





The Average Country Town

The average country town, such as we find them all over Texas, just a hamlet, a village, an aggregation of contented people—is the backbone of America and includes the elements of its most wholesome life.

The average small town is composed of persons who form a grading nucleus of the surrounding country; and skirting the stores in such towns are others small industries serving the surrounding countryside.

The sphere of influence of the average town has been greatly increased by the development of the automobile. Where in years past it required a day off to travel fifteen or twenty miles to town, it now is a matter of small moment.

There is a feature of automobilizing that does not particularly aid the small town. Thus the town's sphere of influence has been widened, so has the sphere of influence of the nearest large town. In some counties the largest town's business has been increased greatly by the use of the automobile by persons in the surrounding territory, but the business of the smaller towns in the same county has not been proportionately increased. Everything depends on local conditions, of course. What is the largest town in some counties is an average town in others. There is no hard and fast rule; but as a general thing the increased radius of trading afforded by the use of automobiles will not aid the average small towns if there are larger centers within comfortable auto riding distance, unless the business interests of the smaller towns are wide awake.

Salvation of the small town under such conditions is for its merchants and business men generally to make every effort to keep themselves before the public in the surrounding towns. It is fatal to permit the village

SINCERITY

In the honors accorded to the late William Jennings Bryan there is a lesson for every young man who is looking forward to success in life. The homage the great in all parts of the world paid to the Commoner, was the honor that thinking men extend to sincerity.

Most people disagreed with many of the causes that Bryan championed. He was too forceful in his statements, too firm in his convictions to win general agreement from others. Through out his thirty years in public life we find him uncompromising in his position on great issues. He was true alone to his own convictions. But he was always sincere. He fought for reforms he felt would benefit the great majority of his fellow countrymen. He never hesitated to take an extreme position once convinced that the welfare of the greatest number of his own citizens was at stake.

For this sincerity and courage and not the ideas and causes he advanced the great and near great throughout the world with one accord united in doing honor to his memory.

This gives the lie to the philosophy that says success is achieved through hypocrisy, insincerity, and mental dishonesty.

The boy who ceases to be a liability to his parents in life generally accomplishes something.

About the most important thing in life is what to do next.

to be regarded by auto owners as a mere widening in the road toward the larger town. The small town should make its influence felt, should be made to exert an attractive force upon the surrounding area. Enterprise and wide awake methods are necessary. If not, the other larger towns, usually a bitter rival, will monopolize trade.

Newspaper Should Stand On Its Own Feet

When a newspaper asks for "support" from business concerns it places itself in the same category with any other soliciting aid. If a newspaper does not make its columns sufficiently interesting that readers are drawn to it and their interest retained, that newspaper has failed. If it does gain such interested readers then it has their support. When any newspaper has such reader support it has something to sell the business man. It has an advertising medium valuable to the advertiser in direct proportion to the number of readers.

There is no more reason for asking the support of business interests for a newspaper than asking the support of any other class of citizens, for all are equally concerned in the publication of a local newspaper, daily or weekly.

SUCCESS

He has achieved success who has lived long, laughed often and loved much. Who has gained the trust of pure women, and the respect of intelligent men, and the love of little children. Who has filled his niche and accomplished his task. Who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul. Who has always appreciated earth's beauty and has never failed to express it. Who has always looked for the best in others, and always given the best he had. Whose life has been an inspiration; whose memory a benediction.—B. M. Stanley in Lometa Reporter.

Some men who howled for individual drinking cups in times past are now ready to take a swig out of any old flask.

Buy it in Santa Anna.

MALE HELP WANTED

If any young man wants to know how and where to invest his life, let him study the "want columns" of the daily papers. A discerning youth will learn more there than he can be told in a dozen "success lectures."

"Only men who can deliver the goods need apply." There is little demand for the youth who has only learned to "get by." The high salaries are paid to those who can "make good."

"Earnings in direct proportion to ability." No man gains anything by getting money he has not earned. James J. Mill accumulated a fortune of many millions by developing the Great Northern railroad, but he gave the public a thousand times as much as she accumulated for himself. Every rich man who has earned his fortune has made more money for the public than he has made for himself.

"Men with ability wanted," not men with a pull, a suit case full of recommendations, influential friends, bell bottom trousers, the latest dance steps, family trees, beautiful baritone voices. But men who can go ahead without waiting for orders. Charles Steinmetz could not speak English, did not own a dollar, held no college degrees and arrived in America via steerage. But within a few years he was recognized as the electrical genius of his generation. He had ability—and needed very little more.

"Must be willing to work." Enough said!

"Must have pleasing personality." By this is meant that he must be able to smile in the face of defeat, reply courteously when treated brusquely, offer his opinions with conviction and kindness, take his promises as seriously as other men do and be willing to sacrifice a game of golf for a signed order, keeping his speech as clean as his finger nails.

"Must be of good character." There can be no substitute or "just as good" here. Character is what you are when you are being watched. It is God's opinion of you. The opportunities for the man without character are becoming daily more scarce and less desirable.

"Married man preferred." One who has a home and loves it better than any spot on earth, one who is capable of a great sacrificial love, one who has the inspiration and the counsel of a good woman, one who works every day with the sense of responsibility resting upon him, and who has a child's education to plan for and a baby's laughter to greet him and chubby arms to keep him home at nights.

If you want to know what kind of a man the world is looking for and the kind of a man it is willing to pay for, read the "Help Wanted" columns. — Lubbock Avlanche.

CAN YOU BEAT IT?

A West Texas paper has the following: "A local grocer called at this office today and asked that a bitter editorial be written and directed against the mail order houses which he said were sapping the life of the town. After talking about the evils of the mail order houses for some time he went to the hotel for dinner, as his wife and daughter had gone to Dallas to do some shopping." Which reminds me that some time since I wrote a citriolic article against the mail order people and next day received a letter of commendation from a local firm, written on a letter head printed in Dallas and enclosed in a government stamped envelope that had the return printed in Hartford, Conn. But the newspapers are expected to fight the mail order house to the last ditch. And most of them do it, even turning down advertisements of out-of-town merchants. —Homer Price, in Marshall Morning News.

When a man sits down to wait for his ship to come in, it usually turns out to be a receivership.

While clouds have silver linings, so also do silver linings have clouds.

There may be such a thing as luck, but it comes only to those who are willing to dig for it.

DEATH'S FAVORITES

People have nothing to say about their departure from earth. It is not theirs to fix the time or manner of their going. The command to them is to be ready, and calmly await the summons from the shadows across the river. But death has its favorites. Some must spend many weary months on beds of affliction, enduring pain indescribable, and finally, with emaciated frame and reason dethroned, depart. To others the call comes suddenly, and in a twinkling of an eye the voyage across the river is begun.

We are prone to lament more when death comes suddenly. A strong man, or a strong woman, frequently falls by the wayside, in the strength of a vigorous manhood or womanhood, and with the rose-tint of health upon the face. We feel that such a one should live longer, and our grief is inconsolable because of the sudden passage. We say we could have borne our affliction better if there had been the accustomed warnings—the fevered brow, the lines of pain, the emaciated frame. But why wish these visitations upon those we honor or love? These lines were suggested by the sudden passing of the nation's best known man, William Jennings Bryan. He did his work and enjoyed life clear up to the moment of the call from the world beyond. Sunday morning he spoke upon his favorite theme. At the hour of worship he led the congregation in prayer. Repairing to the home of a friend he ate and enjoyed a splendid dinner. When the drowsiness which follows the summer dinner came on he went to his room and slept sweetly. And as he slept the call came, and when he awoke his eyes beheld not the scenes of the earth but the resplendent glories of the New Jerusalem.

William J. Bryan had many friends on earth, but perhaps his best friend was death—the monster which had power to inflict torture untold, but which gently led him home and revealed the glories of the world beyond. Truly, the great commoner was one of death's favorites. —Honey Grove Signal.

Once upon a time there was a man who admitted that he didn't know much about the other fellow's business.

Notice For Bids For Depository For Santa Anna Independent School District For Year Beginning Sept. 1, 1925 and Ending Aug. 31, 1925

Notice is hereby given that the Santa Anna Independent School District Board of Trustees will receive bids for a depository for its funds for the year beginning Sept. 1, 1925 and ending Aug. 31, 1926, at its regular meeting in September, said meeting being on the second Monday, Sept. 14, 1925. All bids must be sealed bids and in the hands of the Secretary, Mrs. J. R. Gipson, by Monday noon, Sept. 14, 1925.

—T. Richard Sealy, President Santa Anna Independent School District Board of Trustees.

RADIATOR and TIN SHOP

Radiators repaired, re-cored and generally worked over.

TIN WORK

All kinds of tin work, particular orders filled. We make and repair any and all kinds tin and metal articles.

Jas. Williams Santa Anna, Texas

THE Bank Hotel

over the State National Bank under new management

Nice Cool Rooms \$1.00

Mrs. W. N. Wilson Prop., Santa Anna

**Ford**

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company DETROIT, MICH.

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.

LABOR DAY Xcursion to GALVESTON \$9.10 ROUND TRIP

Tickets on sale September 5 Limited to leave Galveston, Monday, Sept. 7 Sleepers, Chair Cars and Harvey Meals all the way In order that we can provide ample sleeping car accommodations patrons are asked to make reservations early

For detail information and reservations, call on or phone your Santa Fe Agent



What's Doing in West Texas

(By West Texas C. of C.)

**Sonora**—A two days' meeting of the sheep and goat men of this territory has just been closed at the Experiment Station near here. Over two thousand persons were in attendance at this meeting. B. Youngblood and J. M. Jones of A. & M. College were the principal speakers.

**Brady**—The Brady Chamber of Commerce Egg Demonstration farm may now be said to be in actual operation. The half-dozen eggs representing the first put out of the farm are on exhibition in the show window of the Broad Mercantile Co., and are creating considerable interest.

**Plainview**—The first district meeting of the West Texas Farm Bureau was held here on August 20-21. The district comprises 38 counties immediately surrounding Hale County and more than 2000 farmers attended this meeting. Col. Clarence Ousley was the principal speaker.

**Cisco**—The Williams Service company, airplane transportation and mail service, to operate between Fort Worth and Los Angeles has notified the Cisco Chamber of Commerce that the company will use the Cisco aviation field for landing passengers, mail and freight. The company will have a representative here shortly to install the forty acre tract secured for the landing field in Cisco.

**Loraine**—In a special election held here this week, bonds amounting to \$30,000 were authorized for the purpose of improving and extending the water works system.

**Mineral Wells**—The first bale of cotton for the 1925 season was brought here today by W. W. Harrington of the Pleasant Valley community. After being ginned the bale was auctioned off in front of the Chamber of Commerce building by the Davidson-Caldwell Hardware company for \$3.65. The bale weighed 420 pounds, bringing a total of \$99.33.

**Amherst**—Amherst votes bonds amounting to \$50,000 for a water works system. The election was carried by a large majority. Contracts will be let shortly.

**Friona**—The Friona Star, published by John White, Secretary of the Commercial club, is said to be the newest weekly newspaper published on the Plains. The paper is now being printed in Clovis, pending the arrival of the machinery for the new plant.

**Artesia, N. M.**—The first high line for power transmission in this section has recently been completed from Roswell to Artesia. The line carries 33,000 volts and the juice will be turned on this week. This system will enable Hagerman, Dexter and Lake Arthur to have the same class of service as will be maintained here.

**Munday**—According to H. F. Barnes, agent for the Wichita Valley railroad, who has just returned from Boulder, Colorado the receipts at Munday exceed those at Boulder, Colorado, a city of 16,000 population by more than \$60,000 per year. Mr. Barnes says this is due to the extraordinarily large amount of agricultural products shipped from this territory.

**Lubbock**—W. D. Benson, Sr., of Breckenridge, who has a large amount of property here, let contracts this week for a two story brick building in the business section of Lubbock to house a United Stage Depot which has been needed here for a long time with stage lines operating in every direction out of Lubbock.

**Birthday Party**

Little Miss Jane Barlett was given a delightful birthday party at the home of her father, G. F. Barlett, Friday afternoon. A number of little friends gathered to make merry and interesting games were played in the house and on the spacious lawn.

When the nine candles were extinguished and removed the birthday cake was cut and passed with ice cream cones and dainty little baskets filled with assorted candies. Miss Rosemary Bowman helped to entertain the little folks.

"What is business honesty?" a magazine writer asks. It's selling goods for all they are worth and no more.

# The Texas Mercantile Company

## FALL SHOWING

### A Wide Range of Fine Goods

Charming and beautiful 54-inch Plain Flannels, Novelty Flannels in the new colors, Satin-back Crepes, a wide range of Silks and Suitings in all the new colors, Fur Trimmings with or without braid.

### If New We Have It

There is no question but that you will have the opportunity of seeing the new things that are being shown today in the large cities---and we know that our price is right.

### Getting the Miss Ready for School

Apparently busy shopping hours may be turned into pleasant ones by coming here for your school or college apparel---your problems are our problems, and we are glad to help our young friends when we can---we are showing for the school frock a wide range in Suitings, Linens and Printed Long Cloth in the new colors

## OH BOY!!

You are cordially invited to inspect the New Fall Two-Pants Models---

### Jack-O'-Leather Suits

Jack-O'Leather is a smartly-styled all-wool boys' suit with two pairs of pants.

There is a patented, leather reinforcement in the trousers at the seat, knees and pockets. This leather is soft and light---but tough and strong. Washing or pressing will not injure or stiffen it.

This leather takes the strain from the

cloth, preventing rents and tears; it resists the rub from the inside, making Jack-O'Leather outwear any ordinary suit.

Remember---Jack-O'Leather is no different on the outside from any other boys' suit. It is tailored so well that it holds its shape for life---is popularly priced---and fully guaranteed.

We are the Only Store in Town that Sells Jack-O'-Leather Suits for Boys.

See Our Show Windows and Watch Our Ads

**Methodist Missionary Society**

Mrs. Watson was hostess on Monday afternoon to the Ladies Missionary Society of the Methodist church. There were 12 present. Mrs. Grady Adams was leader and a very interesting program was carried out and much interest was manifested in the work. The hostess assisted by Miss Ruby Volentine and Mrs. James Boggus served delicious refreshments of iced tea with mint, cake, olives and sandwiche to the guests.

**A Birthday Party**

Mrs. John Pearce entertained a few friends in honor of her husband's forty-sixth birthday on last Wednesday evening. The time was spent in playing 42 and in conversation. Refreshments of iced tea and sandwiches were served. Those present were Mr. and Mrs. L. W. Hunter, Mr. and Mrs. Tom Mills, Mr. and Mrs. John Williams, and Mr. and Mrs. Frank Pearce.

**Appreciation**

I wish to thank the business men of Santa Anna who contributed to the large premium made up for me for the first bale of cotton carried to Santa Anna. I assure you it was appreciated to the fullest extent.—O. G. Cheek.

**Elinor Glyn Tell Of Mysterious It**

"It." The indefinable something. What is it? You must have it to be a successful lover. It is the force which attracts women to men and men to women. It is the inexplicable quality which makes Valentinos, Lew Codys, Gloria Swansons and Peggy Hopkins Joyces. "It" is the word used by Elinor Glyn to describe the attraction. Screen heroines and heroes must have it, the authoress says. "It," according to Mrs. Glyn, does not require beauty in women or handsomeness in men. It does not require physical perfection, or grace. It is simply the intangible, unexplainable quality of all lovers. The quality, Mrs. Glyn declares, is most readily detected in the eyes and generally can be found in the voice. It was sought when players for the Goldwyn film version of "Three Weeks," which comes to the Queen Theatre, Monday and Tuesday. Alan Crosland, director of the production, and Mrs. Glyn, found that Aileen Pringle has it. Conrad Nagel has it, Claire de Lorez has it. Stuart Holmes has it. Robert Cain has it. John Sainpolis has it. Other members of the cast of "Three Weeks" may have had it but were not selected because of that quality because their roles did not call for it.

**Intermediate B. Y. P. U.**

- Introduction (Leader's Quarterly)—Elucian Niell.
- Our Daily Bible Reading—Calvin Campbell.
- The value of information—Sybil Post.
- The sources of information—Margarett Donham.
- Information of Mission—Anton Pieratt.
- Reading Missionary Biography—Queenie Gregg.
- Who can tell? (See Leader's Quarterly)—Calvin Campbell.
- The use of information in personal work (Leader's Quarterly)—Walter Newman.
- Three points in gaining information, (Leader's Quarterly)—Elucian Niell.
- Memory verse — Margarett Donham.

In America, we don't care where your birthplace was so much as where your heart is.

Too many people think education is completed when they get the school diploma.

No one has ever been able to explain why a child learns the evil things before the good.

He who recognizes that his own pleasures do not come first will be happiest.

Four times as many people own automobiles as pay income tax. That's the reason.

One way to keep other people's mind off your business is to keep your mind on it.

No man is ever a complete failure until he admits it himself.





