

HARVESTING OF BUMPER FEED CROP ADVANCES

Gathering one of the biggest feed crops in years, farmers of Coleman County are more interested this year in trench silos than ever before.

County Agent D. D. Steele and Leon Ranson, county supervisor for the FSA, report they are spending good deal of time advising farmers in methods of storing and preserving the bumper feed crops.

In every section of the county came the same reports. The feed is taller and more plentiful than in years. The barns and silos have been filled or are being filled and new silos are being built.

Mr. Ranson estimates three times as many silos have been filled this year as in 1939, and that likely the number of new ones this year is around 300.

Louis Dodson of the New Central community, FSA client, this week filled a 20-ton trench silo with red-top cane. An effort will be made to store all of the cane in the silo—but it is going to be a problem to get it all in. Mr. Dodson will store approximately 200 tons of feed this year.

A. L. Irby, of near Santa Anna FSA tenant-purchase borrower, obtained 60 tons of feed from seven acres of cane this year.

A demonstration on placing bundles of feed in a trench silo for storage was held this week at the home of Claude Ward of Gouldsburg, another FSA client. Red-top cane and feterita were the feeds stored.

The FSA clients in Coleman County own a total of 63 silos and their feed problem should not worry most of them for the year or so.

Bandeens Speaks on Destruction of W. Tex. Cotton Trade

The West Texas Ginnery Association, holding annual convention in Abilene last week, heard D. A. Bandeens describe the "disruption and destruction of an economic and social structure for a proud, cultured and thriving people" residing in an area twice as large as pre-war Germany. "I refer not," he said "to the ruthless and selfish destruction of many nations and empires, but to the disruption and destruction of the agricultural economy of West Texas, Texas and the Southwest."

Bandeens is manager of the West Texas Chamber of Commerce. He is an acknowledged authority on economic causes and consequences. His address to the area's ginneries on their problems, the plight of Texas cotton farmers and the cotton industry, was broadcast over a radio network.

While endorsing the broad agricultural objectives of the

federal government, including crop regulation and control as a basic policy in striving for parity for farm products, the WTCC executive vigorously attacked the regulations under which the cotton program is administered. He charged that the allotment formulas set up by the Agricultural Adjustment Administration are grossly unfair to West Texas and to Texas. Regulations applied to the act, he contended, have violated the will and intent of Congress until so far as Texas is concerned, the annual reduction of cotton acreage is approaching ten million acres; a \$95,000,000 per year planting and harvesting payroll has vanished; and the annual income from cotton has fallen 65 per cent—all within the past decade.

This has come about, Bandeens said, under laws whose purposes are good and desirable but whose application is bad. The practices of inequitable allotments to Texas were started, he said, under the old Bankhead act in 1933, and have been continued under original and amended Triple-A from 1935 on. He said that under these practices, states of the old south have been allowed virtually normal production—in some cases actually exceeding the production of uncontrolled years prior to regulation—while Texas has been cut and cut, until for 1940, its allotment is 223,500 acres under 1939, by which he said "this state must bear 47 per cent of the nation's cotton reduction while producing only 31 1/2 per cent of its cotton."

"Now," said Bandeens, "what does this all add up to? It adds up to Texas, when judged by a ten-year average production, producing less and less of the nation's cotton, while other states are producing more and more. They say that the New Orleans AAA administrator governs our cotton allotment in accordance with the same rules as applied to the old South. We say the conditions between the old South and the Southwest are wholly different. They have small farm units, we have large. They can fertilize, we cannot. They have normal and consistent moisture which we do not have. For reasons such as the above, and in order to secure an administration conforming with our conditions, we think it would be helpful to have a separate administrator of the AAA for the Southwest. In this way we might secure administration conforming more to our conditions, and when nature penalizes us with a couple of dry years and low yields, we might be able to prevent the bureaucrats from again penalizing us with reduced cotton allotments."

All that Texas and West Texas seek," said Bandeens in conclusion, "is an allotment plan that will make our losses and benefits, whatever they be, proportionate with the other fellow's, and that will put an end to the shifting of cotton production from the low cost production states to the high cost production states. We ask all ginneries, farmers, ranchers, oil men, merchants and bankers

to join with the West Texas Chamber of Commerce, who policies I have enunciated, in demanding a cotton allotment plan which, in bales of cotton, will result in Texas producing its fair share of the national quota."

Marine Corps Sets Recruiting Record

Smashing all records for peacetime recruiting in the U. S. Marine Corps since the world war, the Texas District, with headquarters at Dallas, came out on top as leading District Recruiting Station for the nation with a total of 240 men enlisted during the month of July. The Dallas office also has the distinction of enlisting 40 men in one day, which was done on Friday, July 26th.

The response of the American youth in Texas to the call for voluntary enlistments, has been gratifying and it is expected that the Marine Corps will soon reach its authorized strength, which will bring the total number of men to 34,000. This figure represents an actual doubling of the personnel of the Marines as the total number remained around 17,000 for a number of years since the world war.

When the war strength is achieved it is proposed to organize several defense battalions, mainly to augment the Fleet Marine Forces on the East or West coasts or at locations which may best serve the military needs of the nation.

The Fleet Marine Force comprises, virtually, all military units, including rifle, engineer, chemical, signal, tank, motor transport and the necessary service companies. New defense battalions will be capable of an all-round defense short of a major fleet effort, it is said, and will add considerable strength to the original force.

For years the Fleet Marine Force, a special division within the Corps, has been taking part

in maneuvers with the Navy. Islands in the Caribbean or the Pacific furnished the practice grounds for the establishing of advanced bases, and gave the sea soldiers some excellent training in landing and other exercises.

Marine Corps recruiting stations in Texas are located in Dallas, Austin, Fort Worth, San Antonio and Houston. Young men desiring to join the Marines should apply at their nearest recruiting station. Major J. D. O'Leary, District Recruiting Officer, announced.

BROTHERHOOD JUBILEE TO BE HELD AUG. 26, 27

The third annual Baptist Brotherhood Jubilee for district sixteen will be held at Lake Brownwood Dam, August 26 and 27. Some of the outstanding laymen of the South are on the program and leaders predict a record attendance. Attendance last year was 800.

Following is a program for the two-day meeting:

MONDAY AFTERNOON August 26, 1940

6:30 p. m. Free Barbecue
7:30 Song service by Paul Courts, San Angelo, Texas
7:45 Devotional
Address by Judge J. W. McCall, Memphis, Tenn.
8:10 Recognition of Individuals.

8:15 Address, Dr. R. C. Campbell, Dallas, Texas
8:45 Special music, Charles R. Boud, Director of Voice, Howard Payne
9:30 Address, Dr. Layson H. Cooke, Memphis, Tenn.

TUESDAY MORNING August 27, 1940

9:00 a. m. Song service led by A. V. Bradley, Brownwood, Tex.
9:15 Address, Judge J. W. McCall, Memphis, Tenn.
9:50 Special music, D. Carpenter, Brownwood, Texas
10:00 Address, Judge Hugh F. Latimore, Memphis, Tenn.
10:30 Business meeting
11:30 Address, Dr. Layson H. Cooke, Memphis, Tenn.

TUESDAY AFTERNOON August 27, 1940.
6:30 p. m. Free fish fry
7:30 Song Service by Hollis Wells, Brady, Texas
7:45 Address, R. A. Springer, Dallas, Texas
8:15 Special Music by Steve Heather Brownwood
8:20 Address, Judge Hugh F. Latimore
8:50 At ease
9:00 Address, Dr. Lawson H. Cooke, Memphis, Tenn.
9:35 Word from President Elect

E. S. Mayer, President of the Texas Sheep and Goat Raisers' Association, appeared before the State Agricultural Adjustment Committee on the morning of July 25th, asking them to include bitterweed in the range program. The Committee assured Mr. Mayer that they would do as much as possible for the ranchmen in the bitterweed areas. A sub-committee met with W. H. Dameron, Superintendent of the Ranch Experiment Station at Sonora and the Sutton County AAA committee on August 2nd, to study the bitterweed projects which the Experiment Station has in progress. This group also visited ranches where different prac-

tices in bitterweed control have been used. Many of the ranchmen and county committees had sent telegrams and letters to the State Committee pointing out the importance of their considering this problem.

Fred Marshall, Secretary of the National Wool Growers Association, is in Washington at the present time and will remain there for some weeks, re-

presenting the interests of the sheepmen. At present he will be at the call of the National Defense Council whenever wool is considered. Dues paid to the Texas Sheep and Goat Raisers' Association are used partly for the support of such activities of the National Wool Growers Association.

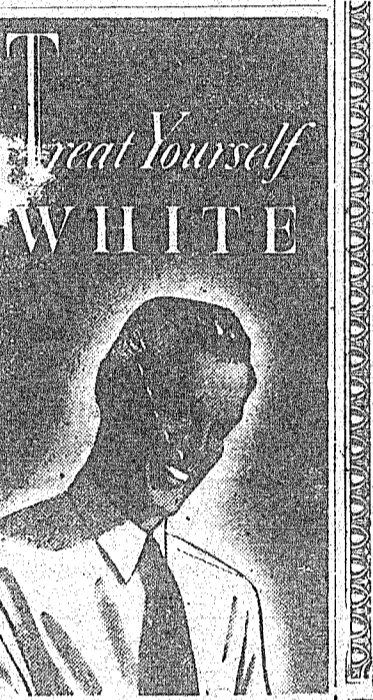
Patronize Santa Anna merchants.

Greetings, Rodeo Visitors!

Let us Welcome You in Person at our Gulf Station

May your three days here be pleasant. We'll Meet You at the Rodeo

BUD CRUMP
SERVICE STATION
GULF PRODUCTS



SHIRTCRAFT AIRMAN WHITE SHIRTS

Treat yourself to a summer's supply of cool, comfortable Airman Whites. Their collars won't wilt in the warmest weather... and they won't shrink out of fit. In crisp, frosty broadcloth, mesh and other smart new lightweight weaves.

\$1.50

THE MAN'S STORE
PARKER

SAY!

We never rode a bucking bronco—but we repair bucking automobiles.



L. A. WELCH GARAGE
2 YEARS CHEVROLET FACTORY EXPERIENCE

THESE GOOD GULF PRODUCTS

Will make it possible for you to follow every detail in action and thrill at Santa Anna's

RODEO
AUGUST 20-21-22

through the Gulf Refining Company's Sound Equipment in charge of Roy Lackland.

Our sound equipment will make the program more enjoyable and is prepared to give complete satisfaction to 50,000 people. We are happy to co-operate in this way with the sponsors and visitors of the Rodeo....

Remember, Gulf Dealers are Ready to Serve You Always

CALVIN CAMPBELL
Distributor

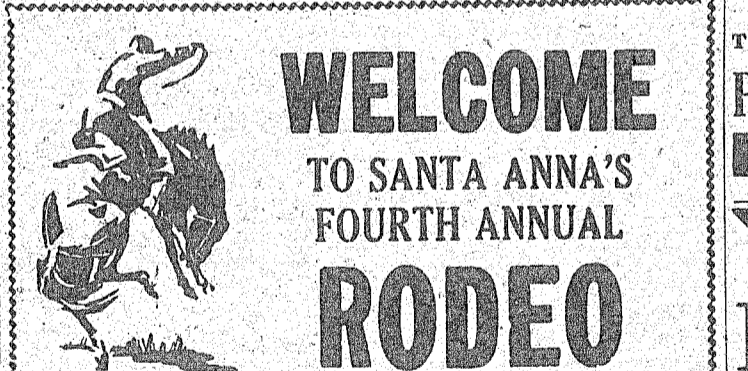
THE BEST TEXAS ANGORA GOATS

DELAINE AND RAMBOULETT SHEEP

Will Be On Sale at

Brady, Texas, August, 20-21, 1940.

Be There and Purchase Your Breeding Equipment



WELCOME TO SANTA ANNA'S FOURTH ANNUAL RODEO

And it's going to be the fastest and best RODEO that Santa Anna has ever had. Everything Possible has been done for your comfort and enjoyment during the three days

AUGUST 20-21-22

Visit Our Feed Store at our Elevator in Santa Anna

SEEDS	FEEDS
Barley	Chicken Feeds
Wheat	Mixed Feeds
Maize	Meal
Sudan	Hulls
Corn	

GEO. D. RHONE
ELEVATORS

Coleman Santa Anna

WELCOME Rodeo Visitors - Make Our Store Your Meeting Place

Delightful - Refreshing
Drink Our
Cowboy Special 15c

Our Fountain is Sanitary
We Are Expecting You
SPENCER PHARMACY

FOR DIST. ATTORNEY 35th District of Texas

HOWELL E. COBB
Of McCulloch County

The 35th Judicial District has been organized for 53 years. During the course of these more than fifty years McCulloch County has never had an officer in this district. Judge Cobb now has the same legal training and experience as the past two district attorneys, who have served the district, both of whom were elected to this office while serving the second term as county judge of Coleman County, the same capacity in which Judge Cobb now serves in McCulloch County. If you believe this training qualifies Judge Cobb to hold the office of District Attorney, he will appreciate your vote in the election.

52 Texas Boys Go to N Y A Experience Work Center

Fifty-two young men have been sent from Texas to enter the National Youth Administration Regional Work Experience Center at the Algiers Naval Station near New Orleans, La., according to J. C. Kellam, State NYA Administrator for Texas. Of the fifty-two youths eleven were from the Dallas district, six from the Fort Worth District, twenty-two from the Houston District, five from the San Antonio District and eight from the Waco District.

Permission was granted the NYA on October 27, 1938 by the Navy Department to use the United States Naval Station at Algiers for an indeterminate period under a formal permit prepared by the Judge Advocate General of the Navy.

Kellam said the NYA has at its disposal at Algiers thirty-five buildings which are used for dormitories, shops recreation centers, and administrative offices. Of these buildings, six are devoted entirely to shop work.

Shop work offered boys at the Algiers Regional Work Experience Center includes the fundamentals of metal trades, woodworking trades, electrical trades, and maintenance work. Related information is given along with the work experience and directly concerns the actual work being done by the boys.

"The purpose of the Algiers Center is to permit young men to find the work in which they have the essential aptitudes," the State Youth Administrator pointed out. "A rotation system among the trades is used to find the occupation for which each boy is best fitted. Good work habits and job discipline are stressed."

NO. 236—IN EQUITY (McKinney)

In the United States District court in and for the Western District of Texas, Waco Division.

J. M. HUBBERT

vs. TEMPLE TRUST COMPANY

NOTICE IS HEREBY GIVEN that the undersigned has filed his application with Clerk of the United States District Court in and for the Western District of Texas, Waco Division, for an order authorizing him to sell and convey to F. M. McKinney and wife, Ruth F. McKinney a part of Lot Two (2) in Block Twenty-four (24) of Phillips Addition No. 2 to the Town of Coleman, Coleman County, Texas, together with all improvements thereon situated, and being more particularly described by metes and bounds, as follows:

BEGINNING at the N W corner of said Block No. 24; THENCE South 110 feet on Trinity Street;

THENCE East 125 feet; THENCE North 110 feet;

THENCE West 125 feet, to the place of beginning, and for a consideration of \$1500.00, and of which amount, the sum of \$500.00 will be paid in cash, and the balance of \$1000.00, to be evidenced by one note in said sum, to be executed by said purchasers, payable to the order of the undersigned, at his office in the City of Temple, Bell County, Texas, and the principal and interest

to accrue on said note to become due and payable in 84 monthly installments of \$15.09 each, the first installment to become due and payable on or before October 1, 1940, and a similar instalment on or before the first day of each succeeding 83 months, to bear interest from September 1, 1940 at the rate of seven per cent per annum, the interest to become due and payable monthly, and each payment, when made, to be applied first to the accrued interest on said note, and the balance to the principal, and defaulting principal and interest to bear interest from maturity date of such principal and interest at the rate of ten per cent per annum, and to provide that failure to pay any monthly instalment of principal or interest thereon, when due, shall, at the option of the holder, mature said note; to stipulate for ten per cent additional as attorney's fees, and said note to be secured by a Vendor's Lien and Deed of Trust Lien on the property and premises, above described.

Said application will be heard by the Honorable Charles A. Boynton, Judge of said Court, after this notice shall have been published for a period of ten days, and any person interested in said Receivership Estate may contest this application.

WITNESS MY HAND at Temple, Texas, this the 1st day of August, A. D., 1940.

H. C. GLENN, Receiver for Temple Trust Company, Temple, Texas, (Published Aug. 9 16 1940)

READ THEN ACT YOUNG WOMAN, YOUNG MAN,

Our National Defense Program is getting under way and it is causing our young people to not only think about their patriotic duty but to think of their self protection. The younger boys and girls will be needed in offices just as soon as they can thoroughly train. The older ones, if drafted will, if properly trained for business, be used in offices of the War Department and in officers headquarters of the Army and Navy. This to most young men is far more satisfactory than having to go out on the firing

line to eat machine gun bullets. Many of our young men who had trained for business prior to the World War came back thankful they had attended Byrne College and qualified themselves to do secretarial and clerical work. It will require thousands of young men and women to train immediately in commercial work to help round out our National Preparedness Program, but regardless of this gigantic program business now demands more of our graduates than we are able to supply. We do not have a single young man or young woman who has recently graduated on our employment files.

Under present conditions you cannot make a mistake in attending Byrne College and thoroughly qualify for a good position in business or with the government in Civil Service or in the new Defense Program.

Our College, in order to show its patriotism is offering a more extended credit plan than usual to those who are not in a position to take advantage of our cash discount plan. Our cash and credit plans are so worked out there is but little need of any ambitious boy or girl neglecting their patriotic duty or their duty to themselves in winning their future independence in business regardless of the Preparedness Program.

Write for our special plan to meet the National Preparedness Program. Give us the facts about yourself and ask for facts about our course of study, our ability to place you, the time it will take to complete and our cash discount and time payment plan. In the meantime, come to our office if possible, have a friendly visit and let us talk over the whole matter of your future plans. Your coming will place you under no obligations to make an enrollment. Our vocational consultations are free. You will be well repaid for your visit if in no other way but to learn just what our streamlined, Audio Classified Unit System of teaching is and why it enables us to give the most thorough courses possible in about one half the usual time and at less cost.

Fill in and mail for particulars. Your Name Address Byrne College and School of Commerce, Dallas, Texas.

Oil Field Employes to Get Schooling

Oil operators of this east Texas area and the authorities of Kilgore Junior College will cooperate this fall in a unique program of vocational education for the benefit of the next generation of oil men, according to an announcement by B. E. Masters dean of the college.

The plan, scheduled to begin in September, provides for college boys to attend classes during the morning and work in the oil fields during the afternoon. His course of study will be determined entirely by the nature of each student's job with his oil company employer. All of the students in this new department of Kilgore Junior College will work their way thru the two-year course.

"The course of study will be worked out for each individual student to fit the situation in his place of employment," Masters said. "The employer will participate in the planning of the studies for the students. At the end of the two-year course, each student will be prepared for full time employment in a petroleum industry occupation."

Details of the new program are now being worked out un-

der the direction of James R. D. Eddy, Austin, state director of trade and industrial education for Texas, in cooperation with representative oil men and the faculty of Texas A&M College, Masters said.

W. O. O'Rourke, graduate of St. Edwards University in the field of engineering and a practical oil man for several years, will teach mathematics, science, drawing, safety and first aid to the class, which is expected to include about 30 boys the first year.

Coordination of the college instruction with the work experience will be under the direction of John Woodruff, petroleum engineer and graduate of the University of Texas. Woodruff has for the past year been in charge of evening classes for oil workers throughout East Texas.

At a recent meeting of the National Defense Council in Washington, the wool growers were represented by C. B. Wardlaw, of Del Rio, President of the National Wool Growers Association, Fred Marshall, Secretary of the National Wool Growers Association, C. J. Fawcett, General Manager of the National Wool Marketing Corporation of Boston and Byron Wilson, Secretary of the Wyoming Wool Growers Association. The Texas sheep and goat rais-

ers were represented through their affiliation with the national organization. The Council assured Mr. Wardlaw that the interests of the growers will be given careful consideration. The growers pointed out to the Council that the quantity of wool on hand in the United States at the present time will go a long way toward equipping

military units and that there was no need for importation of foreign wools at this time. We are fortunate to have such men as these to represent the interests of the growers.

Someone has reported tons of sugar are wasted every year in the bottoms of tea and coffee cups. This will cause a stir.

Greeting to Our Rodeo Visitors



LARIAT ROPES 75c to \$2.25

SADDLE PADS \$2.95

SPUR LEATHERS 40c and up

BRIDLE REINS

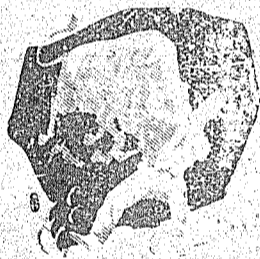
BRIDLE BITTS

ONE GOOD USED SADDLE FOR SALE VISIT US DURING THE RODEO

BLUE HARDWARE CO.

MAN WANTED

Route men wanted immediately who have a desire to get ahead in life and establish a permanent substantial income. Must have car and be between the ages of 25 and 55. No cash required. Write D. A. Lewis, Care The J. R. Watkins Company, Memphis Tenn.



Compliments

TO THE MANAGERS OF THE SANTA ANNA RODEO

The Coleman National Bank

YOUNG PEOPLE WHAT ABOUT YOUR FUTURE?

WHEN YOU LOOK FOR A JOB AND THE EMPLOYING OFFICIAL ASKS

WHAT CAN YOU DO?

Can You Tell Him You've Been Trained?

Your chances for employment and advancement in business are 100 per cent greater if you are trained to be an—

ACCOUNTANT or BOOKKEEPER SECRETARY or STENOGRAPHER

Write for free booklet about OPPORTUNITIES IN BUSINESS

FALL TERM STARTS SOON

AIR CONDITIONED

Brownwood College of Business

100 1/2 Center Avenue Brownwood, Texas

RODEO VISITORS WELCOME

We invite all our customers and friends to come to the BIG RODEO. We are proud of the part we have played in helping put on this big entertainment.

When you need gasoline, oil, water or air for your car we invite you to go to a TEXACO station and get those TEXACO Products.

THE TEXAS COMPANY

O. A. ETHEREDGE
Consignee

Santa Anna, Texas

WELCOME TO OUR RODEO

The Farmers Gin Company wishes to take this opportunity to thank the customers of both gin plants for their patronage and cooperation in the past.

It also wants to extend to the patrons of both plants a very cordial invitation to gin at Farmers Gin No. 1 this season.

Yours for service,

Farmer's Gin Co.

J. E. Bartlett, Mgr.



Chickens Need TEETH

Granite Grit supplies this need GRANITEX

is recommended by poultrymen everywhere. Grow better flocks at lower cost. Helps digestion by grinding feed thoroughly. Ask your local dealer, or write:

Llano Granite Products Co.

LLANO, TEXAS



Come To Rodeo

SEE OUR NEW DRESSES, SKIRTS NEW MATERIAL FOR SCHOOL

BLUE MERC CO.

Clothes for College Girls

Time's Fleeting - Start Shopping Tomorrow!



SALE SAMPLE FALL DRESSES

And They're ELLEN KAY, You Lucky Girl,
So Early in the Season

Size 11 and 13

\$12.98 and \$14.98

(Values to \$19.98)

Carafoil & Silverman SAMPLE DRESSES

Size 14..... **\$12.98**

(Values to \$19.98)

KAYSER AND ARCHER HOSIERY

SALE

\$1.00

Pair

\$1.15 Values

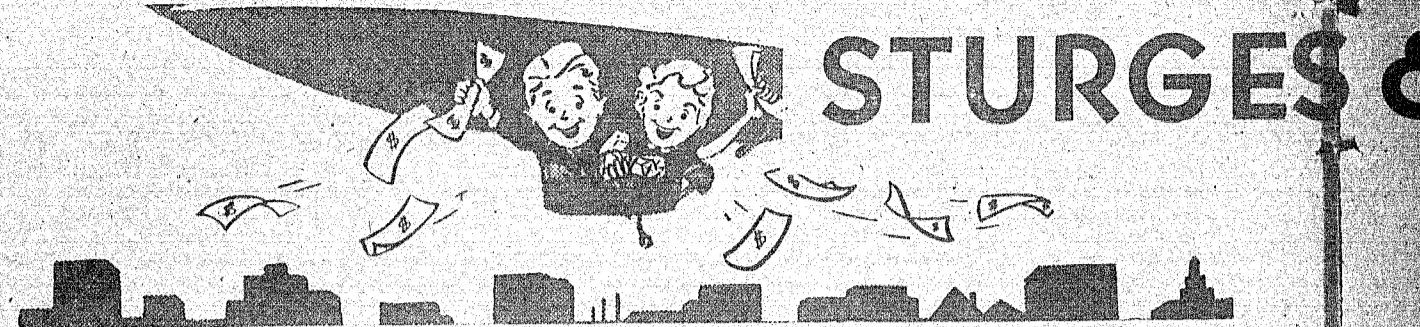


You are Invited to
College Style Show
6:30 P. M. Saturday
August 31



**Chenille
Spreads**
Several Colors
\$1.89 each

Blankets
Large, single
All colors
\$1.00 each



STURGES & GIBBS

To Live and Learn In - - - These Are the Streets

We sent our college girl, Janette Blatherwick, into New York and California markets. She took her knowledge of college life right into the market. The result of these efforts is that our shop is filled with clothes destined for instant success on any campus in America. We admit it. We are a little proud of the great values we've assembled for you. I ing mercha could bring one street when you s

WE PRESENT COLLEGE FASHIONS AS SEEN IN MADEMOISELLE, HA

AUGUST SALE Coats

Both Plain and Fur-Trimmed
Tweeds, Camel's Hair, Fleeces,
Needlepoint, Boucle
Fitted and Loose Styles

USE OUR LAY AWAY PLAN
10 PERCENT DOWN

AUGUST SALE Suits

Two and Three Piece Suits
Almost Compulsory for Business
All length coats are good. The long torso mode is a boon for the tall girl especially.

Up from **\$8.98**
to \$69.98

USE OUR LAY AWAY PLAN
10 PERCENT DOWN

SWEATERS AND MORE SWEATERS

Compulsory for Campus - Skirts, \$1.98 up. You'll need at lea

Attention, Ladies... Please R

COATS and SUITS for your little girl - Coats size 2 to 12, price \$2.98 up children's. 6:30 P. M. by themse
Suits size 7 to 12, \$4.98 up. Please come while selections are good. (Dress-
es are now in transit). Children's department upstairs. We will have a few

PAY DOWN

DOWN COMFORTS

Just Unpacked 50 Down Comforts
Satin and Taffeta.
Have them paid for before the first chilly night.
Up from - **10.98**

EVENING DRESSES

Jersey, Taffeta, Velvet, Silk, Net,

(Priced up from **\$6.98**

Hats

Up from **\$1.98**

Bags

Up from **\$1.00**

Gloves

Up from **\$1.00**

WE SELL STYLE BY

SCHOOL GIRL PRINTS
FAST COLORS
9c Yard

New Narrow Wale
CORDUROY
89c Yard

New 56-Inch
PLAID WOOL
Up from \$1.69 yard

New
SILK ALPACA
Up from 89c yard

PLAID GINGH
29c and 49c yd

EXCLUSIVE STURGES-GIBBS

Remember
Your Lines!

Be dramatically slim and supple in
your new fall clothes. Gossard's
little slide fastener girdle of rayon
satin elastic and mesh elastic gives
you a sleek waist and \$3.50
hipline. Model 340...

The pocket uplift is of rayon satin and lace. Model 4030

Be Glorified by GOSSARD

STURGES & GIBBS

Invites You to Their Co

TIME - August 31

Place - Sturges

STURGES & GIBBS Flying High

With The Greatest Stock of Values We've Ever Assembled

Smart, Comfortable, Casual, Clothes

It was no easy job. For weeks our buyers have been inspecting merchandise samples, accepting some, rejecting much, so that we bring you the best for the least. Janette has shopped New York up and down the street and down the other. You'll be convinced our prices are right when you see them.

Like HARPERS BAZAAR, VOGUE, GOOD HOUSEKEEPING.

AUGUST SALE

Furs

Any Length, Any Size, Any Color and Any Price

From \$16.98

to \$175.00

USE OUR LAY AWAY PLAN

10 PERCENT DOWN

AUGUST SALE

Costume Suits

Your First Consideration FOR FALL

Long and Short Coats with Dresses Both Trimmed and untrimmed New and Brilliant Versions

Up from \$12.98

To \$59.98

USE OUR LAY AWAY PLAN

10 PERCENT DOWN

SKIRTS AND MORE SKIRTS

At least four of each - Sweaters \$1.29 up.

READ This Out Loud!

Women's suits and coats modeled in our Style Show, Saturday, August 31, 10 P. M. These better two and three piece suits and coats are in a class all their own. Bring your own little girl to the Style Show.

CORDUROY SLACK SUITS

Nelly Don says: "Just try one on." Other materials used in slack suits - Gaberdine and Flannels.

3.98

Wool Jersey Dresses

(In Transit)

Take at least two to College

4.98 And Up

SILK DRESSES

one lot

BRAND NEW

(Should be \$7.98)

4.98

BY THE YARD

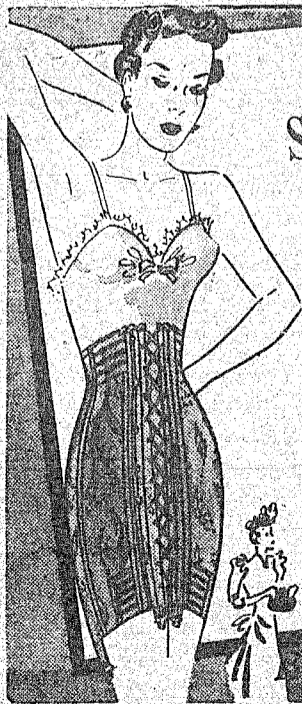
1/2 Inch WOOL 69 yard

VELVETEEN Best Fall Colors \$1.29 yard

NEW BLACK JERSEY Just the thing for street as well as formal wear. (56-inch) \$1.39 yard

GINGHAM 1 49c yard

RAYON SPREADS Rose, blue, yellow Extra 59c each



EXCLUSIVE STURGES-GIBBS

Lacing... IS In the NEWS!

It's easy to lace away those extra inches from your waistline with Gossard's front-lacing corset. Of figured batiste in two lengths, model 205A, Average; model 205D, Tall Average \$3.50

Glorified by Gossard

DRESSES

For Every Occasion

Sizes — 6 Months to Size 46

Nelly Don Midshades for Midseason



Good fashions, every one of them! Beautiful lines, fine fabrics, marvelous new colors—and that superb fit which Nelly Don attains by designing her fashions on living models! Dresses so delightfully simple and smart you'll wear them everywhere . . . change them with your own accessories . . . thrill to their carefully blended shades that give just the right fillip to midseason, while hinting ever so gently of Fall.

a. Classic Crepe rayon in navy, green, blue mist, amethyst, black. 12-44, \$7.95. b. Classic Crepe rayon in navy, tan, blue mist, vino red, black. 10-40, \$7.95. c. Moss Crepe rayon in soldier blue, tan, almond green, congo brown. 12-44, \$10.95. d. Turban Crepe rayon in sunset blue, blackberry, rust, lava green, black. 12-40, \$10.95.

STURGES-GIBBS

STURGES & GIBBS, Coleman, Texas

Their College Style Show

August 31, 6:30 P. M. —

Sturges & Gibbs

National Economic Highlights

The conference of the 21 American Republics, which recently took place in colorful Havana, got off to a rather discouraging start, Secretary Hull made a forthright speech, in which he called upon the nations of this hemisphere to band solidly together in commercial and military ties, to oppose European aggression of any kind. Mr. Hull also roundly castigated European dictators for their ruthless attacks on small, practically defenseless states, intimating that might happen South of the Rio Grande unless unity is achieved. Most of the Latin American foreign ministers present, paid lip service to this doctrine. But there were strong undercurrents of dissension. In many cases, South American economic interests come into direct conflict with ours, and South American business was afraid it would get the short end of the stick if the Hull program were adopted in toto. On top of that the Axis powers have unquestionably made serious inroads into Latin America. Certain countries, notably Brazil, have been largely settled by Germans and Hitler's agents have been working for years to convert them to the Nazi ideology. All of South America is, of course, of Latin origin, and Spanish and Italian influences are strong. Italy is an active German ally, and Franco-dominated Spain is Hitler's passive ally.

However, it looks as if the majority of Latin American governments are genuinely afraid of Axis activity, and are determined to remain Republics. So, at the end, they came at least half-way to agreeing with proposed U. S. policy. After endless hours of talk, negotiations and conciliation, the 21 foreign ministers present signed upon a three-point policy of far-reaching significance. As reported by J. C. Stark, Airman on the scene, the points provide:

1. The status of European possessions in this hemisphere is of vital concern to all the Republics, and it is necessary they will be temperately taken over and administered by the Republics in order to safeguard continental security. This is a direct slap in the face to any ambitious Hitler may have to seize French and Dutch possessions in our part of the world, and amounts to Latin American avowal and support of the Monroe Doctrine.
2. An economic plan is to be prepared whereby relief is to be given to countries which have lost vital European markets. At the same time, an inter-American trading system is to be developed in order to prevent European states from enforcing unfair trade terms upon the American nations.
3. All the Republics will work together in fighting "fifth column" activities. Alleged abuse of diplomatic privilege by foreign representatives is to be investigated. This is also a direct slap at Hitler, German consuls and other officials have been among the worst offenders, and have used their offices almost openly to promote trouble. Germans have boasted that it is within their power to produce revolution within Latin America, and that is what they desired.

In all this, the United States will be the leader. It will have to put up most of the money to back any trade, cartel or other economic plan, and if military action becomes necessary it will have to provide practically all of the ships, soldiers, airplanes and guns. From a military point of view, Latin America is extremely weak, and so are most of the Republics from the economic point of view. And that brings up a question that is being increasingly asked these days: Is the United States embarked upon an imperial policy?

Only time can answer that, but a good guess is "yes!" We have always made a fetish of opposition to imperialism—even as, at times, we have ruthlessly followed the traditional imperial path of conquest. And in these discordant days, it may be that imperialism is being forced upon us, whether we like it or not. Most experts are convinced that we must maintain the status quo, or a policy favorable to us, in Latin America, no matter what it cost. Give the Axis real strength there, they say, and we would sink into the obscurity of a third-rate power, dependent upon possible enemies for existence and favors. That means that Latin America must follow our lead—and if the Republics won't do it willingly, they must in some

way be forced to do it. The time when force may be necessary has not arrived. All hope it will never arrive. But, come what may, it is a very safe bet that Uncle Sam will be a bigger and more aggressive figure than ever in this hemisphere, from the Arctic ocean to the far tip of South America.

No. 236—IN EQUITY
(W. G. McKinney)

In the United States District Court in and for the Western District of Texas, Waco Division.

J. M. HUBBERT
vs.
TEMPLE TRUST COMPANY

NOTICE IS HEREBY GIVEN that the undersigned has filed his application with the Clerk of the United States District Court in and for the Western District of Texas, Waco Division for an order, authorizing him to sell and convey to W. G. McKinney 45 2-3 feet East and West by 120 feet North and South off the West side of Lot Four (4) in Block Twenty (20), Original Town of Coleman, Coleman County, Texas, together with all improvements thereon situated, and for a consideration of \$1472.56 and of which amount, the sum of \$152.56 will be paid in cash, and the balance of \$1320.00, to be evidenced by one note in said sum, to be executed by said purchaser, payable to the order of the undersigned, at his office in the City of Temple, Bell County, Texas, and the principal and interest to accrue on said note to become due and payable in 120 monthly installments of \$15.33 each, the first installment to become due and payable on or before September 1, 1940, and a similar instalment on or before the first day of each succeeding 119 months, to bear interest from August 1, 1940 at the rate of seven per cent per annum, the interest to become due and payable monthly, and each payment, when made, to be applied first to accrued interest on said note, and the balance to the principal, and

all past due principal and interest on said note to bear interest from maturity date of such principal and interest at the rate of ten per cent per annum, and to provide that failure to pay any monthly installment of principal or interest thereon, when due, shall at the option of the holder, mature said note, to stipulate for ten per cent additional as attorney's fees, and said note to be secured by a Vendor's Lien and Deed of Trust Lien on the property and premises, above described.

Said application will be heard by the Honorable Charles A. Boynton, Judge of said Court, after this notice shall have been published for a period of ten days, and any person interested in said Receivership Estate may contest this application.

WITNESS MY HAND at Temple, Texas, this 1st day of August A. D., 1940.

H. C. GLENN,
Receiver for Temple Trust Company, Temple, Texas.
(Published Aug 9 16 1940)

A SIGNIFICANT TREND

One of the most significant trends of the present day is the manner in which the women of this country, as reflected thru the activities of the various women's organizations are concentrating their efforts and abilities on the solution of serious social and community problems. Programs of women's groups are attaining sharper objectivity, reflecting a desire to get right down to business, to an even greater extent than has been apparent in the past.

The Board of Directors and 500 state committee chairmen of the National Federation of Business and Professional Women's Clubs, Inc., have subscribed to the conviction "that women must participate more vitally, more intelligently in the

DR. D. B. SPROTT
Graduate Veterinarian
Humane Treatment
Phone 673
Coleman, Texas

everyday mechanisms of government if the people's rights to 'life, liberty and the pursuit of happiness' are to prevail—if they are to weather the storms of a world as well as without our country."

What many persons, and perhaps men particularly do not appreciate is that the host of time and labor devices and better household products, the yield from American industry working under the private enterprise system, permits the American woman to accomplish her household duties better and much faster than was possible even a few years ago. The result is that the women of this country have an increasing amount of time available to accomplish those civic and social tasks that naturally fall within the scope of their special abilities. "Women's place is in the home" might today well be altered to read: "Women's place is to be of the utmost helpfulness in her sphere of life."

McCulloch county probably will produce a half million tons of feed this year, according to county agent, R. F. McSwain. The feed crop will be the largest in the history of the county.

We asked Junior a few days ago, "Do you know where little boys go who smoke?" He answered promptly, "Sure, out behind the garage."

NO. 236—IN EQUITY
(Faith)

In the United States District Court in and for the Western District of Texas, Waco Division.

J. M. HUBBERT
vs.
TEMPLE TRUST COMPANY

NOTICE IS HEREBY GIVEN that the undersigned has filed his application with the Clerk of the United States District Court in and for the Western District of Texas, Waco Division for an order authorizing him to sell and convey to Lloyd B. Faith 62 1/2 x 100 feet, being the East one half (E 1/2) of Lot Two (2), Block Two (2), Sadler & Martin Addition to the City of Coleman, Coleman county, Texas, together with all improvements thereon situated and for a consideration of \$800.00, all of which will be paid in cash upon the consummation of this sale. Said application will be heard by the Honorable Charles A. Boynton, Judge of said Court, after this notice shall have been

ROY VOSS
HOUSE WIRING
Electrical Installations
Telephone: Black 214

published for a period of ten days, and any person interested in said Receivership Estate may contest this application.

WITNESS my hand at Temple, Texas, this 1st day of August A. D., 1940.

H. C. GLENN,
Receiver for Temple Trust Company, Temple, Texas.

Densman Welding Shop
Trailer Work — Horse Shoeing
GENERAL BLACKSMITHING
Electric and Acetylene Welding
— All Work Guaranteed —

THANK YOU!

I wish to thank each and every one for the splendid support given my candidacy for re-election to the office of County Treasurer in last Saturday's primary election. I am deeply grateful and appreciative for the liberal vote of confidence.

Hunter Woodruff
County Treasurer

Santa Anna Annual RODEO

Everybody Come and See a Real ENTERTAINMENT

FREE AT OUR STORE
A Real Welcome and Plenty of Ice Water
GROCERIES AND HARDWARE
At Right Prices
QUALITY AND SERVICE
Are Yours Here

W. R. Kelley & Co.

E. L. WOOD'S SINCLAIR STATION
Brady Highway Junction
SINCLAIR PRODUCTS
24-Hour Service
Gates Tires and Batteries
Washing and Greasing
Santa Anna Phone 74

COME TO SANTA ANNA AUG. 20-21-22

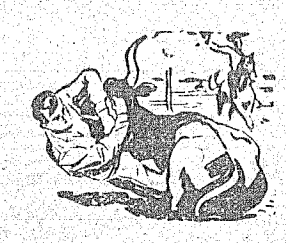
Again Santa Anna leads all surrounding towns in providing the best in rodeo entertainment.

Hosch Furniture Company

WE ARE GLAD TO HAVE YOU

RODEO VISITORS

LEEPER-CURD LUMBER CO.
SANTA ANNA, TEXAS



WELCOME

to the best town and the best RODEO in Texas..... Santa Anna

SANTA ANNA PRODUCE CO.

WELCOME

to SANTA ANNA'S ANNUAL RODEO

AUGUST 20-21-22

For The Best, Germfree LAUNDRY SERVICE


SANTA ANNA-COLEMAN STEAM LAUNDRY

RODEO SPECIALS

During the Rodeo, August 20-21--22, we are offering you some outstanding values. It will pay you to come in and see them.

- One lot silk and rayon dress remnants, about 1/2 to 3/4 yard lengths 10c each
- Men's shirts or shorts 10c a garment
- Ladies' rayon panties 9c a pair
- Handy size glass salad bowls, 15c value 9c each
- Close out price on straw hats — up to 25c at 15c each

REID'S 5c TO \$1.00 STORE



Headquarters For All Your Rodeo Wants

You will find a complete line of boys and men's Rodeo Shirts and Pants. Fancy Rodeo Handkerchiefs, Ties and Tie Holders. All sizes and prices in Boy's, Misses and Men's Cowboy Boots. Boy's and Men's Ranger Belts.

We appreciate your business and want to please you, so do not wait until the last day, for your size and color may be sold by then.

Let's all of us GO RODEO and make it better and bigger this year than last.

Purdy Merc. Co.

SANTA ANNA, TEXAS

The Santa Anna News
Established 1886

Published Every Friday
The News Publishing Co.
At Santa Anna, Texas.

R. A. Jeffreys Editor
Entered as second class mail

Editorial

THE AMERICAN PEOPLE, DRIVEN by the need for military security, must build a military establishment costly beyond all precedents. An incredible proportion of the national income must be taken from the pockets of the people and diverted to government. All of us will have fewer luxuries. All of us must conserve. All of us must sacrifice. That is clear enough and reasonable enough. But it has become tragically plain that a very substantial portion of the American people have the idea that the other fellow should make most, if not all of the sacrifices. It's the other fellow's standard of living which should suffer, not their own. It's the other fellow who should pay the bill and do the work, while they go on much as they did before. Certain influential segments of labor, for instance, demand still higher pay, shorter hours, excessive extra pay for overtime, and other special privileges and prerogatives for the workman, despite the fact that pay is now the highest and the work-week the shortest in history. Their argument is that industry must sacrifice more of its profits in the interests of labor, while the worker grows fat off the national emergency. A certain segment of industry follows a similar course. Even as it makes profits of an unusual size, it works to reduce the share that goes to labor, and it works to get more bounty for itself out of government in one way or another. It too believes in sacrifices—so long as the other fellow does it. Those who have gone on government relief as a career favor sacrifice, too—so long as it doesn't touch relief appropriations. The government, under the guise of "relief," still pays out millions for leaf-raking, boondoggling and other completely non-productive activities. Powerful influences demand that not one nickel of this waste be eliminated, no matter how much others sacrifice to pay it, or how dire the menace the country faces. The professional politician has talk much of sacrifice, in noble words. But it is a rare politician who is willing to sacrifice one thin dime of patronage that might cost a vote, to support a principle. Money still goes out for farm relief schemes foredoomed to failure—for unnecessary tax-subsidized government electric plants, for government credit schemes of all kinds, and for a thousand and one purposes which are in no way a true function of government, but which are prolific

sources of votes and power. The self-seeking hand of politics handicaps a real defense program which would get maximum results with a minimum of waste of time and money. Who is going to sacrifice what? That is the question that America faces today, if national security is to be a reality, not a mirage. The answer is plain. All must sacrifice, all must contribute their full share. The other fellow isn't going to do it for us. Selfish interests now at be in labor, industry, or government, are the real fifth-columnists within our gates.

ABOUT THREE YEARS AGO public ownership enthusiasts did such a thorough and complete job of "educating" the voters of Rock Port, Missouri, that the citizens of that community bonded themselves for \$90,000 to construct a municipal electric plant. The usual enticing arguments of a tax-free town, "cheap electricity," together with wholesale and indiscriminate condemnation of privately owned utilities, were successfully applied. The efforts of the local utility to show that rates were reasonable, that the people of Rock Port were getting full value for services rendered, and could ill afford to lose the taxes paid to their community by the utility, were shunted into obscurity, labeled "propaganda." Rock Port today is a poorer but wiser community. Its 1,175 people have tasted the bitterness of political promises. Not long ago the Rock Port Board of Public Works issued a statement, remarkable for its frankness, through the medium of a full-page advertisement in the local newspaper. It admitted the incompetency of political management, and apologized for the illogical and unreasoned promises made "in the heat of the campaign." Among other things, the privately owned company had been accused during the campaign of taking revenue out of the community. This point was covered in the advertisement: "Judging from what little experience the Board has had in the electrical business to date, we would say that probably the service company was not getting all of the revenue to which it was entitled from the city of Rock Port—our present rates are exactly the same as they were under the old system—we could reduce our rates and still pay off the bonded indebtedness if we would neglect our maintenance and forget altogether about the day when our plant is worn out and the cost of a new one would be confronting us." Rock Port is not an exception to the rule when it comes to the efficacy of public ownership of electric utilities. So far this year twenty-six municipalities and local districts have voted on the question of private versus public ownership. Twenty-four voted against the latter, which bears out the old saying that bad news travels fast.

Local advertisers have some nice bargains this week

Announcements

- FOR DISTRICT CLERK:
MRS. JACK MCCLURE
(Re-election)
- FOR PUBLIC WEIGHER PCT. 2:
JOE FLORES
(Re-election)
- FOR COMMISSIONER PCT. 2:
JOHN A. WILLIAMS
(Re-election)
- FOR COUNTY CLERK:
GEORGE M. SMITH
(Re-election)
- FOR ASSESSOR - COLLECTOR:
H. M. BROWN
(Re-election)
- FOR SHERIFF:
GEORGE ROBEY
(Re-election)
- COUNTY TREASURER:
HUNTER WOODRUFF
(Re-election)
- FOR COUNTY ATTORNEY:
L. M. CRUMP
- FOR COUNTY JUDGE:
JOHN O. HARRIS
(Re-election)
- FOR DISTRICT ATTORNEY:
35th Judicial District
W. B. (Billy) BAKER
HOWELL E. COBB
119th Judicial District
O'NEAL DENDY
- FOR JUSTICE OF THE PEACE
Precinct No. 7
C. H. RICHARDS
J. J. GREGG
- FROM THE BOSS ANGLER

Reports from the Fishing Contest being sponsored by W. R. Kelley & Co. shows that on Monday the 12th Vernon Parker held first place with three bass totaling 9 lbs. 5 1/2 ozs., landing

4 lbs. 2 oz. of dynamite Sunday morning.

D. O. Lane is in second place with three bass totaling 7 lbs. 14 ozs., and H. K. Harrison third with 5 lbs. 4 oz.
J. E. Brand is still living up to his record, taking four nice bass from the Gouldsbush lake Sunday afternoon, the four totaling about 7 1/2 lbs. Brand is not a participant in the contest, which closed yesterday.

Leedy News

By Dorothy McClure
Mr. and Mrs. W. J. McClure, Dorothy and Bertha McClure returned the first part of last week from visiting Mr. and Mrs. W. E. McClure of Lockney, Texas and Mr. and Mrs. H. C. White of Texico, New Mexico.
J. E. McClure, with Miss Ora Alice Newman of Trickham visited relatives in Williamson county the last part of last week.
Mr. and Mrs. Chester Box of Rbby, Texas visited Sunday with Mrs. Z. W. Box. Mrs. Box

and Wilburn returned home with them to spend a week.

Mrs. Z. W. Box was visited Thursday afternoon by Mrs. Maryean Mitchel of Bront, Texas.
Boots McClure, Bertha Fae and Arthur spent Sunday in the W. J. and J. E. McClure home.
Mr. and Mrs. William Brown gave Mrs. M. M. Ferguson a birthday dinner at their home in Buffalo Sunday.
Mr. and Mrs. Will Fletcher attended church at Watts Creek and visited Mr. and Mrs. Jessie Fletcher Sunday.

SANTA FE CARLOADINGS

Santa Fe system carloadings for the week ending August 10 were 18,290 compared with 17,701 for the same week in 1939. Cars received from connections totaled 5,245 compared with 4,845 for the same week in 1939. Total cars moved were 23,535 compared with 22,546 for the same week in 1939. Santa Fe handled a total of 23,707 cars in the preceding week of this year.
Support home merchants.

Weddings

LANGSTON - CRUMP

Miss Lullie Langston, daughter of Mr. and Mrs. T. V. Langston of Coleman and Mr. Louis M. Crump, county attorney-elect, were married last week Wednesday at the home of Rev. and Mrs. Floyd Chaffin, Coleman.

man, with Rev. Mr. Chaffin reading the ceremony.

Only attendants of the couple were Mr. and Mrs. Buddy Simpson.

Mrs. Crump formerly attended Howard Payne College at Brownwood. Mr. Crump, son of Mr. and Mrs. J. L. Crump of Coleman, received his degree from the law school at Cumberland University, Lebanon, Tenn.

WELCOME to Santa Anna Rodeo

RED CHAIN FEEDS

GRIFFIN HATCHERY

WELCOME To Santa Anna RODEO BIGGER, BETTER, and the FASTEST of Them All!



Welcome to this Service Station for that Good Gulf Gasoline, Good Gulf No-Nox, Good Gulf Registered Lubrication.

Tires, Tubes, Accessories, Washing and Greasing

S. A. BOARDMAN

Pierce Brooks' Star Campaigners



This attractive couple are enthusiastic campaigners for Pierce Brooks in his runoff race for railroad commissioner. Pictured before their modest cottage in Oak Cliff, Dallas suburb, they are Mrs. Pierce Brooks and Bob, age 12. Although they remain at home while the candidate tours the state, they are each doing a big part in the campaign. Mrs. Brooks has spoken at club meetings and over the radio, and son Bob has mounted the stump to enlist the neighborhood kids to urge their parents' votes.

(This advertisement paid for by friends of Pierce Brooks).



WELCOME

To SANTA ANNA'S FOURTH ANNUAL

RODEO

RADIO ELECTRIC SHOP

Telephone 24 Santa Anna

WELCOME Santa Anna Rodeo Visitors



SINCLAIR REFINING COMPANY

A. K. EVANS, Coleman
STAFFORD BAXTER, Santa Anna

Ride 'Em Cowboy!
and Welcome to Our Fourth Annual
RODEO

DINE WITH US—A REAL
LUNCH 25c

Short Orders Sandwiches
DURING THE RODEO
SPECIALS 3 HAMBURGERS 25c
TO TAKE AWAY

Truckers' Cafe
Reginald Owens Next to Hosch Furniture



H. W. NORRIS

Become a state vice-president of the Future Farmers of America and see the world. That might well be the advice of H. W. Norris of Santa Anna, who has traveled nearly 11,000 miles during his year in that office. Highlight of this year as vice-president was a trip to a leadership camp in Michigan. After two weeks at the camp, he returned home by way of Father Flannagan's Boys' Town, Neb., Pikes Peak, and other places of interest.

In October last year, Norris went to the national F. F. A. convention at Kansas City. This year he attended F. F. A. day at the Fort Worth Fat Stock Show and in June attended the F. F. A. executive meetings in Huntsville. In July he was at the state convention in Houston. Throughout the year he also visited many chapters in West Texas. Norris has filed his application for American Farmer, the highest degree that can be obtained in F. F. A. work.

FEWER TURKEYS

More farmers are going into the turkey business, but smaller flocks are the rule and a 2 percent decrease in number of turkeys is indicated for 1940 as compared with 1939, according to a preliminary study made by the USDA Agricultural Marketing Service.

Generally, the South Central and Western states, including

Classified

Custom Grinding

We are doing custom grinding and mixing on poultry and dairy feeds. Use your home grown grains and save from 50 cents to \$1.00 per hundred pounds.
Griffin Hatchery
Santa Anna, Texas

For Sale

FOR SALE—Zenith windcharger radio for sale at a reasonable price. Lowell Richardson, Telephone 3331. 2tp

FOR SALE—1940 Model B, John Deere Tractor-Planter-Cultivator, 10 foot grain drill, also triple disc breaking plow and A. C. Combine. A. W. Hill, Santa Anna. 32c

FOR SALE—Two good Business College Scholarships at a reduction. Terms to the right party. Santa Anna News.

Wanted

Anyone having a 2- or 3-bedroom house close in to the business section for lease, advise the News office, please.

Lost

LOST—Black pig, white spot on forehead. H. R. Layne. 33-1tp

Texas, show decreases of about 5 percent, the South Atlantic states a decrease of 12 percent, and the North Atlantic and North Central states increases ranging from 5 to 10 percent. It all adds up to a 2 percent decrease in the turkey population.

An extensive survey of turkey flocks will be made in September in order to determine the number of turkeys in sight for market. Shortly thereafter Texas turkey growers will get the first indications of the market they may expect.

Carpenters started renovating two buildings in Coleman in the 20 block on Commercial Avenue for the Scott-Burr Department Store. Between \$3,000

GROCERY SPECIALS
THAT GIVE A NEW MEANING TO THRIFT

SPECIALS FOR THE WEEK-END AND THE RODEO DAYS

PINTO BEANS 10 Lbs. **.39**

FLOUR Red & White 48-Lb. Sack **1.35**

VANILLA EXTRACT, 8-Oz. Bottle 1 Oz. Free **.35**

CATSUP KUNER'S 16-Oz. Can **.10**

TOILET PAPER Blue Cross 3 Rolls **.20**

SOAP RED & WHITE 5 BARS **.17**

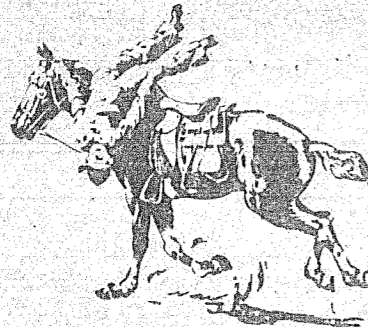
See Our News Flashes For Other Specials

THE RED & WHITE STORES

J. L. Boggus & Co. Phone 56

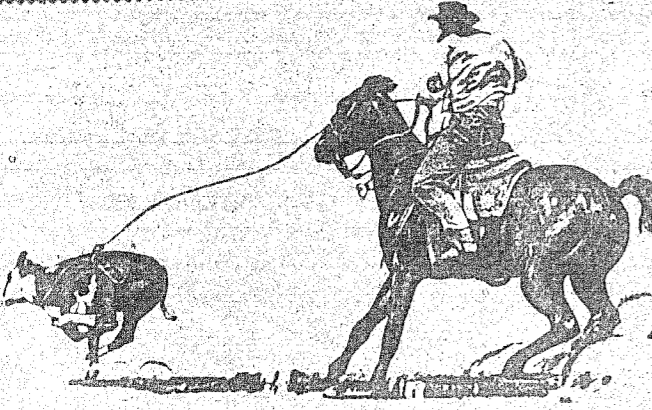
Hunter Brothers Phone 48

Welcome to the Rodeo



When in Need of Gas, Oil, Lubrication, See

ABERNATHY'S
TEXACO SERVICE STATION
West Highway at Coleman-Brady Junction



Welcome TO SANTA ANNA RODEO

AUGUST 20-21-22
SANTA ANNA TELEPHONE CO.

Thanks The Voters

Through the News I wish to thank the voters of the Santa Anna community for the support given me in the recent primary. I pledge you my best efforts to serve one and all and whenever I can do anything for the good of the district, call upon me.

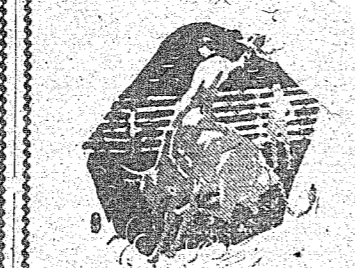
THANK-YOU
W. R. CHAMBERS

LET'S ELECT W. B. (BILLY) BAKER

for District Attorney
He is a home county man, born and reared in Coleman county. He is qualified and will make a good District Attorney. Your vote and influence will be appreciated.

Welcome To The Santa Anna Rodeo Aug. 20-21-22

JORDAN'S
Grocery-Cafe



WELCOME, Rodeo Visitors
Make Your Headquarters where you can enjoy a good game of pool in air conditioned comfort.

RECREATION SANTA ANNA CLUB

Come To See Us When You Attend Santa Anna's RODEO



Let Us Service Your Car, We Give Prompt, Efficient Service.

WOODS SERVICE STATION
Sinclair Products



GREETINGS RODEO VISITORS!

Expect a Thrill at Santa Anna AUGUST 20, 21, 22

We are glad to welcome you to our city. Call on us for anything to make your stay here pleasant.

Remember, we make the best in Bread, Cake and Guest Cookies.

Ragsdale Bakery
Phone 120

WELCOME To SANTA ANNA RODEO



The Best and the Fastest

Red Hot Specials During Rodeo Week

Garza Sheeting, Bleached, 81 in. Wide, The Best Grade, only 26c a Yard

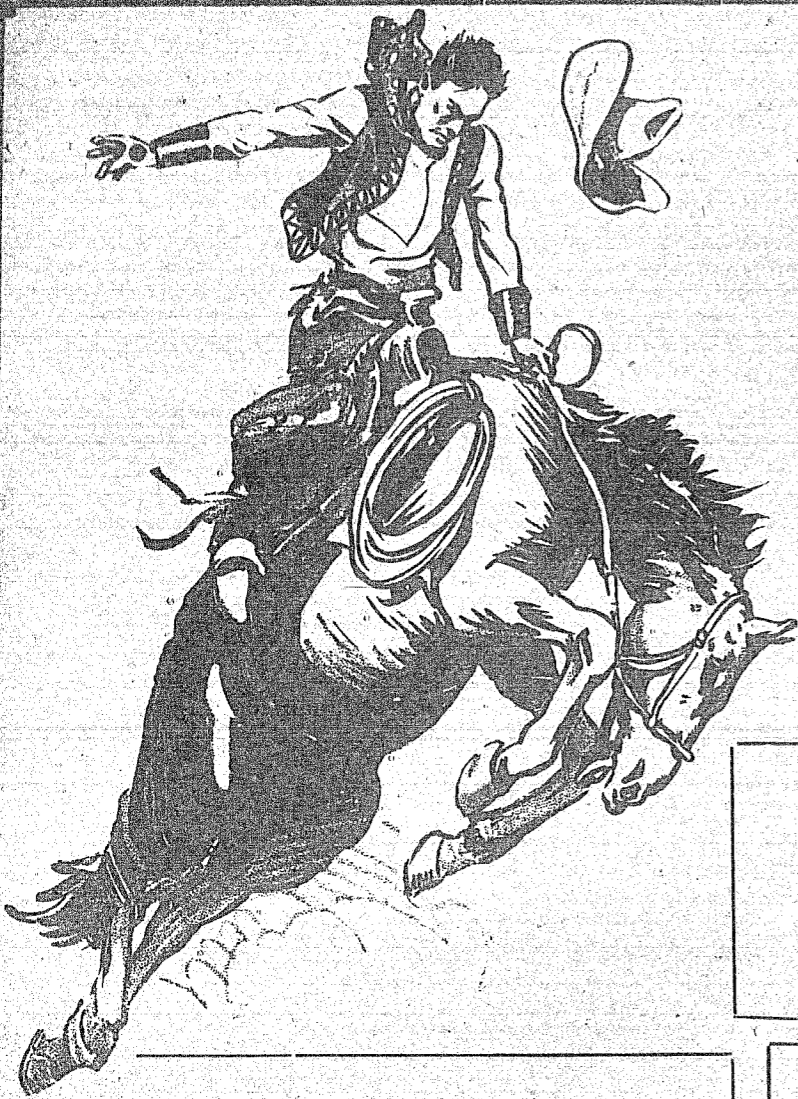
LOYD BURRIS DRY GOODS



WELCOME RODEO VISITORS

REFRESH YOURSELF AT OUR FOUNTAIN WHEN YOU ARE HOT AND TIRED MAKE OUR STORE HEADQUARTERS DURING THE RODEO. ASK US FOR ICE WATER AND A COOL PLACE TO RELAX WHILE YOU WAIT.

Phillips Drug Co.



Greetings From BROWNWOOD

Shop in BROWNWOOD, the Center of Everything

GARNER - ALVIS
ALWAYS YOUR DEPENDABLE STORE

CONGRATULATIONS FROM
DR. DREW S. WARD
Graduate Veterinarian
Phone 966 or 996R Brownwood, Texas

FRANKLIN'S
DRESSES
SPORT WEAR
LINGERIE
HOSIERY
MILLINERY

Smart, Youthful, New
Fall Vitality Styles
One of America's Best
Slippers for Women
VITALITY SLIPPERS
\$6.75
at FAIN'S, Inc.

The Texas School Of Beauty Culture
—INCORPORATED—
Mrs. Adelia M. Martin, President
Telephone 499, 112 E. Baker, Brownwood, Texas

HOTEL MAIN
BEST BEDS BEST COOKED MEALS
We Will Try and Make You Feel at Home
New Management
Mr. and Mrs. J. L. Clay

QUEEN'S QUALITY
Jewelers
Optometrists
309 Fisk St. Brownwood, Texas

"Polite Service"
CASTLE COURTS
AIR COOLED
In Summer
Well Heated In Winter
"SPEAKS FOR ITSELF"
On Hi-ways 67, 84 and 283
BROWNWOOD, TEXAS

DANIEL BAKER COLLEGE

A Christian College With a Christian Program
BROWNWOOD, TEXAS

A CHRISTIAN CO-EDUCATIONAL SENIOR COLLEGE

HIGH SCHOOL SENIORS: We congratulate you on your graduation and cordially invite you to come to Daniel Baker next year. We offer courses in:

TEACHER TRAINING, PRE-MEDICAL, PRE-LAW, PRE-ENGINEERING, HOME ECONOMICS, ETC.,

leading to Bachelor of Arts and Bachelor of Science in Education Degree.

PITT'S FURNITURE STORE
NEW AND USED FURNITURE
We Specialize In Sewing Machines
BUY, SELL AND EXCHANGE

For Better Furniture and Floor Covering see
TEXAS FURNITURE CO
BROWSWOOD, TEXAS

When In BROWNWOOD Visit
MONTGOMERY WARD

WILLOW GARDEN COURTS
Invites You To Brownwood
Delicious Fried Chicken and Juicy Steaks
MODERN CABINS

Ice Cream, Cold Drinks,
Double Thick Malts
Sandwiches
Lunches
EATON'S DRIVE-INN
At the "Y"

See the Santa Anna Rodeo For Pleasure, But...

See Us For
TOP AND BODY WORK
FENDER REPAIRING

Wheel Balancing and Alignment. See our new Bee Line Wheel Balancer for better mileage, performance and safety.

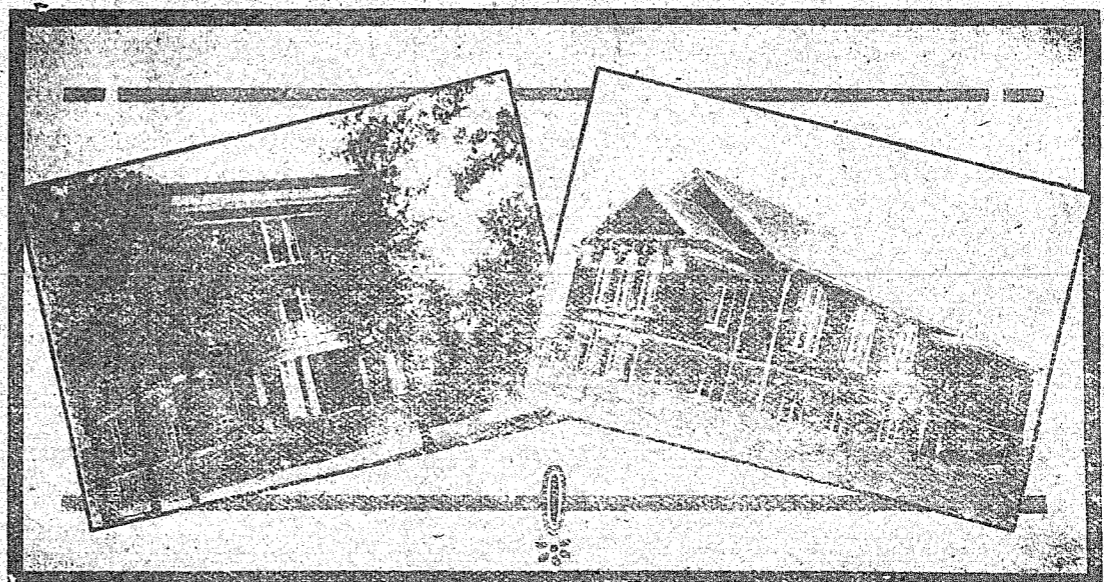
FREE CHECK-UP WITH MOST NEW AND MODERN EQUIPMENT.

TOP & BODY WORKS
PHONE 671 100 MAIN ST.

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408 Center
We Serve The Best The Markets Affords At All Times
Open Day and Night

K. P. SPRING SERVICE
A GOOD SPRING AT A CHEAP PRICE!
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REBUILT RADIATORS
Repairing, Cleaning and Redipping
I. R. Graves, Prop. Phone 872
415 Broadway Brownwood, Texas



DANIEL BAKER COLLEGE, BROWNWOOD, TEXAS

DR. THOMAS H. HART, President

FALL TERM OPENS SEPTEMBER 18TH, 1940.

OPENING SATURDAY, AUG. 31 The Style Shop

Dresses, Costume Suits, Hats, Hose, Lingerie, Bags,
Gloves, Costume Jewelry, Coats, etc.

JESSIE NIXON NIELL

FLORENCE NIELL

SOCIETY-CLUBS

Social Notes

NEW MEMBERS VOTED IN SELF CULTURE CLUB

Three local women were voted into membership of the Santa Anna Self Culture Club at a called meeting Monday at the home of Mrs. J. P. H. ... The club voted to sponsor the Blanket Study Club which met Thursday for organization with Mrs. C. D. Bruce, president of the Santa Anna club and vice president of the 6th District of Federated Women's Clubs, assisting.

Personals

Mrs. Ben Vinson and children spent the weekend with her parents, Mr. and Mrs. W. S. Stacy of Bangs. J. H. Stephens of Sabinal and J. E. Stephens of San Antonio visited in the home of their sister and aunt, Mrs. S. A. Neill ... Mrs. W. H. Gardner spent several days last week with relatives in Coleman.

F.W. (FRANK) Hayes
PLUMBER
OFFICE AT
Coleman Gas & Oil Co.
Office 38 PHONE Home 61

Family reunion was held while she was in Pittsburg. She went by train and returned by bus, stopping in Chicago for sight-seeing on the return trip. O. J. Walker of Shamrock spent the week-end in the home of Mrs. G. F. Barlett and Mrs. Walker and two sons, Jon and Mike, who had been visiting Mrs. Barlett several weeks ... Mrs. S. A. Boardman went to Ballinger Wednesday to visit with Mrs. Pilcher until Sunday.

Mrs. W. H. Gardner spent several days last week with relatives in Coleman. Mr. and Mrs. Frank Crum returned home Tuesday following a visit of two months in Belton and other points. Mrs. Roxie Lane and her sister, Jacqueline Keith, of Dallas, visited their father, C. B. Garrison, last week-end ... Mrs. W. H. Kingsbery has as her guests this week, her brother, Ed Barry and son of before her sister, Mrs. Kate Roberts of Hico, and Mrs. Roberts' daughter, Mrs. Lampton Wood, ward, also of Hico.

LYRIC
Brownwood, Texas
Fri.-Sat.
GEORGE RAFT
ANN SHERIDAN
HUMPHREY BOGART
In—
● "THEY DRIVE BY NIGHT"
Prevue Sat. Night
Sun.-Mon.
ANN SOTHERN
LEE BOWMAN
SLIM SUMMERVILLE
VIRGINIA WEILLER
In—
● "GOLD RUSH MAISIE"
Tuesday-Wednesday
● "We WHO ARE YOUNG"
with—
LANA TURNER
JOHN SHELTON

Mrs. L. B. Thompson of Spur is visiting with her mother, Mrs. W. E. Baxter. Mrs. S. R. Mitchell has returned to her home in El Paso following a visit with her parents, Mr. and Mrs. Fred Turner. J. F. Newman and son-in-law, L. A. Singleton, Louis, Lester and Judge A. O. Newman, attended an old settlers reunion at Old Independence, in Washington county, Texas, over the week-end.

Deaths
HENRY M. SMITH
Funeral services for Henry M. Smith who died Wednesday, August 14, were held at the Baptist Church Thursday afternoon at three o'clock. Complete obituary will appear in this paper, August 23.

Church Notices
METHODIST CHURCH
H. C. BOWMAN, Pastor
Sunday School 10 a. m.
Preaching Services at 11 a. m. and 8:15 p. m.
Prayer Meeting Wed. 7:45 p. m.

BAPTIST CHURCH
S. R. SMITH, Pastor
Sunday School 9:45 a. m.
Preaching services 11 a. m. and 8:30 p. m.
Training Class 7:30 p. m.
All-church night and teachers' meeting Wednesday night at 8:00.

Assembly of God Church
H. B. Holdridge, Pastor
Sunday School 10 a. m.
Services at 11 a. m. and 8 p. m.

PRESBYTERIAN CHURCH
M. L. WOMACK, Minister
Sunday school at ten. Preaching at eleven and eight. Sunday morning at the eleven o'clock hour Rev. George W. Fender, D. D. will preach to the congregation of the church, Dr.

Fender, the Field Secretary of the Synod of Texas, is well known to the Santa Anna congregation. All members are reminded of the opportunity of hearing Dr. Fender and visitors are cordially invited. Bible study each Thursday evening at eight.

CHRISTIAN CHURCH
Pastor, Ernest H. Wylle
Regular services each Sunday except second Sunday.
Bible School 10 a. m.
Communion and preaching services 11 a. m.
Revival meeting begins Aug. 25 and runs until Sept. 7. Services of Mr. and Mrs. Ezra Jacks of Misosuri have been secured as song leaders. Other announcements later.

Cumberland Presbyterian
J. W. Burgett, pastor
Sunday School at 10:00 o'clock
Prayer meeting, Wednesday evening 7:30
Preaching fourth Sunday at 11 a. m. and 7:30 d. m.

NEWMAN FAMILY HAS REUNION
The Newman families held their annual reunion at Richardson Crossing on Home Creek Wednesday and Thursday of this week with 108 relatives and a number of friends attending. The following out of town relatives were present: Mr. and Mrs. J. L. Newman, Mr. and Mrs. Earl Newman and family, of Coleman.

Doole; Mrs. Ollie Murray and family, Mrs. Amer Hall and Family, Salt Gap; Mrs. Bertha Hart and son, Littlefield, Mr. and Mrs. Roy Newman, Dallas; Mr. and Mrs. E. C. Newman and family, Judge A. O. Newman and son, Coleman; Mr. and Mrs. Geo. Newman and family, Brenham; G. B. Smith, Millersview; Mr. and Mrs. W. C. Newman and family, Portales, N. M.; Mrs. Reuben Mears and daughter, Clovis, N. M.; Mrs. Lawrence Moore and family, Portales, N. M.; Mrs. W. P. Young, Irvin Young, Killeen; Mrs. Simmie Hill, Brenham; Mr. and Mrs. Albert Harbour, Lometa; Mrs. Mollie Crowder, Coleman; Mrs. P. A. Smith, Teague and Alf Newman, Merkel.

TO THE VOTERS OF COLEMAN COUNTY
Let us all get together August 24, march to the polls and elect W. B. (BILLY) BAKER, District Attorney. Why not? He is experienced, honorable, fair and a home man. Adv.

VANDERFORDS HAVE REUNION AT CISCO
Attending the Vanderford family reunion held at Cisco, Sunday, August 11th, numbered 49 people. Among them were Mr. and Mrs. W. F. Vanderford and Mrs. Chick Watson and family, Santa Anna; Sealy Vanderford, Mr. and Mrs. Josh Vanderford and daughter, Joan, all of Coleman.

States Oil corporation No. 3 No. 3 J. P. Morris is below 800 Jack Coker was drilling near 3,000 feet. It is in the northeast corner of the lease, R. McKisick et al No. 1 Sealey Smith is below 1,640 feet.

Welcome to Santa Anna's RODEO
Visit Our New AIR-CONDITIONED Salon for all your Beauty Services
Beauty Shop STEPHENS' Phone 381

PIGGLY WIGGLY
Welcomes You to Santa Anna and the Fourth Annual Rodeo!

COFFEE BRIGHT & EARLY	18 POUND
Tobacco	.25
Bull Durham, 7 Bags	.16 Per Package
GRAPES MALAGA or SEEDLESS	.15 2 Pounds
Pork & Beans	.09
30-oz. Can	.23 Quart Jar
Lettuce	.04
Large, Firm Heads, each	.04 Per Pound
Sour Pickles	.10
Quart Jar	.05 Per Can
Grape Juice	.29
Quart Bottle	.47 10-lb. Cloth Bag

Visit With Piggly Wiggly While Here For the Rodeo. Plenty of Ice Water.

BACON Broken Slices	.15 2 Pounds
PICNIC HAMS Cooked Ready to Serve	.21 lb.
BEEF ROAST Choice Cuts, Fed Baby Beef, Pound	.16
CHEESE KRAFT'S AMERICAN	.41 2 Pound Box

BANNER ICE BUTTER ICE CREAM
BANNER ICE Is pure, clean and crystal clear
BANNER ICE CREAM Is made of pure, sweet cream and other quality products.
BANNER BUTTER Is made from good, clean, fresh cream.
BANNER Is the home of crystal clear ice and better dairy products.

Don't Miss Santa Anna's Big Rodeo
"The Fastest Of Them All"
AUGUST 20-21-22

Fourth Annual Santa Anna Rodeo Edition

"but one ISM in America--and that's AMERICANISM"
—Texas Press Slogan.



"... to foster and perpetuate a one hundred percent Americanism * * *"
—Excerpt from the Preamble to the American Legion Constitution.

SANTA ANNA NEWS

He Profits Most Who Serves Best

VOLUME LV.

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, AUG. 16, 1940

NUMBER 33.

NOTED RODEO MANAGER RETURNS



EARL SELLERS

Professional rodeo director well known in shows in the Southwest will direct the nightly performances this year as he did last year.

National Economic Highlights Today

At best, the presidency of the United States is one of the world's toughest jobs. When a man takes the oath of office from the Chief Justice and goes to live in the White House, he accepts duties and responsibilities which will be with him every waking minute of his time.

The next president will take on an even tougher job than the great majority of his predecessors have faced. He will take office in a time of world crisis and national emergency. And as soon as he sits down at his desk he will have to grapple with problems whose solution is known to no one. He will have to be prepared to deal with changes and trends which menace all that the United States has created since the Revolution, and which threaten the very foundations of our system of government.

There is the problem of unemployment, coupled with the problem of relief. The defense program will make many jobs, but it does not look as if it will take care of the millions of unskilled and little-skilled men and women who today are supported in one way or another by government. In some important lines there is a serious shortage of workmen—many willing hands reach out for jobs, but they are not adequate to perform the tasks. Training people for highly skilled work takes a long time, and it also takes facilities which do not now exist in sufficient quantity.

here, or to force him to meet our traditional trade policy—which few economists believe he will be willing or able to do.

There is the problem of agriculture, which is related to the problem of trade. We have spent immense sums in the name of farm relief, and it is apparent that we have gotten little of durable worth in return. Today the problem grows graver, as our foreign markets disappear. There is a certainty that Europe will want and need more of the produce of our farms and ranches—but there is also the certainty that Europe will be unable to pay for it. The next president, sitting in his ornate office, will have to seek a way out, and whichever way he turns there will be gigantic barriers between him and success.

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There is the problem of the American standard of living. Whatever we spend for national defense—fifteen billion, twenty billion, thirty billion—must eventually come out of the people's pockets. Perhaps fifteen per cent of the national income will now be devoted to armament, in addition to possible debt increases. That means that we will have fifteen per cent less to spend for housing, food, clothing, entertainment—all the luxuries and necessities. The next president will undoubtedly attempt to increase our national income sufficiently to make up for this—but, so far as we can see now, he is foredoomed to at least partial failure. It is almost universally agreed that the standard of living must suffer—that Americans will eat cheaper food, live in cheaper homes, spend less for subsistence and for pleasure.

There is the long-range problem of the effects of war and war preparedness on the entire economic structure. The factory that is built to make shells is either worthless when the emergency is over, or must undergo a costly revamping pro-

Only 16 Texas Rangers Who Served the State Prior to 1880 Are Alive

The ranks of the men who served the state as Texas rangers in the days when the west was wild and woolly have thinned to a handful of veterans all more than 80 years of age, but the name of the Ex-Rangers Association will be carried on by a strong auxiliary, Caleb M. Grady of Brownwood, newly elected head of the old rangers' organization said.

"We didn't want the name to die with us, so we formed this auxiliary, composed of sons, daughters and granddaughters," said Mr. Grady.

From the four hundred ex-rangers who were present when the association was organized twenty-two years ago attendance at each annual meeting has steadily decreased. At the 1940 meeting at the rangers' memorial on Santa Anna mountain two weeks ago, only six of the remaining sixteen members were able to attend.

Membership in the Ex-Texas Rangers' Association is exclusive. To be one of this group you must have been a qualified member of a Texas ranger company before 1880. There is another rangers' organization in San Antonio which includes men who were rangers at a later date, but Mr. Grady and his companions look upon its members as a group of heedless striplings.

Mr. Grady, who joined Company E of the rangers in June 1875, said Indians—mostly Comanches and Kiowas from Indian Territory—were still active in this section at that time, raiding and killing isolated farms, ranches and settlements, but most of the work of the rangers consisted of hunting down white outlaws and stock thieves.

In 1875 there were six ranger companies of 100 men each keeping the peace in West Texas. These six companies formed Major John B. Jones' battalion, with headquarters in Austin. Captain Jeff Malby was the commanding officer of Mr. Grady's company, which had headquarters on Home Creek,

six miles south of the present town of Santa Anna, at the time he joined up.

Covered Central Texas Company E covered what is now known as Central Texas. Its scouting line was from Fort Griffin, twelve miles north of Albany, on the north, to Brady Creek—there was no city of Brady at that time—on the south. Company E ranged as far west as its services were needed—there were few people in that direction although the company regularly patrolled the Concho country. The rangers went as far east as the "settlements," the Stephenville territory.

Rangers received \$40 a month if "regulars," \$60 if a second lieutenant, \$75 if a first lieutenant and \$100 if a captain. In addition they received food and ammunition. They had to furnish their own clothing and mounts. When they enlisted their horse was appraised and its brand recorded. If the horse was killed in service, the state reimbursed the ranger. If it was killed as a furlough it was the rangers' hard luck.

No Standard Uniform The frontiersmen had no standard uniform, Mr. Grady said. They usually wore a stetson hat, boots, woolen shirt and trousers. The woolen shirts were preferred because they were easily washed and wouldn't stick to the body when wet.

For arms the rangers usually carried a .45 Colt revolver—the familiar "hawley"—a 50-50 needle gun, or the shorter carbine, and a Bowie knife, the heavier, octagon barreled Sharps rifles—a 40-65 caliber weapon—was used by buffalo hunters.

Like present day police the rangers depended on photographs to help them get the men they wanted. "Hanging in each company headquarters were from 300 to 400 photographs of wanted men, sent to us from all sections of the United States," Mr. Grady said. Every once in a while some section of West Texas would

get so tough, the rangers would be sent in to clear up the situation once and for all.

Tough Kimble County Such a problem existed in the then sparsely-settled Kimble county country in 1876 and the rangers were ordered to round up every man in the county over the age of sixteen. Because of good water and the excellent cedar brakes for cover, that county had become infested with cattle thieves, murderers and general outlaws. "We rounded up the men at Junction and put them in a bull pen made of barbed wire. Some sort of a 'squire' or justice of the peace—he might have been Judge Roy Bean for all I know, anyhow we didn't ask too many questions about his authority—passed on the prisoners. They were brought out of the bull pen one at a time and witnesses were interviewed concerning their character. Of the entire group, eight were sent to Austin for trial. Unfortunately the rangers had to kill three men in rounding up the bunch."

Fort Concho Riot Companies E and D were once called to Fort Concho to quell a riot that began when negro soldiers in the federal garrison set out to shoot up the town because one of their number had been shot by a saloonkeeper in the nearby village of San Angelo.

Mr. Grady said he had never actively participated in a fight with Indians, although his longest trip with the rangers was in pursuit of a band of Comanches who had killed a rancher named Shorty Brown near Church Mountain in Coleman county. The rangers followed the Indians to the foot of the plains and across the Wichita and Pecos river beds into Indian Territory, but never caught up with them. The Indians raiding in this part of the country in the seventies were from reservations in Indian territory and were armed with good guns and plenty of ammunition, Mr. Grady said. When pursued they

AMONG OLDEST EX-TEXAS RANGERS



CALEB M. GRADY

went back into Indian Territory house. The Gradys built a where they were protected by federal troops. On several occasions the rangers almost had a long pitched battle with federal soldiers because of Indian raids. The last Indian killed in Brown county was shot and scalped at Clear Creek about sixty-six years ago, Mr. Grady said. The body, frozen stiff, was brot to the village square and left there until negotiations with a doctor who wanted the skeleton were completed.

Buffalo by the hundreds, thousands roamed the prairie areas of this part of the state in the seventies, but comparatively few wandered into the wooded area of Brown county. Grady said he had seen the country around Talpa, from Ballinger to Buffalo Gap black with millions of the animals.

The small pension the old rangers receive comes not from the state of Texas, whose frontiers they protected, but from the federal government which classes them as veterans of the Indian wars.

"We have often thought the state would remember us with some sort of marker at the state capitol," the old ranger said. "Once we even raised \$2,500 of our own money for such a monument. But some young fellows told us it wouldn't do for the rangers to erect their own memorial—they said the state ought to do that. That was ten years ago and before we could get anything done the depression came along."

"We are proud of the Ranger Park meeting place and museum on Santa Anna mountain, but we're not going to put our guns, pictures and other relics there until that building is adequately guarded against vandals."

One of Mr. Grady's nine children, Mrs. Bearice Gay of Santa Anna, is head of the auxiliary of the rangers' association and takes an active part in the work of this group.

Mr. Grady was born May 8, 1854, at Gradyville, Kentucky. "We moved to Texas in October 1872, just in time for me to escape being made a Kentucky colonel," Mr. Grady said. The Gradys settled in Texas first at Kentuckyville in Grayson county, where they lived for two years. In 1874 the family moved to Brownwood, then a town of twenty families living in log

Ranch Sports and Work to Feature Rodeo Days Here



Under Earl Sellers' direction, the action in the Santa Anna Rodeo will be rapid, without any lost motion or waiting. The directors have outlined a program of cowboy sports and wrangler's stunts, bustlers' pastimes and work that will interest any and all who like rodeo excitement and thrills. A leading arena director, as able as Sellers, with a live director's backing means a good show.

HINTS ON PREVENTION OF HEAT-CRAMPS

If your work is such it causes excessive perspiration, add a pinch of ordinary table salt to each drink of water you take to help prevent heat-cramps. This is advised by Dr. Geo. W. Cox, State Health Officer, to forestall a possible increase in the number of heat victims as the Texas thermometer hits 90 degrees and above.

Laborers, mechanics, farmers, and white collar workers whose work causes them to sweat profusely are in danger of having their body salt content become deficient, with resulting heat cramps or heat lag. Salt is a prominent constituent of sweat; the body may lose as high as forty to fifty grams of salt during hot days.

Heat cramp is characterized by pains (cramps) in the abdominal region, headache, and in severe cases, by nausea and vomiting. The body temperature remains about normal, likewise the pulse rate. Body salt losses occur without the knowledge of the individual until there is a deficiency; then the abdominal muscles begin to cramp.

It is reported that a young student recently stayed up all night figuring out what became of the sun when it went down. It finally dawned on him.

Boost your home town.

Santa Anna's Fourth Annual Rodeo

Rules and Prizes

AUGUST 20-21-22
1940

SANTA ANNA, TEXAS

Earl Sellers
Arena Director

THREE NIGHT SHOWS

EXECUTIVE COMMITTEE

Geo. Johnson, O. L. Cheaney, W. F. Barnes,
Carroll Kingsberry, M. L. Guthrie, Joe
Haynes, C. D. Bruce, W. T. Steward,
son Ben W. Yarborough, O. B.
Featherston

ARENA DIRECTOR
Earl Sellers

GENERAL RULES

Contestants must enter and pay entrance fee by 11 A. M., August 20.
The management reserves the right to refuse the entry of any contestant.

The management assumes no responsibility for accident or injury to contestants or stock, and each contestant is held responsible for participation, waives all claims against the management for any injuries they or their stock may sustain.

The management reserves the right to withdraw any contestant's name and entry and withhold all money due him, for violation of any of the rules of the show or for any of the following reasons to wit:

Violating the influence of an opponent.
Rowdiness.
Quarrelling with judges or officials.
Abusing stock.

Failing to give assistance when requested to do so by Arena Director or his assistant.
Not being ready for event in which he is called.

Not riding in parade or grand entry.
No contestant will be allowed to withdraw from any event unless disabled and must furnish a certificate from the Official Physician of the Rodeo.

There will be a parade downtown every day at 5 p. m. All contestants are required to take part in this parade and must report in full cowboy or cowgirl regalia.

Anyone entering this Rodeo, who, during the parade, ropes any bystander or otherwise through his action draws any unfavorable criticism against the show will forfeit his entrance fees and be barred from further competition in this Rodeo at any time.

THERE WILL BE NO SUBSTITUTING

Any contestant withdrawing from any event in which he is entered, or refusing to ride, rope or display his skill when called upon, will be disqualified in all events in which he is entered, and forfeit all prize money due him, and his entry will not be accepted at any future show.

At this contest, the management proposes to run a fast, snappy program, the best in this line of sports, and each and every contestant is required to lend his assistance in the matter of keeping the program moving and up to the standard set by the management.

All contestants are required to take part in all parades and grand entries dressed in full cowboy or cowgirl costume. Anyone failing to take part in any parade or grand entry will be disqualified.

Should there be so many entries in any event that the management should deem it inadvisable to allow all of them to compete in one night, the management reserves the right to split them up over two or more events at another time of day or night.

Identification numbers will be issued to every contestant. These MUST be worn on their backs in a manner visible to the audience and judges at all times while in the arena. Special attention is called to the fact that any contestant failing to properly display his or her identification number will be fined ten points in the riding event, and ten seconds in the time events.

Special seats for contestants will be arranged, and no contestant will be allowed in the arena except when taking part in that particular event. No guest or anyone will be allowed in contestants' reserved section and contestants will save themselves and their friends embarrassment by not attempting to secure seats in this section for their guests.

POSITIVELY NO ONE ALLOWED IN THE ARENA EXCEPT CONTESTANTS AND OFFICIALS OF THE SHOW. THIS RULE WILL BE ENFORCED.

Any contestant who mistreats or in any way enacts cruelty to any animal, automatically disqualifies himself in all events, and forfeits any money due him. The management positively will not permit cruelty of any nature to any animal. It will be the judges' duty to enforce this rule.

The management reserves the right to add to or change these rules if conditions require.

Watch official bulletin board for new announcements. Program for the day will be posted and each contestant should find out in which events he is working and be ready when called.

Any contestant quarreling with the Judges, Arena Director or Management, will be disqualified in any and all events.

EVENT NO. 1

Grand Entry of Cowboys, Introduction of Officials, Announcements of Special Events, and Presentation of Distinguished Guests.

EVENT NO. 2

BRONC RIDING. Entrance Fee \$7.50. Purse \$150.00 added to entrance fee. Day Money 80% of total purse 50-30-20. Finals 40% of total purse 50-30-20.

RULE

Any rider turning down horse, or refusing



to ride when called upon, shall be disqualified from this and all events in which he is entered and his entry will be refused at this show at future dates.

The judges will draw mounts for riders daily. Riders must ride as often as judges may require.

Horses will be saddled and cinched under direction of Arena Director. If saddles are not cinched tight enough and come off, rider will be given a re-ride on the same horse, but rider will be disqualified for cheating horse in any manner when it is plain to judges that rider has purposely cheated to keep the horse from being counted against rider. Rein to come up allowed on rein or stirrup. Pulling horse's head down is best.

Riding to be done with plain halter and open rein, no knots or wrap around hand. No tape same side of horse's head as hand you ride with. Rider must hold rein at least six inches above horse's neck. Horses to be saddled in chute or arena, as management may decide. Rider must leave starting point with both feet in the stirrups and both spurs against the shoulders, with a scratch front first five jumps, then scratch high behind. Rider must ride with one hand free and must not change hands or rein. Ride is completed at sound of gong. Chaps, spurs, saddle, and boots to be passed upon by Judges. Eight seconds required to complete ride.

Any of the following offenses disqualifies the rider:

- Footing stirrup.
- Being bucked off.
- Changing hands on the rein.
- Wrapping rein around hands.
- Pulling leather.
- Failing to leave starting point with spurs against shoulders.
- Not being ready to ride when called.
- Hitting horse with hat or hand.
- There must be six (6) entries to make a contest.

EVENT NO. 3

CALF ROPING. Entrance Fee \$15.00. Purse \$150.00 added to entrance fee. Day Money 60% of total purse 50-30-20. Finals 40% of total purse 50-30-20.

RULES

There shall be two timekeepers, a tie judge, a foul line judge and one starter. All calves to be penned and any objectionable calves cut out. Calves will be given dead-line start in accordance with arena conditions, and when calf crosses dead-line he is the roper's calf regardless of what happens. Ten seconds fine for roper's horse breaking barrier.

This is a catch-as-catch-can contest, but a catch must be made with the rope that will hold calf until the roper gets him. Roper must adjust rope and reins in a manner to prevent his horse bursting calf. If roper ropes calf and stops horse and calf runs on and bursts himself, then roper shall not be fined, but if roper willfully bursts calf, then he shall be fined not less than 10 seconds.

Roper must dismount and go down rope and throw calf by hand. Should calf be down when roper gets to him, he must be let up on his feet and thrown by hand. Must cross any three feet and tie so as to hold calf until passed upon by the judge. Tie to be passed upon by the judge and roper will not be allowed to touch calf in any manner after signaling for time, until judgment on the tie has been pronounced by the tie judge. Calf will be left tied down as long as deemed necessary by judges to ascertain if tie is complete.

Each roper must have neck rein or strap around horse's neck or he will be disqualified.

EVENT NO. 4

STEER WRESTLING. Entrance Fee \$10.00. Purse \$150.00 added to entrance fee. Day Money 60% of total purse divided 50-30-20. Finals 40% of total purse 50-30-20.

EVENT NO. 5

GIRLS' FLAG RACE. Entrance Fee \$3.00. Purse \$30.00 added to entrance fee. Rules will be announced at show.

EVENT NO. 6

BULL RIDING. Entrance Fee \$7.50. Purse \$150.00 added to entrance fee. Purse divided 50-30-20. No finals.

RULES

Any rider turning down bull, or refusing to ride when called upon, shall be disqualified from this and all other events in which he is entered and his entry will be refused at this show in future.

This is a one-hand exhibition. Riders must ride with one hand on rope and other in air, and must leave chute with both spurs in bull's neck and scratch him all the time until sound of gong, which is the signal to dismount. Riding to be done with loose rope. No freak hand-holds, no knots or hitches will be permitted which would prevent rope from dropping off bull after rider leaves animal. Each bull must have bell. No bell—no money. Eight seconds required to compete ride.

EVENT NO. 7

BOYS' CALF ROPING. Entrance Fee \$6.00. Purse 15.00 to be divided with entrance fee for three-day montes. Rules to be announced at show.

EVENT NO. 8

BOYS' STEER RIDING. Rules to be announced at show.



WELCOME TO
Fourth Annual
Santa Anna
Rodeo
The
WILLIAM'S
LAUNDRY

KIDNEY STAGNATION
IS WORSE THAN
CONSTIPATION!

Escape We Treat Constipation at
The Onset, While We Neglect
Our Kidneys Indefinitely

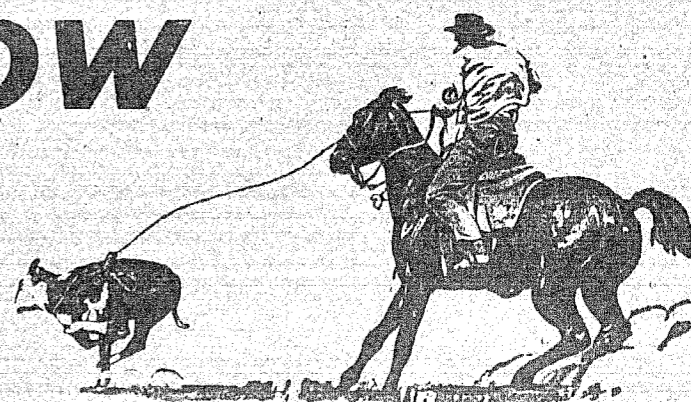
No other organ in your body is of more importance than your kidneys. For in your kidneys there are nine million tubes which must work day and night to filter the fluids and keep the system free from wastes, acids, poisons which, if permitted to remain, may cause serious kidney and bladder troubles.

It is no wonder then that Nature often calls for help to clean out the kidneys. So if you are troubled with Getting-Up-Nights, Leg Pains, Backache, Nervous Headache, Dizziness or Loss of Energy, due to functional kidney disorders, try KIDANS, the famous kidney remedy, which aids Nature to flush out the kidneys, to filter all wastes, to prevent kidney stagnation.

KIDANS is Safe and Reliable. Thousands report entire satisfaction. Taken as directed, KIDANS will give you added energy. Try KIDANS. Buy it at our Special Price Offer on two boxes. Use the box. If not satisfied, return unopened box and GET YOUR MONEY BACK.

If your local druggist cannot supply you, send \$1.00 to The Kiddans Company, Atlanta, Ga., for two full size boxes on a money back guarantee.

NOW



IS A GOOD TIME TO BUY A HOME

We Still Have a Few Real Bargains in

H.O.L.C.

Homes on very easy terms. A few years rent with a small cash payment and the home is yours. Also have other bargains in real estate.

FARMS, RANCHES, CITY PROPERTY

Sam H. Collier
Contract Broker

J. J. Gregg
Sales Broker

GREETINGS, FOLKS, AND WELCOME TO SANTA ANNA'S FOURTH ANNUAL RODEO AUG. 20-22

We Take Part Proudly

In any civic enterprise which the citizens of Santa Anna put on and are always happy and eager to boost anything which means progress for its citizens.

It is in this spirit of cooperation that the Coleman Gas & Oil Company welcomes each visitor to the Santa Anna Rodeo this year with the added hope that you will call on us if we can in any way make your visit here more enjoyable.

We progress with Santa Anna. We will be happy to have you visit us while in our city and show you our Modern Plant.



Coleman Gas & Oil Company

SANTA ANNA

"Use Gas But Don't Waste It"

COLEMAN

WEST TEXAS NOW WORLD'S HEREFORD CAPITOL

By John M. Hendrix

To a comparatively small West Texas ranch—it might well be termed stock farm—situated 30 miles from the nearest railroad, 16 from the nearest paved highway, and without telephone service, there has been transferred in the last five years the purebred Hereford capital of America. The little, isolated ranch has become the Mecca of American Hereford breeders. Scarcely a day passes that visitors from a half-dozen states, some far to the north and groups of A and M. students from the corn-belt states are not to be found gazing in admiration at the bald-faced beauties in the modest shedlike barns that encircle the cottage home of the owner. Almost at one full swoop this transfer of dominance has been made from the midwestern section of the United States to the heart of the range country of the Southwest, where purebred Hereford cattle are as standard as baked beans in Boston, and equally numerous.

The transfer has been made largely by the ingenuity, knowledge of his business, salesmanship, and personality of one young West Texas Hereford breeder, John B. Stribling, whose nearest post-office address is Rotan, Fisher County, Texas. In accomplishing this feat in five years he has not only developed himself to the building of America's finest Hereford herd—cattle that have for three years led the Nation in sales, setting new highs for lot average and individual highs—but has had to pioneer as did his forefathers who were early Texas cattlemen and pioneer Hereford breeders. The sale of the Stribling and Sons Hereford ranch in Llano County about seven years ago was responsible for the move which brought Stribling to Fisher County to purchase and improve two sections of raw range land. So raw was it that his first and most essential task after the white cottage was completed, was that of enclosing it with a rattle-snake-proof fence set in concrete as protection to his family a wife and two sons, one a mere toddler when the move was made. Rattlesnakes of the diamond back variety were plentiful in the lodge forming a background for the Stribling home.

From the Llano herd Stribling had brought a foundation herd of tried and proven cows and heifers. These he mated to a Hereford bull famous in the Middle West, which he hauled to and from its Nebraska home each year in a trailer behind the family car. Within a year or so he announced to the purebred Hereford world that he had an outstanding bull calf which he believed was destined to become one of the Nation's best herd bulls. So confident of this was he that he invited the Hereford breeders of America to assist him in selecting a name for the calf. More than 3,000 names were submitted by breeders in thirty-six American states, the Dominion of Canada, Australia, the Hawaiian Islands and Old Mexico. From among these was selected the name, "Advantixity," being a combination of the names of the calf's ancestors of Advanced Domino and Advantixity strains. That his judgment of the calf's future was not without foundation and was based on a thorough knowledge of strains and breeding developed later as one of Stribling's outstanding achievements. The two years that followed saw the dispersion of several of America's leading Hereford herds, all located in the Midwest. To these sales went Stribling, armed with a knowledge of

Hereford breeding and a draft book. Top males and matrons in these herds came to the Fisher County ranch. In one instance he purchased at private sale almost an entire herd of America's outstanding Hereford cattle—some two hundred in number—thereby causing considerable eyebrow-raising among the staid and solid breeders of the Midwest. Then the buyer's trail turned from north to south. Whereas for many years the Southwestern cowman intent on building his herds had trekked north to buy and ship at terrific expense, the foundation stock needed in the natural range country of North America was moved to the southwest. The West Texan had played a Yankee trick so to speak, by outmaneuvering them for the possession of America's best cattle blood.

The stage was set now and the transfer of headquarters began in December, 1935, the date of Stribling's first auction sale at the ranch home. Average on 34 top animals for the sale was \$281, the top animal bringing \$850. The national breed average at auction for 1935 was \$127. In 1936 an average of \$306 on 77 lots was obtained, the top animal bringing \$1,425; the national breed average sale at auction for 1936 was \$151. In 1937 the national breed average was \$193; average for the Stribling sale was \$605 per head on 182 lots, with a top of \$6,000 for a bull and \$3,000 for a female. For 1938 he set the fourth consecutive high when his March sale showed an average of \$539 with the top five head selling at \$1,510, the top ten making up an average of \$1,183, the peak price of \$1,750 being paid for a bull.

These sales have been handled by Stribling at his ranch in a masterful manner, displaying salesmanship unequalled in American cattle history. He makes use of circus tents, chuck wagons, and a seating arrangement which permits bona fide buyers choice of space—in other words he puts the buyers on the first seven rows. He is a firm believer in advertising and has developed a technique of his own in the promotion of his sales that is unique in advertising channels, irrespective of the commodity being sold. He has not achieved his results through abundance of money, and while successful, cannot be termed a cattle king; not did he have any source of revenue other than his cattle industry, he would negotiate the deal with full confidence in himself, just as he has the confidence of the breeders and cattlemen of America.

A notable achievement was the sale of a one-half interest

in Advantixity—the bull calf that looked good to him five years ago—to Drs. W. J. and J. L. Jenkins, of Galveston, Texas, for \$7,500, thereby establishing the value—a new high on an American Hereford bull—of \$15,000, and another new high for a half interest in a bull.

That's the reason why, when Mr. Stribling holds a sale at his little ranch, so far from the railroad, the paved highway, and the telephone, that the parking space is packed full of automobiles, a fair sprinkling of which bear license plates of a score of states, with the first seven rows in the big top occupied by the Who's Who of American Hereford buyers. What's that old saying about the man who built the best rattrap and the world's beating a path to his door?—Texas Parade.

OIL IN ALL BUT 3 TEXAS COUNTIES

All but three of Texas' 254 counties—Mason, Llano and Stonewall—now have oil or gas activity, E. L. Smith of Dallas, president of the Texas Mid-Continental Oil and Gas Association, reported after completion of a statewide survey by association statistics.

Reflecting the readiness of the Texas petroleum industry to meet any demands of the U. S. armed forces, 158 counties now produce oil or gas or both. An lease for oil and gas exploration additional 93 have land under making a total of 251 out of the 254 with oil or gas activity.

"Twenty-four additional Texas counties were opened for oil or gas production during the last 18 months," Mr. Smith said. "There are now over 900 separate oil and gas fields in Texas in contrast with around 20 in 1917-18 when Texas oil men were called upon to furnish fuel for the army and navy."

All Texas counties have oil—93,630 Wells in Texas

"Although the number of wells then is not recorded, it certainly was fewer than the 15,450 producers first reported in 1922. Now Texas has 93,630 producing wells scattered over the state. Production of all Texas barrels a day. Today the state as oil wells in 1917 was 90,000 is producing around 1,300,000 barrels a day under the most rigid restrictions and could be opened up to produce several times this amount if necessity arose."

During World War days, Texas contributed only 6 percent of the oil production in the United States. Last year, despite closely curtailed output, this state produced 38 per cent. In 1922, first year oil reserves were estimated, Texas was credited with only 732,000,000 barrels in known reserves. Now Texas has 9,768,000,000 (billions), or over half of all proven unproduced petroleum resources of the nation. Last year the state produced around 435,000,000 barrels but new reserves discovered amount to 905,000,000.

"All this expansion has been effected by Texas oil men themselves at their own risk and expense," Mr. Smith said. "The widespread and costly campaign of exploration covering the entire state has resulted in opening nearly 1,000 oil and gas fields in Texas and discovery of

16 billion barrels of petroleum reserves, of which nearly 10 billion are yet to be produced. And this has been done in the face of deeper and more expensive drilling, higher wages, higher costs for materials and vastly increased taxes.

Taxes Quintupled Since 1918
"Texas oil men now pay five times as high taxes as they did in 1918, yet the price of oil now is half of what it was then while the average production per well is only a small fraction of that of the old gusher days. As for refining, Texas now has 141 plants with a daily capacity of 1,386,000 barrels, or nearly one-third of the nation's total. The Texas oil industry is ready to meet any national emergency."

It doesn't cost any more to wear a smile than it does to wear a frown. The smile will make your life worth while, while the frown will keep you

down. So what's the use of doing a thing, that will drive all friends away, when a smile is always sure to bring you new friends day by day?—Edgar Nwe

A wealth of experience is one possession that has not yet been taxed.

Patronize Santa Anna merch- Old Style Barber Shop With all the Approved Modern

SPECK'S BARBER SHOP

HAVE YOUR BARBERING DONE BY EXPERTS IN THEIR LINES

NEW FALL HATS

Lingerie, Buttons, Buckles, Button Holes, Hemstitching

MRS. ARNOLD'S HAT SHOP

Balcony, Earle Smith's Jewelry Store
COLEMAN, Texas

Howell - Gem and Dixie THEATERS

Offering the finest motion picture entertainment available
Coleman, Texas

WE TAKE PLEASURE IN SENDING GREETINGS TO THE PEOPLE IN AND AROUND SANTA ANNA AND WISHING THEM EVERY SUCCESS WITH THEIR COMMUNITY RODEO


We are sure that you may count on a large attendance from Coleman and all other parts of the County, and that all will be pleased.



Hi! Neighbor!

GOOD RODEO!

CLARK AUTO PARTS
COLEMAN, TEXAS



HOWDY FOLKS

We'll See You
At The Santa Anna RODEO
August 20 - 21 - 22

We have taken part in preparations for the biggest rodeo ever planned for Santa Anna and are proud that we can co-operate with the community in their civic sport. The entire community is glad to "welcome each and every visitor" and to show each one that this town is progressive in its plans for civic betterment.

This bank is always glad to be a part in such events and to do everything within its power to aid in the industrial, educational and social advancement of the community and Coleman County in general. It extends to Rodeo visitors a cordial invitation to call while here, and assures them that the facilities of this bank are at their service at any time.

Santa Anna National Bank


Member of the Federal Deposit Insurance Corporation
SANTA ANNA, TEXAS

Welcome to
To
Santa Anna
and the
RODEO

DO YOUR WASHING
HERE AND SAVE
TIME AND COSTS
BOUCHILLON
HELP-UR-SELF
LAUNDRY

WELCOME TO OUR RODEO

Santa Anna is glad to have you with us at our annual cowboy event.....



We supply our customers with milk that passes every test and requirement of the State Health Department.

TODD'S DAIRY

SANTA ANNA, TEXAS

RAM IS HALF OF THE FLOCK IF HE IS A GOOD ONE

By C. J. Fawcett, Gen. Mgr. of National Wool Marketing Corp., Boston, Mass.

The old adage that the ram is half the flock if he is a good one and the whole flock if he is a poor one is, perhaps, rather a crude way of emphasizing a fundamental law of genetics. Like begets like. All breeding operations must necessarily be based upon this theory. True, we have pedigrees, or records of ancestry, for the purpose of recording whether sires have bred to form and have consistently transmitted desirable characteristics possessed by themselves to their offspring.

Not Easy
Constructive breeding is not an easy accomplishment. It takes time and patience, but above all the breeder must have definite type in his mind. He must know the animal or flock he desires to ultimately produce. Through constant culling and careful selection of sires the goal may be approximated. It often takes years of constructive breeding before a flock is largely destroyed through use of inferior sires or through a few years in the hands of active themselves, prone to be poor breeders.

Perhaps one of the most important characteristics of wool is its staple. It is the length of the staple that determines the grade and value of the wool. In the early thirties we noticed the yearling wool was much shorter in staple than common, and in subsequent years the whole clip failed to measure up to the reputation previously enjoyed. We now find the owner of this outfit traces the whole trouble to the fact that one of his rams, which he had purchased for him sight, was of 17 per head simply because they were cheap.

About the same time, another outfit in the same state had been carefully selecting such rams, and at the same time each year the rams were carefully scrutinized after being shorn and graded according to the uniformity scale. The result from each ram was numbered and sent to Boston where the matter was carefully examined and graded each individual fleece, which was exactly one year's growth. One allowance was made for the age of the ram. The score of each ram fleece was returned to the owner with the attached note to the effect that the score of the ram made after one year was off. A result of this careful analysis, 40 rams out of the first one hundred were rejected as sires the first year. This same operation was repeated for several years. The clip of wool now enjoys an excellent reputation among the mills, whereas it used to be designated as a "sod" in the Wool Trade. The owner attributes a liberal portion of the improvement to the careful and painstaking selection of sires.

Australia Has System
I am not unmindful of the fact that feed and climatic conditions have much to do with the growth of the fleece. It requires a combination of good breeding and good feeding to make good wool. A well bred sheep poorly fed will not make it, nor a poorly bred sheep well fed will hardly produce staple wool. Even the fact that the rams going through public sale rings carry fleeces of beautiful long staple wool does not necessarily mean that these same rams possess the ability to produce offspring that will grow deep-grown wool for the chances are, that these rams have been carefully stubbled-shorn by some expert shipper or they carry an eighteen-months growth of wool.

In Australia rams are shorn to the hide before the crowd and put up for sale one year thereafter and shorn again. The clean wool from each ram is then weighed. This will sound to our domestic growers like a lot of unnecessary detail, yet it is probably just such care in the selection of sires that has placed Australia so far out in front in the production of quality wool.

We in Boston hear much complaint in regard to lack of staple in our domestic fine wool. The reason for this is the consensually shorter staple than it was a decade ago. No doubt short staple and feed conditions have had much to do with the short growth of the clip and it is true that it varies greatly from year to year. The bare fact remains, however, that seldom in the last few years is the bang-up old-fashioned fine staple grade made, simply for the reason that we do not get enough of them to pay to make the grade. It is our opinion in Texas that a year after year seem to have more difficulty each succeeding season in securing staple clips. The fact that it is a twelve-months clip does not necessarily mean it will pass for Class 3 or staple wool.

Crossbreeding Aids
Many breeders in the territory states and to some extent in Texas, have resorted to a cross of Corriedale, Panama, or Columbian and then back to the Rambouillet in an effort to increase the length of staple. This is similar to the breeding operation practiced in Australia that produces the "come-back" type of wool. This is said to have produced very beneficial results in Australia.

The writer, however, is not making any specific recommendations for increasing the length of staple and quality of the domestic clip, for that is a problem that our wide-spread and intelligent domestic wool growers will solve for themselves in their own way. The purpose of this article is to simply transfer to the growers the needs of the manufacturer, the ultimate consumer of their wool.

In the quest for happiness, one could not do better than put into practice the precepts of a great Persian: "Taking the first step with the good thought, and the second with the good word, and the third step with the good deed, I enter paradise."

Your temper is one of the few things that improved the longer you keep it.

Patronize Santa Anna merchants.

PLAY POOL
In Air-conditioned, comfortable surroundings. Also Dominos. You are always welcome here.
SANTA ANNA RECREATION CLUB
Raymond Kemp, Proprietor.

WELCOME, COWBOYS
And All Rodeo Visitors

If you need boot or shoe repairs we can guarantee satisfaction and prompt service

COME IN TO SEE US.
SHOE HOSPITAL
J. G. Williamson, Proprietor

We Travel Too Fast, Says Old World Divine

The most impressive thing Miss Marguerite Mizell, Presbyterian Missionary of Taichow, China, finds in the United States after an absence of five years, is our mode of travel. It is almost unbelievable, Miss Mizell said, that it is possible to travel some two or three hundred miles in one day, while it takes her almost that length of time to travel twenty miles in China. She travels, of course, in a house boat.

Taichow, with a population of 30 thousand people, is located about fifteen miles from the Yangtze River, between Shanghai and Nanking, or about one and a half days from Shanghai as distance is recorded there. In the Taichow missionary field there are approximately three and a half million people, with about one in 13 thousand who are Christians.

Miss Mizell, on a year's furlough, is visiting with her sister Mrs. J. C. Young of Coleman. She will make her headquarters in Coleman during the year, although she does plan to visit in some points during that time. Miss Mizell has been in China for 19 years, one year was spent in a language school, and the rest of the time she has been stationed at Taichow. "It is home to me now," she said, explaining further that although she was glad to be in the United States for a holiday and visit with her relatives and friends, that she was still capable of becoming homesick.

While in China Miss Mizell, and the other eight Presbyterian missionaries stationed at Taichow, dress in native Chinese costume because it is more convenient and does not attract so much attention. Also, she stated, the native costume is much warmer than foreign clothing. The missionaries live in an American compound because the Chinese homes are not so warm and they are built low on the ground and are damp during the rainy weather. Also, the compound is more convenient to their work.

Another thing that confuses Miss Mizell while in the United States is reading in China, she explained, a book is read from the back forward. In speaking of directions, she said, the Chinese say eastnorth or westsouth in the place of northeast or southwest as we do here.

Miss Mizell had very little to say about the war between China and Japan. Because of its location, Taichow, which is on neither the main highway nor the river, has never been invaded by the Japanese army, although it has been bombed four times. Only one of those times Miss Mizell was in the city and at that time only about 150 were injured with fifty or sixty killed or died from their injuries. However, the Japanese army surrounds the city on all four sides within fifteen miles, and at times it has been much closer.



SHIRTCRAFT AIRMAN WHITE SHIRTS
Treat yourself to a summer's supply of cool, comfortable Airman Whites. Their collars won't wilt in the warmest weather... and they won't shrink out of fit. In crisp, frosty broadcloth, mesh and other smart new lightweight weaves.

SHIRTCRAFT AIRMAN \$1.50

THE MAN'S STORE
PARKER'S

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AMERICAN BOY MAGAZINE COMPANION TO THOUSANDS

Hundreds of thousands of boys and young men read THE AMERICAN BOY Magazine every month and consider it more as a living companion than as a magazine.

"It's as much a buddy to me as my neighborhood chum," writes one high school senior. "THE AMERICAN BOY seems to understand a boy's problems and considers them in such a sympathetic and helpful way. It gives advice and entertaining reading on every subject in which a young fellow is interested. It is particularly helpful in sports. I made our school basketball team because of playing tips I read in THE AMERICAN BOY."

CAN BOY.

Many famous athletes in all sports credit much of their success to helpful suggestions received from sport articles carried in THE AMERICAN BOY Magazine. Virtually every issue offers advice from a famous coach or player. Football, basketball, track, tennis, in fact every major sport is covered in fiction and fact articles.

Teachers, librarians, parents and leaders of boys clubs also recommend THE AMERICAN BOY enthusiastically. They have found that as a general rule regular readers of THE AMERICAN BOY advance more rapidly and develop more worthwhile characteristics than do boys who do not read it.

Trained writers and artists, famous coaches and athletes, explorers, scientists and men

Welcome to the SANTA ANNA RODEO
Headquarters for Your Auto Motor Needs
Coleman Auto Parts
OTTO IRBY, Owner
Hotel Bldg.
Coleman, Texas

Welcome To Santa Anna, To the Rodeo and Vinson's Grocery.
Three Nights of Fast Rodeo Play To Entertain You - But Let Vinson Feed You



Service Cafe

WELCOMES Visitors and Contestants

You are welcome to make our place your headquarters again for your visits and business talks as you did last year. Remember also to make THE SERVICE CAFE your MEAL HEADQUARTERS while you are in Santa Anna, because we serve delicious, wholesome meals at reasonable prices.

TRY OUR CHICKEN PLATE LUNCHES
You'll Like Them.
We'll Expect to See You During
SANTA ANNA'S THREE BIG DAYS
August 20-21-22



WELCOME To the Santa Anna RODEO



We invite you to make our cleaning shop your headquarters

If you soil your clothes or tear them, we fix them.

PARKER TAILOR SHOP
PHONE 29

successful in business and industry join with an experienced staff to produce in THE AMERICAN BOY, the sort of reading matter boys like best.

THE AMERICAN BOY sells on most newsstands at 20c a copy. Subscription prices are \$2.00 for one year or \$3.50 for three years. Foreign rates 50c a year extra. To subscribe simply send your name, address and remittance direct to THE AMERICAN BOY, 7430 Second Blvd., Detroit, Michigan.

Patronize News advertisers. Trade at home.

Support home merchants.

Priest and Moredock
WILLYS AND PONTIAC
New and Used Cars
-: WRECKING :-
New and Used Parts

Don't Miss the Rodeo! IN SANTA ANNA

This is One of the Biggest Shows Ever to be Staged by the Business People of Santa Anna. Again we say "Don't Miss the RODEO"

We also say, "Don't Miss Getting That New Permanent Or Any Other Beauty Service You May Desire." We Are Here to Serve You.

SANTA ANNA BEAUTY SHOP



WELCOME Rodeo Visitors - Make Our Store Your Meeting Place

Delightfully - Refreshing Drink Our **COWBOY SPECIAL 15c**

Our Fountain Is Sanitary We Are Expecting You

SPENCER PHARMACY

LET 'ER BUCK!

THE RIDER IS COMPARATIVELY SAFE IF HE IS RIDING IN ONE OF OUR SUPERIOR SADDLES

Good riders want good saddles. That is why hundreds of the best riders in West Texas are using our Handmade Saddles and know that they are the best that can be had.

THE SANTA ANNA RODEO has our very best wishes for success and hope that this county will cooperate with Santa Anna in making it a success. We extend a hearty greeting to all our friends in that vicinity and to your visitors.

J. H. Nance & Son
HARNES-SADDLERY
SHOE REPAIRING
COLEMAN TEXAS

SANTA ANNA'S FOURTH ANNUAL
RODEO

AUGUST 20-21-22

Night Shows Only :: 8:00 P.M.

Earl Sellers, of Del Rio, Arena Director

Rodeo Reserved Seat Tickets May be Secured at All Drug Stores. Early Purchase Assures You of a Good Seat. Reserved Seats Now Easily Accessible.

**PARADE
 5 P.M. DAILY**

**Good Purses in All Events
 Fast, Exciting Events
 No Waiting**

PLENTY OF GOOD SEATS

**GOOD TURF ARENA
 Cool - Colorful**

**SPECIAL FEATURE:
 Ramsey's Flying Clouds**

RODEO ENTERTAINERS OF DENVER, COLORADO.

Your Favorite Feature at Our Show Last Year, With New Acts and a Complete New Show



**"The
 Fast-
 est
 of
 Them
 All"**

ADVERTISING NOWADAYS STANDING ACID TEST

Advertising, The Builder
Of recent years it has been the fashion among radical reformers to question the value of advertising. The question is easily answered.

Nothing in the world sells until it is known. No successful commodity blunders its own way into a store and waits until somebody by some strange chance blunders into buying it, says Nation's Business. If Merchants and factory managers had not hired salesmen and had not placed advertising, our America would still be what it was in 1740, a handful of poor villages and penniless farmers, dotted on the edges of enormous forests.

National distribution in its simplest terms, means that you can get your favorite foods, beverages, clothes, shoes, cigarettes, soaps, cosmetics, books, magazines and all other manufactured articles, wherever in the country you are. Bringing this about, in a country 3,900 miles wide, and once apparently divided forever by the Rocky mountains, has been, no child's play. It would never have taken place without national advertising.

Railroads and steamship lines and highways provided the means of transport. But what is the use of transporting goods from a factory in Delaware to a store near a family in Oregon if the goods are not known and, therefore, are not bought? Advertising is the dissemination of news about better and less costly goods than people could make for themselves at home.

Contribution To Freedom
Choose any alert boy or girl who stood for anything in the class of 1940. Find out by a few friendly questions what he or she wants.

Romance? That will be the answer. Romance of choosing a career, Romance of courtship and marriage, romance of climbing the ladder of life with more income from year to year, more power, more freedom to enjoy all the things that loom large in the heart of youth.

Your alert young friend may find his (or her) right at hand in the business of training. Or he may prefer many years of training in the professions, engineering, law, or the social professions. But the boy or girl you question knows that in our country in normal times, complete freedom of choice will be given. In America the choice of a career is entirely free.

And, the boy or girl knows that this freedom is the result of the American system of free enterprise. Says Nation's Business: Every career, from the leadership of our nation to similar leadership in an organization, corporation or other institution, is open to the talents of him or her who can climb. This freedom was won for us by hosts of Americans who chose their own careers, installed as much machinery and other aids as they needed, did what selling was necessary to keep their farms and factories busy, and used whatever aids in selling were legitimate and in the public interest.

One of these aids is advertising. Advertising spreads the news and speeds up the sales of only those products and services which deserve to be speeded. Any intelligent young American no matter what distorted or ignorant teaching he has received in school, is far smarter than those teachers and text book writers who claim that the intensive advertising of good commodities and services has been a detriment.

Advertising Purges Itself
Down through the history of the United States, only a few advertising rogues have thrived, and those only for short periods. There was a time, 100 years ago, when capable physicians were rare in this country. People dosed themselves, both with dreadful concoctions made from their gardens, and with patent medicines from the store. Then

TRUTH about ADVERTISING

By CHARLES B. ROTH

COST: 3 CENTS

SOME of the critics of advertising—and in this world there are those who criticize every good thing—level their lances at what they think is a weak spot: its cost. They read of the million-dollar advertising appropriations, they brood on the cost of a full page of advertising in a metropolitan newspaper or a national magazine—and then they lose their sharpest barbs against the waste which they say is involved in this costly process.

Their only trouble is that they judge without having all the facts. For the truth is that advertising is the least expensive cost of doing business. Everything else costs a good deal more in proportion than the advertising.

The wise and capable business man bases the amount of money he spends for advertising upon the volume of business he either is doing or expects to do. This money set aside to advertise is called the appropriation.

It seldom runs, take the country over, more than 3 per cent, which means that for every dollar of sales made the advertising cost will

be just three pennies. That is all—three pennies.

The large advertising appropriations come when a business, through the help of intelligent advertising, becomes so great that its annual volume runs into many millions of dollars a year. But whether an advertiser spends \$10,000 a year or \$10,000,000, his percentage remains the same—an average of 3 per cent.

The amount of money spent in advertising well-known products is so small as to be ridiculous, when you really know the facts.

Take oranges. How much do you suppose the growers spend to advertise their product? A third of a cent per dozen is all.

A national cracker baker reveals that he sets aside only one-tenth of a cent to advertise a package of crackers, while the manufacturer of a soft drink spends 1.5¢ per 100,000 of a cent in advertising a five-cent glass of his product.

The manufacturer of a medium-priced automobile spends less than 3 per cent for advertising—he spends only \$12 in making a \$1,000 sale.

And even this small amount, this three cents on the dollar, isn't an expense, an added premium on the business. By spending three cents out of every dollar for advertising, the manufacturer or merchant can sell for less and give you more for your money.

© Charles B. Roth.



Charles Roth

arose a swarm of nostrums for the "cure" of every disease. These nostrums slew their thousands. Many of them existed for no other purpose than, as has been said, "to make ailing women happily drunk at home."

But the advertising of such pain-killers and fool killers was thrown out by most newspapers and magazines at least 25 years ago, says Nation's Business. As good doctors became more common, the thirst for patent medicine abated. In their wake came some cosmeticians who preyed on women's vanity, wily scoundrels who offered perpetual youth in the form of lotions and creams.

But the success of any article sold in packages depends, of course, on repeat orders. Few if any lasting fortunes have been made by living proprietors of cosmetics. Women buy once. When they notice no results, but perhaps a rash or eruption, they do not buy again. Most of the permanently advertised beauty preparations are made of ingredients which any dermatologist will tell you are good for the skin. And reputable department stores and drug stores in recognition of their responsibilities to their customers, will

handle no beauty preparation to which women in the mass are allergic at all.

What is true of cosmetics and other packaged goods is also true of everything you see consistently advertised. An advertisement is the worst possible place in which to try to deceive. Deception doesn't work and doesn't pay.

Debunking False Prophets
The country's self-appointed reformers have been telling us that advertising raises the cost of living. Let's see. Let's take an example that everybody is familiar with.

Cast your mind back to what you knew or what your parents knew of the automobile of the

first few years of this century. Then a big, heavy, unreliable gas eater could be bought, without top, windshield, horn or spare tire, for from two to six thousand dollars. Few people bought this expensive luxury.

But automobile makers saw a vision, a nation on wheels. They advertised persistently. More profit bought. As production went up, the cost to make each car came down. Part of the saving was put into improvement. Part went into continued advertising. Part went to the public in lower prices. Again more people bought these better cars for less money.

And so it went, year after year. Continued advertising, production and value up, cost and price down, until today you buy an infinitely better, more efficient car, complete for less than half of the lowest-price of a few years ago.

The same is true of the refrigerator, vacuum cleaner, washing machine, oil burner, radio, electric light bulb, of packaged foods, clothes, and many another product that will come to your mind as you think this over. Advertising, says Nation's Business, has helped mass selling and made possible mass production, which cuts the cost and brings the price within the reach of the average family.

Democracy Gets The Benefit
Those who have been told to view with alarm the power of advertising would do well to consider its accomplishments.

It has raised the standard of American living by introducing new product after new product into our consciousness and homes. It has reduced the price of commodity after commodity by increasing acceptance and decreasing manufacturing and selling cost.

More than any other force, advertising in this way contributes to democracy. It breaks down the wall between our ru-

ral and urban populations. The farmer and small town dweller learn about new and better things as quickly as those in the great metropolitan market centers, says Nation's Business. Advertising has sold us better habits in eating, dressing, shaving, bathing. It has sold us better ways of cooking, cleaning our clothes and houses and getting things from place to place.

Those who oppose advertising as an essential part of mass selling are really opposing mass production and, in so doing, are trying to deny to the average person the articles he wants at prices he can afford to pay.

So the crusade against advertising is either ignorant or sinister. And like all crusades led by ignoramuses or by rascals it has met the opposition of every thinking American. Like law, like business, advertising is something which intelligent people are determined to have.

Advertising prospers as it serves. Despite all the handicaps imposed by its enemies it is flowering in this country as an indispensable part of the American system of free enterprise and of American democracy.

Let's Keep Our Standards Up
In spite of continued depression, the people of the United States are blessed with the highest living standard that civilization has ever known.

We use two-thirds of the nation's automobiles, half of its

telephones and forty per cent of its railways. We consume a third of the world's coffee, sugar and electric energy, better than half of its rubber and silk.

The mechanical labor saving devices in the homes of American workers are the envy of even the wealthy people abroad. Our personal standards are up. We shave or bathe once a day instead of once a week or month. We have learned to loathe unclean teeth and unwholesome breath.

All this had to be sold to us, says Nation's Business. We did not just happen to gravitate upward. People don't do that. It would be untrue to say that advertising did all this for the people of the United States. But it is entirely true that advertising inspired and stimulated it.

It is the job of advertising to quicken the exchange of goods in the nation's market places. To fulfill its mission, advertising not only tells you about

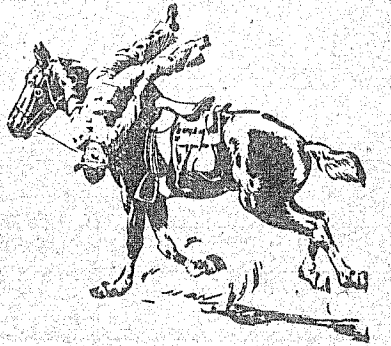
these goods but tries to excite your desire for them. It pictures them as a means toward lightening your burdens, increasing your leisure, enhancing your attractiveness, building your health, protecting your home and family, putting more satisfaction into your life.

Advertising should be encouraged to go on its cheerful, constructive way, helping to build the nation to greater economic strength, maintaining our living standards through whatever may come to us in a troubled world.

Patronize News advertisers.

JEWELRY

Watches and Diamonds
Complete Line of Jewelry
Watch Repairing
John T. Payne
YOUR LOCAL JEWELER



RIDE 'EM COWBOY 'TILL YOU GET TO THE

BLUE BONNET CAFE

RODEO EATING HEADQUARTERS
Where You Get Plenty Of Good Things To Eat. Lunches Short Orders, Steaks, Etc.

Welcome to the RODEO

Enjoy the Show and Eat Your Meals at This Cafe

HAMBURGER PALACE
D. O. LANE, PROP.

Leroy V. Stockard
GENERAL INSURANCE
Santa Anna Nat. Bank Bldg.
Santa Anna, Texas

SENIORS

FOR SALE A Brownwood Business College scholarship at a price and on terms you can't afford to pass by.

THE SANTA ANNA NEWS

A HEARTY

WELCOME



VISITORS

We'll be glad to see you while you're here and hope that your three days' visit will be full of pleasure.

Our firm always helps in any way in city projects and we are happy to have a hand in making the Rodeo this year one of the biggest Santa Anna ever planned.

IF WE CAN BE OF SERVICE TO YOU, JUST CALL ON US.

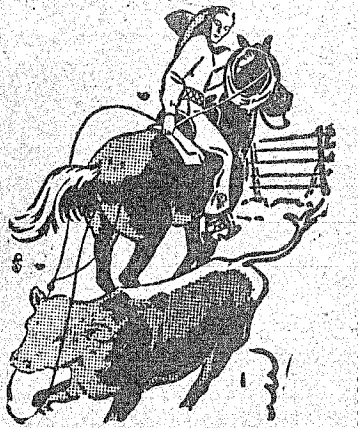
Santa Anna Gas Co.

PHONE 27



OUT OF THE WEST'S GREATEST INDUSTRY—CATTLE— WAS DEVELOPED THE MODERN

RODEO



from

This Same Industry

Comes a LARGE portion of the wealth of Coleman County . . .

therefore

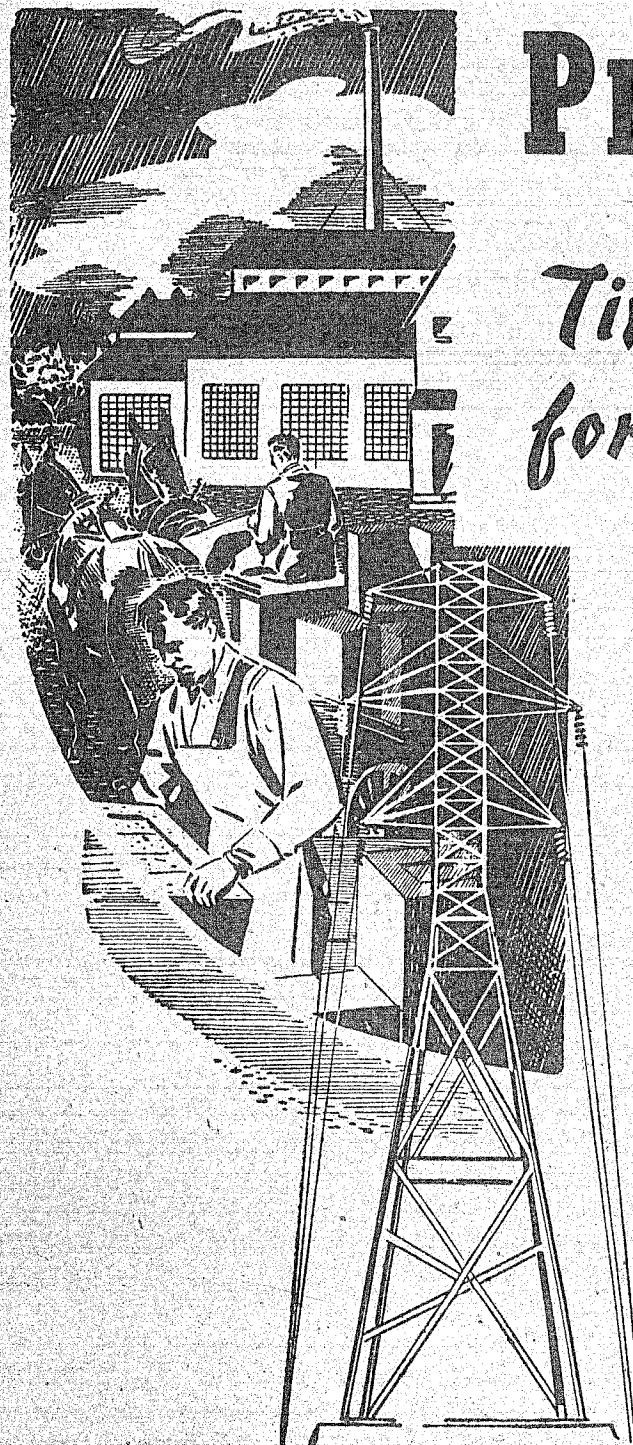
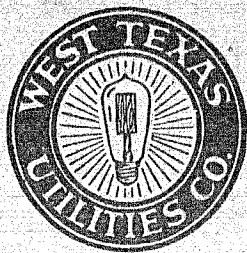
We subscribe to, encourage and patronize RODEOS, and we join with the good people of Santa Anna in extending to YOU an invitation to see their Rodeo, August 20, 21 and 22.

Coleman County State Bank

COLEMAN

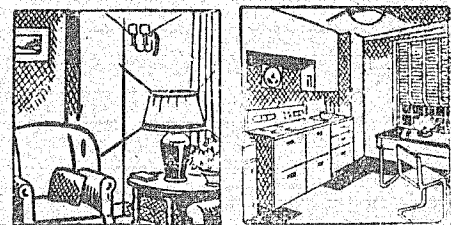
Member Federal Deposit Insurance Corporation

RODEO VISITORS
WELCOME
to the
SANTA ANNA
RODEO
WILSON'S
LAUNDRY

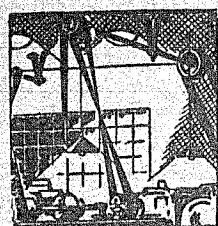


PROGRESS

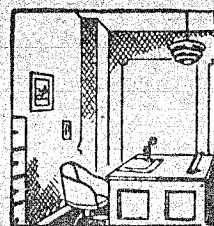
Times Change for the Better



EVERY reunion of the old-timers serves to remind that "the old gray mare—she ain't what she used to be" . . . and that the electric transmission line is largely responsible for much of the Progress in the last decade or two. No one will deny that things have changed—mostly for the better, too. Many of us can remember the days before electric lights in West Texas. Then, in the days of the local or isolated plant, we paid as much as 20 cents a kilowatt-hour! And we had light only a few hours each evening . . . if the little plant didn't break down. Today, however, we have Electric Service in addition to Electric Light both day and night. The rate has been reduced about two-thirds so that all the usage we make of electricity costs no more than the old-timers paid for light alone. We get about three times as much for the same money.

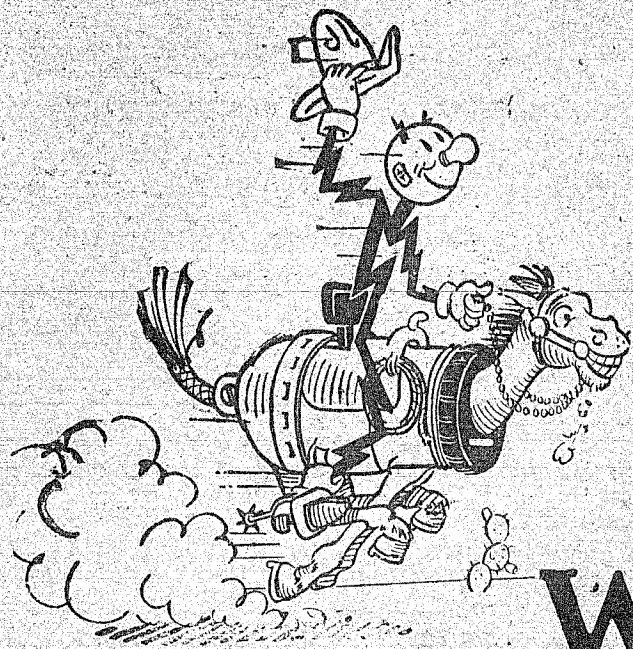


In the average home today, the cost of Electric Service amounts to only 1½ per cent of the total household budget. Rates have always gone DOWN . . . never UP. No other item entering into the cost of living can equal this record. It is one of our contributions to Progress . . . this, and a better, ever-improved, modern-day service through private initiative.



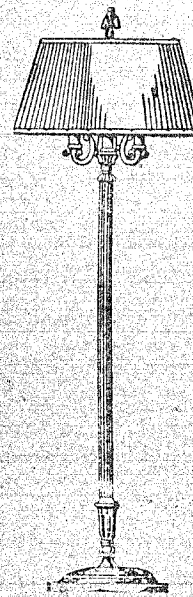
Reddy Kilowatt Says:

"I'll be on the job
in
SANTA ANNA
for the rodeo on
August 20-21-22

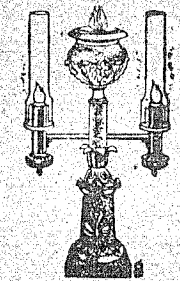


West Texas Utilities Company

To Learn the
VALUE
of MODERN
Electric Service
compare



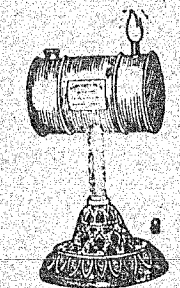
Today's Lamp
in the House of Our
Fathers



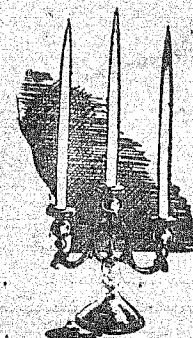
Argand double-lamp
(1787). Glass steadied
flame. First improve-
ment in 4,000 years!



(1800) modification of
the Argand lamp by
Carcel; oil in base is
raised by clock-work
pumps.



Kinnear Patent lamp
oil lamp (1851). A
wick in one end so
give more light than a
single candle.



Candles used up to 900
generation ago.

RAMSEY'S FLYING CLOUDS RETURN



Marvin Ramsey of Tulsa, Okla., one of three left handed ropers in the game today. He is shown here jumping through a loop while on horseback, coming down on the back of the horse and then entering a running horse. He does other difficult tricks, such as the under saddle and catching a horse. He ends the exhibition by catching 6 and 8 running horses in one loop.

Hitler Unread of When Swastika Brand Selected

Years ago when four Brown County ranchers selected a brand for their cattle, a man who nowadays gets his name in the paper frequently, was unknown and the brand the ranchers picked out was an old Indian symbol for good luck. That's all changed now. Adolf Hitler quit the paperhanging profession and took up map remodeling and the swastika became instead of a good-luck emblem, one of the most hated symbols in the world.

But the cows that wear the swastika brand are not fifth columnists and the ranchmen hadn't heard of Hitler when they recorded this brand at the Brown County clerk's office.

The oldest swastika brand on record there was registered on May 6, 1889. And even the newest was recorded before Hitler's rise to power in 1933 to be exact. The swastika brand of Evans & Sons, filed for record on December 4, 1913 is a simple right-hand swastika and is used on the right hip of cattle.

The brand of E. D. Stanley, filed on March 22, 1917, is a right-hand swastika in a circle. John O. Evans recorded a more elaborate swastika brand on June 17, 1913. It is a right-hand swastika, but the small flanges on the arms would make it, in range parlance, a living swastika.

The oldest swastika brand that recorded on May 6, 1889, by B. T. Blasingame. In this mark the arms of the swastika are curved instead of being at right angles to each other, the brand looks a little like two S's crossing in the center.

Amusing incidents perhaps not so amusing to the ranchers arise because of the common use of the swastika as a cattle brand.

One ranchman, an American World War veteran in the Pecos country, a man with a distinctly German name, has been the source of countless rumors of fifth columnists in Texas. He has been investigated thoroughly by every type of officer from G-Men down because of the swastika insignia on his property. Finally, he changed the brand.

"Mabel, you really ought to wear a hat when you go out riding."

"But, mother, I am wearing a hat; it's on the other side."

DR. J. E. MARTIN
OPTOMETRIST
EYES EXAMINED
GLASSES REPAIRED
LENS DUPLICATED
GLASSES FITTED
607-609 Coleman Office Bldg.
Office 716—PHONE—Res. 193

ment soon led to the establishment of other women's colleges. There are now more than 120 in the United States.

But Vassar never knew how widely his views were to be accepted. He died suddenly in 1908, at the age of 76, while attending a meeting of the college board of trustees. In his will, he left a second endowment to carry on the work he had started.

Valera Man, 88, Was Lincoln's Neighbor

Although his hearing is failing and his eyes are not as good as they once were, J. T. (Tom) Nixon, 88, Valera rancher, still has a good memory of events that happened in early-day Texas.

He is one of the few remaining ranchmen who went "up the trail" back in those early days when such work came under the heading of adventure.

Nixon is a descendant of the late Robert E. Morris who was one of the signers of the declaration of independence. Harry Nixon one of Nixon's ancestors and presumably the first Nixon ever to come to America, married a daughter of Morris. He, like his father-in-law, came from England.

J. T. Nixon was born Jan. 15, 1851, in Springfield, Ill., and there he knew Abraham Lincoln. At the time of the Valera man's birth there were only seven houses in Springfield. Later the railroad came to the town and the capitol was moved there and the town grew rapidly.

Lincoln and Nixon's father put the squiggly soap away many friendly arguments about politics. The Nixons were democrats.

Nixon is the father of 19 children, 17 of whom still live. He has a first wife and four by the present Mrs. Nixon have died.

The 13 children living are Richard, of Big Spring, Elmer of Edlington, Okla., R. R. W. T., Colonel, Bert of Valera, Mrs. Bell Ross of Oklahoma, Jim of Sweetwater, Joe of Coleman, Walter of Big Spring, Nora of Imperial, Texas, Mrs. Edna Morris of Kermit, Mrs. Jessie Niel of Santa Anna.

His first wife was Martha Cole of Illinois. The present Mrs. Nixon is the daughter of Mr. and Mrs. Isaac Long of the Talpa community.

The rugged old-timer recalls having seen Indians while on trips up the trail but he never had any trouble with any of them. It usually took four or five months to take one of these trips.

Although he was 88 years old last January, he still is able to do some work at his 350 acre

When your shoes need repairing, bring them to us. We give careful attention to our work and with modern methods and machinery make 'em look "Brand New." Our low prices and guaranteed work will meet your needs. Try us. A wide range of other leather work handled with dispatch.

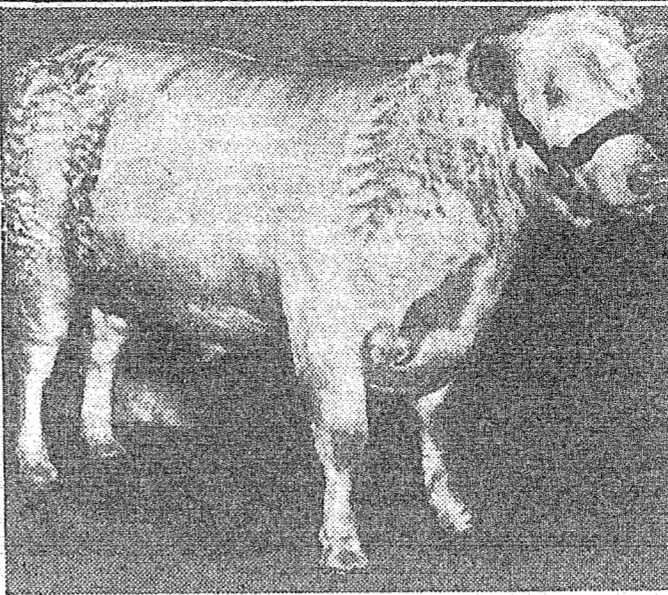
The Civil War interfered with his plans, and it was not until four years later, in 1865, they "Vassar's folly" as the townfolk called the experiment, opened its doors. The official name of the institution at that time was Vassar Female College. This was shortened two years later to Vassar College.

Today Vassar College has 61 buildings, 950 acres of campus, a distinguished alumnae, and world-wide recognition as an institution of learning. The success of Matthew Vassar's exper-

Good Wishes
Wishing the people of Santa Anna
100 Percent success in putting over
the best entertainment in Central
West Texas - August 20-21-22

H. M. Brown

Prize Winner of Popular Beef Breed



Grand Champion Shorthorn Bull of the 1939 Shorthorn Show at the State Fair of Texas. Shown by C. M. Caraway and Sons of DeLeon. The Shorthorn Show at the 1940 State Fair is expected to be the largest ever held in the Southwest.

Due to the increased popularity of the breed in Texas and the increased demand for feeders in Texas, the American Shorthorn Breeders Association has added 35 per cent to the published premiums offered in this classification.

He rode horseback until two or three years ago. He came to Texas in October 1880, and his first job was on the Overall ranch, a few miles south of Coleman. Shortly after that he made his first trip "up the trail," going to Dodge City, Kans. His next trip was from Castroville, Texas to Austin.

In 1882, Nixon went up the trail again—this time to Ogalla, Neb. In the following year he went with a herd to Wyoming territory.

One of the biggest herds Nixon ever saw contained 13,000 head of cattle, owned by Abe Jesson and Will Murray.

OF CONSUMING INTEREST
Hidden taxes don't bother the average American very greatly. He may suffer annoyance for a fraction of a second when he has to fumble for odd pennies to take care of the concealed tax in a pack of cigarettes or the price of a movie ticket. But by and large we're a good-natured people, willing to take a lot in our stride. So we're inclined to lose track of the manner in which taxes eat into the family income. And when we find out the true facts

WELCOME, RODEO VISITORS!
We join with Santa Anna in extending you greetings for an enjoyable visit during the three festive days of Santa Anna's Rodeo.

MATHEWS MOTOR COMPANY
Phone 16
PLYMOUTH AND DE SOTO CARS.
Good Mechanics Wrecker Service



GREETINGS, NEIGHBOR
From an organization whose management is ready at any time to discuss your financial difficulties with you. It's easy for you to be financed through our association.
Coleman Production Credit Ass'n
COLEMAN, TEXAS

of the case, as developed in a survey made by one industrial magazine in a typical American community, we naturally are surprised—to put it mildly! The magazine examined the purchases made by average citizens of the community in order to find out how much of each dollar spent was accounted for by taxes.

In the case of movie tickets or electricity, the figure was 12 cents.

In the case of furniture, 13 cents.

In the case of a new car or the telephone bill, 15 cents.

That was the situation before our new national defense measures went into effect. And now

that we must be absolutely sure that each dollar of governmental revenues is used wisely, it would also seem that America should look with care at the hidden levies by the country's consumers.

DR. R. A. ELLIS
Optometrist
309-10-11 Citizens Nat'l. Bank Building
Brownwood Texas

Come to the RODEO IN SANTA ANNA
For Three Days of Excitement
Visit Us While You're Here
You Are Always Welcome
BURTON-LINGO LUMBER CO.
SANTA ANNA, TEXAS

COWGIRLS, COWBOYS, VISITORS!
We Want to Extend a . . .
BECAUSE WE KNOW YOU WILL BE HEADING DOWN THE TRAIL FOR SANTA ANNA'S . . .
RODEO
AUGUST 20-21-22
CENTRAL FOOD PRODUCTS CO.
Gen-Tex Pasteurized Milk and Milk Products

DON'T MISS SANTA ANNA'S Rodeo, But DO VISIT US FOR SPECIAL PRICES ON UNUSED FARM MACHINERY.
SEE OUR NEW FARM-ALL A TERMS to suit
POWELL-CAVANAUGH Truck & Tractor Company
Coleman Texas