

## Quality merchanolse offered here at economy prices

## SANTA ANNA US.PANTTROCKONGRIDIRONHERE TODAY

| First Conference Game Scheduled for this Afternoon | Marriage of Miss Yaneyto Mr. Tom |
| :---: | :---: |
|  | Y ${ }^{\text {ancyson Solemiz }}$ |
|  |  |
|  |  |
| Complete Schedule of |  |
| Announced |  |
|  |  |
| ata |  |
|  |  |
| conference game of the 1930 |  |
|  |  |
| bat will give the Mountaincerstheir first victory, however, the |  |
|  |  |
| Coneto couty team is said to |  |
|  |  |
|  |  |
| all conference elubs in district eleven was anounced recently following a meeting of thirty |  |
| $\begin{aligned} & \text { coaches and representitives of } \\ & \text { htgh schools at Brady. They } \\ & \text { accebted and approved sehedul. } \end{aligned}$ |  |
| es arranged by the committee,which is composed of R. E. Wll- |  |
|  |  |
| Fden; |  |
| Sehedule for Santa Anna Follows sept 19 Paine |  |
|  |  |
|  |  |
| 为 |  |
|  |  |
| Oct. 24 Eden at Eden (con |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| W.E.E Ramiphoh of or Quanh |  |
|  |  |
|  |  |
| before going back to his home at Quanah. |  |

## Friendship

AND Progress

Neither a man nor an organization can make true and permanent progress with out friends .. Particularif is this, true af bankiag; not only does our very ex-
istance depend upon a broad range of good will, but your friendship and co. operation is indispensable to the efficent conduct of our business

We are constantly striving to win and retain your good will and confirience by adequate, dependable and courteous service for we realize that your friendship is both the condion and the measure of our progress It pays to be acquainied to the extent of friendship

The

## State National Bank



Coleman County's PreSeptember.
CotionProductionTotals 494 Bales
Govermment Figures. Show
Practice Till
At Brownwood is Season's Opener
Play by Play Report of Last Friday's
Game Given







 ,





## Dusois. le half Mye officials:

 Hownol (Brownwoad hing Sman! Per (Santa AnPhy by llay: chose to receive and pope tootr
he kiek-off on his own 43 yard line. Pievatite went ower gyuard
for two yards, Myers made four Oakes failed to gain and then
puited 30 yards to Bownwood's nunted 30 yards to Brownwood's
33 yard he. Whiteliead made
13 yards at center then Bookle 13 yards at conter then Bookle
threw him for a three yard lose.
Brownwod punted to oakes who Brownwoad pumted to oakes whi
ifumbled, Hartison fecovering,
Whitehead plunged over for a Whitehead plunged over for a
touchtown on serles of line
bucks. © Thomas kicked for extra point.
Santa Anina recelved and Voss
returned, 13 yards. Santa Anni gained six yards on threc piavs,
then ookes punted then O Okes punted.
Brownwood made a first down
ned in two plavs then started on a
march which ended onty when Harrison
a false.
Nyers

$$
\begin{aligned}
& \text { a false. } \\
& \text { Myers } \\
& \text { tray } \begin{array}{c}
\text { poomit. }
\end{array}
\end{aligned}
$$ raited to returned in yards. oakes quarter ends 31 yard line.

Second Quazter Private made onf at center but
Browarwood took an of fiside pen Browawood took an of side pen-
alty or five yards
punted 3ante Anna
yards. Brownwod punted . 3 y yards. Brownwood
made two first downs in succes made two fust downs in succes-
ston then lost the ball. Time ort
for Santa Anma. ookes punted 35 yards and Lawreace returned twelve. Tumner For no gain,
santa Anma's ball after two incomplete passes and no gain at
conter by
 themns gathed strten
theit tro ineomplete poise
Brownwood five yarda. Brownwood flye yards.
Whitehead made flist dow


convanided on later page

| County had gimed |  |
| :---: | :---: |
| a total of 494 bales of cotton |  |
|  |  |
|  |  |
| News yesterday from the De- |  | artment of Commerce, We We-

ngton, D. Chie report is given
ut through the suis. Total fre the theate of prion- to
Septeniber st is 1.119 .373 as com-
nated with eptember 1st is 1.119 .373 ns com.
nared with 1929 production to
Sentember 1929 tht
 bates more than the pre-Sep-
tentree nroduction this year.
Acorinit to the goverment
report, otleer West and Central report. other West and Central
Texas comnties show a diecronse
as compared with last year. The
 texas this spenson exceeding their Among the chuntiens Yisted in
the report are the finthowing:
$100 n g$.
 For 354 Aneat
San Angelo Fair

$\qquad$
 Trading at Home is Ultra Important
 ton, prestdent. The 35 annual
expostion will open Monday.
Listed amont the features Listed amont the foatures are
he Pioners Jubilee and Rodeo the Pioners Jubilee and Rodeo
oreniost arena performers in a. Sanomy in price has artived at
 acing, Merchant's Style Show this lssuc of The News.
oronation of the Queen of West Staras Texas, the Oklahoma Terrapin Sul Ross Collewe and behreiner nytuate hate winter garden Re-
vue and handreds or educational ures. irs. vangandt mostess monday at lawn social Mrse V, Vanzande was hastess Thined mentbrys of the Chlts-
tian Fadeavor of the Firs. Presbyterian Church. Guests assem-
biled at her home and appropiate games were giloyed on the Guesta present were "Mary
Bradford. Alene Hater. Jhan
David Haper David Harper. Earne.at Lee Wh-
mack, Helen Trumer Mary Leli
Woodward, Nandell Tayior, and


$\qquad$
$\qquad$
$\qquad$


Bank Account Way

|  |  |
| :---: | :---: |
|  |  |
|  |  |

-reflected irom

-where most fohs say "MY BANK".

Capital $\$ \mathbf{5 0 0 0 0 0 0}$
Surplus $\$ 50,000.00$ OFFICERS \& DIRECIORS

L Lurgewardson
O. L. Cheaney


## THE FEMININE FORUM <br> MRS. A. L. ODER, Columnis <br> 



 and ram atrald turkeys as usuas one of whomshe manufactury will ie short as I do not sce very, section ties the east slde. slum have a good muny check to
$\qquad$
 ve the necessary blood for a bry from Mannatien. glood transfussion for Mrs. Mthe where tile
 Broved and hopes are held out small corner grocery or a conven
for her recovery.
Beiow we have the axtcle
Sent deltatessen for her grocer
tes. The remainder of her sloon
 York

## New York is exceedurly erhaps a great deal of one way

 pelling Interest Heal of its the comthat many of its features husuat. For tinstance, we or
tnarlly think of $a$ county con
 In the case of New York it is a store has a sabway entrance on city containing five counties Broadway. The shopoer watks nese five counties are located
Mare different islands, name-
Mattan, Long and Staten Islands besides the smalter is
the sts; Bedioe, Governor's and hat of as den. is genederailv thous
into two main
districts; lower Manhatten districts: livider into two manhaten and
upeer Manhatten generally ubber Monhatten, generally soe
zking lower Manhatten is th
finnclol financial district. There in th
lower section is Battery in and then Broadwoy begins it Winding course through the main
part of the city. In fact Broadpart of the city. in fact Broad
way continue all of the way to
Albany as it was an otd trail Albany as it yas an otd trail
dating back to the time when the Dutch first settled therece Bran
ching off in an easternly direction Prom Broatwav is the firm
ous Wail Street. Building of ous Wail Street. Buildings of in
terest tn this section are those of the Stock Exchange, United
States Treasury, Bank of J. .
Morsan, Chase National Bank, Morsan, Chise National. Bank
Guaranty Trust Company Bank
of Manhatten, and the faniouis mission there his Upper Manhattei, genieralh speaking is the theatre and shop-
ping district.. Most of the wel

## -good Used Cars Cheap!

 11928 CHEVROLET SEDAN . . $\$ 325.00$11929 FORD ROADSTER ..... $\$ 275.00$

11928 ESSEX SEDAN $\$ 175.00$

11927 FORD TOURING $\$ 75.00$

11924 FORD SEDAN $\$ 50.00$

THIS IS OUR STOCK OF USED CARS. THEREIS A RBASON THAT WE KEEP OUR USED C $A R$ STOCK LOW.

COME IN ANC LOOK THEM OVER, THEY ARE WELL WORTH THE MONEY ASK FORTHEM.
Mathows Motor Company

Mrs. Weaver Contimues Story of European Tour Leaves Vienna For Switzerland, Europe's Beautyland



## Closing Out!

${ }^{24}$ mens. sults and 18 boys suits to be sold at $1-3$ off. We sec thenil and sAVE

## also

3 oxyorths which sell
$\qquad$

Kanigarvo 8.0 oz
ers nonc batte
=
mas blue work shirs two oxen chaviots sold
.85
haraly son heapy, seald tor sic
now $\quad .70$
about conditions


 Mila timys cost nore

VIST:US: WE AlPRECIATE YoUR PATRONAGE
D. R. HILL \& BRO.
(WE HAVE A CAR OF SEED OATS FORSALE)




## Get Your Repair Work NOW

We can give you a good job on your car novvat a very reasionablie price

Winter will be heresoon and your cal will need tuning up and adjusting
Possibly you need a battery, We handle the WILLARD and DELCO REAMY. These are both among the best.

A set of new tires would help and our prices are the cheapest in tire history
COME IN AND LET US FIGURE with
you.

## Mathews Motor Co






Yes we are helping you get by a short crop. Our $\$ 30,000$ stock of Drygoods, Ladies and Mens wear, shoes, hasiery etc. 90 on SALE ATA AREDUCTION OF ONEFIFTY TOONE-HALF OFF OUR ALREADY VERY LOW PRICES.
Not just a few leaders to bring you in but every item in the store (except Stetson hats) FROM THE FRONT DOORSTOTHEBACI DOORSTAKES FROMTWENTY PER CENTTO FIFTY PER CENTREDUCTIONINPRICE
Our prices during this SALE are lower than they have been in 15 years. Now is the time to do your buying.
We have the merchandise and want the money, youneed the merchandise so come in and supply your needs at theselow prices.


| Ments Cotming |  |
| :---: | :---: |
| Mens and Young Mens High Grad |  |
|  |  |
| ted Mate |  |
|  |  |
| ousers and |  |
| \$22.50 SUITS NO |  |
| \$25.00 SUITS NOW |  |
|  |  |
|  |  |

A Special Assortment of Good Warm Well Made Suits, Values to $\$ 25.00$ in Well Made Suits, Values to $\$ 25.00$ in
Sizes up to 40 , Going Now at-

## 

DRESS PANTS AT A SAVING OF ONE-FIFTH THE ORIGINAL Price

## Ready-10-Mear

All New Fall Coats and Dresses go in This SALE at a saving of 20 per cent. You will find some beautiful new Dresses and Coats in This Department. The Seasons BEST SELL. ERS.

## Wash Dresses

New Long Sleeve Fast Color Wash Dresses. We Have SOLD Dozens of These at \$1.95. During Short Crop Sale, pick the rack for
$\$ 1.60$.
If You Wear Short Sleeve House Dresses, Now is the Time to Buy, Fast Colors and Pretty Designs\$1,00 VALUES
.75 c
$\$ 1.95$ VALUES
. 1.3
We have left from Summer Season Nice Range of Childrens Short Sleeve Dresses, Sizes 2 to 14. These Were $\$ 1.95$ and $\$ 1.00$ VALUES. NOW half price 50 c and $\$ 1.00$.


## Curtain Scrim

Big Assortment of Curtain Scrim Values 15 c to $\$ 1.00$, Freshen up Your Room Now at HALF PRICE

## Notions

ALL NOTION, LACES TRIMMINGS, ETC GO AT A BIG REDUCTION. CLARKSO. N. T. THREAD

## Dress Shirts

PERFECT DRESS SHIRTS Fit good and are fast colors.
$\$ 2.50$ VALUES $\%$ ? $\$ 2.00$
$\$ 2.00$ VALUES $\quad \$ 1.60$
$\$ 1.75$ VALUES $\quad \$ 1.40$
$\$ 1.50$ VALUES
$\$ 1.00$ VALIES
BOYS SHIRTS GO AT 1-5 OFF

## Work Clothes

The Kind That Stands Hard Wear all go at SHORT CROP PRICES.

This is our First: Store Wide SALE in the 20 years that we have supplied your dy goeds wants and we tell you it is going to be a big one. Every item from a spool of thread to a suit of clothes will he marked at a arch lower price than hought to sell for. COME AND SEE FOR VOUR SELF.

## Santa

Anna


|  | AnNa |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ent tune they have put upt two |  |
|  |  |
|  |  |
|  | he |
|  |  |
|  |  |
|  | ${ }^{\text {atirer man }}$ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | ? |
| ch is the case of Mr andand mate the acqualitance George B., Ery: who vistted |  |
|  |  |
|  |  |
|  |  |
| ty years ago and now: have rand children. They lived |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | ave had told him the previousarmt that he "had evervthingremared and could go at any |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| The reg cress is ine apit tot |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | \% |
|  |  |
|  |  |
|  |  |
|  | (s) |
| on the reatuction or or railrod | Pryne tols conder |
|  |  |
|  |  |
|  | it hemat enoush to kill him-1 |
|  |  |
|  |  |
| Finaily there is the matter of credit to do th sticken farmers |  |
| farmers need is to be placed ina position to hely $\quad$ ? |  |
|  |  |
|  |  |
|  |  |
|  |  |
| bonkers can be seen that be hind all the ballyhoo most of th |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | eutr M Mmo stat heyoricht |
|  |  |
|  |  |
|  |  |


|  |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  | $\begin{aligned} & \text { More than } 1,400 \text { amateurs are } \\ & \text { co-pperating with the United } \end{aligned}$ |  |  |
|  |  |  |  |
|  | States bureau of blological sur vey In traeing the mlgrations of banded birds. |  |  |
|  |  |  | telephone, as comparad with one |
| amper | $\begin{aligned} & \text { a bookbinders apprentice and } \\ & \text { happoned to sec some books on } \\ & \text { selentife subjeets. } \end{aligned}$ |  |  |
|  |  |  |  |
|  |  |  | Ling Charles cif of England tnthe seventeonth centiry Is tallerthan a man. |
|  |  |  |  |
|  |  |  | $\begin{aligned} & \text { Aztec and Mayaicarvings show } \\ & \text { that a whde variety of fans werg } \\ & \text { used by these Indlans in anclent } \\ & \text { these. } \end{aligned}$ |
|  | $\begin{aligned} & \text { One hundred stations equipped } \\ & \text { for the study of earthquakes are } \\ & \text { belng established in Govket Rus- } \end{aligned}$ |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | Sta |  |
|  | wth |  |  |
|  |  |  |  |
|  |  |  |  |

## SENTIMENT OR SENSE

Foolish agitators have been busy in many ways sounding warnings to the public of dire disaster unless they trade with certain groups of merchants, or avoid other groups.

Although fairminded people are not greatly concerned with the many and sundry woes of merchants, everyone is interested and entitled to know how any merchant stands with regard to matters which affect the custom ers' welfare.

The question of "Whe owns a store" or "How is it owned?", can hardly determine whether it is a MERIT store. That is determined, regardless of ownership, by the manner in which it serves its customers and its com munity.

Merchants who are devoted to the cause of better community service have no time to quarrel with competition In fact, they welcome it, recognizing in fair and upright competition a spur and incentive to more efficiency, bet ter methods and greater alertness to the interest of cus tomers.
Such men are MERIT Merchants. They do not fight progress.

The merchant who falls short when measured with the yardstick of public service will gradually but surely fade from the picture.

$$
\begin{aligned}
& \text { The oreat buying public will he jury and judge }
\end{aligned}
$$

will stand.
(Note: To avoid possible misunderstanding, let us state that this advertisement is not meant as a reflection upon any firms whose names do not appear below. It is not to be assumed that the firms sponsoring this series of Messages class themselves alone as Merit Merchants)

YOU NEED YOUR STORES! BY SERVING YOU CHEERFULLX AND WILLINGLY THEY MERIT
YOUR TRADE. USE THEIR SERVICE AND THEIR GOODS.

MERIT Merchants Begrudge Success to no Worthy Per son or Tirm.
Helpy - Selyy,
Mrs. Comer Blue
The State National Bank
Marshall \& Sons
Phillipe prus $\mathrm{Co}_{\text {. }}$
Purdy Mercuntile Co.
Rumallo Bakiofy
suterl betion.

Coleman Gas a On Co. Santa Anm Telephone Co. Burton-Lingo Co.
Burann-LLingo Co. Donham Garage
santa Anna Merciantile Co
W. R kelley a C.

Pesty Wiesty

| Moore \& Mercer | Burton-Lingo C |
| :---: | :---: |
| Mra. G. A. Shockley | Jvans \& Donham 6 |
| m. e. Pituard Feed store | Santa Amma Mercant |
| Cormer Drus ca. | R. Kelley |
| Stath Anaty Nown | Pesily wiesty |
| The Mras National | Tond 4 |
|  | Sine Farder |
| temper ${ }^{\text {a }}$ | Hom |




