is not surprising to find that Mrs. Dudley used glass from old X-ray plates as window glass in her new windows and odds and ends of scrap lumber for the frames. The easy chair was also made from scrap lumber with old car springs, cotton and burlap for the foundation. Orange crates were used for a dressing table and a nail keg for a stool. A home made cotton mattress cost no cash because two others were made to pay for the tick.

Using wool sacks for a base Mrs. J. C. Stanford of the Southwest Ward home demonstration club in Lubbock county, has hooked 30 square feet of rug from old scraps at a total cash expense of 50 cents. She used a block design, alternating light and dark shades on the diagonal with a two inch blue

block breaking the square in the center. The rugs are hooked in running lengths and can be tacked together to form a square.

WINNSBORO: On seven co-operating farms in the Winnsboro Soil Conservation Camp area in Wood county, approximately 10 miles of terraces have been constructed in the past two weeks on land where terracing is necessary as a part of the complete erosion control program. Construction was done with Wood county road equipment. The total cost to the farmers was \$153.75, making an average cost per mile of \$15.38. The length of terraces per farm varied from four-tenths of a mile to two and eight-tenths miles. There were 86 terraces built, varying from 200 feet to 2,000 feet. Seven more farmers, owning a total of 825 acres, already have lines run and dates set with the county commission-

er for use of the equipment in the continuation of the terracing program.

BAY CITY: It took more than a fire which destroyed her home some ten months ago to stop Mrs. L. Bickham, yard demonstrator of the Van Vleck home demonstration club, and before the paint was dry on her new home she had planted wax leaf ligustrum, cherry laurel, Amur River privet, youpon, hibiscus, cedar, and other shrubs. At achievement day, according to Mrs. Leola Cox Sides, home demonstration agent of Matagorda county, her plantings brought forth the frequent comment, "It looks as though she had been working two years."

S-A-H-S
Virgil Lancaster: I wish I were like the rivers.
Mr. Mathews: Why?
Virgil: So I could follow my course without leaving my bed.

1,000 Boys on Relief to Work Under Co. Agricultural Agents

COLLEGE STATION — About 1,000 farm boys on relief will soon be put to work helping county agricultural agents run terrace lines it was planned at a recent meeting between L. B. Griffith, state NYA supervisor of projects; Ray Roberts, assistant supervisor; and members of the Texas Extension Service. This \$100,000 work project will continue for six months starting immediately in one county in each of the 12 Extension districts. As quickly as possible, the plan will be enlarged to take in about 50 counties and include the entire 1,000 boys. The boys will work from 34 to 70 hours a week at a prevailing hour wage rates. It is estimated that the work would provide survey lines for terracing an approximately 100,000 acres of farm land which if terraced would improve land value in Texas on an average of \$8 per acre.

Land Measurement By Extension Service Well On Way

COLLEGE STATION — Twenty Texas counties will have the crop acreages with which the Agricultural Conservation program is concerned measured from aerial photographs, as Caldwell county acreages were measured in 1935. These counties are: Burleson, Caldwell, Cass, DeWitt, Franklin, Ford Bend, Gonzales, Harrison, Hopkins, Hunt, Karnes, Limestone, Rains, Robertson, Rusk, Smith, Titus, Upshur, Van Zandt, and Washington. Measurement of land from aerial photographs is considered the most accurate method of determining acreages, except where the measuring is done on the ground by competent engineers using precise instruments, according to M. R. Bentley, Extension agricultural engineer. "Developments during recent years in the methods of producing aerial photographs have made this the lowest method of making reasonably accurate surveys of land," Bentley says. "Small unavoidable errors in aerial surveys are consistent, and where a producer is shown to have slightly too much of the soil-depleting crops, he is also shown to have slightly too much of the soil-conserving crops. "Measurements from aerial photographs are especially helpful in determining the acreages in fields with irregular boundaries, since this way it is nearly as easy to measure an irregular field as it is to measure a square in fields with irregular boundaries. "Aerial pictures are taken from an airplane flying at a height of about two and one-half miles. The pictures thus taken are brought to a scale to suit the using agency by scaling the photos from known distances on the ground. "Some measurements of crop boundaries are made in the field, reduced to a suitable scale and drawn in on the pictures. After the field supervisor has retouched the aerial photos so that the fields as they exist at the time of the supervisor's inspection are shown, the measurements of

the acreages of the various crops are calculated with a planimeter or a totemeter in the county agricultural agent's office. "No technical education or training is required in order to be able to do the necessary work in the field, or to use the planimeter. But careful, accurate work is needed to get a satisfactory measuring job done. "It is already apparent that the cost of measuring from aerial photos is less with pictures taken recently than where they were made five or six years ago, indicating improved and cheapened methods."

(By Minnie Fisher Cunningham, Extension Editor)

Farm timber resources are coming into recognition in East Texas it appears by the interest of the 150 farmers who attended the recent demonstration by Extension agents of a portable sawmill on the J. A. Page farm in the Greenhill community in Titus county. Methods of stacking lumber for curing without warping, and chemical treatments were also demonstrated, in addition to the sawing of trees, logging them to the mill, sawing the logs, and planing the lumber. The 1,250 board feet produced during the two-day demonstration will be used by Mr. Page to make improvements on his farmstead.

Trench silos are on the increase in Wood county. Five new ones are scheduled if late feed crops turn out well. All being used as demonstrations, and it is believed by the county agricultural agent that there will be 50 new trench silos in Wood county in 1937 if a now growing interest in dairying in the county continues.

Inoculating cowpeas at planting time produced 6,486 pounds of green vines per acre for C. W. Duncan, Cass county farmer. This was 1,716 pounds more than was produced on a plot where the seed were not inoculated, reports the county agricultural agent.

COLLEGE STATION — The Bankhead certificate pool is being wound up, which will bring Texas cotton producers several million dollars in the near future.

Checks are being turned out in Washington at the rate of 49,000 a day to disburse the money received for certificates sold prior to the repealing of the Bankhead Act. The rate of payment to individual owners of certificates will be four cents a pound on about 17 per cent of the poundage submitted to the national pool since many of the certificates were still in the pool when the sale closed.

COLLEGE STATION — Though Texas cotton contracts totaled about 735,000 for the years 1933, '34 and '35 there now remain unpaid only about 5,000 contracts. The principal cause for delay in clearing these contracts has been the getting of legal papers of estates in shape.

It is the intention of the Agricultural Adjustment Administration to get these papers in shape as rapidly as possible and adjust all claims which call for payment and cancel all others so that the record of the crop control program may be closed with no cases in suspense.

SODDED TERRACE OUTLET CHANNELS PROVE VALUABLE IN EROSION CONTROL

Inspection trips made after a recent 8.01 rain revealed that on farms near Waco under cooperative agreement with the Soil Conservation Service, sodded terrace outlet channels suffered no damage from excessive runoff waters, according to Frank Moore, technician in charge.

"All of the 11,448 linear feet of channel protected with Bermuda sod was in excellent condition after carrying the runoff from terraces. No repair work will be necessary on any of these channels," Moore's report says.

Despite some of the channels having been solid sodded for little more than a month there was no damage from the rain water. In one case where sod had been placed in an outlet channel with a drainage area of 42 acres there was no washing or scouring whatever, although the sod had been there only three or four weeks, proving that with solid sodding almost immediate protection can be secured.

The more expensive outlet channels, protected by mechanical structures, will require some maintenance work the report stated. Damage to mechanically controlled channels was due to the water following dry weather cracks around the wing walls of structures.

Erosion on farm lands in the Waco area which were unprotected by erosion control measures was very severe following the recent heavy rains, Moore says. Gullies and deposits of topsoil in low places were evident on every hand. In comparison to this heavy damage, land on which the complete erosion control program of the Soil Conservation Service had been placed suffered practically no damage.

C. C. Gilbert of Hartley county has dug a 300-ton trench silo in order, as he says to make the most of what feed he has preventing leaching and keeping it in good shape so the stock will eat all of it. The silo is 150 feet long, 17 feet wide and 9 feet deep.

The Weatherford brothers of Hutchinson county planted 19 acres of sudan grass with a 112-ter. Rain came shortly after it was planted and the furrows filled up. Being on the contour of the land they held the water on the land until it soaked in, and they had good pasture for 47 head of cattle all summer, while the grass pastures were dried up.

EAGLE PASS . . . In order to have a sufficient amount of cheap feed for his cattle at all times, and as an insurance against dry pastures, H. A. Franke of Eagle Pass is storing up maize and begari in trench silos, according to W. M. Sellers, Maverick county agricultural agent.

Franke had about 4,000 tons of ensilage stored in trench silos in 1935. This year he dug three more silos and already has about 4,000 tons of ensilage stored. He will store another 1,000 tons when he finishes harvesting his feed crop. He figures it cost him about 50 cents a ton to produce the silage and store it.

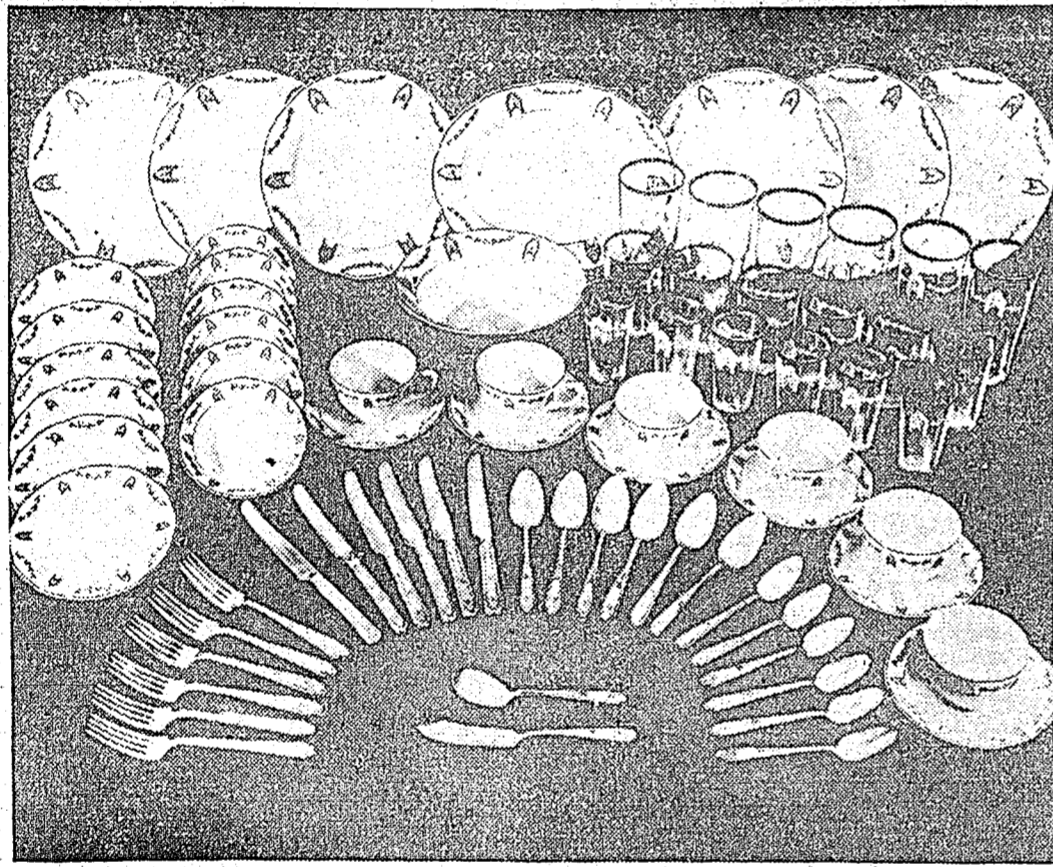
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4⁶⁵

Season for Colds Presents Problem

Austin, Nov. 17.—The common cold as an economic problem of considerable importance and more time is lost from work and school through colds and the illness to which they open the way than from any other single cause, according to observation of public health authorities.

"As a means of preventing colds, grippe, influenza, or whatever you choose to call the ailment that is usually present at this season, keep yourself as fit as possible," said Dr. John W. Brown, State Health Officer. "Get plenty of sleep. Don't overdo. Eat nourishing food at regular times, but do not overeat. Drink plenty of water and take some exercise out of doors every day."

"Colds are spread from person to person through the discharge from the nose and throat. Avoid droplet infection from the coughs and the sneezes. The germs which cause you to catch cold may enter your nose and throat passages from the air when the infected person talks, coughs, or sneezes. You may also catch cold by using an unwashed glass, spoon or fork, which has been used by someone with a cold. The germs may be on your hands because you have touched something which has been handled by the person with a cold. Wash your hands frequently, especially before eating."

"Dress according to the weather. Have a coat ready for the cool days and don't feel that you are coddling yourself when you put it on. Sleep with your windows open but have sufficient blankets available to be comfortable. Do not allow the temperature of your home or working place to exceed 70 degrees."

"The quickest way to get rid of a cold is to go to bed and stay there—following your physician's advice at the beginning of the attack. For the public the surest prevention is for everyone who has a cold to go to bed and stay there until it is cured to receive no visitors and to avoid all crowds, in order that one may not be guilty of transmitting a possible deadly infection."

Community improvement, like physical improvement, comes from exercise. Somebody has to do something.

You may depend upon it that there are as good hearts to serve men in palaces as in cottages.—Robert Owen.

S-A-H-S
Mr. Kingsberry: H. W., why have you no A's on your report card?

H. W.: Our teacher said the A's were declared unconstitutional.

Diphtheria Yields To Immunization

AUSTIN, Nov. 17.—With sporadic cases of diphtheria being reported from various communities in Texas, Dr. John W. Brown, State Health Officer, has issued another warning to citizens to be on guard. The importance, the value, and the effectiveness of diphtheria immunization of children, he said, is a well established fact to the medical profession of today and it is possible to say, without reservation, that diphtheria is a preventable disease.

"Since diphtheria immunization is now a procedure of proved value," Dr. Brown said, "it places the control of diphtheria in our hands, but the greatest obstruction to elimination of diphtheria is delay."

"Mass immunization in schools and clinics has demonstrated that the people of a community may control the number of cases of this preventable disease and that immunization is a simple and harmless procedure. However, the fact that 134 cases of diphtheria were reported to the State Health Department for the month of October, shows that diphtheria is on the increase. The first week of October showed 27 new cases reported to the State Department, the second week showed 17, and the third week 27, and the fourth or last week showed the alarming number of 63 new cases."

"The fact that diphtheria is most dangerous to the very young children, makes immunization not only a school problem but a preschool problem. Parents who fail to observe a precaution which may prevent a fatal illness are taking a heavy responsibility. This immunizing agent is absolutely safe to administer. There is only a slight local reaction, and practically no constitutional or troublesome after effects. It confers a life-time immunity in the majority of cases."

"It is hoped that every community, if it has not already done so, will commence to wage a campaign to have all preschool and school children immunized against diphtheria."

A death ray machine has been placed at the French penal colony at Cayenne, Guiana, to clean up mosquitoes.

The straight and narrow path has something to recommend it—providing it is too narrow to accommodate automobiles.

S-A-H-S
Bill Early (as canoe rocks): Don't be afraid. We're only ten feet from land.
Doris Rollins (looking around): Where is it?
Bill: Underneath us.

Correct Posture Held Essential

AUSTIN, Nov. 12.—Correct posture in school children, and adults as well, is necessary to proper physical and mental development, says a warning from the Texas State Department of Health. "Good posture is a sign of self respect and plays an important part in winning the respect of others," said Dr. John W. Brown, State Health Officer.

"Many of the ills of childhood and the deformities of adult life have their beginning in poor posture acquired during childhood," he said, "and it is particularly important that the child's posture conform to nature's dictates. Most children are born in good physical condition and yet examination of large groups of school children show a high per cent to be suffering from poor posture. Malnutrition and fatigue are productive of poor posture. These lessen the size of the chest and decrease the lung capacity. Abdominal organs may also be pushed out of natural position, which may seriously interfere with their action. These conditions must be corrected before the body is able to attain normal weight and nutritional standards."

"School children who have poor posture are said often to average lower in attendance and in school mental and physical activities than those who have good posture. A child may be forced to hold his body in an unnatural position by a desk that is too high or too low. Desks and work tables should be just high enough to allow the feet to rest on the floor and the forearms and hands to rest upon the tops without the shoulders being hunched up."

"Begin early in life to teach your children to stand straight

Merit System Will Be Used to Form Insurance Agency

AUSTIN, Nov. 18.—A merit rating system, complete to the last detail of federal requirements, will be used for the selection of all employees of the new unemployment insurance commission, R. B. Anderson, chairman and director announced.

Mr. Anderson announced the commission will hold its first meeting this week, to adopt rules and regulations necessary to organize the work and formulate a budget request for administrative expenses. At that time, the rules under which the personnel will be selected will be adopted, so that the merit system will be effective before any persons are employed.

The personnel officer yet is to be named. Mr. Anderson said it likely will be 10 days before applications can be considered. Applications may now be filed, in writing, he said, but applicants will wait until the personnel officer assumes his duties for interviews and ratings. Applications can be addressed, he said, to the personnel director, in care of the state board. "The great majority of positions will be technical in character, requiring fulfillment of specifications to insure expertness in the work required," he said.

Alaska's herd of buffalo has increased to sixty from twenty-three since it was established in 1928.

Farm relief measures in Germany have caused a rise in food prices, particularly of dairy products.

and sit straight for health and self-confidence, and they should grow into strong, well-built men and women."

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By offering you Club Rating you can save 50c on all new or renewal Subscriptions. Several are listed below.

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THE SAN ANTONIO EXPRESS Daily and Sunday 6.45
THE SAN ANTONIO EXPRESS Daily without Sunday 5.25
ABILENE MORNING NEWS one year including Sunday 4.65
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Add 50c to either of the above for the SANTA ANNA NEWS one year

Save money on your Newspapers in 1937 by Subscribing during the Bargain Days through this office. The Bargain Day offers are good only until the first of the year.

Santa Anna News

Hospital Notes

Mr. J. C. Reese of Ballinger was a patient Saturday.
Mrs. Wm. Volkman of Menard is a surgical patient.

Mr. W. G. Fillingim of Pensacola, Fla., is a surgical patient in the Hospital.
Mr. Luthur A. Holder of Coleman is a surgical patient.
Master Glynn Hodge of Fry is a patient in the Hospital.

Mr. and Mrs. Roy Martin of Bangs are the parents of a son born November 12.
Mrs. Walter Sanford of Paint Rock is a patient in the Hospital.
Mr. M. W. White of Pensacola, Florida is a surgical patient.

Miss Mary Lee Ford of Santa Anna was a patient Friday and Saturday.

Tom Minton, Jr., of Cross Plains was a surgical patient Friday and Saturday.

Raymond Hollabaugh of Jayton was a surgical patient in the Hospital Friday and Saturday.

Mr. Floyd Phillips of Petersburg is a surgical patient in the Hospital.

Mr. Sherwood Grogan of Fry was a patient in the Hospital Saturday and Sunday.

Mrs. Ira Nichols of Santa Anna is a patient in the Hospital.

Mrs. C. C. McKnight of Winters is a surgical patient.
Mrs. H. D. Anderson of Coleman is a surgical patient.

Mrs. P. M. Long of Coleman is a surgical patient.
Mr. J. F. Turner of Santa Anna is a surgical patient.

Mrs. J. L. Grisham of Winters is a patient in the Hospital.
Mr. W. E. Watkins of Santa Anna is a patient in the Hospital.

Mr. C. M. Fleming of Camp San Saba is a surgical patient.
Mrs. Ross White of Indian Creek is a patient in the Hospital.

Mrs. G. W. Adams of Zephyr was a patient in the Hospital Tuesday.

Mrs. A. T. McCulloch of Coleman is a surgical patient.
Dr. Joe Davis of Munday is a patient in the Hospital.

Mrs. Edward Long of Grosvenor is a patient in the Hospital.

SANTA ANNA GIRL NEAR TOP ON McMURRY HONOR ROLL

ABILENE, Nov. 17. — Emma John Blake, a freshman in McMurry college, was among the highest ranking students at mid-semester, Dean R. G. Boger has announced. On the honor roll of 48 students, the highest ranking ten per cent—her name was near the top.

She is a daughter of Mr. and Mrs. D. D. Blake of Santa Anna. Miss Blake is to be congratulated on the record she is achieving during her first college year, said President Thomas W. Brabham.

ROCKWOOD NEWS

Many people from here visited the fair at Mozelle Friday. Rockwood defeated Mozelle in football last Friday 36 to 0.

Mrs. Bob Johnson and children spent Sunday with Mr. and Mrs. Tom Bradley of Fife.

Mrs. Ida Herring visited in the Bob Johnson home Saturday evening.

Visitors in the A. N. McSwain home Sunday were Mr. and Mrs. Milford Harris and family, Mr. and Mrs. Aubrey McSwain, Mr. and Mrs. Cyrus Grimm, Misses Frances Jackson, Hearthal and Marjorie King and Emily Johnson.

Mr. and Mrs. J. C. King have returned from an extended trip to Eliasville where they visited their son, Clyde King, Fort Worth where they visited a daughter, Mrs. Arno Rothermel, and to Dallas where they visited the Centennial celebrations.

Mr. and Mrs. Lige Lancaster and family and Mr. and Mrs. Arthur King and family visited in the J. C. King home Sunday afternoon.

Coach Frank McCreary, Jr. took the football boys to Abilene Saturday to see the Howard Payne-Hardin Simmons football game.

Mr. and Mrs. Elon Cheatham are the proud parents of a baby girl born last Saturday.

Coach McCreary entertained with a football-pep squad party Friday night.

Mrs. Marvin Whitley entertained with a party Friday night.

Mr. and Mrs. M. T. Traylor entertained with a dance Saturday night.

Several from here attended the Annual Turkey Show at Brady Friday.

Mr. Fore visited here Saturday. Mr. and Mrs. Emmet Wood and Mr. Fore left for San Antonio Monday for a short visit.

Mr. Frank Arnold and Mr. Anderson from Arkansas visited here Saturday.

Mr. Bob Johnson and Mr. Carl Buttry were business visitors in Fort Worth Sunday and Monday.

Mr. George Rutherford was a prospector in New Mexico the first of last week.

Mrs. Bill Rehm and Mrs. Carl Buttry visited in Santa Anna and Coleman Monday.

The Rockwood Junior football boys played Lohn Thursday and defeated them 38 to 0.

Several people left Sunday to go to Mason county to hunt deer.

Rockwood Junior boys played Santa Anna Tuesday.

Mr. Boots Lynch of Coleman spent Sunday in Rockwood.

Mr. Boss Estes and Mr. Dink Snider attended the State Baptist Convention at Mineral Wells last week.

Mrs. Heilman and daughter, Lola, and Mrs. Curtis Grimm were business visitors in Santa Anna and Coleman Monday.

Christian Church

The Sunday School attendance last Sunday was encouraging. Some were present who had not been coming lately and several new pupils enrolled.

Mrs. Gipson's class of women will have charge of the opening exercises next Sunday morning. Let us be more loyal at the Thanksgiving season. Remember the service starts at ten minutes before ten o'clock.

The Ladies Aid had an interesting meeting Monday afternoon. They will sew on garments for children next Monday afternoon.

Methodist Church

J. Virgil Davis, pastor. Church School, C. B. Verner, General Superintendent, 10:00 o'clock a. m.

Morning Worship, 11:00. Subject, "Faith for the New Day." Young People's Division, Era Hill, president, 6:00 p. m.

Evening Worship, 7:00 p. m. Program will consist of special program from Methodist Waco Orphanage.

Monday, W. M. S., Mrs. T. R. Sealy, president, 3:00 p. m.

Mid-Week Service and Choir Rehearsal, Thursday night, 7:00. All officials of the church will attend an all day Workers Conference at the Central Church in Brownwood at 10:00 Tuesday morning, November 24. A turkey dinner will be served.

Presbyterian Church

M. L. Womack, Minister. Sunday School 10 a. m., J. T. Oakes, Superintendent.

Services 11 a. m. and 7 p. m. Christian Endeavor 8:15 p. m.

Women's Missionary Society Monday after second and fourth Sunday.

Mother's Club third Thursday in month.

Vesper Bible Hour first and third Tuesdays in month.

Session Meeting first Tuesday in month.

Evangelistic Services 19-20 at 7 p. m.

The Evangelistic Services are beginning this week on Thursday evening at seven o'clock.

Rev. J. L. Cleveland, Sunday School Missionary for Abilene and Brownwood Presbyteries, is in charge. It is the prayer of the church that those who are in need of the influence of such services will attend. We urge all members of the church to be especially concerned about these services and use their time and talent in working for the success of them.

The Mother's Club met Thursday November 12 at the Manse. The subject of the topic for the meeting was "Living with Others." Those on the program were Mesdames M. L. Guthrie, Theodore McCaughan, and Raymond Balke. Refreshments were served by the hostess.

The Vesper Bible Hour met Tuesday evening at the Manse in its regular meeting. The lesson on Jacob was taught by Miss Mary Nell McClendon.

The Stewardship Study sponsored by the Missionary Society met Thursday evening, November 12 at the Manse. This was the second in a series of meetings held to make a study of Stewardship. The lesson was taught by the pastor.

The next meeting of the Missionary Society will be the time for the beginning of the Fall Study Book. The study this year is about the Negro and the title of the book to be studied is "The Negro in America."

For the past several weeks the Christian Endeavor has been making a study of the Confession of Faith which is a series of chapters on the Doctrine of the Presbyterian Church. This study has been taught by Mr. J. E. McClellan.

Presbyterians and others who read this column might be interested in the news of the Presbyterian Church from all over the country. A wider

knowledge of the church might stimulate increased interest and activity on the part of the local members in the work of the church here and in foreign fields. This portion of the column could be called Presbyterians Here and There. . . Fifty-seven years is the length of time Rev. John N. Ervin has been pastor in Dayton, Kentucky; his first and only pastorate. . . The Church in the Matanuska Valley, Alaska, in the colonization project of the government, has asked to be admitted as a member of Yukon Presbytery. A new building, made of logs, will soon be ready

for use. . . Young men in America thinking the frontier is gone should look to Alaska. Those who are zealous for activity in Christian Service and are not afraid of real hardships might be interested to know that the Presbyterian Church knows of many places for work in Alaska but is compelled to look on "empty handed" as there is no one to go.

Mr. and Mrs. Clinton Lowe and grandson, Rodney D. Balke, visited in Rusk last week.

Mrs. Smith of Rusk is visiting in the home of her son, Lawrence J. Smith, and family.

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DRESSES \$3.95 value For \$2.95	WASH DRESSES \$1.95 value For \$1.75	HATS AT HALF PRICE
TWO \$1.95 PERMANENTS \$3.00		Try a Steamer Treatment on that dry summer hair.

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Mrs. S. A. Shockley

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NEW POTATOES Piggly Wiggly makes the price .3

School Specials	Meat Specials	Gro. Specials
Potted Meat 3 Cans10	Boiled Ham For S'dwiches . .19 1/2 Pound	Honey Gallon72
Vina Sausage 2 Cans15	Oysters Special Pint32	Pork & Beans Per Can5
Loaf Meat Pound Can10	Sliced Bacon Extra Lean . .29 Pound	Salmon Per Can10
Vanilla Cakes 25 Ounces25	Peanut Butter Quart Jar28	Pickles Quart Jar15
		Coffee 2 Pounds25

SYRUP East Texas Ribbon Cane gal. .63

Piggly Wiggly will have Big THANKSGIVING Specials Dressed Turkeys, Hens and Fryers Oysters for Dressing

Celery, Cranberries, Nuts, Shelled Pecans, Marshmallows, Dates, Olives Mincemeat, Canned Pumpkin and Cranberry Sauce. Fruits for Salad ALL AT SPECIAL PRICES