

SANTA ANNA NEWS

VOL. NO. 42

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, DECEMBER 16, 1927

NUMBER 51

"He Profits Most Who Serves Best"

Brencke Test Goes Over Top Saturday

A towing from New Sand Causes Much Interest.

The oil fraternity and local interest holders were set agog Saturday morning and the interest has not ceased yet, when the Brencke test 2 miles northwest of town made a head and flowed for several days.

The pay was found at a depth of 1,850 feet according to our information, and is considered a paying producer. Leases in the vicinity of the well have been in considerable demand, and we have been informed that close-in acreage has leased for as much as \$50 per acre.

The well is yet in an unfinished stage, and the quantity of the production cannot be determined. The oil test 41 gravity, which is a high grade crude.

Although slightly less than two miles southeast of Roth & Faurot No. 1 Jerry Lewis' 20 barrel pump-jack, the Brencke test has opened an entirely new sand.

BOX SUPPER AT LINE FRIDAY NIGHT, DEC. 16

The Santa Anna News has been requested to announce a box supper at Line school house Friday night, the proceeds to be used for benefit of school.

Good Cheer Committee Appointed

There has been appointed a lady from each church in Santa Anna to serve on this committee. This committee will have charge of all funds for the purpose of bringing good cheer to all in our city who need it. The Pastors of the city ask all the business men, all organizations and friends to cooperate with this committee. Phone them the names of any who need to be remembered at this time. Let us out the spirit of "him who went about doing good." The committee that will have this in charge is as follows:

Mrs. Jack Woodard
Mrs. Paul VanDalsem
Mrs. S. W. Childers
Mrs. W. I. Mitchell
Mrs. T. Richard Sealy

Dr. L. O. Garrett was carried to the Sealy hospital Wednesday and operated on for appendicitis. At last report he was doing nicely and will soon be able to return home.

Mrs. C. A. Walker attended the funeral of an uncle in Abilene Saturday, who was killed in a train and auto wreck in that city Thursday.

UNCLE BILLIE NEWMAN PASSED AWAY WEDNESDAY

W. M. (Uncle Billie) Newman, 80, died at his home southwest of town Wednesday, and his remains will be buried here today, (Thursday) about the time the News goes to press with our last run for the week. Uncle Billie is well known throughout this section. We will not make further mention of him in this issue, as we expect to have a better mention of his past life than we have time to prepare on such short notice.

CHRISTMAS SHOPPING IN FULL SWING

In passing through the stores this week on our rounds for advertising, we find the stores that have made preparation for the Yuletide trade, and advertised such are doing a more than satisfactory business. The public has learned to a great extent that it does not pay to wait until the last days before Christmas to do their Christmas buying, and they, many of them, are taking advantage of the opportunity to trade early, which is much to the satisfaction of the clerks and storekeepers, as well as to those making the purchases. Often bad weather prevents people from coming to town the very last day, and the Christmas shopping is not carried out. The Santa Anna News will keep you posted as to where the best stocks are found, and who desires your patronage.

Those Santa Claus Letters

Listen, children, we expected several dozen letters to Santa Claus this week, and for some reason there have been less than a dozen come in. What's the matter with you? Always heretofore when we called for letters to Santa Claus we had all we could take care of, but this year it seems the children have almost forgotten there is a Santa Claus. Let us have your letters by Saturday of this week or not later than Monday of next week, for we expect to feature them in our next issue.

Rev. J. M. Burrow returned first of the week from a several days visit with his children in Dallas, Oklahoma City, on the plains and in New Mexico. Rev. Burrow reports having a splendid good time, enjoying very much visiting his children and finding them doing nicely. However, he was glad to get back home.

Mr. and Mrs. Odus Middlebrook and Robert Middlebrook of Abilene spent Sunday with Mrs. Middlebrook's mother, Mrs. S. H. Phillips.

Helpy-Selfy Store To Open Friday

Santa Anna's first Helpy-Selfy store, will have its formal opening Friday morning, December 16 at 7 o'clock with Jack Long of Fort Worth, founder of the Helpy-Selfy grocery chain, among those present.

The Santa Anna store is owned and managed by W. Ford Barnes, a man who has been one of the leading business men of Santa Anna for 16 years, and needs no introduction to the citizenship of this country. The management of the meat department is in charge of a man who has had years experience in the city meat markets.

Besides Jack Long, Friday's opening will be attended by Ivan H. Wood, national representative in charge of franchise sales, and Tom Brynat, whom Long sent here from Fort Worth to install fixtures in the Santa Anna store and place the stock in readiness.

Starting in 1922, Jack Long has already built his Helpy-Selfy grocery chain into 75 Texas houses, mostly in the northern, central and western portion of the state. Dallas has 24 stores with two more opening and Fort Worth has eleven with ten more opening. The last Helpy-Selfy opened, prior to Santa Anna's was at Stamford, December 3rd.

Six years ago Jack Long was operating a small independent grocery store in Dallas. In 1922 he decided to enter the cash-and-carry and help-yourself field, and on \$1,000 borrowed capital took an 18x30 location in a quiet residential section of Dallas, and hung out his Helpy-Selfy sign.

The venture succeeded. In March of this year Long sold his Dallas chain—by then grown to 23 houses—to D. W. Jones, retained an interest with Jones, and began devoting his time to expansion of the Helpy-Selfy system. He moved to Fort Worth and opened his first store June 18, this year. He declares his success to have been founded on quantity buying power, low overhead, personal management, and heavy and constant advertising. The name "Helpy-Selfy" is the creation of a Dallas woman, Miss Maybelle Hill.

CLOSING NOTICE

We the undersigned business men of Santa Anna, agree to close our places of business all day Monday, December 26th, after Christmas day.

Association

State National Bank
Blue Racket Store
First National Bank
Mrs. Comer Blue
Hunter Bros.
W. H. Garmes Barber Shop
Baxter's Variety Store
Mrs. G. A. Shockley
Santa Anna Mercantile Co.
W. R. Kelley & Co.
S. A. Fur & Undertaking Co.
J. L. Boggs & Co.
Texas Mercantile Co.
J. G. Williamson
C. E. Welch
Marshall & Sons
B. T. Vinson & Co.
Burton-Lingo Co.
J. W. Lewis
I. O. Shield
S. W. Childers & Co.
Bond & Collier
A. R. Brown
Purdy Mercantile Co.
R. F. Crum
Grace Mitchell (City Hall)
W. H. Thate
Taylor Furniture Co.
W. B. Sparkman & Co.
Parker Bros.
E. E. Chambers
Vinson & Wofford
J. E. Howard
Roy McFarland
D. R. Hill & Bro.
Mrs. Miriam Prickett
E. G. Overby
Ragsdale's Bakery
Leeper-Curd Lumber Co.
Geo. M. Johnson, Radio
J. E. Watkins

Lawrence Lowe of Brownwood attended to business in this city this week.

Latest News From The Court House

Marriage License

Lennie Triplet and Miss Bonnie Prater.
E. L. Curry and Miss Jessie Waldrop.
Lucien Pierce and Miss Pricy Hottelway.

Josephus M. Roberts and Miss Ruby Jordan Snow.
Aubrey C. Atchley and Miss Frankie E. Crook.
Miguel Benades and Manuel Martinez.
E. H. Holley and Miss Dolly Butler.

A. P. Wright and Mrs. Lorena Bond.
G. T. Wisener and Miss Bessie Jaunita Lowe.

Births

Born to Mr. and Mrs. C. L. Rayburn, Talpa Rt., boy.
Otho M. Heallen, Coleman, boy.
Aubrey Fuller, Valera, boy.
Fred B. Orrell, Cross Plains Rt., boy.
Joe Nixon, Coleman, girl.
Albert Simpson, Coleman, girl.
Luther J. Weathers, Tricham, boy.
J. P. Burroughs, Silver Valley, boy.
H. N. Evans, Coleman, girl.
Umar L. Burton, Burkett, girl.
L. R. Briggs, Coleman, boy.

Deaths

Baby Fred Heallen, less than 1 day old; died Dec. 8, 1927; cause unknown; place of burial, Santa Anna.
Baby Meadows, age 2 months, 1 day; died Dec. 8, 1927; cause pneumonia; place of burial, Coleman.
J. D. Cullins, age 54 years, 3 months; died Dec. 6, 1927; cause pelagra; place of burial, Coleman.

Warranty Deeds

J. H. Branstan and wife to T. Kennard Sealy, Lot No. 7 in Block No. 2, of Sewt Long addition to town of Santa Anna; \$215.50.
K. J. Bowen, et ux to H. O. Wooten Grocery Co., West 1-2 of Block No. 23 in the original town of Coleman; \$300.00.
J. W. Pool, et ux to Coleman Country Club, 101 acres out of block No. 59, 84.3 acres out of Block No. 59, 84.3 acres out of Block No. 60 and 20 29-100 acres out of Block 58 of a subdivision of Overall Ranch; \$9457.14.
Roxie Candler, et ux, to Mrs. Lela Johnson, all of Block No. 13 of Elippen, Perry, Stockard and Branch subdivision of Blocks 14 and 20 of Clow's 2nd addition to Coleman; \$2000.00.
G. E. Adams and wife to L. E. Abernathy, undivided 1-2 interest in part of Block No. 12, of Coleman County School Land survey; \$700.
T. C. Poppoe, et al, to Bonnie Poppoe undivided 1-9 interest in 1200 acres out of G. H. & R. R. Co. survey; \$10.00 and other consideration.
D. E. Arnold to M. K. Witt, North 20 acres of a 120 acre tract out of E. T. R. R. Co. survey; \$2000.
W. R. Kelley and wife to J. E. Bartlett, Block No. 24 of Santa Fe addition to town of Santa Anna; \$1500.00.
J. P. Morris to C. W. Martin, a tract of land in Coleman, out of M. Benites survey; \$36,000.00.
J. T. Woodard to Martha Gertrude Williams, southeast 1-4 of Block No. 1 H. N. Beakley subdivision of Block No. 21 and part of Block No. 2, Clow's 2nd addition to town of Coleman; \$10.00.
J. R. Martin to W. S. See, 127 acres out of Samuel T. Belt survey; \$8680.00.
J. S. Gilmore and wife to J. L. Dodgen, undivided 1-2 interest in 105 acres out of Richard Perry survey; \$10.00.

Oil and Gas Leases

R. E. L. Culp to W. F. Sorrells, south 100 acres of the southeast 1-4 of Section 66, G. H. & H. H. Co.; \$10.00.
Henry Knox to J. A. Barbre, 60 acres out of George W. Harbour survey; \$1.00.
W. F. Galloway to J. A. Barbre and William Miller Ross, 83.8 out of John H. Gibson survey; \$1.00.
J. W. Gates to Paul H. Davies,

MID-TEXAS EDITORS HELD MEETING LAST FRIDAY

Last Friday, the News editor joined Editors Jackson and Williamson of Coleman and accompanied them to Brownwood to attend the Semi-Annual session of the Mid-Texas Press Association, composed of editors in this vicinity. Due to the busy season with editors throughout the country, a light attendance was recorded, but a fairly good meeting was held. Several problems of interest were discussed and we feel our time was well spent in going. Following the luncheon at the Southern Hotel, the guests of John Gorman, traveling salesman for the Southwestern Paper Company, the body went into the election of officers for the ensuing year, and the selecting of the next meeting place.

Editor R. L. Scott of DeLeon was elected president; Editors H. H. Jackson of Coleman, H. F. Swinkler of Brady, were elected vice-presidents. Coleman was selected as the next meeting place, and the meeting will probably be held about the middle of next April. At some future date, we expect to have the pleasure of entertaining the jolly bunch of editors in Santa Anna. The name of the organization was changed from Mid-Texas to Hart 'O Texas Press Association, to conform with our geographic location and to harmonize with other commercial organizations functioning in this vicinity.

EARLY PAPER NEXT WEEK

Following our custom of previous years we will have no display advertising in our special Christmas edition next week, except greeting ads from our business men in Santa Anna. That is, no other class of advertising will be solicited. We have a large book of 100 ads suitable for any firm or business, and will pass around among you as quickly as we can after this paper is printed, and submit them for your approval. If we fail to see you in person, and you want to get an ad in our special Christmas greeting issue, will you please prepare your copy and bring in early, as no copy will be accepted later than Tuesday noon. We expect to publish and mail Wednesday if possible, and request your earnest cooperation. Our book of ads, specially prepared by expert advertising men is here and you are at liberty to call and select one of your choice at will.

STOCKHOLDERS NOTICE

The regular annual meeting of the stockholders of the First National Bank of Santa Anna, Texas, for the purposes of electing directors and the transaction of any other business that might come before it, will be held at the offices of the bank on Tuesday, January 10, 1928, at 2 o'clock P. M. Burgess-Weaver, Vice-president.

Elmo Taylor of Ozona visited friends in this city Monday.

300 acres being north 1-2 of section No. 67, C. D. Cleveland survey; \$10.00.

L. C. Hass to H. R. Randall, 100 acres out of G. H. & H. R. R. Co. survey; \$10.00.

J. E. Watkins to Barnsdall Oil Co., 33 acres, Block No. 6, subdivision of J. Scott survey; \$10.00.

Neil H. Banister to Barnsdall Oil Co., 39 5-8 acres, being northeast 1-4 of Block No. 1, a subdivision of J. Scott survey; \$10.00.

W. L. Moseley to Fred W. Shield, 30 acres being northwest corner of section 52 S P R. Co. survey; \$10.

Mrs. S. E. McCord, et al to Barbre and Ross, 514 acres out of McCord, Lindsey & J. H. Gibson survey; \$10.00.

Pearl Wiegrefe to Wittmer Oil & Gas Properties, 766.7 acres out of T. & N. O. R. R. Co. and N. H. Hadlock survey; \$1533.40.

W. C. Henderson to Humphrey Bros. Inc. Lot No. 2 in Block No. 47, town of Santa Anna; \$4.00.

W. M. Bell, et al, to J. L. Thompson, 80 acres out of a subdivision of Block No. 3, G. H. & H. R. R. Co. survey; \$600.00.

BONDS VOTED AT COLEMAN WEDNESDAY

Coleman, Dec. 14.—Civic leaders hail the result of today's bond election, in which all of the three proposed issues were adopted by the voters, as the greatest forward step yet taken by Coleman.

As a result of today's balloting, in which an unusually large number of women participated, the city of Coleman will issue \$45,000 in city hall and fire station bonds, \$75,000 for street paving and \$37,000 for refunding outstanding bonds and cancelling city warrants.

The vote on each issue was:
For city hall and fire station bonds, 248; against, 91.

For street paving bonds, 251; against, 85.

For refunding bonds, 248; against, 87.

Mrs. G. F. Barlett is in the Sealy hospital this week, suffering from injuries received last Sunday while the family was out riding in the cedar brakes, northeast of town. While trying to drive through a pasture road, the lady being on the back seat of the sedan, not realizing the sudden approach to a series of gullies across the road, when the car began to bounce, threw her off the seat, landing her in car, inflicting injuries in the spine, which has been very painful, however, hope is held out for recovery without permanent injuries. She is said to be responding nicely to treatment and on the road to recovery.

L. A. Watson and family, who moved from here to Stanton a few days back, were here this week making their final windup of business before bidding farewell to friends and relatives for the time being. The Santa Anna News was ordered to follow them to their new address.

Miss Edith Dibolet of San Angelo is visiting Miss Eudora Garrett this week, who is home from Austin to be with her mother, who is convalescing from an auto accident which occurred a few months back.

E. K. Blewett and daughters, Misses Marie and Oletha and Miss Dorothy Baxter attended a safety meeting of the West Texas Utilities Company in Ballinger Tuesday evening.

Misses Amy and Martha Wagner, students of Texas Women's College at Fort Worth, visited their parents, Rev. and Mrs. N. R. Wagner in this city last week-end.

Mr. and Mrs. Floyd Reynolds of Richland Springs visited relatives in this city Monday.

Hotel Assured For Santa Anna

Three Story Structure To Start Soon

The Hotel Committee reports the \$14,000 bonus for the erection of a good hotel here in Santa Anna raised or assured, and the proposition accepted by Messrs McCown, Onyett and Campbell of Fort Worth. The parties were here Saturday and were called upon this week by D. J. Johnson, a member of the hotel committee, and, according to our information, a satisfactory agreement has been reached.

As has been stated before, Santa Anna is much in need of a hotel and now, it seems, we have one assured. The hostelry, when completed and furnished, will represent an expenditure of approximately \$100,000, and will mean a great deal to Santa Anna.

Coleman Sheriff Arrests Man For Alabama Officers

Coleman, Dec. 13.—Sheriff W. R. Hamilton late yesterday evening arrested M. S. Ellis at a local grocery store and is holding him for officers in Enterprise, Alabama, who will be here early next week to return the prisoner to answer charges of assault with intent to murder. The arrest was made a few minutes after the sheriff received a telegram of inquiry from Alabama officers.

Ellis has lived in Coleman about three months with his wife. When they came to Coleman Ellis worked for a short time at a meat market. He told Sheriff Hamilton he did not know what officers in Enterprise could want with him. He told others, according to information that he had shot a man in that town three times. When lawyers informed him they could not acquit him and that a trial would probably result in a three-year sentence, he made a cash bond of \$1,000 and left, he is quoted as saying. Officers from Alabama are expected to arrive in Coleman the first of the week to return Ellis to Enterprise.

CLEVELAND CLUB

Miss Brent met last with us the third Tuesday in November, at Mrs. Blanton's. It was a rainy day and only three members were present. The club will meet next with Mrs. S. A. Moore, the third Tuesday in January. Members are requested to be present at this meeting, as there will be new officers elected. Miss Brent and the president of the club will also make a list for the year's work for 1928.—Reporter.

Sleighbells Amid Northern Snow Auto Honks Amid Southern Sunshrne Shouts of Joyful Laughter Everywhere

And above all and around all and in all is the Beautiful Spirit of Christmas. May your joys be as many and as genuine as your desires

THE FIRST NATIONAL BANK

The Magic Of Christmas

Now that Christmas is here again with world of beautiful things designed especially to make happy, and since all the days and nights are filled with its spirit of good cheer, we are wishing for you the largest possible share in the very best enjoyments of the season.

The State National Bank



IS THERE MONEY

IN CHICKENS

(By F. W. Kazmeier, Bryan, Tex.)

In Mississippi C. T. Evans, owned a 700 acre farm. He became interested in farm poultry keeping because it afforded another means of making money. In three years, the third year not completed his books show:

Receipts to date \$6391.80
Buildings and equipment 2000.00
Value of poultry on hand 1200.00
Total 9591.80
Less amount paid out in 3 years 6822.77
Net profits to date 2769.03

There is no question that by the end of the third year Evans will show a net profit of \$1000.00 per year on his poultry flock. This showing is made from a flock of 200 hens.

The division of Agronomy of the Georgia State College of Agriculture, recently made a poultry survey. This survey showed that 87 per cent of the poultry enterprises in the State on which records were obtained show a profit. The average of 69 records display a gross income of \$1879.00; a total cost of \$1175.00; a net income of \$704.00. The average number of hens and pullets were 420. Average profit per bird ranged from \$4.33 plus to \$1.74 minus. These figures were based on survey of farm poultry flocks.

\$2.82 Net Per Hen

My flock of 291 hens, handled under ordinary farm conditions, made a good showing in 1926. The bulk of my income is from market eggs, although last year I sold 2000 eggs for hatching. The total value of eggs and fowls sold in 1926 was \$1,330.70. My total cost was \$520.37 leaving a net profit of \$810.10 or \$2.82 per hen. In addition we consumed a large number of eggs and chickens on the table for which no charge was made.

One Thousand Hens Made \$6000.00 Gross Income

Several years ago a young man bought 48 acres of land covered with trees and sage brush, for which he paid \$2,300.00. The very first year 1922, he saved only 187 pullets out of 470 baby chicks purchased. But in spite of that he

grossed \$960.00. His hens earned \$4.50 on the average above feed costs, he more than doubled his profits the next year and the year after that. In 1925, these same 40 acres grossed \$6000.00. In four years he had paid for his land, buildings, a sedan and a smaller car, in addition to providing a good living for himself, his wife and two children.

Says Publicity Keeps

Country Prosperous

Newspaper and magazine advertising has been the greatest single factor in making the United States the most prosperous nation in the world the last twelve years, H. D. Crippen of New York said at the annual convention of the American Grocery Specialty Manufacturers Association in Atlantic City recently.

"Liberty Loan bonds floated during the war brought into circulation billions of America's latent wealth and it has been advertising that has kept it in use," said Mr. Crippen.

KNOW TEXAS

Figs are rapidly coming to be a commercial crop in Texas. They are grown in the coastal region and this indicates the wide variety of crops and climate of the state, ranging from the wheat belt of the Panhandle to the fig, date and citrus fruit sections of the south.

Texas produced last year 2,400,000 pounds of grapes for the commercial markets.

The electrical production of Texas increased 20 per cent in September this year over September last year. The total for September 1927 was 164,957,000 kilowatt hours.

Texas uses more natural gas in the production of electricity than any other state. In September this year its consumption of gas for this purpose reached 2,342,862,000 cubic feet.

How He Spins

Silk glands from which the silk fluid is produced resemble a pair of long tubes on each side of the interior of the caterpillar's body says Nature Magazine. These tubes unite at the lip to form the spinning organ or spinneret. The silk fluid, when drawn out, hardens rapidly when exposed to the air.

Airplane Supplants Automobile As Transportation Means For Ozona Flying Rancher, Pilot Vernon Cox

San Angelo, Dec. 10 (Sp).—There was a time on the West Texas ranges when a bad year would come around, livestock could not be sold for love nor money, leaving the ranchman, figuratively speaking, "up in the air." Being left "up in the air" though for one West Texas ranchman is just exactly what he wants. He is Vernon Cox, "The Flying Ranchman," of Ozona.

The machine was recently delivered to Mr. Cox at Dallas. It is a Travel Air, weighing 1,300 pounds and is thoroughly equipped. It has a speed of nearly 100 miles an hour, will carry more than its own weight, in a three-seated tank, giving it a cruising radius of 500 miles. The machine has a wing spread of 34 feet, is 23 1-2 feet long, and 8 1-2 feet high.

The words "The Flying Ranchman" are in large letters on the bottom wing and with a screaming siren which he turns loose when flying over West Texas cities; it does not take the natives long to know that Vernon Cox is in the air. The number of the ship, 1737, the license number from the Department of Commerce, is also painted on the bottom wing.

An eight-cylinder Curtis motor of 90 horsepower furnishes the propelling force of the machine, which will rise on a run of from 100 to 150 feet. The airplane is of the same make as that used by Art Gobel in crossing the Pacific to Hawaii, though Gobel's was a monoplane.

"My automobile days are over," said Mr. Cox as he cast a proud eye over the blue and silver machine. Mrs. Cox, however, is not so enthusiastic and has yet to take her ride, joking with her rancher-husband about his ability to pilot the machine.

In becoming a pilot Mr. Cox said he achieved the ambition of his life. As a boy he declared some day he would be flying and realization means his day of happiness. He will continue, however, to continue his ranching operations, though quite a bit of time will be

development of aviation within the next year or two, Mr. Cox has announced that if the development proceeds as he expects it, he will build an airport in San Angelo.

Builds Own Hangar

Mr. Cox has built a hangar for

the machine near his home at Ozona and has cleared off a landing field. On his 500-acre Crockett county ranch he has cleared off another landing field and erected another hangar at a cost of \$2,000.

Other West Texas ranchmen, however, has blazed the air-trail over this ranching country. Lee

Aldwell was one of the earliest air enthusiasts and owned several planes. He was the first to locate cattle on his ranch by means of an airplane as it is said that he used this method of counting them instead of holding round-ups. Another ranchman-aviator is a Mr. Belcher of Fort Stockton.

Mrs. Amos Taylor and son, Alton and four daughters, Misses Dollye and Vonelle, Mrs. J. L. Williams and Mrs. C. M. Williams returned Wednesday from a two weeks visit in Hobart, Oklahoma, where they visited Mrs. Taylor's parents.

GOD REST YOU MERRY GENTLEMEN

SPECIAL STATIONERY SALE!

Nylotis Lawn

this week for

24 Sheets	59c
24 Envelopes	

High-Grade Linen Lawn

This Makes a Nice Christmas Present

We have our Christmas items priced as low as anyone, and will sell as CHEAP as anyone in town.

Come in and see

Walker's Pharmacy

TIS THE MERRY CHRISTMAS TIME

GIVE ELECTRICAL GIFTS

that make life easier

Electrical Gifts bring joy throughout the year and years to come--you can find gifts for every one here.

A FEW SUGGESTIONS

Percolators	Toasters	Vibrators	Warming Pads	Irons	Curling Irons
Waffle Irons	Vacuum Cleaners	Electric Ranges	Washing Machines		
Fireless Cookers	Electric Reflectors	Floor Lamps	Bridge Lamps	Ironers	
Lighting Fixtures	Frigidaire	Electric Churns	Table Stoves		

and many other useful, labor saving necessities. We have a complete stock

West Texas Utilities Company

TELEPHONE 97

SANTA ANNA

WHAT'S DOING IN WEST TEXAS

(By West Texas C. of C.)

Brady—An article giving publicity to Texas and West Texas' Turkey Industry in general and to Brady's Turkey Trot in particular, released by the publicity department of the West Texas Chamber of Commerce, was given good play in the December issue of the "National Republic" magazine, a Washington, D. C., publication. Two pages were devoted to reading matter and illustrations, besides editorial mention made of the article, and besides two pictures on other pages directing attention to the story.

Galveston—The Jean Lafitte Hotel has opened for business here and was built by a plan thought to be unique in hotel construction. Instead of selling shares, rooms in the building were sold at \$1,000 each to various citizens.

Olton—The Olton Chamber of Commerce was recently host to a Father and Son Banquet, honoring the local stock judging team of Olton High School which won premier honors in stock judging at Texas Technological College in a recent competition.

Lubbock—Representatives from fifteen South Plains towns attended the secretaries association meeting here December 6. Manager Wade of the West Texas Chamber Joseph Leopold, manager of the Southern Central Division of the United States Chamber of Commerce, and John Boswell, manager of the Extension Bureau of the Dallas Chamber of Commerce, were principal speakers. Ralls won the prize for having the largest delegation of chamber officials present.

Copperas Cove—Small grain around this section is thriving. The cotton crop was completely picked by the last of November, as there was no "top-crop" this year. Turkeys in the section have been particularly profitable and the holiday markets are being supplied with many birds from here.

Big Lake—A systematic tree planting program has been underway here by the commissioners obeying the traffic laws is that it

Reagan county courthouse lawn has been made by sodding grass, setting evergreens, and flowers.

Marfa—Movements of cattle to the Corn Belt and other sections are being made daily from Marfa and adjoining towns of the Big Bend District. Record shipments are underway all over the west.

Plainview—A two hundred thousand dollar paving program in Plainview for 1927 was completed December 1, which gives the city twenty additional blocks of high type brick on concrete pavement, making a total of seventy-five blocks of pavement in the city at this time.

Stamford—Tribute to the West Texas Chamber of Commerce for a "Banner Year of Service," especially as reflected on the South Plains and Lubbock Chamber of Commerce magazine, termed "The Hub." The magazine will make its appearance the tenth of each month.

Midland—The six-story Thomas oil office building here was filled one week after it opened and now has a waiting list. Midland now has 39 oil companies with either office or representatives in this city. A second petroleum building of 12 stories is to be erected especially for oil companies using Midland as operating headquarters. T. S. Hogan, wealthy operator who recently bought over \$450,000 worth of property in Midland, will erect the building. Wyatt C. Hendrick, prominent Fort Worth designer, will draw plans for the structure.

A GOOD LOSER

It is better to lose with a conscience clean
Than to win by a trick unfair;
It is better to fail and know you've been,
Whatever the prize, was square,
Than to claim the joy of a far-off goal
And the cheers of the standers-by
And to know down deep in your inmost soul
A cheat you must live and die.
—Edgar A. Guest.

Another disadvantage about obeying the traffic laws is that it makes one so conspicuous.

IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

By Rev. P. B. Fitzwater, D. D., Dean, Moody Bible Institute of Chicago, (Ed. 1927, by Western Newspaper Union)

Lesson for December 18

REVIEW: THE EARLY PROPHECIES OF ISRAEL

GOLDEN TEXT—God, who at sundry times and in diverse manners spake in times past to the fathers by the prophets, hath in these last days spoken by His Son Jesus Christ, whom He hath appointed heir of all things, by whom also He created the world: who being the brightness of His glory, and the express image of His substance, who being in the form of God, thought it not robbery to be equal with God, but emptied Himself, taking the form of a servant, being made in the likeness of men: and being found in the form of a man, He humbled Himself, and became obedient unto death, even the death of the cross: wherefore God also hath highly exalted Him, and given Him a name which is above all names: that whosoever shall confess the Son of Man, God will confess him also, and will send him down into heaven, and will sit with Him on His throne: and he that hath heard these things, and hath believed them, shall have eternal life, and shall not come into condemnation, but is passed from death unto life.

PRIMARY TOPIC—What We Have Learned This Quarter
JUNIOR TOPIC—Great Men and Great Teachings of the Quarter's Lesson
INTERMEDIATE AND SENIOR TOPIC—Lessons from the "Early Prophets"
YOUNG PEOPLE AND ADULT TOPIC—The Mission of the Prophets

The method of review must always be determined by the genius of the teacher, the aptitude of the pupils and the particular grade in the school. For the adult classes three methods are suggested:
I. Biographical.

During the quarter, six great prophets have been under review, namely: Elijah, Elisha, Amos, Hosea, Haggai and Isaiah. Assignments of these characters to representative members of the class should be made the week before so that they may come prepared to present the vital characteristics of these men.

II. Application of the Prophetic Messages to Modern Life.
Assignments should be made the preceding Sunday so that the members of the class may come prepared to make application of the vital messages of the prophets to the affairs of modern life. The following questions may be considered as representative:
What application can be made of the prophets' teachings as to: (1) The land question in the United States; (2) the problem of pauperism; (3) the problem of capital and labor; (4) light on the theological controversies of the present time; (5) a message for the modern woman; (6) the use of prohibition; (7) modern amusements; (8) modern church life.

III. A Summary of Facts and Teachings

Lesson for October 2.
The basis of decision as between Baal and Jehovah was that the true God should answer by fire. The leading lesson is that accepted sacrifice is the supreme test, enabling men to choose between Christ and heathen gods.

Lesson for October 9.
Elijah, who was brave before Baal's prophets, was frightened by Jezebel's threat and ran away. He failed at what had been his strong point.

Lesson for October 16.
Ahab coveted Naboth's vineyard. Jezebel schemed to destroy Naboth so that Ahab's petulant desire might be gratified. Judgment fell upon both Ahab and Jezebel.

Lesson for October 23.
A prophet is one who speaks forth God's message. When Isaiah had a vision of the Lord and was cleansed from sin he was ready to go at the divine bidding.

Lesson for October 30.
Amos was a humble shepherd and transducer of God's message. God did not speak through any school for the sake of the school.

Lesson for November 6.
Though the people sinned by worshipping idols, cursing their fellow men and cursing the prophets, God was against them. God invited them to return to Him.

Lesson for November 13.
Israel's apostasy was illustrated by Hosea's unfaithful wife. In spite of their wickedness God loved them and pled with them to return unto Him.

Lesson for November 20.
Isaiah pointed out the moral state of the people, exposing their ingratitude, stupidity, and habits of evil, and showed them that although God had severely chastised them, their case was not hopeless.

Lesson for December 4.
Isaiah reminded Israel of God's peculiar favor under the figure of a favorite vineyard. He pointed out the sins which brought their ruin. The outstanding sins were oppression, the more drunkenness, proud self-conceit and perversion of justice.

Lesson for December 11.
Through Isaiah's long ministry he was privileged to give counsel to several kings. Sometimes it was counsel of encouragement, some times of rebuke. To Ahab he gave counsel of assurance, pointing to a day of deliverance and blessing through Immanuel. When Hezekiah faced the crisis of invasion by the Assyrians, he resorted to the house of the Lord and sent for Isaiah.

Notice of Stockholders Meeting
The annual meeting of the stockholders of the State National Bank of Santa Anna, Texas, will be held at its offices in Santa Anna, Texas, Tuesday, the 10th day of January, 1928, between the hours of 10 A. M. and 4 P. M. for the election of directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting.
P. P. BOND, Cashier.

Yellowstone Park's Area
Yellowstone park has a total area of 3,348 square miles, allowing each American citizen ownership in the park of a section 30 feet square.

BIG SPECIALS AT PIGGLY WIGGLY FRIDAY-SATURDAY

Sugar 25 pounds pure Cane sugar, only **\$1.46**

Post Toasties The large packages Friday and Saturday, each **9c**

FLOUR That good kind you have been buying at Piggly Wiggly for only **\$1.72**

Potatoes Irish Limit 10-lbs to customer, only **17c**

Soap P. & G. or Crystal White 10 bars for only **31c**

Macaroni, Spaghetti and Vermicelli, each **5c**

Raisins Seedless 4 pounds for only **31c**

Swift's Hams None better cut one time, per pound **17c**

New Car Oranges for Christmas, medium size 1 cent each, or per dozen only **12c**

Lettuce, large head, each **5c**

AT 4 P. M. SATURDAY EVENING
we will give absolutely free a
Beautiful \$15.00 Gold Band Chinaware Set
which you will find on display in our window

See Our display of **GIFTS** For Her Christmas featuring **PANGBURN'S** BETTER CANDIES



Turner Drug Store

SANTA ANNA NEWS

Entered at the Post Office at Santa Anna, Texas, as Second Class Mail.

J. J. Glegg, Editor and Pub.

Friday, December 16, 1927

Sunday is that day wherein you rest twice as much as is good for you, take half as much exercise as you need, and expect to feel fine on Monday.

Let's cooperate. Building a community is like building a house. One brick holds up the other. The brick above likewise holds down the one below. So when the two join in cooperative effort they both stay put.

"Metropolis" Introduces New Faces to American Film Fans

An incredible motion picture will be shown at the Queen Theatre. It is the "Metropolis," the "cinema-cope" which will be shown Monday and Tuesday, and which recently shattered attendance records on Broadway. To those who like new faces on the screen "Metropolis" should offer the utmost in film satisfaction. Though the players are all well known to European audiences, they are new in America. Brigitte Helm, for instance, is one of Germany's most beautiful women. She is described as a "personal, feminine star." Gustav Froelich is another new type. There are many others, including the Robot Mary, an automaton who according to the story, is the fantastic creature created by an insane inventor.

Do your Christmas shopping now.

"HAPPY GIRL, LUCKY BOY"

What a brief time is twenty years. It's just a short step back through the garden of memory where tangled vines grow.

I remember Ralph, the offspring of the love of two treasured friends of mine. The summer day I saw him last he was rolling in a cradle trying to talk. Ten little toes were peeping from beneath a soft blanket and his smile was like a jessamine bud opening at early morn.

I went away. Time has rolled on bringing its changes. Five, ten, twelve years with spring and its flowers and winter and its dead leaves. Yet that seems only yesterday and in the fair pictures which hang on the walls of my heart there is one of a sweet mother and a proud young daddy looking down upon that shining dew-drop of their souls.

Now they say Ralph is married. That the tiny bit of humanity which was then trying to talk with soft sweet lips and to make signs with velvety toes, is a man—a husband—walking life's pure way with a lovely woman.

Well—

"Happy groom, lucky bride!" May the blue mountains that stand as an imperial gateway to the golden West witness the beauty of that match and the joy of that union for many, many years.

AUSTIN CALLAN.

Programme of Coleman County Baptist W. M. U. Quarterly Meeting

Place—Santa Anna. Time—10 o'clock, Tuesday, Dec. 20, 1927. Song Service.

Prayer.

Special music. Song: Jesus Call Us. Devotional—Mrs. R. D. Kelley. Official Reports

Reading of the minutes—Mrs. Wayne Bennett.

Report of Cor. Sec. Treas.—Mrs. W. I. Mitchell.

Report of Personal Service—Mrs. Jack Vaughn.

Report of Young People's Work—Mrs. R. C. Terry.

Inspirational address—Mrs. Chas. Sivells.

Noon. Song—Take Time to be Holy. Prayer.

Special music. Devotional—Mrs. J. C. Lovelady.

Reports of Standing Committees. Missions—Mrs. W. S. Tabor.

Mission Study—Mrs. Elisha Melton.

Education—Mrs. S. F. Martin. Benevolence—Mrs. W. B. Brown.

Historian—Mrs. P. A. Griffin. Stewardship—Mrs. Alice B. Hill.

Publicity—Mrs. A. G. Beach. Ruby Anniversary—Mrs. Joe Nichols.

Report on Howard Payne College—Mrs. S. F. Martin.

Round Table Discussion, led by Mrs. Chas. Sivells.

Greetings from Vice-Presidents. Business.

Benediction.

"Annie Laurie" Photographed by Mac Marsh's Brother

Lillian Gish, in the picture that first launched her to fame, shared honors with Mae Marsh, who later won stardom, even as she herself did, but retired from the screen upon her marriage. Now, at the height of her fame, Miss Gish has had as her cameraman Ollie Marsh brother of the girl who won fame with her in the D. W. Griffith classic of years ago. Marsh photographed Miss Gish in her latest Metro-Goldwyn vehicle, "Annie Laurie," the film coming to the Queen Theatre Wednesday and Thursday, a romantic drama of the Scottish Highlands, based on history, and in which Norman Kerry plays the leading male role. John S. Robertson directed the production.

Shop today.

Texas Public Health Association

Austin, Texas, Dec. 14.—Purchasers of Tuberculosis Christmas Seals are buyers of shares in one of the largest co-operative welfare enterprises in the world.

Mr. J. W. Butler, today, banker of Galveston and former president of the Texas Public Health Association.

The state organization is the Texas representative of the National Tuberculosis Association, which directs the nation-wide sale of the familiar little stickers with the double-barred cross.

Mr. Butler has long been active in the work of the Texas Public Health Association and is a director of the National Tuberculosis Association.

A share of stock in this huge health movement, it was pointed out by Mr. Butler, which comprises a great National Tuberculosis Association, 48 state health organizations and over 1500 local associations, cost one cent each and is represented by the now universally known Christmas Seal.

Through the medium of a penny sticker, the American people have voluntarily contributed \$42,000,000 during the past twenty years to keep the scourge of tuberculosis from their doors.

Such a vast sum represents the huge figure of 4,200,000,000 share of health at one cent each, sold since 1907.

According to information received from the Texas Public Health Association, thousands of school children participate each year in the annual Seal Sale and become both salesmen and shareholders through the sale and purchase of the little health seals.

To the educational value of this phase of the Seal Sale is due in large measure the children's knowledge of what they know about the Great White Plague.

Most children today understand the meaning of the double-barred cross, the symbol of the world-wide campaign against tuberculosis.

Mrs. Grady Adams has returned from Temple where she underwent a serious operation.

Mesdames J. O. Garrett, D. J. Johnson and G. W. Faulkner were Brownwood visitors Friday.

Shop today.

Cross Roads School Report

The following students made an average of 90 per cent or better

on their courses and department for the second period of the first semester in the Cross Roads school:

Ora Tucker

Mollie Bowden

Mary Olo Dockery Robert Haynes Mattie Haynes

Service Quality

Turner Drug Store

Our stock is new and fresh—we save you money on your drugs

We have a very select assortment of Christmas Gifts. Shop early and avoid the rush

FOR HER	FOR HIM
Banded Bags \$6.00	Williams Shaving Sets 95c
Manicure Sets \$3.50	Cigars, all brands, per box \$2.15
Black Narcissus Perfume \$2.75	Comb and Brush Sets \$3.50
Toilet Sets \$2.50	Leather Sets \$1.50
Genuine Pyralin Sets \$14.00	Pearl Handle Chain Knives 95c
Perfumerizers \$2.25	Conklin Fountain Pens \$2.75
Bobbie Sets \$3.25	Pipes, Razors 85c
Portable Victrolas \$18.50	Humidors \$8.00

The Drug Store That Sells For Less

PHONE 177

This Store Is Prepared to Supply Your Christmas Needs

Santa Claus has been here and left many useful and beautiful gifts, suitable for every member of the family.

Remember your friends and relatives with a nice greeting card. A large stock to select from.

Buy Whitmans Chocolates—fresh and fine.

PHILLIPS DRUG CO.

A MERRY CHRISTMAS

HAPPY NEW YEAR

QUALITY, SERVICE, ECONOMY, COURTESY

are the factors that we offer you in making your daily shopping, the points that go to make buying your requisites a pleasure instead of a task. You're at home here.

Our Christmas Merchandise

is especially inviting to gift seekers this year. Make your selections early and avoid last minute worries. You'll enjoy shopping here.

FOR WOMEN	FOR MEN
Handkerchiefs	Ties
Gloves	Scarfs
Purses	Belts
Hose	Handkerchiefs
Garters	Sox
Silk Bloomers	Hats and Caps
Toilet Sets	Suits and Overcoats

Dry Goods Dept.

Extra Special Prices at LESS THAN COST

Men's \$25.00 to \$30.00 Suits	\$18.50
Men's \$20.00 to \$22.50 Suits	\$15.00
Men's \$18.00 to \$19.50 Suits	\$13.50
All Boy Suits at Cost and Less	
New Overcoats, \$12.50 to \$25.00, going at from	\$8.00 to \$18.00
All Ladies \$24.50 Coats at	\$16.75
All Ladies \$22.50 Coats at	\$16.00
All Ladies \$15.00 Coats at	\$10.50
All Ladies \$12.00 Coats at	\$8.00
Little Girl's \$4.75 Coats at	\$3.00
Little Girl's \$3.95 Coats at	\$2.85

All Silk Dresses and Sweaters at less than cost. We have some real bargains on all merchandise. Pay us a visit and get our prices and save the difference.

ALL GROCERIES AT RED HOT CASH PRICES—GIVE US A CALL AND SEE WHAT WE CAN DO

R. J. MARSHALL & SONS



They're Homemade Christmas Cakes

The world over, there is nothing to compare with Christmas cakes, cookies—homade for the holidays. That is why we have followed the good old-fashioned home recipes in baking these delicious dainties. M-m-m! Try them!

Fruit Cake, per lb. 75c

Layer cake, Ginger Cookies, Cinnamon cookies.

Ragsdale's Bakery

NOTICE

The D. Y. Q. Club of the Home Economic Department will have a bazaar Saturday, Dec. 17 in the new Crum building. It will be open at 2 o'clock and ten cents admission will be charged. Doughnuts and coffee will be served free. Everybody come and buy your Christmas presents.

Baptist Church Notes

Sunday school at 9:15. All come Sunday without fail.
Morning worship at 11 o'clock.
B. Y. P. U's at 6 o'clock.
Evening worship at 7 o'clock.
All announcements Sunday about the special services during the Holidays. Come and worship with us Sunday. Just remember to make the Baptist church your church.
Sidney F. Martin, Pastor.

Mrs. M. H. Reid and daughter, Mrs. Albert Reid of Regency visited in the C. E. Eubanks and H. K. Harrison home last week-end.

Mrs. B. S. Thompson and two children of Amity, Arkansas, are here to spend the holidays with the lady's parents, Dr. and Mrs. T. M. Hays.

This is a curt statement, but we want to say it, and failing to know any other way to say it, we now say it. It is our aim to make the Santa Anna News the kind of a paper that our readers and prospective readers want it to be. In turn we ask that our readers and prospective readers make and keep themselves the kind of boosters for all good things in Santa Anna that the Santa Anna News wants them to be.

Do your Christmas shopping now.



FOR RENT—2 room-light house, keeping apartment.—H. R. Layne.

FOR RENT—Two nicely furnished rooms for light housekeeping. Telephone 218.

FOR SALE—Two Jersey milk cows.—J. T. Wheeler. 1tp

FOR RENT—Two furnished rooms for light housekeeping. Phone 232.

WANTED—Man and wife to keep house and work on farm.—Dr. M. G. Walker, Coleman, Texas, Burnett Route. 51-tfc

MEAT Hogs, dressed and delivered or on foot, lard, sausage, pork in any quantity, for sale.—John West. 51-tfc

LOST—Friday, December 9th, near Mrs. Comer Blue's Jewelry Store, pair of shell Rem glasses. Reward.—Mrs. Leman Brown. 51-tf

FOR TRADE—Fordson and plow for truck.—Jno. A. Williams, 2 1-2 miles north of Shield.

FOR SALE—Work stock, cows, chickens, farming implements and many other items. Due to sickness I have decided to sell my holdings and try another location.—Turney Smith. 51-tfc

I am now taking orders for Kasch cotton seed, direct from the Originator, Ed Kasch, and will appreciate an order from you.—W. A. Alford, phone 3412, Santa Anna. 41

FOR SALE—2,000 bundles of Hegira on my farm at Liberty.—A. R. Drown. 50-tfc

TWO Light housekeeping rooms for rent.—Mrs. C. E. Welch. 50-tf

FOR SALE—Several kinds of baled hay.—J. I. Ellis, on Whon south of Santa Anna, on Whon road.—49-3tp

FOR SALE—Extra fine, White Holland Toms, \$10.00 each, Hens, \$4.00 each.—Mrs. H. W. Kingsberry. 47-tfc

APPLES, bananas and potatoes—I have leased space in the Stephenson building and will keep a stock of fresh apples, bananas and sweet potatoes for your wants. Priced right.—J. W. Kizer. 49-tfc

CAR washing and greasing at Mathews Motor Co. Price for washing \$1.00 and \$1.25. 45-tfc

SNIPES Cresote Cough Syrup is guaranteed to relieve the most stubborn cough, or money refunded.—CORNER DRUG CO.

CAR washing and greasing at Mathews Motor Co. Price for washing \$1.00 and \$1.25. 45-tfc

NEED GLASSES

Dr. Jones, the Eye Man, will be at Mrs. Comer Blue's Jewelry Store every Tuesday. Eyes examined, glasses fitted, headache and eye strain relieved.

SEED OATS FOR SALE

First Year Ferguson No. 922 Pétigreed Seed Oats, made 104 bushel per acre, at 75 cents. These are the best oats that the Ferguson Seed Farm puts out. They are free from Johnson grass seed, and the seed that they were sown from were suit treated and will hold good for at least two years. See Elmo Wallace, or the Bookkeeper at Farmers Gin No. 1. 37-tfc

POSTED

Notice is hereby given that all premises owned or controlled by the following parties are posted against all trespassing or frequenting of any kind.—Mrs. M. E. Chambers, T. J. Johnson, Car Williams, C. C. Fletcher, on J. H. Green farm.

FOR SALE—Instantaneous water heater; also lavatory. Phone 15, or 134.

APPLES, bananas and potatoes—I have leased space in the Stephenson building and will keep a stock of fresh apples, bananas and sweet potatoes for your wants. Priced right.—J. W. Kizer. 49-tfc

FARM & RANCH LOANS

Let the Bangs N. F. L. A. build that house that you have long waited for. 5 per cent, 6 to 8 1/2 years.
F. E. Strange, Bangs, Texas

FOR SALE—A cream separator.—Turney Smith. 46-tfc

CAR washing and greasing at Mathews Motor Co. Price for washing \$1.00 and \$1.25. 45-tfc

FOR SALE—10 White Leghorn hens at \$1.00 each and 15 four month old pulets at 50c each.—Mrs. C. H. Todd, Santa Anna, Texas. 50-tfc

FOR SALE—A few full blood Silver laced Wyandotte Cockerels, price \$2.50.—Mrs. D. P. Wheatley, Santa Anna, Texas, phone Shield.

Self Culture Club

Miss Dora Kirkpatrick was hostess to the Self Culture club Friday afternoon. Suderman was the dramatist studied. Mrs. Oliver as leader gave a very instructive talk on the points of Similarity between the plays of Suderman and the plays of Pinerro. Mrs. S. L. Weaver discussed Beata's Defence. There were ten members present. In a business meeting it was decided to have a lecture instead of a reception and Mrs. I. Williamson, Mrs. Tom Hays and Mrs. J. Frank Turner were appointed as a committee to arrange this. The next dramatist studied will be Hantman and Mrs. Clifford Verrier will be leader. Mrs. Jodie Mathews will be hostess.

Birthday Party

Mrs. Sam Collier gave a theatre party last Saturday in honor of her little daughter, Gail's sixth birthday. After the evening was spent at the theatre the little-tots returned to the Collier home where a six tier birthday cake was served with cream to the following little people: Alice Jane Lovelady, Charisie Woodruff, Ethelda Simmons, Gwendoline Oakes, Maurice Bond, Annie Gray Martin and Gail Collier. Gail received a number of nice presents and the little folks enjoyed themselves very much.

SPECIAL CHRISTMAS EDITION NEXT WEEK

Be sure and get your advertising copy to us early next week, as the editor and general force would like to get the regular weekly edition out early and renew our acquaintances with our families.

Christmas

Is Almost Here

and don't forget the Kiddies'

CANDIES FRUIT and NUTS

We have a complete line of everything for their stockings—and at prices as cheap as anyone of same quality.

Hunter Brothers

48 Telephones 49



JUST ONE MORE WEEK

of Christmas Shopping. A busy week for everybody. We are prepared to take care of your holiday needs, with a big stock of good gifts for everybody. Here are a few:—

- | | |
|-----------------------------------|----------------------------------|
| Tapestry 35c and \$1.00 | Box Stationery . 15c to \$2.50 |
| Beautiful China, all prices | Lingerie 98c to \$1.49 |
| Hosiery 15c to \$1.19 | House Shoes . . . 69c to \$2.95 |
| Pictures 35c to \$1.39 | Bath Robes \$8.95 |
| | Toy Tea Sets . . . 35c to \$1.19 |

Gift Sets, all Kinds and Prices

Toys—every Descriptions, 5c to \$5.00

You can start at the front door, make a round in our store and completely fill Santa's Pack.

Santa Claus himself will be here Saturday. All the kiddies will want to talk to him. Bring them in. He will be glad to make a list of all their wants.

Ask us about the \$5.00 Scooters we are going to sell for 99c with each purchase of \$10.00 or more.

E. E. CHAMBERS VARIETY STORE
"Easy Place to Shop"

LOVELY GIFTS

You will find in Millinery and Ready-to-Wear Department suitable gifts of the better kind in

Dresses, Hats, Coats, Underwear

and other wearing apparel, priced very low compared to their quality.

The following suggestions are also found here and are reasonable in price:

- | | | |
|------------------------|--|-----------------|
| —FANCY— | | Toilet Sets |
| Pin Cushions | | Manicure Sets |
| Lamp Shades | | Mesh Bags |
| Powder Puffs | | Leather Purses |
| Boudoir Caps | | Over-Night Bags |
| Handkerchiefs | | Bridge Pads |
| Garters | | Telephone Pads |
| | | Atomizers |
| —SILK— | | Vases |
| Hose | | Tea Sets |
| Bloomers | | Breakfast Sets |
| Teddies | | Bridge Set |
| Gowns | | Humidors |
| Petticoats | | Candy Jars |
| Slips | | Bon Bon Dishes |
| Pajamas | | Candle Sticks |
| Quilted Bath Robes | | Library Set |
| N negligees | | Wall Vases |
| | | Ash Trays |
| HAND EMBROIDERY | | |
| Towels | | |
| Pillow Cases | | |
| Luncheon Sets | | |
| Vanity Sets | | |
| Buffet Sets | | |
| Gowns | | |
| Aprons | | |
| Pajamas | | |

Our goods are all of the highest quality and new stock—our prices are right.

Mrs. G. A. Shockley
MILLINERY AND READY-TO-WEAR

Man's three ages: Hates work; Still, the man who knows it all works cheerfully as a matter of duty; wishes he could work. wouldn't be objectionable if he'd respected with pleasure and admiration.

YES!



According to 11,105* written opinions from Doctors

WHAT is the quality that Lawrence Tibbett, David Warfield, Nazimova, William Collier, Florence Easton, Mary Boland, Sophie Tucker and other famous singers, actors, broadcasters and public speakers have found that makes LUCKY STRIKES delightful and of no possible injury to their voices?

For the answer we turned to medical men and asked them this question:

Do you think from your experience with LUCKY STRIKE cigarettes that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

11,105* doctors answered this question "YES."

These figures represent the opinion and experience of doctors, those whose business it is to know.

Mary Boland, Delightful Actress, writes: "For a number of years, I noticed that Lucky Strikes were the overwhelming popular cigarette with most actors. It was only natural, when I started to smoke that I try Lucky Strikes. Now I know it is rightfully called 'the actors' favorite.' It is the most enjoyable cigarette and results in no throat irritation or harshness and this means everything to us of the stage."



"It's toasted" No Throat Irritation-No Cough.

*We have carefully that we have examined 11,105 signed cards containing the above statement. LYBRAND, ROSS EROS, & MONTGOMERY Accountants and Auditors New York, July 21, 1927.

Is Christmas Commercial

"Christmas," said the man at the next desk, with a scowl, "is a lot of bunk. It's fine for the kids, of course. It's about played out for grownups, and it's commercialized to the point of sight."

Sour words, those, to hear at this season. They make you uneasy; set you to wondering if we, in this speedy twentieth century, should really pay much attention to old Santa Claus and his jingling bells. Let's look into it. How about it, anyway: is Christmas "a lot of bunk?" Is it about played out" as far as grownups are concerned?

As the grouchy man admitted, it's fine for the kids. And, after all, that alone is plenty of excuse for continuing it. We don't always remember just how much we owe the kids; indeed, we sometimes catch ourselves talking about how much the kids owe us. Christmas is a mighty valuable corrective. It sets us right; reminds us that our children, and our neighbors' children, are the most important people on earth; jogs our memory about the little matter of seeing to it that they get just a little extra bit of happiness now and then.

But need we admit that children are the only ones who can still enjoy Christmas? Let's put it this way: you have to have a little bit of the child in your heart to enter into the spirit of the holiday.

Is this spirit being ground out of us by the rush of modern life? Is it not. The more complex and hurried life becomes, the more does each man retain, jealously and ardently, that little "spark" of child-like and hope and freshness in his heart. If that is not one's case, why is it that little Willie's father always manages to play with Willie's new train of cars about three times as much as Willie does the first few days after Christmas?

There's something else about Christmas, too, that has not been and never will be commercialized. That is the spirit of kindness and unselfishness that the day brings. It is something we need desperately. Once a year is not too often for us to forget about ourselves and think of others. It is not too often for us to remember that there are such things as neighborliness and brotherhood and love and Christian self-forgetfulness.

Fraternal Organizations

Much is added to the attractiveness of community when it has active fraternal organizations, the members of which take a thorough interest in carrying on the work of these societies in the finest way. Such organizations find men longing for the touch of friendship.

They are tired of the cold and formal contacts of business, and they want to go somewhere to get into closer touch with men where the joys of companionship and good fellowship can be found. When people meet this need by carrying on these fraternities they serve their community as well as themselves.

Still, an intellectual doubtless enjoys life when nobody is about to watch him sneer.

Virtue is relative. Most of the people who boast of their self-control haven't much to control.

THE FUNERAL BELL

(By Robert Ashley)

'Twas Christmas eve in Shannon town, And the snow in torrents fell; When a little child in ragged brown Grasp the rope of a funeral bell.

Clang clang! Clang clang came the gentle call On the frosted midnight air; But the town, slept on, till the break of dawn, 'Twas they that did not care.

The child looked down at her dress of brown, And her feet so cold and bare. While the snow-flakes fell from the funeral bell, On her tangled locks of hair.

"Now Santa Claus," she softly said, And her voice was cold and thin—"Could it be you didn't hear?" "I'll ring the bell again!"

Clang clang! Clang clang! The call rang on, Like the hoofs of Santa's deer. But no one answered not a word, And no one seemed to hear.

"I'll ring the bell just one more time, Now Santa Claus," she said, "Wont you bring me a pair of shoes, And a pillow for my head?"

Clang clang! Clang clang! The call rolled on, Till the dawn of another day. Then she closed her eyes, as blue as sky, As the echos died away.

They found her there When the day was fair, And the wind had ceased to blow. Nenth the great high dell of the funeral bell, Serene in bed of snow.

Feed Poultry Plenty of Grain

College Station, Texas, Dec. 19.—The farmer who feed his poultry corn or milo and plenty of skimmed milk or buttermilk will likely be very well satisfied with his egg yield, according to Prof. D. H. Reid, head of the poultry department, A. & M. College of Texas. It will be necessary to buy only about four pounds of oyster shell for each hen a year in order to make the ration fairly complete for a range flock.

No farmer can afford to sell corn and buy corn chops, Prof. Reid added. Hens will lay just as well on whole corn as on chops, he said, and the farmer who raises milo or other sorghum grain should feed it to his hens as it is a good substitute for corn. Oats raised on the farm may comprise a large per cent of the grain fed if they are soaked for twenty-four hours and then have a small amount of milk poured over them to make them very palatable before being fed. Wheat is always a good poultry feed and since shrunken wheat is nearly as good as the best quality, wheat screenings may be used for poultry feed.

The neurologist says optimists live longer than pessimists. They might if they didn't have such sublime faith in loose brakes.

By 1950, all a man will have to do to disguise himself as a woman will be to get a shave.

SHOP EARLY

"Goodness gracious, do not leave 'All four shopping till Christmas Eve!"

Don't even leave it all until the week before Christmas, the merchants are urging. In fact, back in the first part of November they began to warn us to "shop early" and now, that we are into December they are telling the exact number of shopping days until Christmas.

It's a good idea, too, don't you think? Even if you are such a hard hearted Hannah that you don't care a particle how tired the shop people may be, think of the other advantages. Think, if you want to be so selfish, just of your own comfort a bit.

Early in the month, early in the week, and early in the day are the best shopping times, according to our merchants. Early in the month the stock is more complete, early in the week the crowds are not so dense or so wild, and early in the day the salespeople are not so worn and weary.

So if you would buy the things you want and buy them unhurriedly, if you would be waited upon by interested instead of jaded salespeople shop early in the week, early in the day.

Took Name From Wales

Ben Mawr, Pa., was named after the town of the same name in Brecon county, Wales. It is composed of two Welsh words, "ben," meaning "hill," and "mawr," meaning "big"—the whole word meaning "big hill."

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.



ONLY EIGHT MORE DAYS in which to do YOUR CHRISTMAS SHOPPING

We are making special prices on every item in the store and have something new to show you each time. Do your shopping NOW while you can get what you want. Something for every member of the family.

Dolls, Coaster Wagons, Scooters, Tricycles, Trucks, Purses, Pins, Baskets, and other item too numerous to mention. Do not fail to visit us, if you do not visit our store, we both lose.

Baxter's Variety Store Same Goods For Less Money.

Christmas-New Year Holiday Fares

Between all points in Texas, also between all points in Texas and all points in Louisiana.

Tickets on Sale December 16th to 26th, incl., and again December 31st, 1927 and January 1st, 1928 Limited to January 9th, 1928.

STANDARD PULLMANS

to North, and South Texas, also to New Orleans

For particulars and reservation ask your Santa Fe Agt.

The Christmas Season For Turkeys Is Over

We are still buying and preparing them for storage. If you have more turkeys for the market bring them on and we will pay all the market will justify—we don't believe prices will be any higher this season



Go Fishing at Corner Drug Company

Remember we are giving a **Bowl and Two Goldfish Free** with every dollar purchase the remainder of this week.

Buy any article worth \$1.00 and get a **NICE CHRISTMAS PRESENT FREE!**

Santa Anna Poultry & Egg Co

Telephone 102

Flowers The Spirit of Christmas



YES—LOOK—GIFTS FOR ALL

These headlines greet you large and small;
Each one says they have the best
Of Christmas Gifts, and like the rest
We got a word or two to say
About these Gifts for Christmas day.
All other Gifts are made by man,
But ours are made by God's own hand;
It's true some are preserved with care,
But the original handwork is there.
If you want your gift to get a kiss
By Mother or Sweetheart, remember this:
FLOWERS will receive her fond embrace,
No other gifts can take their place.

Mrs. J. R. Gipson

WHY CHRISTMAS?

Since the Fifth Century Christian people generally have regarded the 25th of December as the anniversary of the birth of Jesus of Nazareth; altho, certain historians, each claiming considerable authority, have fixed the event at various other dates, including January 6, March 28, April 19, May 20 and November 17. For the purposes of Christmas it matters little whether the right calendar date has been chosen, but it matters much how we observe the day selected.

Why Christmas? Because it is the almost universal celebration of mankind's victory over selfishness. Pagan peoples have a "Christmas" day by another name; and even those who do not observe Christmas from religious motives feel its great moral influence for the common good.

Many urge that the Christmas spirit be kept alive throughout the year. Were there no Christmas there would be no such incentive. The Christmas spirit is alive thru the year; the trouble is, too many of us are not alive to its existence.

Christmas embodies big, noble things. It is the anniversary of a spiritual understanding against temporal ignorance. This is considered but a man of his stripe of divine attributes, his advent into the world as a philosopher establishing

ed the foundation of a new freedom from sin and suffering.

Those who know what Christmas means—heed what it calls for—and give what it asks for—serve to lift the world into higher thoughts and nobler acts. The Christmas spirit permeates into every nook and cranny of humanity's household. Christmas means love, unselfishness, sacrifice, joy, beauty, faith, contentment, reverence, morality, purity and harmony. It means children, mother, father, sister, brother, relatives and friends. It means the brotherhood of man and the sisterhood of nations. All other holidays added together can not equal a fleeting moment of that great, grand, solemn, sacred and impressive day called Christmas.

Christmas reaches everybody. The poor are made to rejoice, the rich are made to think seriously. For one fine day the lowly are lifted higher in the heart of humanity. So let it be!

Why Christmas? The answer is, Why not?

The old-time Santa Anna man who used to tie a bow of ribbon on his buggy whip now has a son who pastes the picture of a bathing girl on the windshield of his flivver.

Fresh Water Sea Coast

Fresh water can be dipped from the Atlantic ocean for a distance of 50 or more miles off the coast of Brazil. This is due to the enormous amount of water that pours out of the mouth of the Amazon river.

YOUR TRAINING!

YOUR POSITION!

The position you accept in business depends upon your training. A diploma from us is your assurance of a high-class place. Employers everywhere call upon us for competent help because they know that the best business training can be had only in a school that has the best equipment, best teachers, best courses.

Send today for the large interesting book, "ACHIEVING SUCCESS IN BUSINESS." It is Free. Mail coupon NOW.

CUT OUT AND MAIL NOW

GENTLEMEN.—Please send me your large FREE book, "ACHIEVING SUCCESS IN BUSINESS." I am interested in a training that will help me get a good position.

Name _____
Address _____

Diversifying Farmer Favored In Granting Bank Loans Declares Institutions Officers At Slaton

Slaton, Texas, Dec. 10. (Spl.)—“For the past two years especially, and to a certain extent during the last five years, we have favored the diversifying farmer in making loans, practically eliminating any credit for the ‘one crop’ cotton farmer.” These were the statements of J. H. Brewer, bank president, and W. E. Oliver, active vice president of another Slaton bank, when called upon to express their ideas as to why the Slaton section is now enjoying an era of prosperity.

The bankers believe their policy in loaning money over that period has been largely responsible for the increased practice of diversification, with more hogs, more poultry, more dairy cattle and more feedstuffs in the territory now than ever before in the history of this part of the South Plains. Furthermore, they will follow the plan very rigidly in 1928 of knowing how many hogs, chickens, cows and low many acres of feed will be had on each farm before a loan will be made to that farmer.

“Very few customers who diversify ever need loans of considerable size, and many of them are entirely independent,” Oliver said. “We much prefer loaning money to buy cows or hogs than to be used for living expenses,” Brewer stated.

Cows Pre-Requisite

Not only will cows, hogs and chickens on the farm be a pre-requisite to securing a loan, but Brewer said he would require in 1928 that each farmer plant enough feed to supply his needs for two years. In case of a failure in any one year to produce enough feed, there will then be sufficient feedstuff on hand for another year, he argues.

Oliver said farmers and merchants here are in better condition than ever before. Merchants owe less on their stocks and farmers are better off as a result of raising poultry, cows, hogs, feedstuffs and vegetables.

Deposits in the Slaton banks are higher than in 1926 and compare favorably with records of any other prosperous year. Collections have been excellent this fall, Farmers are showing better judgment in the past and this means it will go farther and accomplish more good for them, the bankers said. Loans now carried by the banks are greatly decreased.

To Import Cattle

A move is under way on the part of the Chamber of Commerce, supported by the bankers, to import pure-bred dairy cattle which will be distributed over the Slaton section. A few bull circles have already been formed in the section. County Agent D. F. Eaton is helping in this work.

Reduction of cotton acreage this year was general through the territory here, and the cow, soy and hen had more attention. Bankers here declare prosperity will locate permanently with South Plains farmers if they will diversify regularly.

To Be Our Best

George Eliot once said that the greatest legacy a hero leaves his race is to have been a hero. Few of us are going to be heroes. The fact remains that the greatest service we can do for those close to us is to be our best.

C. E. Pogram (First Presbyterian Church)

Topic: God's Kindness and Our Own, Tit. 3:1-8; Matt. 25:35.
Leader—Mrs. Jasper McClellan.
God's infinite love, John 3:16—Charlotte Oakes.
Love's protection, I Pet. 5:7—Oliver McClellan.
Love's provision, I Cor. 2:7-9—Lillie Wallace.
Forgiving love, Luke 15:21-24—Otis Brown.
Love's service, Luke 10:33-35—Gay Turner.

Peptogram
“When you were a kid you learned it—
“Be ye kind one to another.
Now you are big enough to live it.
C. E. 6:15 P. M.

When each one has conscientiously these community expenditures of money, time, effort and inspiration and carried them out according to his abilities, Santa Anna will do bigger things, have better times, seize greater opportunities and realize larger dividends.

Now is the time for all wise parents to budget their household and personal expenses for the coming year.

Why not let all good citizens “budget” their civic interests for community welfare and development for the year 1928?

For Some It's the Middle

“The happiest part of a vacation is the end of it,” said a writer. Probably he means the front end—Boston Transcript.

Fred Watkins Dray Line

We
HAUL ANYTHING
Service is Our Motto
DAY PHONE 38
NIGHT 217

Security Abstract Co.

Frank W. McCarty, Mgr.
Coleman, Texas
We give quick Service.
Office with
R. E. L. Zimmerman

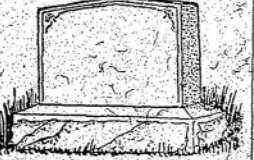
DR. W. C. WILLIAMS

Diseases of the Eye
Glasses fitted
At Dr. Powell's Office Every
Tuesday and Friday

Your Druggist

Has many new Electrical Conventions. Their cost is nothing as compared to their service. Let him show you the Electric Testers, Waffle Irons and Percolators.

San Antonio Drug Co. 7-21



Marking the grave of a loved one is a tribute of respect we love to pay. Before purchasing a monument give us a chance to figure with you.

Santa Anna Monument Co.

T. S. SLAUGHTER.

First Presbyterian Church

Sunday school 10 a. m., J. T. Oakes, Supt.
Morning service 11 o'clock, preaching by pastor.
Christian Endeavor 6:15 p. m.
Evening service 7 o'clock, J. W. Brown, Pastor.
Mid-week prayer meeting 7:00.
Sunday has been previously arranged to make an offering to the Presbyterian Orphans Home at Dallas, Texas. Be prepared.

Mother!

Clean Child's Bowels

“California Fig Syrup” is Dependable Laxative for Sick Children



Hurry Mother! Even a fretful, feverish, bilious or constipated child loves the pleasant taste of “California Fig Syrup” and it never fails to sweeten the stomach and open the bowels. A teaspoonful today may prevent a sick child tomorrow. It doesn't cramp or overact. Contains no narcotics or soothing drugs.

Ask your druggist for genuine “California Fig Syrup” which has directions for babies and children of all ages printed on bottle. Mother! You must say “California” or you may get an imitation fig syrup.

State University News

Austin, Dec. 12.—There will be a large number of members of the faculty of the University of Texas who will represent the University at meetings of the various national learned societies during the Christmas holidays. At least 30 members of the faculty have already made definite arrangements to attend meetings, and the majority of them will give parts of the

program at their various meetings.

Eleven members of the staff are on the program of the Modern Language Association which meets this year in Louisville, Kentucky. There will be nine members who will present papers before the several societies meeting this year in Nashville, Tennessee. Others will go to Chicago, New York, Cincinnati, Cleveland, Iowa City and

Do your Christmas shopping now.



FRESH AND HAPPY

all the live-long day!

H AND H Blend Coffee

AT ALL GOOD GROCERS EVERYWHERE

for Economical Transportation

CHEVROLET

USED CARS

“with an OK that counts”

Amazing Values And Easy Terms

Come to our salesroom and inspect our O.K.'d reconditioned cars. We have the car you want at a price that will please you—and our terms are unusually reasonable, with the lowest financing charges available through the General Motors Acceptance Corporation.

The red “O.K.” tag is attached to the radiator of every one of our reconditioned cars. It means that the car has been gone over completely by expert mechanics, using genuine parts for all replacements. Look for this tag—and buy with confidence.

Mathews Motor Company

Santa Anna, Texas.

QUALITY AT LOW COST

Children Cry for

Fletcher's CASTORIA

MOTHER—Fletcher's Castoria is especially prepared to relieve Infants in arms and Children all ages of Constipation, Flatulency, Wind Colic and Diarrhea; allaying Feverishness arising therefrom, and, by regulating the Stomach and Bowels, aids the assimilation of Food, giving healthy and natural sleep.

To avoid imitations, always look for the signature of Dr. J. C. Fletcher. Absolutely Harmless—No Opium. Physicians everywhere recommend it.

USEFUL GIFTS

- Silverware
- Golf Club
- Pyrex
- Aluminum
- Casserole
- Dishes
- Guns
- Reels
- Lines
- Elect. Irons
- Elect. Perculators
- Thermos Jars

Many others too numerous to mention.

Asbestos Back Gas Heaters

SPECIAL FOR CLOSE-OUT

- 18 Tubes \$7.50
- 14 Tubes \$6.25

W. R. Kelley & Co.
Established 1889

THE WINCHESTER STORE

Mrs. Aubrey Childers spent the week-end with relatives in Coleman. Mrs. Amie Hermon of Dallas visited Rev. Wagner and family last week-end.

C. F. Stubbs of Brownwood attended to business in this city Tuesday. Dr. R. R. Lovelady, A. D. Donham, Sr., Frank Mills and Albert Loudermilk have just returned from a hunting trip near Presidio.

Miss Lula Harvey of Howard Payne College spent the week-end with home folks here. Marshall Duggins and C. A. Walker returned this week from Mason where they have been hunting.

Mrs. B. McDermott of Brownwood is visiting Mrs. B. H. Melton this week. Mrs. Cos. Turnbow of Breckenridge visited her sister, Mrs. S. F. Martin this week enroute to San Antonio to visit a daughter.

Headmrs. J. B. Wendham and Alton Ray visited in Coleman Tuesday. J. S. Jones has been appointed by State Health Officer, as statistics registrar of this judicial precinct.

John Brandon and family of Plainview are visiting in the home of his brother, W. A. Brandon near Home Creek this week.



Give a Hat For Christmas

I have in a lot of NEW HATS in the Faillie Silks and Straw Combinations.

This week and next I will sell all Felt, Velvet, Satin and Metallic HATS AT 1-2 PRICE.

Mrs. Miriam Pricket

CAUGHT in the ROUND-UP

FOR SALE—Poland China Pigs—W. R. Gardner. 49-31p

Elgean Shield of Coleman visited in this city Tuesday.

Miss Jewel Cole spent Sunday in Brownwood.

Arvil Jarrell of Coleman visited in Santa Anna Monday.

Mrs. R. M. Balkie visited friends in Brownwood last week.

F. N. May and wife made a business trip to Brownwood Tuesday.

A. D. Donham, Jr. visited in Abilene Sunday.

Mrs. I. E. Barbour and children of Coleman visited in the E. E. Chambers home first of the week.

Miss Tiny Black of Rockwood is under treatment at the Sealy hospital this week.

Mr. Fritz Brokelmann, a well known cotton buyer of Dallas, is visiting friends in this city this week.

A. J. McDaniel and Mayor Baxter visited in Ballinger Tuesday.

Mrs. Johnnie Hensley and Mrs. Claud McHorse of Coleman were in Brownwood Wednesday.

Mesdames Stafford Baxter and I. O. Shield visited in Brownwood Saturday.

Mr. and Mrs. Leonard Phillips and Mrs. Frank Mills visited in Brownwood one day this week.

Mr. and Mrs. Dock Ashley visited relatives in Temple a few days last week.

Mr. and Mrs. W. A. Garmes and little son were Brownwood visitors Wednesday.

Mesdames Lloyd Burris and Ernest Overby and Miss Ethel Whetstone visited in Brownwood one day this week.

Rev. Coleman, Presiding Elder of this district, who lives in Brownwood, preached at the Methodist church last Sunday.

Mr. and Mrs. George Ralston of Mineral Wells visited relatives and friends in this city last week-end.

Elgean Hensley and Fred Campbell of Rankin are visiting home folks here this week.

Misses Bobbie Wilson and Lillie Stewart were Brownwood visitors last week.

Miss Aline Ray of San Angelo is visiting her sister, Mrs. R. A. Jones.

Miss Earnestine Beakley of Brownwood visited Miss Elizabeth Wylie last week-end.

Cliff Meadow and wife and Paul Arnold and wife of Ovallo visited relatives in this city Sunday.

Mr. and Mrs. Ben Ray of San Angelo visited relatives in this city Sunday.

Mr. and Mrs. Hillery Hicks of Coleman visited relatives here Tuesday.

Mesdames Willie Gibson and O. C. Petty and Miss Leila Faulkner visited in Brownwood Tuesday.

Mesdames W. I. Mitchell and Harvey Melton were Brownwood visitors Saturday.

Mr. and Mrs. Jack McCalloway are visiting relatives in Galveston this week.

Mr. and Mrs. John Pearce returned this week from Temple where Mrs. Pearce has been treated in a sanitarium.

Mesdames Wilburn and Ireland Hubert of Coleman visited in this city Monday.

J. G. Sims and wife, Walker Richardson and wife visited relatives in Cross Plains Sunday.

Miss Thelma Eubanks of Brownwood visited home folks here last week-end.

Helene Johnson of Cross Plains underwent an operation at the Sealy hospital Monday.

Mrs. Jodie Mathews, Bell Caldwell, Maloy and Miss Jeanette Johnson visited in Brownwood Monday.

Clyde Sims of Cross Plains visited relatives and friends in this city Tuesday.

Mrs. W. A. Stanley and daughter, Mrs. Boyd Rainbolt, visited in Brownwood Monday.

Mrs. Stuky Crawford and Misses Obara Mercer and Vivian Johnson of San Angelo, visited relatives and friends in this city Sunday.

Queen THEATER

Mon. & Tues. 19 & 20

HIGH INTO THE AIR!



DEEP INTO THE EARTH!

Is this your future or the gigantic fancy of a mechanical mind. Don't miss "Metropolis," the marvel movie of the age. No word can describe it, no pen can portray it, no eye can believe it. It must be seen.

COMEDY in connection.

Wed. & Thurs. 21 & 22
LILLIAN GISH
in
Annie Laurie

The film her public has waited for. Beautiful Lillian Gish again, demonstrates in a magnificent romance of love and warfare that she alone knows the surest way to touch the human heart.

METRO NEWS in connection.

Friday 23
Cradle Snatchers
Featuring Louise Fazenda, Dorothy Phillips and other leading stars.

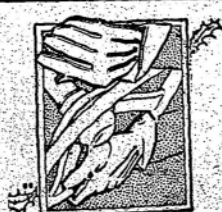
Get 'em young, get treated rough and tell 'em everything is the motto of the "Cradle Snatchers."

What some husbands do when they start out to go duck hunting. Don't miss this comedy. FABELS in connection.

Saturday 24
TOM MIX
in
Outlaws of Red River

With Marjorie Daw.
COMEDY and RIDDLE RIDER in connection.

Look for dates on "THE WAY OF ALL FLESH"—the picture everybody wants to see.



What "He" Wants GLOVES

In the auto or on the street, these Gloves will look right and feel right.

25c to \$3



Rest Assured Cooper's Pajamas

—In striped Madras, printed Percale, fancy Broadcloth, or colored Flannelette. Some with collars and cuffs. All sizes.

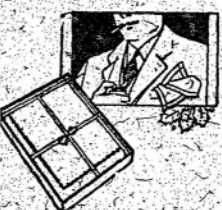
\$2 to \$3.50



HOSIERY Makes Fine Gifts

It may be hard to "fill the shoes" of the President—but Cooper's Hosiery can do it. An ideal gift.

25c to \$1.00



Give Him Handkerchiefs

A decorative Handkerchief for the breast pocket will be something near to his heart. See our selection at

10c to 35c
PARKER BROS.



Change in Train Schedules At Santa Anna Sunday, December 18

Train 77 Arrive	Leave 9:25 P. M.
Train 78 Arrive	Leave 7:15 P. M.
Train 76 Arrive	Leave 7:22 A. M.

For particulars ask your Santa Fe Agent
W. DuBOIS, Agent

Gift Suggestions

MOTHER

- 9x12 Duroleum Rugs \$8.50
- Sunbeam Gas Ranges . . . \$35.00 to \$65.00
- Books (latest numbers) 75c

FATHER

- Remington Pocket Knives \$1.00 to \$2.00
- Shot Guns, 410 Gauge \$9.00
- Shaving Sets \$1.50

SISTER

- Toilet Sets 50c and up
- Fountain Pens \$1.00 to \$7.50
- Vanities 25c to \$1.00

BROTHER

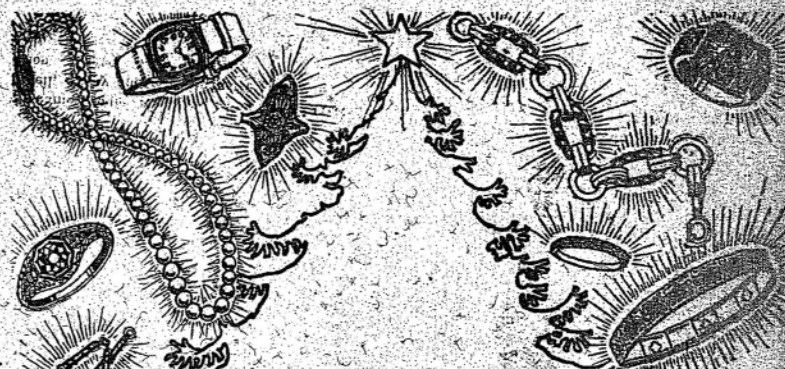
- Necties 50c and \$1.00
- Books 75c
- Glassware 10c to \$2.50

CHILDREN

- Mechanical Toys 10c to \$6.50
- Dolls 5c to \$7.50
- Wheel Goods, all kinds
- See the Mechanical Toys demonstrated in our window this week.

Blue Racket Store

Harold Moon visited relatives in Corsicana a few days last week. Berton Reize visited in Ballinger Tuesday.



Make Folks Happy by Giving "gifts that last"

What is more acceptable for our friends and loved ones than the following:

- | | |
|-------------------|---------------------|
| Watch | Atomizer |
| Chain | Silverware |
| Charm | Mesh Bag |
| Emblem Pin | Hand Tooled Leather |
| Bill Fold | Bag |
| Desk Sets | Vanity |
| Fountain Pen | Diamond Dinner Ring |
| Eversharp Pencil | Bar Pin |
| Cigarette Lighter | Pearls |
| Diamond Stick Pin | Bracelet |
| Clock | Wrist Watch |
| Urn Set | |

Come in and let us show you the many gifts we have for each member of the family.

MRS. COMER BLUE, JEWELER

WHY WE SELL FOR LESS

1. Big Buying Power
2. Low Overhead
3. Home Ownership
4. Close Personal Management
5. Modern Merchandising

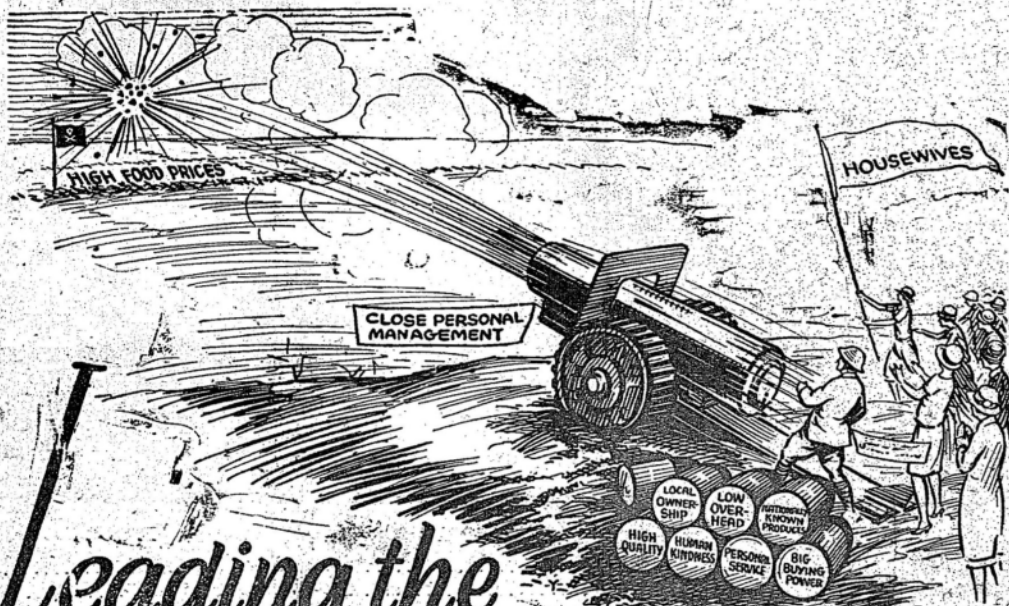
The Modern Way to Buy Food—
Select the Best Yourself—
Pay Less

"A SANTA ANNA INSTITUTION"

HELPHY-SELFY

OWNED AND OPERATED BY FORD BARNES

HELP YOURSELF, SANTA ANNA



Leading the Army against High Prices—

Bang! Bang! Bang! HELPHY-SELFY has come to Santa Anna! Look out Competition; look out prevailing HIGH PRICES of foods. Here comes your friend Barnes at the head of the LOW PRICE Army! Hurrah! shout the Housewives of this great section.

The big Blue and White Store of Cleanliness, Convenience, Service and Economy opens Friday to liberate Santa Anna Housewives from High Prices! Only the finest nationally known products handled. LOWEST prices Santa Anna has ever known! Here's how we do it: LOW OVERHEAD, BIG BUYING POWER, SPECIAL BUYING CONNECTIONS, HOME OWNERSHIP, CLOSE PERSONAL MANAGEMENT. LET'S GO!

Ford Barnes

FOR HELPHY-SELFY'S BIG OPENING FRIDAY AND SATURDAY

EXTRA! EXTRA! GOOD NEWS FOR SANTA ANNA FOLKS!

At last, HELPHY-SELFY has come to us! You have long heard about these wonderful self-serving Grocery Stores that are DIFFERENT with a capital "D"! Now, our good Santa Anna people can take advantage of this revolutionizing grocery store system. Helpy-Selfy is sweeping the country. It is changing the whole order of store operation. There's no other chain system like it. Folks, we are lucky to get Helpy-Selfy in Santa Anna; and you will soon thank your stars it has come.

EVERYBODY is invited to attend the greatest store opening in the history of Santa Anna. Come see the store; DIFFERENT; BIG BARGAINS on ALL items! SPECIAL FREE OFFERS all over the store!



Ford Barnes

Ford Barnes

Everybody knows Ford Barnes. He is a real part of Santa Anna—known and loved by everyone. An excellent business man and a grocer that knows the business from "A to Z." For the past 15 years he has been active head of The Texas Mercantile Company, a general merchandise organization that has been progressive and alert to the needs of the people. NOW Ford Barnes again scores by securing the Helpy-Selfy franchise for Santa Anna. This system gives Ford Barnes the advantage of large buying power which means a lower cost and buying connections that will make a combination that can't be beat.

Jack Long
Originator of Helpy-Selfy

Come In; Get Acquainted; Save On Every Purchase
Free Sugar! Free Candy! Food Demonstration!

BARGAINS THROUGHOUT STORE!

Flour	Amaryllis 24-lb. Sack	\$1.04
	Amaryllis, 48-lb. Sack	\$1.99
Butter	Fancy Red Rose per lb.	47c
	A fine Creamery Butter for your table.	
Sugar	10-lb. cloth	63c
	25-lb. cloth	\$1.63
Eggs	Fresh country guaranteed per doz.	00c
Matches	6 Boxes for "Too Hot to Last"	17c
Lard	Morris; Purity Domino 8-lb. Pail	\$1.24

A BIG CANDY BARBER POLE FOR EVERY CUSTOMER AND EVERY CHILD ACCOMPANIED BY ITS PARENTS

FREE GROCERIES

A fine big sack of standard nationally advertised and well-known local products worth \$1.50 to \$2 will be given Free with each purchase of \$5 or over on opening day—as long as the above lasts.

Meat Market Specials

Our Market will be the most modern and sanitary in Santa Anna and the prices will be low considering the quality we are offering you.

Sliced Bacon	Northern Sugar Cured	34c
	Per lb.	
Cured Ham	Half or Whole	25c
	Per lb.	
	1-2 lb. Bacon with each Half Ham; 1 lb. with each Ham	
Pork Sausage	"It's a Treat to Eat"	24c
	Per lb.	
Roasts	Chuck or Rib	19c
	Per lb.	
Smoked Bacon	POUND PER	24c
Dry Salt Bacon	PER POUND	17c

FARMERS

We Buy Your
Produce, Butter
and Eggs

Visit our Market

for
MEATS

We specialize in
Home Killed
Baby Beef

HELPS-SELF

"A SANTA ANNA INSTITUTION"

OWNED AND OPERATED BY FORD BARNES

RED HOT BARGAINS

FRIDAY, SATURDAY AND MONDAY

Imperial Pure Cane Sugar
10 lb. 63c
25 lb. \$1.53

IN THE CONVENIENT DUST PROOF BAGS
IMPERIAL CANE SUGAR—NONE BETTER

Flour 24 lb. Sack 99c
48 lb. Sack \$1.97

WE GUARANTEE AMARYLLIS FLOUR TO PLEASE YOU

Potatoes Fancy White Cobblers 10 lbs 19c

Emperor Grapes Season's Finest per pound 9c

GRATED PINEAPPLE	
Del Monte No. 1	13c
Ferndell No. 1	13c
White Swan No. 2	22c
Ferndell No. 2	22c
White Swan No. 2 1-2	26c
SLICED PINEAPPLE	
Del Monte No. 1	14c
Ferndell No. 1	14c
White Swan No. 2	24c
Ferndell No. 2	24c
White Swan No. 2 1-2	31c
APRICOTS	
White Swan No. 1	19c
Wapco No. 1	19c
White Swan No. 2	24c
Ferndell No. 2	24c
White Swan No. 2 1-2	34c
BERRIES	
Strawberries—Ferndell No. 2	38c
Raspberries—White Swan No. 2	38c
Loganberries—No. 2	28c
Gooseberries—No. 2	19c
Blackberries, all standard—No. 2	15c
PEACHES	
White Swan No. 1	18c
Wapco No. 1	18c
White Swan No. 2	22c
Ferndell No. 2	22c
White Swan No. 2 1-2	26c
Wapco No. 2 1-2	19c
White Swan No. 2 1-2	26c
Concho Brand No. 2 1-2	19c
CHERRIES	
White Swan No. 1	25c
White Swan No. 2	32c
White Swan No. 2 1-2	41c
Concho, No. 2 Red Pitted	29c
PEARS	
White Swan No. 1	22c
Wapco No. 1	22c
White Swan No. 2	27c
Ferndell No. 2	27c
White Swan No. 2 1-2	39c
FRUIT SALAD	
White Swan No. 2	37c
White Swan No. 1	28c
TOMATOES	
Standard No. 1	6 1-2c
Standard No. 2	09c
Standard No. 2 1-2	14c
Wapco, No. 2	10c
PIMENTOS	
Curtis, 2 oz. Glass	10c
MUSHROOMS	
Ex. Choice, No. 1-4	29c
Ex. Choice, No. 1-2	47c

CORN	
Ferndell No. 1	12 1-2c
Concho, No. 2	12 1-2c
Country Gent. No. 1	12 1-2c
White Swan No. 2	17c
Wapco, No. 2	14c
HOMINY	
Van Camps, No. 2	08c
Van Camps, No. 2 1-2	12c
SPINACH	
White Swan, No. 2	17c
White Swan No. 2 1-2	21c
PEAS	
White Swan No. 2	21c
Concho No. 2	14c
White Swan No. 2 Tiny Tot	33c
White Swan No. 1 Lunch	14c
LIMA BEANS	
Wapco, No. 2	14c
GREEN BEANS	
Wapco No. 2	14c
PORK AND BEANS	
Campbell's No. 2	09c
Wapco No. 2	09c
SWEET POTATOES	
All Brands No. 2 1-2	15c
ASPARAGUS	
White Swan No. 1 SM	21c
White Swan No. 1 Reg. Square	37c
SPAGHETTI	
Heinz, small	11c
Heinz, medium	15c
Franco-American No. 2	13c
KRAUT	
Wapco No. 2	10c
Wapco No. 2 1-2	14c
BEETS	
White Swan, Sliced No. 2	17c
Wapco, Sliced No. 2 1-2	17c
SOUP	
Campbell's, all varieties	10c
Heinz Soup, small	10c
Heinz Soup, medium	15c
Wilson Soup, all varieties, 3 for	25c
SARDINES	
American, 1-4s	06c
Dutchess, 1-4s	14c
Norse Crown, 1-4s	21c
Booth, 3-4s Oval	14c
SALMON	
Wapco, 1-2 lb. flat	27c
Chum No. 1 tall	17c
SHRIMP	
Dry Pack No. 1	18c
FISH FLAKES	
B and M, small	13c
TUNA FISH	
Light Meat 1-2s	23c
OYSTERS	
Oysters No. 1	17c
VEAL LOAF	
Veal Loaf No. 1	24c

COFFEE	
M. J. B. 1-2 lb.	30c
M. J. B. 1 lb.	53c
M. J. B. 2 lbs.	98c
M. J. B. 3 lbs.	\$1.56
Wapco, 3 lbs.	\$1.32
Elegant 1 lb.	49c
Elegant 3 lbs.	\$1.44
Maxwell House 1 lb.	49c
Maxwell House 3 lbs.	\$1.44
COCOA	
Hersheys 1-5s lb.	09c
Hersheys 1-2s lb.	17c
Hersheys 1 lb.	31c
TEAS	
Tree Tea, 10c size	09c
Tree Tea, 1-4 lb.	21c
Tree Tea, 1-2 lb.	39c
Lipton's 10c size	09c
Lipton's 1-4 lb.	25c
Lipton's 1-2 lb.	48c
POSTUM	
Instant 4 oz.	25c
Instant 8 oz.	47c
Cereal Reg.	23c
CANNED MILK	
Carnation, Tall	11c
Carnation, Baby	06c
White Swan, Baby	06c
White Swan, Tall	11c
Eagle Brand Reg.	23c
MALTED MILK	
Thompson's 1 lb. with Shaker	54c
Cocomaalt, 1 lb. with shaker	41c
CHIPPED BEEF	
Wapco, 2 oz. jar	17c
LUNCH TONGUE	
No. 1	28c
CORNEB BEEF	
Wapco, No. 1	29c
VIENNA SAUSAGE	
Eagle Brand, Halves	09c
Wapco, 7 oz.	27c
POTTED HAM	
All Brands, 1-4s	04 1-2c
GEBHARDT'S	
Chili and Rice No. 1	09c
Chili and Spag. No. 1	09c
Mexican Beans, No. 1	09c
CHILI	
No. 1 Ratliff's	14c
No. 1 Gebhardt's	17c
No. 2 Gebhardt's	33c
No. 1 Hy-Power Tamales	18c
No. 1-1-2 Ratliff's Tamales	13c
SANDWICH SPREAD	
Wapco Brand	13c

TOILET SOAPS	
Palm Olive	08c
Creme Oil	08c
Lava, Large	09c
Life Buoy	08c
Sayman's Reg.	11c
Lux Toilet	08c
Castile Hardwater	09c
Guest Ivory	04 1-2c
BORAX 20 MULE	
10 oz. Regular	14c
Bon Ami, powdered	14c
Bon Ami, cake	10c
PRINCE ALBERT	
Prince Albert, 2 for	25c
SNUFF	
Garrett's, small	05c
Garrett's, 10 size	09c
Garrett's, 6 oz.	39c
CIGARETTES	
Camels, 2 for	25c
Chesterfield, 2 for	25c
Lucky Strikes, 2 for	25c
STARCH	
Argo, Gloss, 12 oz.	08c
Argo, Gloss, 3 lbs.	29c
Faultless, Regular	09c
LAUNDRY SOAPS	
Big 4, 10 bars	39c
P & G Regular, 10 bars	39c
Ivory, Small	08c
Ivory, Large	14c
SOAP CHIPS	
Lux, Small	10 1-2c
Lux, Large	27c
Ivory Flakes, Small	09c
Ivory Flakes, Large	23c
Chipso, small	09c
Chipso, large	23c
WASHING POWDER	
Gold Dust, large	29c
Gold Dust, small	4 1-2c
Borax-Powder, small	4 1-2c
CLEANSERS	
Bri'lo	08 1-2c
Old Dutch	07 1-2c
Dra'no	22c
Sani-Flush	22c
Rabbitts Lye	11c
WASH BOARDS	
Silver King	39c
Brass Kirgs	59c
Mouse Traps	03c
Clothes Pins per doz.	23c
JELLO	
All Flavors, pkg.	8 1-2c

FLOUR	
Amaryllis, 48 lbs.	\$1.97
Amaryllis, 24 lbs.	98c
Amaryllis, 12 lbs.	59c
Amaryllis, 6 lbs.	32c
Fancy Meal, 24 lbs.	74c
Fancy Meal, 10 lbs.	34c
Fancy Meal, 5 lbs.	19c
Quaker, pkg.	11c
SODA	
Arm and Hammer, 1 lb.	69c
BLUING	
White Swan	17c
BAKING POWDER	
K. C. 25 ounce	23c
K. C. 50 ounce	47c
Calumet 4 ounce	08 1-2c
Calumet, 1 lb.	25c
Calumet 2 1-2 lbs.	59c
Calumet 5 lbs.	\$1.07
Calumet 10 lbs.	\$1.57
SHORTENING COOKING OILS	
Crisco, 6 lbs.	\$1.29
Crisco, 3 lbs.	67c
Crisco, 1 1-2 lbs.	36c
Morris Brand, 2 lbs.	41c
Morris Brand, 4 lbs.	67c
Morris Brand, 8 lbs.	\$1.19
Wesson Oil, pints	29c
Wesson Oil, quarts	57c
Pompeian Oil, 1-2 pint	32c
Pompeian Oil, pints	59c
PACKAGE DEPT	
Navy Beans, per pound	8 1-2c
Lima Beans, small	8 1-2c
Lima Beans, large	8 1-2c
Pinto	8 1-2c
Blackeyes	8 1-2c
Peaches	14c
Apricots	19c
Prunes	10c
Apples	19c
Raisins, puff, 14 ounce	12 1-2c
Raisins, seedless, 14 ounce	12 1-2c
Market Day, 4 lbs.	39c
Dromedary Dates	21c
TOILET PAPER	
Crown	10c
Saijo	3 1-2c
O'CEDAR POLISH	
O'cedar Polish, 4 oz.	23c
O'cedar Polish, 12 oz.	47c
SHOE POLISH	
Shinola, all regular	08c
Dyanshine, all colors	39c
SALT	
Lilly	09c
Carey's	12c
25-lb. Sack	39c

WHY WE SELL FOR LESS

1. Big Buying Power
2. Low Overhead
3. Home Ownership
4. Personal Management
5. Modern Methods

Beautiful CI
Convenient
Blue and Whi
Stores
Supreme

HELPY-SELFY

"A SANTA ANNA INSTITUTION"

OWNED AND OPERATED BY FORD BARNES

HELP YOURSELF TO THESE BARGAINS FRIDAY, SATURDAY & MONDAY

Butter Per Lb.
Red Rose
Churned Fresh Daily **47c**

MATCHES
"Winner Brand"
Too Hot to Last" — 6 Boxes for **17c**

Peaches No. 2 1-2 can
Wapco or Concho **19c**

Shortening Morris and Purity
8-lb pail **\$1.14**

Free! **M. J. B. COFFEE** Free!
The Full Flavored Coffee
2-POUND CAN
1-2 Pound **FREE** **98c**

We positively GUARANTEE every piece of merchandise we sell. If, for any reason, you are not FULLY satisfied with any purchase made at our store, kindly do us the favor to call this deficiency to our manager's attention and we will gladly give you new merchandise or your MONEY BACK.

SANTA ANNA HELPY-SELFY.
W. F. BARNES

STORE EMPLOYEES, ATTENTION

Practically every item we handle is guaranteed by its manufacturers.

On top of the manufacturer's guarantee, we add our ironclad HELPY-SELFY GUARANTEE, reproduced above. We do this to doubly safeguard our partners, the Housewives of Santa Anna. Remember, these housewives are your Bosses; what THEY say GOES.

You have FULL authority to back up our guarantee to the limit. No investigating, quibbling, passing the buck or waiting. The Customer is right; satisfy her!

W. F. BARNES

SUGAR
Old Fash, Brown 1 lb. 09c
Confectioners, 1 lb. 09c
Cranulated, 2 lbs. 19c
Cloth Bag, 5 lbs. 39c
Cloth Bag, 10 lbs. 63c
Cloth Bag, 25 lbs. \$1.63

QUAKER
Grits, reg. pkg. 11c
Pan Cake Flour, small 13c
Buck Wheat Flour reg. 16c
Swansdown Flour reg. 41c
Swansdown Flour Inst. 24c

BRAN
Kellogg's small 12c
Kellogg's "pep" small 12c
Kellogg's Krumbles, small 12c
Post Toasties, small 7 1-2c
Post Toasties large 11c
Heinz Rice Flakes 14c

OATS
Quaker Inst, small pkg. 10c
Mothers, China, pkg. 39c
3 Minute, small 8 1-2c
3 Minute, large 23c
Comet Rice, 12 oz. 09c
Comet Rice, 2 lbs. 23c
White House, 12 oz. 09c
White House, 2 lbs. 23c

MATCHES
Too Hot to Last
Winner 6 boxes 17c
Federal 6 boxes 25c

COCOANUT
Bakers, Tins 16c
Dromedary, pkg. 14c
Jolly Time Pop Corn 14c

SPICES
All 10c Spices 08c
Chili Powder, small 13c

BREAD AND CAKES
White, per loaf 7 1-2c
Whole Wheat, per loaf 10c
SCHEPP'S Cakes fresh daily—
Flavors any size
10c—15c—20c—25c—35c

MAYONNAISE, ETC.
El Food, 3 1-2 oz. 14c
El Food, 8 oz. 29c
El Food, 11 z. 34c
Thousand Island, small 15c
Thousand Island, large 32c
Sandwich Spread, small 15c
Sandwich Spread, large 32c

MACARONI AND SPAGHETTI
O. B. BRAND
4 boxes for 25c

CEREALS
Grape Nuts, reg. 17 1-2c
Shredded Wheat 11c
Puffed Wheat 14c
Puffed Rice 17c
Cream of Wheat, small 14c
Cream of Wheat, large 23c
Ralston Food 24c
Muffetts 15c
Pearled Barley 14c
Minute Tapioca 14c
Corn Starch, etc. 10c

PICKLES
Heinz Sour Picnic 28c
Heinz Mixed Picnic 43c
Heinz Pickled Onion 27c
Heinz Cherkins, Oct. 39c
Heinz Sour Gher. Oct. 39c

CALIFORNIA HOME BRAND
No. 1 10s Sweet Mixed 19c
No. 2 1-2 10s Sweet Mixed 39c
No. 2 1-2 10s Sweet Sliced 39c
No. 3 Stuffed Sweet 46c
No. 1 Sour Sliced 14c
No. 2 1-2 Sour Sliced 34c
No. 2 1-2 Sour Mixed 34c
No. 2 1-2 Dill 27c
Gal. Yolo Sour 71c
18 oz. CHB Catsup 33c
8 oz. CHB Catsup 19c
14 1-2 oz. White Swan 23c
8 oz. White Swan 14c

Meat Market Specials

ARMOUR'S SKINNED HAMS
1-2 lb. Bacon FREE with each Half Ham
1 lb Bacon FREE with each Whole Ham **Pound 25c**

SAUSAGE, Pure Pork, per pound 24c	HAMS, Center Cut, per pound 44c
STEAK, Baby Beef and Veal, per pound 26c	ROAST, Fancy Veal or Baby Beef, per pound 19c
BACON (sliced), Northern Sugar Cured, per lb. 34c	STEW MEAT, per pound 14c
ROAST, (Roll from Fancy Rib), per pound 19c	PICNIC HAMS, Shankless, Sugar Cured, per lb. 21c
LUNCH MEATS, (Assorted) (Fine for Lunches) lb. 31c	STEAKS, (Fancy Club) per pound 29c
DRY SALT BACON per pound 17c	SMOKED BACON, per pound 24c
FRESH FISH and OYSTERS Complete Stock	LOAF MEATS, (Fresh Ground), per lb. 17 1-2c

PRODUCE, FINEST VEGETABLES AND FRUITS

EMPEROR GRAPES, per lb. 09c
POTATOES, Fancy White Cobblers, 10 lbs. 19c
ORANGES, Med size, per dozen 27c
APPLES, Fancy Washington Delicious, per dozen 35c
CABBAGE, Hard Green Heads, lb. 03 1-2c

GREEN BEANS, Fresh and Crisp, per lb. 19c
TOMATOES, Pink Meats, per pound 11c
BUTABAGAS, From up North, lb. 05c
BELL PEPPERS, Fancy Colorados, lb. 10c
CARROTS, Bunch 7 1-2c

CELERY, Bleached and Clean 13c
ONIONS, White Globe, per lb. 04c
SPANISH ONIONS, Utah Stock, lb. 04c
YAMS, Fancy East Texas per lb. 2 1-2c
CAULIFLOWER Heads, Fine White, lb. 15c

EGG PLANT, Bright and Clean, lb. 10c
SPINACH, Nice and Clean per lb. 09c
HEAD LETTUCE, Hard Medium heads, each 08c
CRANBERRIES, Eatmore, lb. 19c

GRAPE FRUIT, Fancy Texas, each 7 1-2c
BANANAS, Yellow Fruit, per dozen 33c
LEMONS, Blue Goose, per dozen 39c
NEW POTATOES, per pound 12c

Congratulations FORD!



We know Santa Anna will appreciate this new and beautiful store you will open to its people this Friday, December 16th, at 8 a.m. May we bespeak best wishes for a big opening day and your continued success.

TO THE PEOPLE OF SANTA ANNA—

We have been selling Amaryllis flour for a long, long while in our other store—our Housewife partners always complimented us highly on the quality of this flour and so when we decided to install a Helpy-Selfy store, we just naturally stocked Amaryllis many of our customers preferred Amaryllis flour—we trust you will buy a sack from us and welcome Amaryllis “A Good Flour to This New Store.”

W. F. BARNES

Try a Sack of

AMARYLLIS FLOUR

48-lb Sack . \$1.99	12-lb Sack .. 59c
24-lb Sack . \$1.04	6-lb Sack .. 33c

Also, Fancy Cream Meal

in sacks of

5-lbs 19c	10-lbs 37c	24-lbs 73c
-----------	------------	------------

“A MADE IN TEXAS FLOUR”

Great West Mill and Elevator Co.

AMARILLO, TEXAS

Texas State Department Of
Health Weekly News Letter
A Happy Christmas

In order that the joyousness of the Yuletide season may be diminished by untoward accidents or preventable sickness, Dr. J. C. Anderson, state health officer, urges the citizens of the state to use every precaution in avoiding accidents, and not to go to excess in eating or drinking.

“Every year at Christmas time, numbers of people are killed and injured through sheer carelessness,” Dr. Anderson stated, and that such accidents as well as preventable sickness be kept at a minimum this year, attention of the people of the state is called to the following:

The Christmas season is the very worst time of the year to indulge in careless driving of automobiles, as the increased number of persons on the streets and roads may make even careful driving hazardous. For this reason, drivers of cars should ever be on the alert to prevent accidents.

“Hurrying” is often the cause of accidents. It is the best to get to your destination a little late than not to get there at all.

“It is well to remember that bootleg liquor may contain poisonous ingredients which carries with it death, blindness, or serious illness.

“Over indulgence in food is as injurious to adults as it is to children. An overloaded stomach may cause serious intestinal trouble, and is also a predisposing factor in “catching” cold or other infectious diseases, due to lowered bodily resistance.

“Do not use lighted candles in the decoration of Christmas trees as this is a dangerous practice. Every gas stove and fireplace should be fitted with substantial wire screens to prevent injury or loss of life through accidental burns.

“Children should not be permitted to handle giant crackers or other explosives. Such practice is very dangerous.

“Let’s all be thankful on Christmas day for good health. For without good health, we could have no happiness.

Growth of Christianity

Religious controversies precipitate vague reports that the church-going population was in rapid decline. That the contrary is true is not known better than by the millions of church members in the United States.

An Eastern clergyman discloses that at the time of the American Revolution there was only one professed Christian in Princeton University and two in Harvard University. Today nine-tenths of the university and college students of both sexes are members of some Christian church.

Diminishing church rolls are almost unknown in the United States while millions of dollars are expended annually for new church edifices in the cities, towns and rural sections of the country. Every denomination is annually reporting increased national memberships.

Evidence of the stability of the church in America may be found in the general financial status. There has been a decisive increase in the salary standards of the ministry. Church buildings are better maintained and more luxuriously furnished. A few years ago only the most exclusive city churches could afford paid choristers, pipe organs and skilled organists. Today these are not uncommon in the smaller towns and are customary in the smaller cities.

Whatever the present ecclesiastical debate may have done for good or evil, it manifestly has not detracted from church attendance.

Dangers of Early Dark

The winter months are called a particularly dangerous time for automobile accidents. The lights go on early, and create confusing conditions as the motorists are hurrying home from their day’s work or errands. Being fatigued at the close of the day, their vigilance is often relaxed. They are frequently dazzled by headlights, and fail to see people walking or standing by the side of the street.

A little more caution, Mr. or Mrs. or Miss Automobile Driver may save you a great deal of trouble at this ticklish time. Remember that if you are unable to see what is in front of your machine, that doesn’t let you out from responsibility. You should go at such a pace that you can be sure that you are not running into anything.

**Helpy-Selfy Store
To Open Friday**

Presenting an all together unique appearance, a Helpy-Selfy cash, non-delivery grocery store, which has been pronounced the last word in equipment and finish, will open its doors to the public Friday, December 16, when a cordial welcome will be extended to all comers.

The store is located 5th door east of Post Office and 1st door west of Corner Drug Company, owned and will be operated under the personal supervision of Ford W. Barnes, who has been in business in Santa Anna for 16 years.

With entirely new equipment and wiring of a special design throughout the Helpy-Selfy store, which is finished inside in white and blue present a very attractive appearance which does not suffer from a closer inspection.

The store is equipped with the best Frigidaire plants, McCray Refrigeration systems for coolings, National Cash Registers and Stinson scales. All pipes, machinery and wiring is concealed and nothing unsightly is left exposed to mar the appearance of the store.

The store is the best lighted establishment of the kind, illumination and in addition to the interior lighting system, reflectors illuminate the front of the building. The store will consume more electric current than any other similar store with the same floor space in the city, according to calculations made to Ivan H. Wood, national representative, who supervised the installing of the equipment in the store. An electric sign on the store will flash a Helpy-Selfy welcome to Santa Anna housewives, Mr. Wood said.

Special features of the store is meat, fruit and vegetable departments, according to Mr. Wood, where will more complete fruit and produce departments be available. "It is always the custom of the Helpy-Selfy stores to have every obtainable fruit and vegetable in season."

The Frigidaire equipment makes possible to carry over the report of the stock at the end of the day's business so that next morning finds it practically as fresh as the new stock," he said.

The meat market will be in charge of a competent meat cutter who has been in charge of variety meat markets, catering to most exacting trade.

Santa Anna Helpy-Selfy store is a welcome to everyone to the opening, to visit and to see the free demonstrations," Mr. Wood said.

Mr. Barnes has been in business in Santa Anna for 16 years, and as widely known and appreciated as any business man in Santa Anna. He is always ready to extend a willing and helping hand to the community calls, and has spent considerable of his valuable time in the interest of the city and other community and never turns down a demand for any worthy call.

Ivan H. Wood, national representative for Helpy-Selfy has been in the city the past two weeks supervising the installing of the store and will be pleased to meet any who wishes to talk with him about the system.

Mr. Wood states that the grocery business is being very rapidly modernized from the old fashioned methods formerly employed to the newer system which provides a central system that gives merchant at a glance his exact stock at all times.

Jack Long, Signator of the Helpy-Selfy system will be in Santa Anna for the opening, and will be here several days meeting his friends of the grocery fraternity.

A WORD OF WARNING

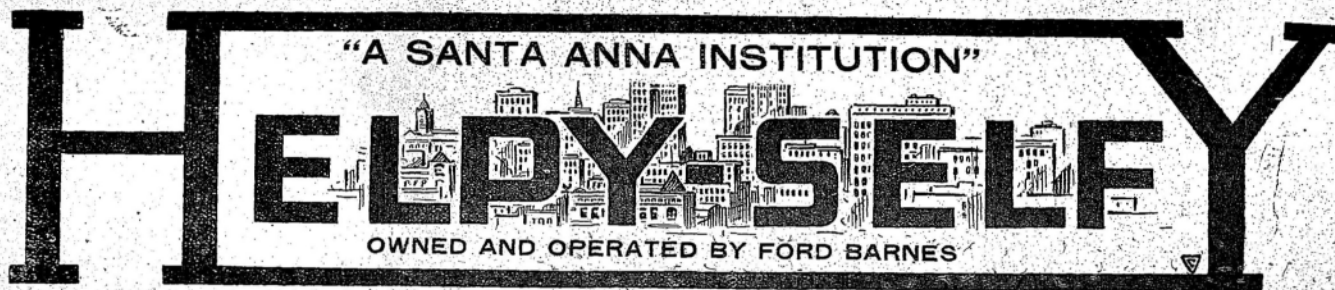
We are not complaining, but justly reminding you that, our streets are narrow, often crowded, for the next few days men, women and children are coming in great throngs, and for the good of all, drivers included, behooves us all to drive slow and careful, without cutting corners and where it is consistent, the business people will confer a favor by leaving their cars at home, giving more room and parking space to the buying public.

This little article is just offered for your consideration and we hope will be accepted in the spirit in-

are smarter, girls or well, which are more successful at dodging work through

FREE SUGAR!

If You Arrive Early---and Celebrating
the Formal Opening of



We Offer You This Remarkable Bargain to Quickly Introduce
to Those Who Have Never Used Our Product

"Elegant Coffee"

We Will Give

**1 lb. of Sugar with Each 1 lb. Can of "Elegant" Coffee
BOTH FOR 49 CENTS**

**3 lbs. of Sugar With Each 3 lb. Can of "Elegant" Coffee
BOTH FOR \$1.44**

This 3-lb. Can of "Elegant" Contains Beautiful Cup and Saucer



To Ford Barnes
Friends:

We congratulate the people of Santa Anna on this occasion--the opening of one of the most beautiful system stores in the United States.

We wish Mr. Barnes every success with his new store.

Dal-Tex Coffee Co.,
Dallas, Texas



For That "Smile of Satisfaction" Drink Elegant Coffee

A Wise Adage

Hear no evil; see no evil; speak no evil. If only the old adage of the three wise monkeys was accepted and carried out by the peoples of all our nations today, how much unhappiness might be averted. How much sunshine might be scattered throughout the sombre clouds of sorrow often harbored by scandal, maliceousness and unjust criticism.

Indeed, many a poor mortal has wept bitter tears of sorrow in solitary confinement, and stifled his feelings of slaughtered pride behind a mask of a forced brave demeanor, by the sting of malicious tale bearing and gossip.

The laws of a society that thirst for sensation must be avenged and sensationalism of such a nature often bears bitter fruits, that evoke perhaps a chain of unjust gossip—an unjust portion that humanity could far better do without.

So let us heed the adage of the three wise monkeys. Let us avoid the sight of evil; be deaf to evil, and above all speak no evil of anyone, for the old saying of "believe not all you hear, not half you see" is too often true. More so than we, ourselves, believe.

Let us be kind toward our fellow man, for the milk of human kindness is truly a marvelous and soothing portion, and the greatest medicine in the world not only of today—of yesterday—but shall be so evermore. A kindly smile and kind words cost us nothing, and perhaps some poor wight may be lifted to mansions anew by same, and moreover, will forget his burdens briefly at least.

Mortal life is short at most and the sun has risen, reached high noon and often set, before we realize the true religion of life and its far reaching echoes—that of kindness toward each other.

"True worth is in being, not seeming." In doing each day that goes by some little good, not dreaming of great things to do, by and by, for whatever men say in blindness, in spite of the fancies of youth,

There's nothing so kingly as kindness, And nothing so royal as truth." —Leta Flo Cleve.

Big Welcome Accorded to New Concern

Helpy-Selfy welcomed vast throngs to the two new stores of this city Saturday. The welcome was with open basket, music, cordial smiles, great big sugar barber polls, free coffee and other refreshments and other evidence of hospitality.

The two stores, one at 1067 North Second and the other at 1152 South Second, from early in the bright morning until late in the lovely night, bustled with excited, admiring, jovial and jostling crowds who filled their baskets, applauded the music, returned smile for smile, enjoyed their barber polls, smacked their lips over delicious coffee cups and did everything they were expected to do to show Sam Adkins owner, buyer and manager, that they appreciate the presence of this "Ablene Institution" in this growing city of opportunities.

Mr. Ivan H. Wood, who is national representative who supervised the installation of the equipment in the two stores and who all day long was as busy as the proverbial "cranberry merchant" at least 12,000 people passed through the establishments during the day.

A Real Event
The occasion was a real event to many, young and old, who cast off the worries that sometime attend shopping and trading, as they were introduced to the stores famed for the modern merchandising and personal management methods applied.

Customers and visitors alike all during the day voiced their admiration of the beauty and cleanliness of the commodious, artistically and conveniently arranged and magnificently equipped blue and white places of business. Genuine interest was also manifested in their McCray electrically illuminated frigidaire equipped and refrigerator, wonderful lighting system, and

other special equipment features. W. H. Stephens, manager of store number two, M. P. Folch, manager of the meat markets at both stores and everyone of the score and more of assistants joined the owner in their pleasure at the greeting which the public extended.

Truck Busy
To meet the demands of the trade all during the day a truck was kept busy plying the streets between the stores and wholesalers and when the doors closed last night the big heaps of vacated boxes, package coverings, and other refuse bore mute testimony to the activities of the day and suggested to the onlooker a paraphrase of "The Charge of the Light Brigade." "With boxes to the right of them, with packages and bags to the left of them, upward they piled."

Big Day
As Mr. Wood took stock last night he remarked "It's been a big day, but there'll be many more just like it. There's always something doing at Helpy-Selfy stores."

Music Appreciated
Alice Frank Wood and her orchestra of charming girls enlivened the occasion, playing in the morning at the south side store and in the afternoon and evening at the north side establishment.

The opening of the stores was preceded by an advertising campaign which hit the territory the latter part of the week with a bang in which a liberal supply of printer's ink was utilized to make the event successful—successful even beyond anything of its kind ever witnessed here.—Ablene Morning News.

"XMAS"
Now that Christmas is just around the corner again one expects to encounter the abbreviated "Xmas" in many places, and hear many complaints and protests from those who object to this shortening of the word "Christmas." One objection to shortening Christmas to Xmas is the pitfall of pronunciation. With the use of the brief form has grown a ten-

dency to read it "Exmas," an unpardonable barbarism. So pronounced, the word is quite open to the criticisms of it which clergymen and others have expressed.

X, however, as an abbreviation of Christ, has a history as old almost as Christianity. In catacomb inscriptions it stands for Christus, the first letter being chi. The letter X, the English equivalent of chi, meaning Christ, has the sanction of ancient usage unquestionably.

Dictionaries and encyclopedias include Xmas among the abbreviations of recognized standing, also Xn for Christian. They do not stigmatize it as colloquial or vulgar. Still, there is a feeling for words that impels most persons with a verbal conscience to spell Christmas out in full. To many Christmas is a beautiful word, while Xmas is not.

On the score of good taste the appeal for the disuse of Xmas is persuasive. However, circumstances can alter cases. Certainly not even the ministry object to use of the contracted form in the newspaper headline, where space is as precious as it was on the tablets of the catacombs. Xmas is a respectful term to those who look upon the X as symbolical of the Christian cross, and it is unlikely any would object to its use if this symbolism were universally recognized.

Timely Suggestions

The campaign is on. It is being encouraged by almost everybody from Postmaster Harry S. New down to just ordinary everyday men and women and children who feel the approach of the Yuletide season. It can be pointedly put into four pungent paragraphs:

Shop early
Wrap carefully
Address plainly
Mail promptly.

Casus belli: A rather small world containing numerous, very large appetites.

If he has begun to think he looks distinguished, he is a little past 40.

**We Will Sell and Feature
"OUR BEST"**

**MACARONI
SPAGHETTI
VERMICELLI
and
EGG NOODLES**

Because:

We can guarantee to our customers that we are giving them products that are unsurpassed for quality and cleanliness in manufacture.



Try "Our Best"

You will find this product at all grocers and it is such standard merchandise that we sell and feature.

We Thank

FORT WORTH MACARONI CO.

for their expression of best wishes.

W. F. Barnes



**the man's flavor —
— the woman's Preference**



Drink it mild, medium or strong—you always get the same rich, full flavor in the cup. We blend it that way.

M. J. B.

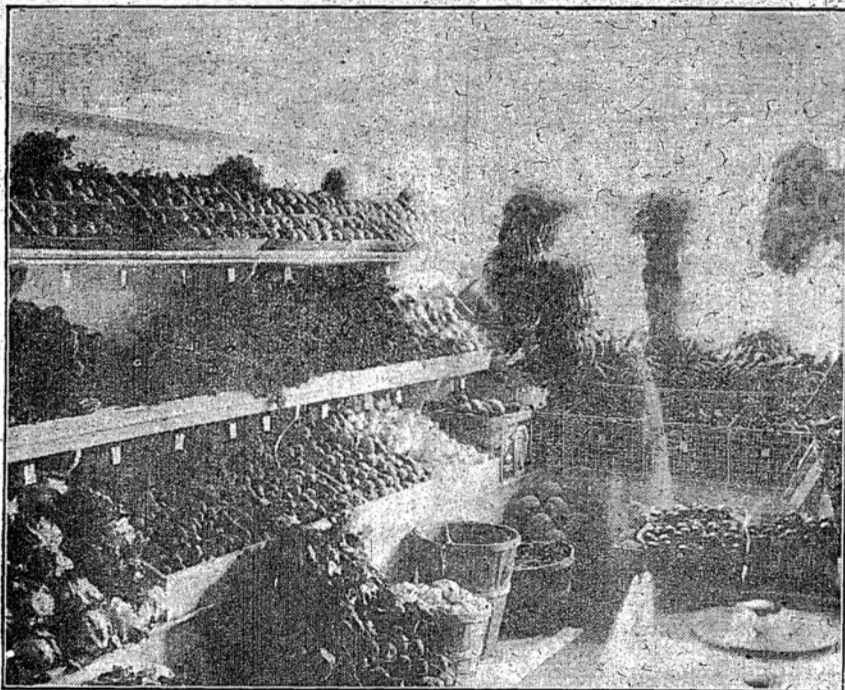


The
full-flavored coffee
—vacuum packed

M. J. B. COMPANY
1509 Santa Fe Building, Dallas

"A SANTA ANNA INSTITUTION"
HELPHY-SELFY
 OWNED AND OPERATED BY FORD BARNES

From Now On Is To Be The Store In Santa Anna Where You Can Buy The Freshest Fruits and Vegetables



A full stock of Vegetables and Finest Fruits in Season

It costs less to buy your Produce in a Real Money Saving Helpy-Selfy Store

Where You Select the Best the Market Affords

W. F. BARNES

Owner, Buyer, Manager

"A SANTA ANNA INSTITUTION"
HELPHY-SELFY
 OWNED AND OPERATED BY FORD BARNES

BIG TAX SUIT
 IN AUSTIN LOOMS

Austin, Texas, Dec. 11.—Litigation involving an amount rivaling the Waters-Pierce fine loomed as a probability this week when Comptroller Sam Houston Terrell demanded a showdown upon his contention that the Texas Gulf Sulphur company and the Freeport Sulphur company owe the State or Texas \$1,401,894.89 in past due gross production taxes. Of this amount \$889,787.96 is claimed from the Texas Gulf and \$512,126.93 from the Freeport Sulphur company.

Comptroller Terrell returned the most recent quarterly reports submitted by the sulphur companies, together with accompanying remittances and announced that unless the companies promptly pay their taxes, "the case will be turned over to the Attorney General's department and the full force of this (the Comptroller's) office will be placed at his disposal to support the claim."

The two companies involved in the dispute control three-fourths of the world's sulphur production. They are the only companies operating in Texas, or in the United States.

Since the gross production tax on sulphur became effective, on June 13, 1923, the sulphur companies have uniformly based their tax remittances on a valuation of \$10 per long ton for crude sulphur. Figures obtained by the Comptroller through the United States bureau of mines show that average actual market prices have ranged from \$15 to \$19 per ton. Thus, according to the Comptroller, "the State has received, every quarter since the tax was imposed, thousands of dollars less than it should have received."

So far as can be judged from correspondence on file in the Comptroller's office, the defense of the companies is that they have regarded the gross production tax as a severance tax and have considered \$10 a ton a fair basis for such taxation. This defense was noticed by the Comptroller in a statement announcing the return of the sulphur companies' reports and remittances. "There is no merit in the arguement," he said. "The law declares itself an occupation tax law, and similar laws have been held to be occupation tax laws by the courts."

The law provides for a tax equal to two per cent of the sulphur produced "at the average market value thereof." One-fourth of the tax goes to the school fund.

"There is no economic, and certainly no legal reason," said the Comptroller in his statement, "why these great corporations should not pay their just taxes. Patience has ceased to be a virtue in the dispute between the companies and this office, and they will not be permitted to deprive our school children of benefits rightfully theirs while exploiting the natural resources of this State."

FRUIT CAKE

Ma's makin' fruit cake! Don't dare to get under her feet now, for her mind is on candied citron peel and spice and how many cups of flour and just the right proportion of brown sugar.

Fruit cake has the delightful quality that the older it is, the better it tastes. They bake it with a paper wrapper on—womenfolk are laughing at this description, but never mind—and the whole house smells of fruit cake all the evening.

Just the top of a fruit cake, with its little hills that hide nuts in them and little-upsticking bits of cherry or raisin, its mysterious valleys that are full of sweet congealment, its browned crustiness—oh, gee, Ma, can't we have just one piece apiece tonight, and make the rest do for Christmas.

Ma is firm. She has had these sumptuary supplications before, and she knows how to be firm when firmness is required. The fruit cake is the first thing she prepares for Christmas dinner, just as it is the last thing to be consumed.

And the best part of it is, that usually when you come to the fruit cake part of the main Yuletide meal, you're so full that there's no room for as much fruit cake as you'd like to eat, and so there's always enough of that, at least, to bring the New Year's dinner to a fitting and fine conclusion.

The hardest job a kid faces is that of learning good manners without seeing any.

Saving Only a Few Cents a Day

is the way many great men and women started—and they accumulated immense fortunes.

Start Today to Save



We Congratulate
FORD BARNES
on the opening of his



The FIRST NATIONAL BANK

V. L. Grady, Pres.; B. Weaver, Vice-pres; C. W. Woodruff, Cashier; O. L. Cheaney, E. M. Easley.

We Will Have Any Purchase Made at Helpy-Selfy Delivered For Exactly What It Costs Us---
10 Cents Per Delivery.

If You Will Save Regularly---

Your Future Happiness Will Be Safeguarded

Remember! It's not how much—but regularly you save for the unexpected emergency—or more happy days.

We Congratulate Ford Barnes on His Progressive Spirit in Opening



And Wish Him Every Success

THE STATE NATIONAL BANK



The Bank and the Home
promote happy carefree
prosperous communities
—do your share.

Today....

*America's Largest
Selling High Grade
Coffee*



"Good to
the last drop"

**MAXWELL HOUSE
COFFEE**



CONGRATULATIONS TO



On their opening in Santa Anna. We compliment them on their lighting facilities.

GOOD LIGHTS are one of the most important features of any store

Let us show you how to improve your lighting system

Business Is Better Where Lights Are Bright

Frigidaire has been installed throughout this store

**West Texas Utilities
Company**