

PIGGLY WIGGLY SECTION SANTA ANNA NEWS

FORTIETH YEAR

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, NOVEMBER 26, 1926

NUMBER 48

"He Profits Most Who Serves Best"

FIRST PIGGLY WIGGLY TO OPEN SATURDAY

September, 1916, was Opening Date For Piggly Wiggly Stores

The first Piggly Wiggly store was established in Memphis in September, 1916.

Today there are in operation 2,000 Piggly Wiggly stores in the United States and Canada.

Piggly Wiggly is a 'help yourself' store, with the advantage of chain store operation and chain store buying developed to the highest degree of efficiency and economy for its customers and profitable returns for its operators.

Piggly Wiggly Stores have succeeded because they appeal to the thrift, the taste, the comfort and the convenience of the housewife.

The Piggly Wiggly System cuts the family food bill from 5 to 25 per cent.

Customers shop at Piggly Wiggly with pleasure, profit and satisfaction.

Piggly Wiggly Stores have succeeded because of the low operating cost, which is obtained by the customers helping themselves, bringing their purchase to the checking counter, paying cash and taking their purchase with them.

One hundred people can help themselves at Piggly Wiggly in the same time as 10 people can be waited upon at the ordinary grocery stores.

Piggly Wiggly Stores have succeeded because the volume of business, by reason of patented fixtures and the labor-saving instrumentalities used, is from two to five times as large as in an ordinary grocery store, location and floor space being the same. The larger volume—the faster the turnover which means more profits to everyone concerned.

The cost of operating the average retail grocery store is from 17 to 20 per cent, according to the United States government figures. The cost of operating a Piggly Wiggly Store is from 8 to 12 per cent, according to statements rendered by Piggly Wiggly operators from every part of the country who have been operating Piggly Wiggly Stores from one to seven years. Patrons profit by this saving, unnecessary clerks, bad debts and delivery cost are eliminated.

Self-Service Stores Speed Up Shopping

System Is Designed to Make Buying a Pleasure

A visit to the Piggly Wiggly stores as compared to the ordinary old-fashioned grocery implies all the difference there is in being entertained in a well appointed dining room and in the old-fashioned farm-house kitchen on wash day. The entire Piggly Wiggly idea is to make your visit to any one of its stores a pleasure and not a punishment.

The arrangement at every store is exactly the same and there is a saying that a blind man who has made one trip through a Piggly Wiggly store need not hesitate in any other store even if it is in a foreign city. He feels at home.

You simply walk into the store, take the turnstile to the left, procure a basket if you have not brought one and start right in looking over the stock as easily as you would look over the family album—(minus the laughs.)

Suits All Classes

The Piggly Wiggly store was made to suit all classes. It is convenient and attractive to the lady in silks who steps out of her limousine or to the gentleman on his way home from his club as it is to the woman who works for a living or the man in overalls who rides the street car or walks home from his day of toil. The Piggly Wiggly system is cosmopolitan and democratic in spirit and in utility, but is aristocratic and distinctive in cleanliness and efficiency.

While you make the round on your shopping errand you find everything easy to hand. You are not pushed and jostled, you are not groping in dark corners, you are not distracted by conversation from sales people and

Food Must Get Care in Pantry

What care do you give your food supply after it has arrived at your home? "To me," writes Helen Harrington Downing, well known home expert, "that is an important question and one that has a strong bearing on thrift. I have been very much impressed in my dealings with several of the national food producers where products are handled commercially, with minute attention given to their choice of foods, the care in preparing and the scientific accuracy in cooking them."

"They have found it necessary to study all these things to insure the best quality and the most economical results. In handling foods commercially a waste in food value augments the cost of food production and should therefore be reduced to the smallest degree."

"How does expert care in the commercial kitchen compare with that generally given food products in the average home?"

"Various elements contribute to spoil our food. Heat, air, sunlight and proper temperature are conducive of the growth of food products and also to their proper preservation, but the spoilage of foods is often caused by exposure to dust, air, too much light, heat or cold."

"Air carries dust and dust contains organisms which attack food and cause decay. This is one very good reason why food products should not be exposed to dust in stores."

"The housewife who does her own marketing must not feel that her task is finished when she puts her basket on the kitchen table. The food must be properly put away and prepared for cooking and serving. The woman who orders by telephone must take care that there is someone at home to receive the purchases when delivered to make sure that the products are all of the quality and brand ordered and to intelligently put them away until the time of using."

the brief greetings you receive from your friends add to the enjoyment of shopping in one of these stores.

Standard Products Carried

Above all, you are not haled by the maddening reiteration, "we are just out of this or that item, but here is something just as good." On Piggly Wiggly shelves you will always find those products which you want—those nationally advertised products which you are certain to be of the best quality. And, next week when you return for more of the same article you will be certain of finding it in the exact

Self Serve Plan of Stores Lauded

Self service, which reaches its zenith of perfection in the Piggly Wiggly stores, is not only a great time and labor saver, but a money saver as well. And the purchasing power of the housewife's dollar attains its highest potentiality here.

The scientific, standardized Piggly Wiggly self service plan eliminates all waste, all lost motion, all superfluous persons (and salaries) and all unnecessary expense.

Specializing in handling only nationally advertised, rapid selling brands of goods, chosen with the utmost discrimination based upon years of research and investigation among users of various products, concentrating their efforts in merchandising, rapid moving merchandise and reducing operating expenses to a rock bottom minimum, Piggly Wiggly stores are enabled to list the highest quality of products at the most reasonable figures.

This means the enlarging of the purchasing power of the dollar. Stated another way, the housewife's dollar spent in Piggly Wiggly stores will buy more dependable, tried and proven excellent products than that of any other establishment.

With its vast volume of business and frequent turnovers, each bringing a moderate profit, the Piggly Wiggly system can afford to offer a maximum of margin or return per item, a plan which results in actual money saving to patrons.

same place where it was last week—fresh and good always.

A little child can shop in a Piggly Wiggly store quite as readily as a grown up, because the products and brands are nationally known and any child can read the prices and reach the articles. If you want products of the meat departments of the dairy, it is a pleasure to stand before the clean glass refrigerator windows that carry with them the suggestion of absolute cleanliness, just the same wholesome cleanliness that you might expect to find in the finest of hospitals.

The extreme ease of shopping in Piggly Wiggly stores is perhaps one of their greatest reasons for success.

The chief trouble with money is that it is never quite enough.

Filling a vacancy is one thing and filling a position is another.

People who lose sleep always try to find it the next day.

Modern Wives Better Buyers

"Modern thinking housewives not only do their buying with more saving, but get more for their money and a greater degree of satisfaction from their expenditures than housewives of other days," according to A. S. Bird, president of the Piggly Wiggly Bird stores.

"This is especially true of housewives dealing with the Piggly Wiggly stores on a cash and self-serving basis, which not only eliminates delivery overhead charges from the cost of merchandise, but also obviates book-keeping, billing and other expensive operating details."

Skilled Economist
"The housewife is a skilled economist, and she realizes that the good accounts, carry the bad in stores where credit and charge accounts are allowed."

"In many lines of business, including the grocery trade, proprietors actually allow for a certain per cent of loss in a year because of uncollected accounts or only partly collectable ones. The loss is, and rightfully so, figured in as overhead, just like the rent, clerk hire and other items of expense."

"It is not actual loss to the store because the aggregate of the uncollectible bills run up by Mrs. Chargeit is worked into the purchase price or practically every article sold in credit allowing stores and is passed on to the good customer who pays her bills."

No Bad Debts
"It stands to reason, therefore, that Piggly Wiggly stores, with no bad debts to saddle on customers with no bookkeeping and billing overhead to handle and with cash in the till to represent every sale—a clean cut, final transaction every time—can conduct its business along lines more economical to the housewives and with more satisfaction all along the line. Piggly Wiggly patrons pay only for the merchandise which they select themselves and which they alone use."

Here's Motto of Piggly Wiggly's Chain of Stores

To serve well and to deal fairly.
To profit not alone in dollars, but in the good will of those with whom we trade.
To improve our opportunities and to rear from our daily work a structure which shall be known for all that is best in business.

No Favored Brand With Piggly Wiggly

All goods on Piggly Wiggly shelves look alike to the general manager and the individual store manager.

There are no private brands, and no one in the Piggly Wiggly organization has any selfish motive to accomplish or act to grind.

The fact that the goods are on the Piggly Wiggly shelves is a convincing proof of its high national reputation, its quick salability and its satisfaction giving qualities.

If the goods were not well and favorably known they would not be on the shelves. For all goods stocked by Piggly Wiggly must enjoy wide popularity and the stamp of nationwide approval, for only such food products and household necessities can command attention and really sell themselves without any urging on the customer.

The Piggly Wiggly organization is in the retail business exclusively and does not manufacture or pack any product which it might prefer to push ahead of any other article.

If questioned as to the respective qualities of different products the store manager may give the prospective purchaser the benefit of his individual judgment or experience, or repeat what satisfied customers have said to him, but in no case is he permitted to urge the buying of a particular product identically priced Piggly Wiggly stores handle different brands differently priced and the management relies upon the price to tell the story of the respective merits of the merchandise.

It is this freedom from solicitation and ability to make untrammelled and unadvised choice and selection which makes thousands of men and women prefer Piggly Wiggly stores to others which may have a selfish motive or personal interest in urging the buying of "something just as good."

Chain Stores Grow Because Service Given

Quality foods, kept clean, sold fresh.
Loyal satisfied employees, because they are treated right.
Truth in advertising and honesty in all things.
Courtesy behind the counter and selling ability ready to boost the business at every store.
Money back for the empty package if the product isn't entirely satisfactory.
Nothing offered for sale you would hesitate to feed your children.

No Stale Goods in Piggly Wiggly

Freshness of product can always be depended upon by patrons of the Piggly Wiggly stores. Nothing remains in any of these chain stores long enough to become stale.

The stock which customers see on the shelves is practically new every day. Because of the convenient location of Piggly Wiggly stores, the great volume of patronage owing to the quickness and satisfaction of the self-service principle, and the economy of buying on a cash and self-service basis, food products and household necessities move from these stores at a most rapid rate.

When a Piggly Wiggly store is established, it is stocked to meet the anticipated requirements of the neighborhood it is designed to serve. This is virtually a skeleton stock which the store manager watches closely so that he may check up daily on what brands or articles are moving fastest and therefore should be restocked daily.

The result of this constant watching of the stocks on the shelves is that every morning finds replacement of the goods sold the previous day. In other words, the Piggly Wiggly policy is to keep right abreast of the trade in every store in its chain.

Not only is a Piggly Wiggly abundantly stocked for replacement of purchased merchandise, but the wires are kept hot constantly ordering new supplies and almost every incoming train brings a carload or so of fresh goods for Piggly Wiggly shelves.

The Piggly Wiggly chain is recognized as one of the most tremendous outlets in the world for high standard, nationally advertised, satisfaction-giving products.

SERVICE IS SECRET OF PIGGLY STORE SUCCESS

The secret of the success of any big business concern is service. All strive to give the very best service to the public. They try to please their customers. There is one business institution in Kansas City that gives 100 per cent service. It is the Piggly Wiggly chain stores.

Thrift to Fore, Waste Banned in Piggly Wiggly

There is an old saying that an article well bought is half sold, and another old saying that the housewife who is careless can waste more in her purchases than her husband can produce by his toil.

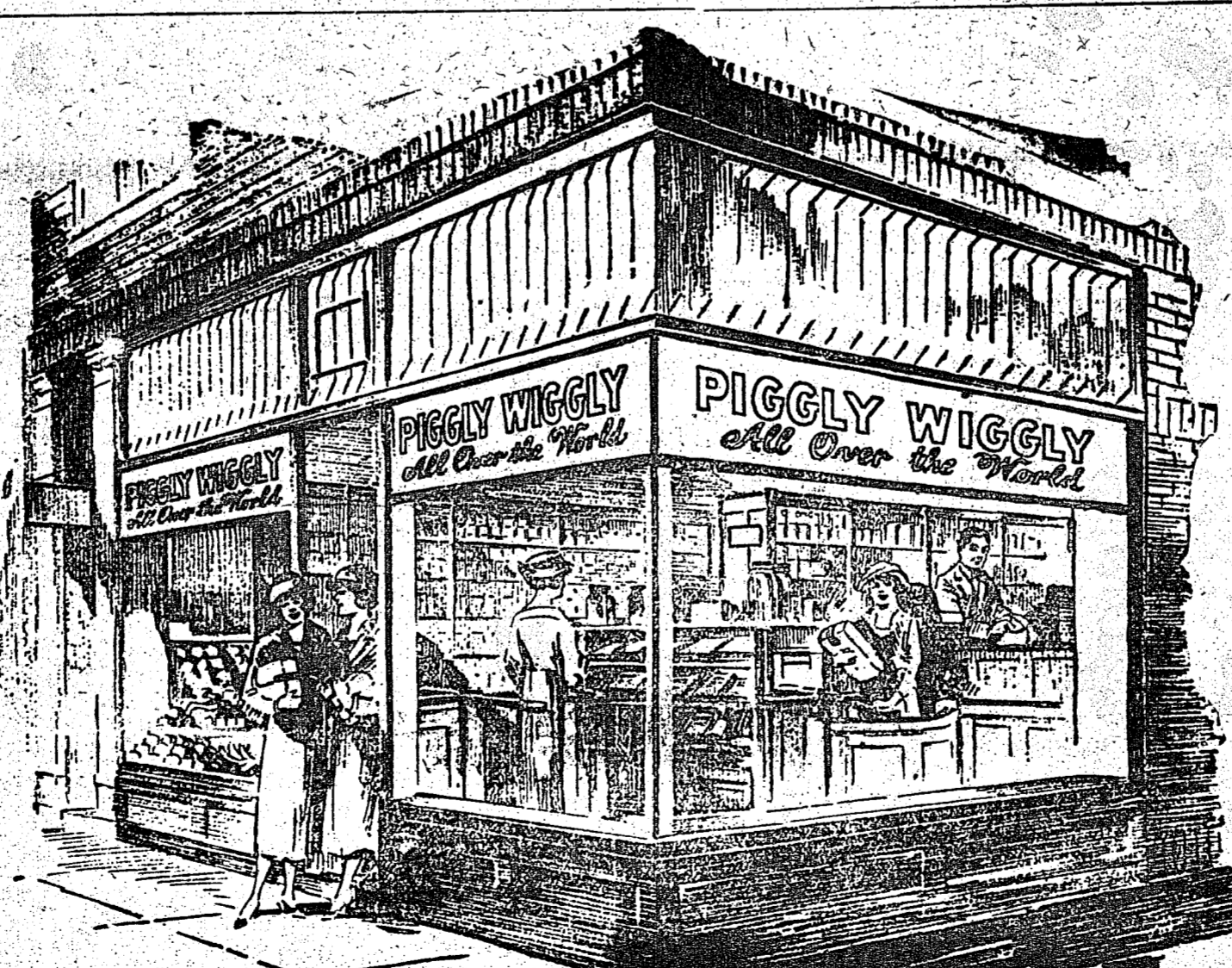
The Piggly Wiggly system has eliminated all this from the scheme of economics and those who use its system may rest assured that they are doing justice to themselves and to the family purse and have all the rewards that come from the exercise of proverbial thrift.

The modern housewife is a skilled economist and millions of them are coming to realize more and more their part in the scheme of household economy. That is why millions of them are patronizing the stores of the Piggly Wiggly system and it is a compliment to the high intelligence of Kansas City people that Piggly Wiggly stores are well patronized.

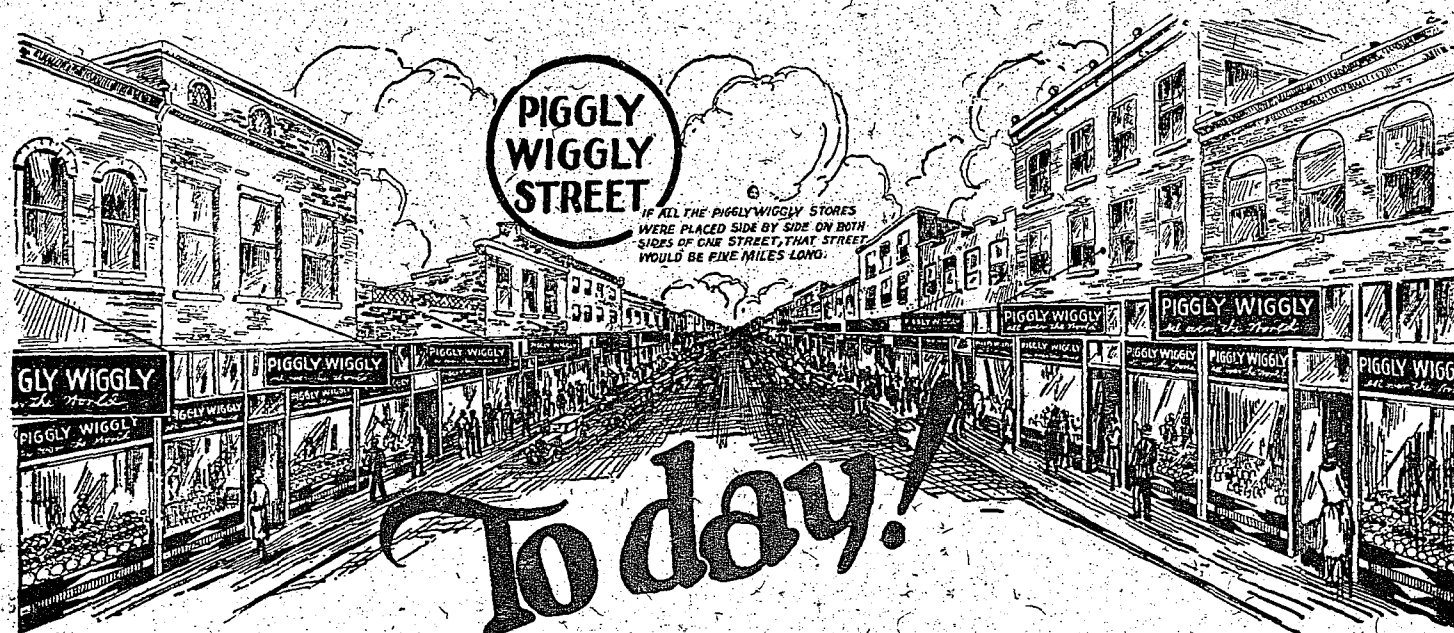
Thrift is at the bottom of many a fortune and in all cases is the foundation for moderate success and ultimate independence, which should be the natural goal of every person. One of the elements in thrift is the cash purchase system.

WHAT IS THE ANSWER?

Not one of the alleged senatorial corruption cases in the 1926 primaries involved as much as \$1.00 a voter; most of the charges were based on alleged expenditures of from 10 to 50 cents per voter. It actually costs that much to fairly circularize the voters, without a cent for traveling or newspaper advertising. If it costs \$23,000 to mail three campaign letters to the voters of the little state of Oregon, how much will it cost to reach the voters of a state with a large population?



PIGGLY WIGGLY
Sell Over the World



PIGGLY WIGGLY
Sell Over the World

2000 PIGGLY WIGGLY STORES
Annual Sales-150 Million Dollars

WE CONGRATULATE YOU
SANTA ANNA

As the "Parent" Piggly Wiggly Company owning the patent rights to the Piggly Wiggly system, it has been our privilege to sell the Santa Anna franchise to a Coleman County man, Mr. W. H. Thate.

Doubtless you all know Mr. Thate as well as we do. If so, you know something of his intentions to build a growing business in Santa Anna.

Knowing Mr. Thate, and having confidence in his integrity and ability, we cannot but congratulate Santa Anna on having as a citizen a merchandiser of Mr. Thate's ability. With him at the helm of your Piggly Wiggly system, you are assured of a clean, sanitary store, conducted by an alert and courteous gentleman. The Santa Anna Piggly Wiggly will be stocked with the best brands of nationally advertised food stuffs—at prices consistently low. If Santa Anna appreciates such service, rapid strides will mark the growth of the Piggly Wiggly service in your midst. Piggly Wiggly will soon be recognized as a parcel of Santa Anna. This is the first Piggly Wiggly store in Santa Anna, but

it is owned by home people, and will pay hundreds of dollars each year to Santa Anna citizens for rentals, taxes and other incidental helps. It will employ Santa Anna people and contribute liberally to all civic and charitable enterprises. The expectation of the Piggly Wiggly Company to receive your patronage is, and will be reflected in the method of the conduct of their business. Their policy will be to—win your good will on their merits—then hold it because of the service rendered. Pure and wholesome food at the least possible expense, in the most convenient, courteous and efficient way, with the least waste and lost motion, will be the stepping stone to a bigger and better business.

PIGGLY WIGGLY
"Cleanest Stores in the World"
CORPORATION

1624 Exchange Building

Memphis, Tenn.

MUSIC IN COLLEGES GAINS 100 PER CENT IN TEN YEARS

Builds Character, Preserves Morale and Helps Students Pay Way Through School, Conn Music Center Survey Shows.

By J. F. BOYER

Music has become an indispensable part of college life. It is of inestimable value to the college proper, and of great material and spiritual benefit to the student who takes an active part in it.

This is the composite sentiment of close to 200 presidents of American colleges and universities and heads of music departments in institutions of higher learning who contributed to a survey of college music just completed by the Conn Music Center, Elkhart, Ind. The survey shows that musical training in colleges has doubled in popularity in ten years.

Music not only adds color to college athletic events, supplements and rounds out the varied activities of the campus and assembly hall, but is of distinct advantage to the member of the glee club, the sextette, the college orchestra, band or whatever other organizations may be functioning within the college. In the opinion of these college executives, music helps preserve a high morale in the institution, it adds in building the character of its young men and women, provides an opportunity for a good number of them to pay their own way through college, and in many instances, prepares them for a life of usefulness along lines they are naturally best fitted for.

Helps Character Building

Great stress is laid by college heads on the benefits of musical training in character building, the survey revealed. Fully one-fifth of the college executives who contributed the results of their experience to the survey

variably those having honors in academic subjects," and at Lombard college, Galesburg, Ill., "the students in our music school are all above average in their academic work."

Students as Leaders

Forty-six per cent of the colleges reported band and orchestra work as part of their school curriculum. Five per cent of the total enrollment of the colleges are members of college bands and orchestras, of which 18 per cent are women students, with the girls playing almost exclusively in orchestras. Leaders for these college bands are drawn for the most part from the faculty ranks, though some colleges use students as leaders and another small group goes outside for leader talent.

Playing in the college orchestra is somewhat more popular than the band with the boys as well as girls. Approximately 10 per cent of college students who play an instrument in the college band or orchestra end up eventually in the ranks of professional musicians.

"Horn Their Way Through"

"Horning one's way through college" compares very favorably with other methods of self-support through the college years, according to the college executives contributing to the survey. Despite the comparatively limited opportunities offered in the average college town, fully one-fourth of all the students playing in the college bands and orchestras are paying for their education with their instruments. Students' earnings range all the way from board and room, two-dollar-an-hour tuition fee, and up to two thousand dollars a year. Twelve per cent of the college executives in the survey are of the opinion that playing one's way through school pays better than other means; another 12 per cent thought it offered an easier way to make one's way through, while a goodly number of others said that it interfered least with the students' school work.

Saxophone Rates High

Among those playing their way through college, the violin comes first in the preference of instruments. The saxophone is second choice of college players, but seventh with girl musicians. Piano is the second favorite instrument with the girls, and third with the boys. Cornet comes fourth in the preference of both the young men and women. Organ is the next favorite with the boys, and flute with the girls. Other instruments in the order of favor with the young men are the trumpet, the trombone, the horn, drum, banjo and mandolin. With the girls, it is the drum, clarinet, trombone, harp, banjo, trumpet, organ and mandolin.

A striking fact brought out in the survey was the close relation between music and student leadership. Fully 40 per cent of all the outstanding college students, class presidents, student leaders, etc., are reported to be playing some kind of an instrument.

Music Fights Crime

That music is the greatest deterrent to crime, is the opinion voiced by the dean of the college of music of New York university, who wrote: "If we were to organize a band or orchestra in every public school, high school, college, university, boys' or girls' club, or place an instrument into the hands of every boy or girl at an age when understanding and appreciation become evident so that the child's mind is aroused sufficiently to make him want to excel in the instrument which he likes best, I believe that we would have, in from ten to fifteen years, from 50 to 75 per cent less dope addicts, criminals and gamblers in the United States."

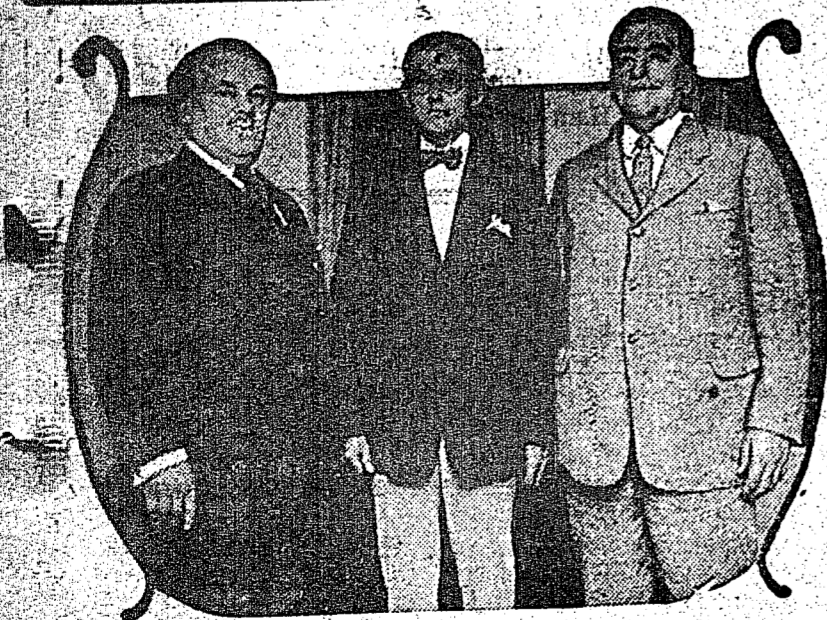


J. F. BOYER
Supervisor Conn Music Center.

considered this the best argument for music in their college or university. Others mentioned the social and cultural advantages accruing to the musical student, the effect of music in refining the student's taste for art, music as an aid toward developing clear thinking, improving the discipline and enhancing the student's power of concentration, as well as making for better team work and co-operation in college matters. Music on the campus as an outlet for surplus energy and as a help in getting many youths through school, was brought in by still others.

All but three of the colleges represented in the survey find their musically trained students more efficient in their studies than those not so trained. "They usually make grades above the average," is the experience of a teacher at college in Tennessee, and DePaul university at Chicago finds "musically-trained pupils at the top of their classes." At Wellesley college our best musical students are in-

The Horn's Triumvirate



These three men, known wherever horns are played, were among the musical folk who gathered in Elkhart, Ind., recently for the annual "music feast" of the Conn Music Center, to discuss the value of instrumental music in the training of boys and girls. At the right is Bohumir Kryl, world-famous cornet virtuoso and leader of the band bearing his name. In the center is C. D. Greenleaf, president of the National Association of Band Instrument Manufacturers, and at the left is Frederick Nell Innes, foremost trombone virtuoso of the eighties and nineties and leader of the famous Innes band. Mr. Innes is now head of the Conn National School of Music in Chicago.

There are too many laws that call attention to things which people rarely never thought of doing.

A prize Plymouth Rock hen laid 329 eggs in a year, evidently never having heard of the five-day week.

Many a man sits around all day wondering why he doesn't get his pay raised when that's the reason.

By starting now and working every day on it, you may get your Christmas shopping done early this year.

PIGGLY WIGGLY

"Cleanest Stores in the World"

Your child will thrive on

The Best FOOD You Can EAT



Cooks light, white and flaky!

Recommended and sold by

PIGGLY WIGGLY

"Cleanest Stores in the World"

PIGGLY WIGGLY

"Cleanest Stores in the World"

We Recommend:

TEXAS PRODUCTS

Brown's "Liberty Bell" Crackers, Cakes and Candies

ARE QUALITY PRODUCTS

Made from the purest and best materials obtainable and tested in their own Laboratory.

Thirty years experience devoted to the task of improving the art of baking and candy making with their modern and improved machinery has enabled them to produce goods of superior quality.

Brown's Saltine Flakes

A CRACKER DELICACY

The utmost care in mixing and baking marks the process by which these delicious crispy Flakes are made.

Our line includes more than a hundred other varieties of Biscuit, Crackers and Cakes.

A variety suited for every occasion. Also Distributors of Sunshine Biscuits.

SANTA ANNA-COLEMAN PIGGLY WIGGLY COMPANY

PIGGLY WIGGLY

"Cleanest Stores in the World"

PIGGLY WIGGLY

"Cleanest Stores in the World"

SANTA ANNA TEXAS

Day You've Been G FOR

Will be a Big Day for Piggly Wiggly Customers.
Will Be Given Away at Our
Store in Santa Anna, Texas

PIGGLY WIGGLY All Over The World

100 Nickels Distributed from House Top

At 9:00 o'clock A. M. One Hundred Nickels will be thrown into the street from the top of the house, for a FREE FOR ALL collection. Boys, this is your chance. We want every boy and girl to be present and get some of these nickels. No fighting will be permitted.

have arranged to give you bargains unheard of. 250 packages of Merchandise have been prepared, worth With a 50 per cent saving in free goods and each item in the house marked down, can you afford to miss to the \$625.00 worth of merchandise to be given away we are going to give to the first 36 ladies to pass of all the wonderful bargains we have in store for you but below we will quote a few of the thousands morning at 9:00 in Santa Anna. Our doors will open promptly at 9:00. Be on time. Come early. Don't

LARD COMPOUND Swift Jewel and White Cloud Limited one bucket **96c**

SPUDS 10 pound bags **35c**

LEMONS Large Juicy, 12c per doz. Or Each **1c**

LAVA SOAP 3 bars for **19c**

CHEESE Full Cream Per pound **28c**

Canova Coffee 2 1-2 pound Can Per can **\$1.22**

GRAPES We buy them by the ton, Extra Fancy, per lb. **8c**

Cocoa HERSHEY 1 pound Can, Per can **27c**

MILK Carnation, small **5c**

APRICOTS Solid Packed **63c**

CRISCO 6 pound pail **99c**

Primrose corn A real bargain Large Can **14c**

SANIFLUSH Regular 25c Per can **19c**

SANTA ANNA PEOPLE

PIGGLY WIGGLY
HELPS THOSE WHO HELP THEMSELVES

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES



"Just the **best** flour obtainable"

That's what the grocers say about WHITE CREST. That's what the ladies KNOW after using it steadily for years. And as for the children, and even the men-folks who have enjoyed the wonderful biscuits, the delicious cakes, and the pastries made from WHITE CREST-- they're WHITE CREST boosters naturally.

Flour is the cheapest food you can buy, why not the BEST?

WHITE CREST

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

Congratulations

To The

PIGGLY WIGGLY

On

Your Opening Day

McCulloch Grocer Co.

Sell And Recommend

CANOVA COFFEE

THANKSGIVING

The last Thursday in November! There is something about the very expression that makes our thoughts center around comforts and blessings that have been bestowed upon us.

But Thanksgiving has many meanings. To some it is a football game; to others it is roast turkey and pumpkin pie; some look forward to this festive day as a time when friends and relatives will visit or be visited; still others observe the day in worship, prayer and thanksgiving, solely to the exclusion of less serious activities.

It is our conclusion that Thanksgiving is as much a time for wholesome fun as it is for tearful prayer, provided there is kept in remembrance the objects and purposes for which it is set apart. Thankfulness presupposes happiness, or at least the absence of want or misery. To participate in or watch a clean sport during Thanksgiving week is not a desecration of the day nor the week which thru custom has become "Thanksgiving" to the American people.

Nor are pumpkin pie and roast turkey of themselves inconsistent with thankfulness. All these secular diversions in connection with Thanksgiving can be abused; and it is in their abuse, not their use, that may prevent the intended order of the time.

The ideal Thanksgiving is a proper mixture of spirited play with solemn devotion. It is custom alone that chooses this particular time for marked consecration. Rather than leaving all giving of thanks for the last Thursday of November, it is proper then to merely intensify the everyday-in-the-year thankful spirit. For he who puts off his thanks-giving to this day alone doesn't deserve any football game or pumpkin pie.

Pilferers of the Public Pot

To tax or not to tax is not so much a question at Washington as that of to refund or not to refund. It was, of course, safer to collect more than was needed to run the government than to allow the national treasury to become depleted. No criticism could attach to that action of itself. Ready money is a handy asset. It is a source of national as well as party pride that there really is some money with which to do business. Too much money, however, offers dangers and liabilities not really foreseen. When there is money lying around somebody will get up an excuse to spend it.

Congressmen and government officials generally are not so much to blame for this tendency as are pilferers of the public pot--men and women and organizations or groups whose sole ambition is to create jobs and hold them down. If government existed solely for public developments that come within the constitutional scope of public welfare, the taxpayer could bite his lips and stand for it. But this country during the last two decades has developed into a nation of grabbers--organized grabbers. Local communities can more nearly equalize expenditures; but in a nation as large as ours, the problem always is to spend the public money in a place and in a manner that will benefit the whole country rather than satisfy the salaried whims of a pilfering few.

What this country needs is more public construction and less public obstruction thru hampering laws and red tape; more highways and fewer "highwaymen"; more irrigation dams and less irrigating dams; more order and less disorder; more policies and fewer politicians. It is too long a way from the taxpayer's dollar to the ultimate intended good. There are too many "middlemen" in governmental affairs. The tax dollar is shrunk too much by the time it travels to Washington and back to the town and farm. All parties are to blame for this condition, for political parties are people. But unless they are the people, that is, unless they truly represent the wishes of the people, there is going to continue this growing army of pilferers of the public pot.

The effort of the public schools to teach children to save small amounts each week for wise use in later life is by no means a business of small moment. It is good to learn in early life that it is the art of wisdom to save. What a great thing it would be if all people could be made to understand that it is not respectable to have what they cannot afford to have. The wise man does not value money for its own sake but for the better life, the greater opportunities for helpfulness and the elevation of character, that it brings. So even in these expansive days it is good for the schools to inculcate saving habits among the students early in life, lest later on there may be nothing left that can be saved.

Every man is entitled to life, liberty and a few hours of loafing.

Nothing is as easy to get as an enemy, but keeping them is expensive.

The average male person must chase something; when he gets too old to catch up with the smart young things on the avenue he takes it out on a little inoffensive golf ball which also gives him the opportunity of telling some large yarns as to the astonishing drives he has made when playing alone of course.

When you have reached that period of existence when you have become unbiased, unprejudiced and openminded, then you will hear members of your family say that all has been done for you that science knows, and the papers will give an account of your funeral rites within a short time.

PIGGLY WIGGLY

All Over the World



There's a treat for you and your children in the Peppermint sugar jacket and another in the Peppermint-flavored gum inside--that is

WRIGLEY'S P. K.



utmost value in long-lasting delight.

Wrigley's aids digestion and makes the next clear taste better. Try it After Every Meal G19

Use It after Each Meal

SOLD By--

PIGGLY WIGGLY

All Over the World

PIGGLY WIGGLY

All Over the World

SNOW-WHITE kitchens and pure, wholesome ingredients make this mayonnaise so good. Try a bottle!



PIGGLY WIGGLY

All Over the World

WHITHER ARE WE GOING?

Donald Benner went to Detroit, Mich., Tuesday in his airplane. He made the trip in three hours and twenty minutes. The paragraph above is taken from a small town newspaper in Indiana, but one similar might be found in any newspaper in the United States. It seems insignificant, nothing out of the ordinary, that a young man living in a small Indiana village should fly to Detroit, a distance of approximately three hundred miles, in these days of rapid transportation.

An airplane is a very common sight because it has penetrated the most inaccessible places. The whirr of the motor scarcely draws us into the open for a look into the skies, so ordinary has become flying.

Yet, when we reflect that a decade ago the flying machine seemed to be dreamed that a young man in any small community might fly hundreds of miles to a large metropolis, breakfast and lunch and have time to spare, we are left dizzy trying to imagine what the next decade will bring in the realm of commercial aviation.

A young mother was lamenting the tendency of the times for speed and jazz and said she lived in the hope that conditions would change for the better before her daughter grew to be a young lady. A consoling neighbor, hearing the remark, commented that she saw no chance of such improvement, for when the daughter had grown up, mother would anxiously ask whenever she went out, "Honey, be sure and don't forget your parachute."

This may be extreme, but it gives some ground for thinking. No one desiring to foster a reputation as a prophet would dare forecast what the next decade will bring in the field of aviation.

Queen Marie wants to see some of us in our native dress. She should come over when one-piece bathing suits were seasonable.

Every girl likes to wash dishes until she gets old enough.

When a gossip meets a gossip, it brings on a lot of talk.

The older you are the quicker the future becomes the past.

CONDENSED STORY FROM WILLIAMSON COUNTY SUN ABOUT AN UNDERTAKER

(Stephenville Empire.)

A Granger undertaker had car trouble on a country road a few nights ago as he was returning to Granger from carrying a corpse to another town. After doing all he knew how to do and failing to start the car, he was tired and sleepy, too, and crawled into the hearse to stretch out full length and snooze, thinking the firm would surmise what was delaying him and send out a service car and locate him and the hearse.

While he slept, a couple of men came along in a car and stopped, the noise awakening him. As they approached the hearse, he came crawling out of the back door, which only the dead use, ordinarily. One of the tourists remarked, "No wonder the driver left that hearse, the corpse has come to life," and fled down the road, closely followed by his companion, not even taking time to get in their car. The undertaker pursued them as he cried aloud, "I am broke and need your help," but his cries only accelerated their speed. The coffin dealer gave up the chase and returned to the hearse and finally got in "low" and proceeded to Georgetown, where needed repairs were made.

Simplicity of a Good Town
Put a peg of prosperity into your community by staying with it.

Always greet your neighbors with a grasp of confidence.

Criticize in the spirit of Godspeed. Say a good word if it hurts. Remember that those who insist on hanging themselves will do it if given enough rope.

Give your neighbor a right to an opinion as long as he keeps it to himself.

Discuss questions involving your better welfare instead of arguing with them.

Apply the Golden Rule regardless of consequences.

Back up your churches and relative affiliations. You will feel better and besides are setting a good example for the young people.

Give the young people plenty of pleasure, but see that you know what they are doing.

Failure reflect on the entire town. See what you can do to keep your neighbor on top of the water. Don't let him drown.

Let's have more handshakes and arm in arm conferences with a good will parting. It adds to that day's events.

Let's break the shell and step out. The world is wondering what we are going to do next. Let's show 'em.

BUSINESS SLUMPS

Elbert H. Gary, chairman of the U. S. Steel corporation, who has just observed his 80th birthday, remarks that he is convinced that there is no need for any business slumps at any time. Many of us will agree with him, and will ask why we need to have every few years these distressing periods of depression?

But, to avoid them, people must avoid the causes of such slumps. They must stop putting money into hazardous speculations. They must save a reasonable amount of money right along, so that the banks will have plenty of funds in case of credit strain.

The business man must be enterprising and advertise his goods, for business will lag unless people have push and go ahead spirit. And the workers must be industrious, or else production will cost high, and the people will be deterred from buying goods by unreasonably high prices.

PICKING UP RIDES

The practise, especially among the young people, of picking up rides along the highways is dangerous for both the seeker of the ride and driver of the car. When a stranger gets into an automobile he takes about as much chance as does the motorist who admits him. If all people were honest, and if all motorists were sober and careful drivers, there would still be risk taken. In some jurisdictions it is held that the driver is responsible for any damage done to the person whom he admits to the car, tho he does so from friendly and helpful motives. Decision should be made in favor of safety.

There isn't enough money in the world to hire some people to ride in an airplane, yet they will cross the street on a busy day in the middle of the block without looking either way.

Spreading scandal is one activity in which all the neighbors cooperate. An optimist is a man who can eat spinach and act like he enjoys it.

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

25 YEARS

of
Scientific Milling

has produced the fine quality and dependability of Kimbell's Best Soft Wheat Flour -- The All-Purpose Quality Flour that has won so many prizes in County and National Fairs.

Kimbell's Best All-Purpose Flour is Tested thoroughly in our own laboratory by our Graduate Chemist, with Modern Electric Equipment, to PROVE its Quality.


You can make fine Biscuits, Rolls, Muffins, Waffles, Light Bread and Cakes of All Kinds.

Kimbell's Best
ALL-PURPOSE FLOUR
GUARANTEED BY
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Eat
WALKER'S TEXAS CHILE and TAMALES
so different in Taste!
a can's a meal for two

Write for Free Booklet of Delicious Recipes
Walker Properties Assn.
Austin, Texas

Also "Red Devil" MEXENE Chile Powder for Seasoning

Congratulations,
Santa Anna--

on the
Arrival of
PIGGLY WIGGLY

Low prices on highest quality foods have made these stores famous.

Walker Properties Ass'n
AUSTIN, TEXAS

PIGGLY WIGGLY
HELPS THOSE WHO HELP THEMSELVES

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HELPS THOSE WHO HELP THEMSELVES



"WHITE CREST Is Always the Same"

This is one grocer's explanation of WHITE CREST'S popularity.

There's no other flour made that is so uniform, so dependable and reliable. WHITE CREST has a record of fifty years of perfect satisfaction behind every sack. Its guaranteed too.

If you have trouble occasionally with your bread baking, if your cakes don't rise properly, WHITE CREST is what you need. Order a sack today.

PIGGLY WIGGLY
HELPS THOSE WHO HELP THEMSELVES

Statement from the Manager

I take pleasure in announcing the opening of our Piggly Wiggly Store No. 1, Santa Anna, Texas, Nov. 27th. As to what the Piggly Wiggly Stores are, they need no full recommendation—they speak for themselves in the rapid growth they have made in the past few years.

We extend a cordial invitation to all to visit our store on our Big Opening Day, which will be November 27th. Our Motto is "Service, Courtesy and Quality."

We wish to call your attention to our Double Page Spread which appears in the center opening of this supplement, mentioning our many bargains which we have to offer.

I am indeed glad to have the opportunity to open our Piggly Wiggly Store, and am asking the cooperation of the town—for without such, we would fail. We are here to be a booster for Santa Anna and all of its enterprises.

I was previously engaged in the Grocery Business at Burkett, Texas, for nine years. Having this experience in this line of business, I feel that I understand its methods and managements.

I am at your service,
W. H. THATE

No Worry When You Buy Piggly Wiggly Way

There is a law of compensations in business and it works just as surely and exactly as does the law of gravity. If you are careless in your buying you suffer financial loss and you get inferior goods in direct proportion to your carelessness. If you take the easy telephone system of ordering your groceries, you pay for it in higher prices and inferior articles. But the person who uses the Piggly Wiggly system escapes these penalties and reaps the rewards for thrift which pays large dividends. By personal selection of goods he gets the best and gets what he wants. By cash dealing he gets 100 cents for his dollar and does not pay for the bad customer. He selects his goods quietly and leisurely, amid pleasant surroundings and apart from the distraction and confusion that prevail in so many old time shops. He saves a great deal in time, money and nerve, energy and worry.

VENTILATION

"Do not live in a poorly ventilated house these winter months," is the warning issued by a medical society.

You are not afraid of fresh air, when you are out of doors. You should be even less afraid of fresh air in your room where there is the same need for it, continues the bulletin.

People who live in poorly ventilated quarters for a long period of time become pale and thin, according to the bulletin. Their resistance to disease is lowered and they are in danger of contracting colds, pneumonia consumption and other preventable diseases.

Natural ventilation is described as that which takes place through openings such as doors, windows and cracks in buildings. Natural ventilation also takes place to some extent through the materials of which a building is constructed. This form of ventilation depends upon changes in temperature.

Cold air entering a room falls to the floor. As this cold air becomes warm it expands and either rises to the ceiling or goes through the fire place or through stoves where it helps in the combustion of fuel. By this means a constant circulation of air is maintained.

You can assist this process of ventilation in various ways, principally by raising your windows slightly for an inlet.

The stream of air that is constantly passing through a well ventilated room not only reduces the temperature but blows away the harmful gases which result from the combustion of candles, coal oil, and illuminating gas. It also blows away dust, bacteria, and foul odors. They are sound reasons for the belief that diseases like consumption, pneumonia, and colds are spread by contact with persons suffering with or carrying the germs of these diseases. These germs probably are not borne for any great distance through the air.

Remember that ventilation is of the utmost importance to you. If you properly ventilate your room you will be free from many preventable diseases.

THE JOY OF EXPLORATION

Exploring is great fun. Do you remember those days of childhood when with fear and trembling we sought out the unknown places in the great barn or perhaps in the new house into which we had recently moved? The anticipations of finding something thrilling which in reality we were afraid to meet? This instinct of exploration so prominent in childhood continues all through life. Those people who keep alive and feed it with continued exploration enjoy life the

This section of the Santa Anna News is gotten up by the management of the new Piggly Wiggly Store that is to open in one of the new Shield buildings Saturday, November 27. A real Piggly Wiggly store in Santa Anna will mean a great deal. In our judgment, and according to our way of thinking, a Piggly Wiggly store of the kind Mr. Thate is putting in here is just adding another valuable asset to our town. The more good stores we have in a town, the better inducement we have to draw people to town. Other towns in a radius of only a few miles have Piggly Wiggly stores, and it has been said they were good drawing cards for the towns. The system is new and will be novel in Santa Anna. Mr. Thate has purchased the newest and latest fixtures specially designed for the building he has leased, and when they are properly installed the store will be a thing of beauty as well as convenience. The management has spent considerable time and means in the preparation of this store, and we predict for them a splendid volume of business. The Santa Anna News is glad to welcome this new enterprise into our midst. The manager, Mr. Thate, is a Coleman county product, born and reared in and around the town of Burkett, in the northeastern part of the county and has been engaged in the mercantile business practically all his life. He feels that he is making a good move when he comes to Santa Anna, and informs us that he is coming here expecting to stay and grow in business as the town gradually expands. He has the right spirit, and we believe he has acted wise in choosing Santa Anna for his home and mercantile business. There is no such thing as over-doing a mercantile business in a place with as advantageous surroundings as is Santa Anna. The bigger the stocks, the greater the number of stores and business people, the bigger and better the town, and a matter of fact, the better the town the better the drawing for business. There are still openings in Santa Anna for good mercantile establishments, and we are ready to welcome other good live wire merchants to our town. "Come to Santa Anna" should be the motto of every citizen living here, as that is one way to help build a bigger and better town. We say—Come to Santa Anna.

most. But where shall we explore? Surely we cannot go seeking for new lands or worlds to discover, like that which Columbus found. Neither can we be like unto Admiral Pery and go to the North Pole. What then?

Mr. Edison develops his instinct for exploration in the field of electricity, finding new worlds of wonder and usefulness. Other men are discovering new ways into which to advertise or expand business. Still others are prying into the secrets of knowledge wherein are the wonders of the mind. This is a great field. This is the value of an education. We do not send boys to college to teach them how to make money, but how to use their minds in the exploration of the mind which is illimitable in its boundaries.

What a joy there is in the birth of a new idea! What a thrill to look into the unknown of knowledge! And it requires hard work. It required hard work and sacrifice for Columbus and for Peary to explore. For Louis Pasteur to explore the wonders of the germ life through which he has done more for mankind than any other man or person outside of the Man of Galilee. One cannot explore the depths of the mind without hard work and sacrifice. But it pays a thousand fold.

No argument was ever won by simply arguing.

The difference between a success and a failure is that one always gives reasons and the other gives excuses. It's a hard test for your honesty when the mistake in change is in your favor. If it took as long to spend money as it does to save it, what a great world this would be. Someone having decided high heels are not healthful, we may expect them to become more healthful.

CONGRATULATIONS

To The

PIGGLY WIGGLY

Upon the opening of their new store in Santa Anna. Come to see them. You will find their stocks well supplied with the famous

Pecan Valley Products---

Coffee, Candy, Peanut Butter and Pecans-- Also Lily of the Valley Vegetables' Woodford Corn and Sun-Kist Canned Fruits.

THE PIGGLY WIGGLY COMPANY UNQUALIFIEDLY GUARANTEE THESE PRODUCTS

WALKER-SMITH COMPANY

The Hoffman-Hayman

COFFEE COMPANY

ROASTERS OF

H and H Blend Coffee

Sam Houston Coffee---Broncho Coffee

CONGRATULATE Messrs. Stobaugh and Thate on the opening of their new

PIGGLY WIGGLY

"Cleanest Stores in the World"

Saturday, November 27th

"We Roast It--Others Praise-It"