

# SANTA ANNA NEWS

He Profits Most Who Serves Best

VOLUME LVI.

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, JUN. 20, 1941

NUMBER 25.



EARL SELLERS, ARENA MANAGER

## Washington Snapshots

by JAMES PRESTON

A number of influential Congressmen apparently believe that the defense program isn't moving as fast as it should, so they are fumbling around trying to find someone to blame.

The truth is that defense production is progressing much faster than anyone, a year ago, believed was humanly possible. The only delay of any substantial nature has resulted from strikes.

The War Department, for example, reported recently that more men were out on strike in plants having Army orders than in any period since January 1. The Navy said that time lost by strikes on its orders would have been enough to build 8 to 10 submarines, 6 to 8 destroyers or 2 cruisers.

Bad as that is, however, production is speeding along, and in another three months, unless strikes get worse, the output of defense goods will be astounding.

The Congressional perturbation is proof of the old theory that experience is the best teacher. A lawyer, doctor, teacher, or professional politician has no idea how long it takes to make a machine gun. A businessman usually does, but businessmen are sadly outnumbered in Congress.

So the majority of the solons don't see tanks rolling down Pennsylvania Avenue and consequently think the defense program is bogging down.

They fail to remember that a

year ago when William S. Knudson, who had just come to Washington, was asked to name the biggest bottleneck in defense production he replied, "Time."

They overlook the fact that what was then described as a "huge" defense program called for total appropriations of only \$3,300,000,000. Since then, some \$40,000,000,000 — more than 10 times as much — has been available. Some of that \$40,000,000,000 is not to be spent until next year. Officials have been planning to spend some \$18,000,000,000 this year and \$23,000,000,000 or \$24,000,000,000 next year. Now they are talking about a \$40,000,000,000 a year program.

These figures really tell the story. What has happened is that the original program was just a drop in the bucket, and every time something happens elsewhere in the world, the American program steps up.

For instance, American factories were told when the first contracts were placed that they would have 18 months to fill them. That time later was reduced. And a further reduction is under consideration. Meanwhile, the amount the factories are expected to turn out has been increased thirteenfold — from \$3,300,000,000 to \$40,000,000,000.

The truth is that the kind of war Hitler fights is new to the world. American Army and Navy specialists weren't prepared for his kind of war. They have had to design and redesign many pieces of fighting equipment, including guns, airplanes, anti-aircraft weapons, ships, and tanks.

It is only now that American planes are beginning to carry enough guns for the British.

## ALL IN READINESS FOR RODEO

### Four Fast Shows on 3-Days' Program!



JACK SELLERS, ASSISTANT ARENA MANAGER

## Parity Goal For Wheat In Sight

For the first time since the early 20's when the farm depression hit American agriculture Texas wheat farmers who cooperate with the 1941 farm program are going to reach their approximate parity goal on this year's crop.

"That's what the new Department of Agriculture wheat loan program plus 18 cents for wheat parity and conservation payments mean to Texas wheat farmers," Fred Rennels, assistant state administrative officer in charge of the AAA office, declared.

Since wheat farmers approved marketing quotas by a majority of 80.8 percent in the national referendum May 31, with 94 percent voting favorably in Texas, the 85 percent of parity loan becomes mandatory under the law.

The wheat loan rate, which represents an average national loan value to farmers of about 98 cents a bushel, is based on the July 1 parity price for wheat.

The primary purpose in announcing the loan now, Rennels explained, is to give producers in the early wheat areas the same advantage producers in the later wheat will have. Wheat harvesting is under way now in some sections of the

Why? Because our government's original specifications didn't call for enough guns.

Heavy tanks like those with which Hitler crashed through the Lowlands, the Maginot Line, and the Balkans, aren't even being built in this country yet. Why? One reason is that the Army is still trying to get an acceptable design.

Oil and gasoline are about to be rationed. Why? Because somebody forgot the fact that airplanes could sink tankers and plans weren't made far enough in advance to build new tankers.

It may be the fault of the American people. Before they began to get scared of war dangers, they might not have stood for huge defense appropriations. And their chosen representatives, from the President down through Congress, the Army, and the Navy, wouldn't fight for what they needed before the people were anxious to give it.

America is a peace-loving nation. But, as Knudson says, it takes "time" to build defense.

state and will reach a maximum volume in the next week or two.

The loans, as in previous years will be made by the Commodity Credit Corporation, and the state and county AAA committees will be responsible for local administration of the program.

All growers planting within their wheat acreage allotments will be eligible for wheat loans on all the wheat they produce. Farmers who exceed their wheat allotments will be eligible for loans at 60 percent of the regular loan rate applicable to cooperating producers in that particular county on wheat produced on excess acreage.

The loans, with interest at 3 percent, will be made up to December 31 and will fall due April 30, 1942. The loans are callable on demand.

Loan rates to farmers are based on terminal rates, taking into consideration the location, handling charges, grade, and quality of the wheat.

The basic loan rate for Texas is based on wheat stored at Galveston, Rennels said. This rate, which has been announced previously is \$1.17 per bushel on No. 2 hard winter wheat with the average loan value to Texas estimated at about 94 cents per bushel with added premium for protein.

The price will vary in different counties since the average freight rates applicable to various counties differ because of distance from terminals. For instance, the AAA official pointed out, No. 2 hard winter wheat in Dallam and Sherman counties will be 90 cents per bushel while No. 2 hard winter wheat from Bell and Navarro counties will be 99 cents per bushel if the wheat is stored in the respective counties.

For all grades of yellow hard winter wheat, the loan value per bushel is 2 cents less, 3 cents less for light smutty wheat, 6 cents less for smutty wheat, and mixed wheat 3 cents less. The loan value for mixed wheat containing 10 percent or more of a class other than hard winter or red winter wheat may be obtained from the special representative of the Commodity Credit Corporation in the respective areas.

Other commodities benefiting from the 85 percent of parity loan program include cotton, tobacco, corn and rice.

There are more than 400 transports in our commercial airlines. In a recent month, our domestic airlines flew more than 10 million miles — the equivalent of a trip to the moon plus four trips around the earth's circumference!

## New Driver's License Law Is Stricter

Since every holder of a driver's license will be required to take out a new license under the recently enacted driver's license law, all will be interested in a resume of its provisions. Those who fail to renew present licenses within the time set in the new act must take examination as to they were new drivers.

The law has plenty of "teeth" some of which did not appear at the time of passage as reported by the daily press. Following are the highlights in the law as outlined by the Texas Digest: License Renewal.

Drivers of automobiles in this State at the present time are

Owners who neglect the renewal of their licenses on time will be required to stand examinations before they are issued new licenses.

For those present license holders who are qualified for renewal of their licenses, this table of dates merely means routine regulation with which they must comply; but for those who do not hold licenses and for those who the law deems are not qualified to be issued renewals, the law begins to mean something else. It, figuratively, begins almost imperceptibly to bare its teeth, unless the person is exempt. And these exemptions under the law include those driving official vehicles in the service of the United States those driving farm or road machinery or commercial vehicles on highways in time of emergency; those who are non-residents, at least aged sixteen,

years of age, but a youth between those two ages may be authorized by the county judge to apply for an individual operator's license. No license will be granted to any person whose license is suspended or revoked; and likewise no license will be issued to any person who is a habitual drunkard or narcotic addict; who has been adjudged insane and who has not been judicially restored or released who has an incapacitating physical or mental disability; who is unable to understand highway signs written in English; and any person whose driving is inimical to safety.

### Qualified Holders.

Drivers not coming under those — and that inimical to safety provision has a formidable resticly about it — may, of course, make sworn application for licenses. An applicant who is under eighteen years of age, however, must have his applicant signed by parent, employer or guardian, or county judge; and his license so obtained can be revoked upon the request of such signer. Applicant's examination, which must be held not more than ten days from application in county of residence, will cover vision, understanding of signs in English, knowledge of traffic laws, and mental and physical fitness. The license issued must be numbered, must show age and residence, must give a brief description of the holder, and must be signed by the holder, or licensee. The license must be carried at all times and must be exhibited on demand, or in court. And the licensee must notify the Department of Public Safety of any change of address or name.

Under the new law, a driver may have his license suspended if he has committed an offense for which automatic suspension of license is required upon conviction; if he has been responsible as a driver for any accident resulting in the death or personal injury of another person; or serious property damage; and if he is a habitually reckless.

(Continued on back page)



SOME OF THE SELLERS BUCKING HORSES

supposed to have licenses, and the new law provides for the renewal of these licenses without examination, if the owners are qualified. Licenses numbered 1 to 450,000 expire December 31, 1941, and are to be renewed October 1, 1941; those numbered 450,001 to 900,000 expire on March 31, 1942, and are to be renewed January 1, 1942; those numbered 900,001 to 1,250,000 expire June 30, 1942, and are to be renewed April 4, 1942; and those numbered above 1,350,000 expire November 1, 1942, and are to be renewed July 1, 1942.

with operators' licenses from home States, and aged sixteen for chauffeurs, except when employed in this State or when their vehicles are registered in their home States; and non-residents, aged eighteen or over, for ninety days, if license is not required in their home States, and their vehicles are registered in their home States.

### No Licenses Granted.

No license will be granted to any person under fourteen years of age, and no commercial or chauffeur's license will be granted to any person under sixteen.

## Queen Theater

FRIDAY - SAT., JUNE 27-28.

10c - 20c

Welcome Rodeo Visitors!

A RED-BLOODED SAGA OF THE WEST'S MOST LAWLESS ERA!

GENE TIERNEY  
JACK COOPER

## Welcome

The Santa Anna News Welcomes You to the 5th Annual Santa Anna Rodeo

## Locate Texas Minerals For War Depart.

The value of minerals in Texas last year jumped 75 per cent over the value of minerals in 1929, while during the same period the income from agriculture showed a slight decline, thereby creating a condition that swings Texas from an agricultural to an industrial state, according to data tabulated by the Bureau of Business Research at the University of Texas.

The Bureau, which is one of four University of Texas research bureaus linked under the Texas Commercial and Industrial Research Council to encourage and to aid development of the State's resources, recently prepared a chart revealing that the mineral industry last year accounted for \$800,000,000 of Texas's 1940 income, or approximately 40 per cent more than the income from agriculture. Ninety per cent of the mineral revenue comes from oil and gas, other minerals constitute a \$50,000,000 industry.

The University of Texas is making an extended search for "strategic" war minerals that are urgently needed by the Federal Government for its war chest. The Federal Government describes these minerals as "those materials essential to the supply of which in war dependence must be placed in whole, or in part, on sources outside the continental limits of the United States, and for which strict conservation and distribution control measures will be necessary."

The University's Bureau of Economic Geology is now engaged in scouring the central mineral region of Texas—an area approximately 100 miles long by fifty miles wide in the Llano region—to determine what Texas can yield for the war chest. Other field trips have revealed that the State has traces of six of seventeen strategic minerals: chromite, nickel, manganese, tungsten, tin and bismuth. The central region is known as one of the country's richest mineral frontiers, and the field party now engaged in mapping the area is on the alert particularly for traces of these minerals.

Of the six, tin and nickel are perhaps most urgently needed, and both are objects of intensive search by University geologists in Mason County. A field crew is prospecting for tin oxide by panning the sand of streams not for nuggets of the mineral, but to close in upon the actual location of dykes from which traces of the nickel are being washed into creeks.

Asbestos, one of the "critical" minerals listed by the Federal Government, is known by University geologists to exist in Texas; but considerable work would be required to place the supply into commercial production.

"Essential materials"—those on which the Government in-

tends to keep a weather eye lest they may sooner or later need reclassification—are also found in this State. In several of these, such as helium, petroleum and potash, Texas holds a paramount rank.

Potash beds, principally in Ector, Midland, Crane, Upton, Crockett, and Irion Counties in West Texas, were first discovered by University fieldmen who analyzed cores of oil wells drilled in that section.

During the former World War when Germany controlled the world market for this raw fertilizer, the area became the subject of investigation by the United States Government in its intensive search for domestic potash sources. A University chemical engineer, Dr. E. P. Schoch, director of the Bureau of Industrial Chemistry, after many years of research, perfected a process to refine the polyhalite found in West Texas for commercial use.

Certain abrasives falling in this "essential" classification are found in Texas, notably diatomaceous earth, grinding pebbles, novaculite, and pumicite. University geologists have found these widely distributed over Texas, and following location of diatomaceous earth in Crosby County, production will soon be started.

Magnesia production, which was begun on a commercial scale last year, was the outgrowth of the University's location of a deposit.

## The Origin of the Texas Lone Star

By George Robinson

The flag goes by, being the grand old Stars and Stripes, symbol of the people's freedom and the people's sovereignty.

Here in Texas, along with Old Glory, goes a flag bearing a single star, being a pledge and not a challenge.

And thereby hangs a tale. At the signing of the Declaration of Independence at San Felipe, late in 1835, the absence of a seal was noted and regretted.

The fathers were sticklers for regularity; a justice of the peace would hold a session of his court with the solemnity of a sitting of the Supreme Court at Washington.

It was a moment of deep anxiety; a great and solemn paper had been drawn, the forerunner of San Jacinto, and no official seal.

Henry Smith, a native of Kentucky, as provisional governor, solved the problem of a seal to witness to the signatures of those signing the Texas Declaration of Independence, written by Geo. C. Childress, who in 1840 died by his own hands.

Governor Smith removed from his coat a large brass button decorated with a single star, and with that made an impression in the melted wax.

And Texas today is the Lone Star State, largest in the Union, and the only one to achieve independence singly and alone.

Incidentally, the five-pointed



Cowboy on "Airplane"

star had for competition in all parts of the earth a six-pointed brother, but finally won out on merit, its artistry possibly originated with Michael Angelo.

## Cowboy Reunion Jul 3-5, Stamford

Premiums and cash prizes amounting to 3,500 will be awarded in various events in the twelfth annual Texas Cowboy Reunion at Stamford July 3, 4 and 5.

Expensive saddles will be awarded to the champion calf-roper, the champion wild-cow-milker, the winner of the cutting-horse contest and the winner in the sponsors' contest.

Sterling silver belts, with gold overlay and set with rubies will be presented to the champion bronc rider and champion steer rider. A grand prize of similar value will be awarded in bareback bronc-riding contest. Other trappings will be awarded for place winners in some of the events.

In the rodeo events, day money will be paid in calf-roping, cow milking, saddle-bronc-riding, and bareback bronc riding. Cash prizes amounting to \$650 will be paid in the quarter-horse show being held jointly by the Reunion and the American Quarter-Horse Association.

The most typical cowboy over 55 years of age will be presented a cowboy Stetson hat and

the most typical cowboy under 55 will receive a gold watch. Cash prizes of \$105 will be awarded for best entries in the various sections of the grand parade. Cash awards in the old fiddlers' contest will total \$32.50

## Connally Bill to Stop Strikes

With word from the War Department that more men were on strike than at any other time since the beginning of the emergency, the bill to stop strikes by Senator Tom Connally of Texas effected a crystallization of sentiment among both executive and legislative authorities expected to end this irritating interference with national defense efforts.

The measure, known as Senate 1600, authorizes the government to take over and operate in the national interest any plant or factory engaged in the production of defense articles in which the production of such articles is hampered, delayed or impeded by the existence of a strike or other labor disturbance.

Senator Connally emphasized that strikers, who are stopping work in plants that ought to be running twenty-four hours per

day in behalf of our defense, are attacking the national welfare and the national safety by a form of creeping paralysis.

"My bill," pointed out Connally, "denies to no man his fundamental rights. It does demand that there shall be no stoppage of work in national defense plants. The processes of mediation and conciliation will be preserved. In the meantime, however, the plants must continue to operate under government direction and government protection. Men who do not desire to work may quit their jobs. Those who desire may continue them."

to work with the government's protection. No right is denied any citizen.

"America faces a great crisis. The national security is imperiled. The nation does not propose to have its safety imperiled and its program for national defense delayed or bogged down by selfish and willful groups who seek to take advantage of their own condition at the expense of the safety of one hundred and thirty millions of people. Strikes in defense plants must stop. My bill will stop those who desire may continue them."

## AN URGENT MESSAGE to women who suffer FEMALE WEAKNESS

Few women today are free from some sign of functional trouble. Maybe you've noticed YOURSELF getting restless, moody, nervous, depressed lately—your work too much for you—

Then why not take Lydia E. Pinkham's Vegetable Compound to help quiet weary, hysterical nerves, relieve monthly pain (cramps, backache, headache) and weak, dizzy fainting spells due to functional irregularities.

For over 60 years Pinkham's Compound has helped hundreds of thousands of weak run-down, nervous "ailing" women to go smiling thru "difficult days." Why not give this wonderful "woman's friend" a chance to help YOU? Try it!



## HERE'S THE PHRASE FOR CAREFREE DAYS—

### HUMBLE SERVICE

When you travel, look for the Humble sign. It means clean restrooms; free ice water; prompt, cheerful, efficient service. After every stop you'll start out relaxed, refreshed and carefree.

HUMBLE OIL & REFINING COMPANY  
A Texas institution manned by Texans



Santa Anna National Bank invites you to the Santa Anna

## RODEO

June 26-27-28

Santa Anna Business Firms have cooperated to present a Rodeo the entire Community and the Heart O' Texas can be proud of, and we, with the other business men of Santa Anna, extend you a cordial invitation to be present the three nights and an afternoon to see not only The Best, but The Fastest of Them All. This Bank is always glad to take part in all events that are for the good of Santa Anna, and her territory. If we can be of service to you while here, call upon us.



## WELCOME

Rodeo Visitors - Make Our Store Your Meeting Place

Delightfully Refreshing Drinks

Our Fountain Is Sanitary We Are Expecting You Air Conditioned

Spencer Pharmacy



## WELCOME

To SANTA ANNA'S FOURTH ANNUAL



Radio Electric Shop

Telephone 24

Santa Anna

## Our Wild Life

From "Southern Wild Life"  
San Antonio, Texas

### Brother Angler!

One of the sea's rarest and oddest fish is the deep-sea angler. The largest males are 1 to 2 inches long; the largest females, about 3 feet. Displaying a monogamous tendency almost incredible, the male attaches himself by a little fringe of flesh to his mate's body and proceeds to grow there becoming entirely parasitic. The female has a mouth almost a foot wide, over which dangles a long growth with a beautiful, tassel-like affair at the end. This natural fish lure has a light in its tip, furthermore, to make it doubly attractive. Quietly confident that things will come her way, the female just lies on the sea floor with her mouth open, dangling her luminescent lure. As the smaller fish swim toward the lure, she swishes it out of the way, and that's that. The female is fed directly; the male, thru its own tightly grown alimentary canal, being fed indirectly.

### Blackbird Pies

It has been suggested that starlings, prepared in "blackbird pies," make quite an edible dish, and that idea, if passed around, may take some of them out of circulation. They are getting to be a real nuisance in most of the Southern States.

**Cigarettes for Measuring Fish**  
It might save you a fine, and besides, it isn't sportsmanlike to take undersize fish. When you are caught without a rule, remember that the length of any standard cigarette is 2 3/4 inches and that of the new "longies" is 3 1/2 inches. Lay your cigarettes end to end beside the fish in doubt and add the total.

### Only One American Breed?

Sportsmen in general don't seem to know that most of our sporting breed of dogs are "furriers." The Chesapeake Bay retriever is an American breed. Some handlers say the Kentucky Foxhound and some other dogs are also American breeds, but there seems to be some doubt about them.

### Jonah of the Fish World

The Lufkin News, an East Texas daily newspaper, says that Jonah, who lived to tell about being swallowed by a whale, had nothing on this minnow. Three weeks after the minnow slipped out of the stomach of a crappie being dressed at the home of J. W. Rhodes of San Antonio, the tiny fish is swimming about in a small tank and thriving on malt meal. How long the minnow had been in the crappie's stomach nobody knows. It has been named Jonah.

### Quail Lore

A large percentage of quail nests are located within 30 feet from the edge of a field. If there are not too many roaming cats and dogs, the quail seem to prefer nests along roads, paths and occasionally close to dwellings.

### Valuable Cows

William Mercer, who lives near Middlebourne, West Virginia, noticed that his cow's noses were greasy and that their milk had a gaseous odor. Then he found oil covering his spring and gas bubbling up, so he built a dam. Now he is collecting about a barrel of crude a day. "First time I ever heard of an old cow finding an oil well!" Mercer remarked.

### Lone Wolf

The expression "Lone Wolf" is said to come from the fact that a wolf usually mates for life. Upon the death of its companion, an older male or female seldom mates again or joins a family group on forays. Wolves are considered barbaric—but the divorce courts of this "civilized" country could learn something from their marriage creed.

### Vest Pocket Stove

I guess that's what you'd call

**GREETINGS,  
RODEO  
VISITORS**

Have a Good Time at the Best and Fastest of Them All.

**F. W. HAYS**  
Pdumber

It, I never saw such a doggone thing in my life! It isn't much bigger than a lantern, a one-burner, and you can do ten dozen things with it. Boil water, fry eggs, bacon, use in trailers, cottages, boats, or right on the trail.

Whaling, an unusual occupation which nevertheless provides employment, food, and utilities for many thousands of people throughout the world, is included among the subjects of research conducted by the Fish and Wildlife Service under the national conservation program. Recent surveys show that during the 1938-39 season, 34 floating factories and two shore stations employing 281 catches or "killer boats," operated in the Antarctic Ocean, where the bulk of the world's whaling activities now is carried on. Seven maritime powers, including the United States, had fleets in the Antarctic during the period.

About one million whales were taken throughout the world in the three centuries between 1620 and 1920, while the total take between 1919 and 1938 was 543,622 whales. Thus, over half as many were captured in 20 years of the present century as were killed in the preceding three centuries. The Whaling Treaty of 1936 and international agreements regulating whaling resulted from the realization that the rate of capture far outdistanced the natural rate of replacement.

### Funny Thing—Eel

The common eel is the only fish that spends most of its life in fresh water and then goes into the depths of the ocean to spawn, after which it dies.

### Grease It, Eh?

Dalmatian fishermen are accustomed to dropping pebbles dipped in oil from the bow of their boats when fishing in troubled waters. This makes the surface smooth and enables them to detect the fish more easily.

### A Dog's Prayer

O Lord of humans, make my master faithful to his fellowmen, as I am to him. May he be open-faced and undeceptive as I am; may he be true to trust reposed in him as I am to his; Give him a face cheerful like unto my wagging tail; give him a spirit of gratitude like unto my licking tongue. Fill him with patience like unto mine that awaits his footsteps uncomplainingly for hours; fill him with my watchfulness, my courage, and my readiness to sacrifice comfort or life. Keep him always young in heart and crowded with spirit of play even as I—make him as good a man as I am a dog—make him worthy of me—his dog.

God and the doctor  
We alike adore,  
At the brink of danger  
And not before.

The danger past  
And all things righted,  
God is forgotten,  
The doctor slighted.



"High, Wide and Handsome"

## Thirty Seconds of Destruction

Count thirty seconds—one-half of a minute.

In that insignificant length of time fire destroyed \$285 worth of property somewhere in the United States. In that time, fire attacked someone's home, someone's store, someone's factory, endangering life and irreplaceable possessions. And during each half minute of every day, seven days a week, 365 days a year, fire will continue to destroy \$285 worth of property unless we do something about it.

No one should say that he doesn't know what to do. Basic fire prevention is simplicity itself. The National Board of Fire Underwriters recently laid down the rules for a successful fire prevention campaign in a few words when it said, "Look about you! Burn that rubbish! Stamp out that cigarette before you throw it away! Keep gasoline out of the house! Fight fire—before it starts!"

Fire, believe it or not, has killed more Americans than all the wars in our history. And fire today is even more dangerous than in normal times. Fire means the defense effort. Fire in a key factory may stay the production of essential parts for days and weeks. And fire, at all times, wastes materials, labor, energies—and that most precious of elements—Time.

Those institutions whose job is fighting fire are redoubling their efforts. The National Board, for instance, is using its full facilities, without charge, to help the Army and Navy departments prevent fire in army camps, navy yards, military plants, etc. It is carrying on an aggressive, 24 hour a day fight against the saboteur. But, vital as this work is, it is not enough. Every American must help if fire is to be defeated. And that means you!

to the suppression of disturbers of the peace, even though in the beginning it might not be our own peace that they disturbed. Woodrow Wilson predicted that if dictators weren't stopped early, by the combined power of free nations, they would eventually imperil, if they did not completely wreck civilization. We perceived that he was an ass and laughed him down. That was a magnificent joke in 1919, and it's an even more magnificent joke in 1941; the only difference is that there is some doubt now as to who was the ass. It seems to have occurred to few commentators of recent years to point out the similarity between Adolf Hitler and the Angel Gabriel, yet it is obvious enough. The blast of Adolf's bugle-horn has summoned countless dead men from the tomb, among them Woodrow Wilson.

"Certainly Hitler could face no more appalling apparition than the ghost of Woodrow Wilson with America united behind him as it was united in 1917! For with the protagonists of hatred and intrigue and violence he can always find a way to live very comfortably if he must; but a nation determined to secure not a balance of power, but a community of power; not organized rivalries, but an organized common peace; is his implacable, mortal enemy. If the yells with which Hitler seeks to frighten his foes have aroused this ghost, then the irony of the situation remains, but the joke is undoubtedly on Hitler."

### CONSISTENT GAINS SHOWN BY TEXAS BUSINESS

Consistent gains have been registered by Texas business during the last year, it is revealed by the University of Texas Bureau of Business Research

citing a 11 per cent margin for April over April, 1940.

All the six major business factors making up the Bureau's composite index of Texas business stacked up increases since April, 1940, ranging from 7.2 to 20.6 points.

Employment gained 7.2 points; payrolls, 12.6 points; miscellaneous freight carloadings, 14.3 points; runs of crude oil to refineries, 20.6 points; department store sales, 8.3 points; and consumption of electric power, 23.0 points.

Other business factors charted by the bureau showed the

following gains over a year earlier:

Postal receipts, up 14.1 per cent.

Building permits, up 20.8 per cent.

Lumber production—up 15.3 per cent.

Among the unfavorable notes were purchases of savings bonds down 9.4 per cent; new charters granted to corporations, down to 76, compared to 128 in April a year ago; commercial failures consumption of electric power, 23, compared to 17 in April a year ago.

Boost your home town.



**You Should Visit the Rodeo at Santa Anna For Pleasure!**

AND VISIT US FOR YOUR AUTO NEEDS. WE ARE ALWAYS GLAD TO HANDLE YOUR ORDERS AND GIVE ANY ASSISTANCE OR INFORMATION WE CAN

**Central Auto Supply**  
Coleman



**See the Santa Anna RODEO For Pleasure**

**BUT**

See Leavell's Radiator and Welding Shop, located just north of Underpass on Abilene Highway in Coleman for plow pointing and sharpening, electric or acetylene welding of any kind. We cut down tractor wheels for rubber tires. All work guaranteed and prices in line with the times. Come and see us.

**Leavell's Radiator Shop**  
Coleman

**Welcome to the Rodeo**  
Enjoy the Show and Eat Your Meals at D. O. Lane's  
**Hamburger Palace**  
Just North of Piggly-Wiggly  
The Best of Coffee, Hamburgers, Sandwiches, Short Orders, etc.  
Cigars, Cigarettes, Sandwiches, Cold Drinks, etc.

**At the Rodeo or in the Drawing Room**

**LOOK YOUR BEST**

Your Barber:  
**SPECK BARBER SHOP**  
Your Tailor:  
**J. W. PARKER**  
Your Shoemaker:  
**J. G. WILLIAMSON**

**Visit Brady's 16th Annual JULY JUBILEE**

**JULY 1-2-3**

**Afternoon Races Night Rodeo**

Coronation of Queen 8 p. m., July 2  
Parade 10 a. m., July 3

**Carnival - Dancing - Speaking**  
(Texas Largest Race Meet)

**Greetings to Our Rodeo Visitors**



LARIAT ROPES 75c to \$2.25  
SPUR LEATHERS 40c and up  
BRIDLE REINS  
BRIDLES

**VISIT US DURING THE RODEO**  
**Blue Hardware Co.**



**Welcome TO THE SANTA ANNA RODEO**  
JUNE 26-27-28

**Santa Anna Telephone Co.**

# It's Here! Sturges & Gibbs Semi-Annual Sale! You'll App

Starts Saturday, June 21  
9 O'Clock A. M.  
SALE PRICES ARE FOR CASH



*Doris Dodson*  
ORIGINALS  
for JUNIORS

**WHITE**  
*is right..*

\$3.98 \$6.50 \$7.98

LESS 10 PERCENT FOR CASH



SHIP SHAPE  
AND  
PERFECTLY  
MATED

79c  
89c  
\$1.00

*shaleen*  
*hosiery*

Less 10 per cent for cash

## Loafing In Your Own Back Yard--or Trav

# SPRING SUITS-- 25 to 50 per cent off

Casual and dress types in goodlooking suits, beautifully tailored of smart, lightweight wools in navy, black and pastels. Come in tomorrow—select your suit or coat now at these remarkable savings—enjoy it during your vacation to cooler climates and next fall as well! Women's and misses' sizes.

## SALE! JAON KENLEY BLOUSES

REGULAR 2.98  
SUMMER STYLES

# \$2.25

ROCK GARDEN JEWELRY  
\$1.00 to \$2.98

## WHITE JERSEY TURBANS

1.98 Values

# SALE 1.49

## HATS..

One Lot

# SALE 1.00

# STURGES AND GIBBS

"VOGUE" SAYS: "CHOOSE VACATION CLOTHES THAT STAY UNDIMMED THROUGH COUNTLESS TUBS"

MARINETTE MESH Black and White IT's New SALE 98c YD. FOR CASH	EMB. WHITE PIQUE 98 to 2.98 10 Percent Off FOR CASH	WOVEN DOTTED SWISS All Colors SALE 29c FOR CASH	BEMBERG SHEER New Patterns SALE 69c to 89c FOR CASH	SHIRTMAKERS BROADCLOTH 8 Colors 10 Percent off	DIRTY Type P Gorgeous P 10 Percent
---	--	--	--	--	--

## EXTRA! EXTRA! HOSIERY 59c

Included in this group is odds and regular \$1 and 1.19. Ends of Kayzer, Archer, Nomend Shaleen. All are good Shades

"Mcdriff"  
FREEDOM

## Children's Dresses 1-2 REGULAR PRICE

Voil, Dimity, Batiste, Print. One Table. Mostly Short Ends. **20** Per Cent Off

## Relax in SLACKS 10 and 20 Percent Off

SILK DRESSES - - - ONE LOT - - - \$2.98

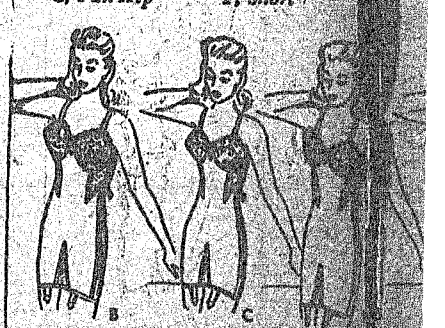
COMFORTS, 10 PERCENT DISCOUNT. USE OUR LAYAW PLAN.

# STURGES & GIBBS COLEMAN, TEXAS.....

NO APPROVAL — ALL SALE PRICES STRICTLY CASH

Easy fitting, with an adaptable midriff, that you can wear either high or low... and yet retain best support. Batiste, lace and hosiery firming elastic. Model 4712 \$7.00 A to F inclusive

A, Average D, Tall  
B, Heavy E, Straight Fit  
C, Full Hip F, Short



The GOSSARD Line

# Appreciate These Savings On Summer's Newest Fashions!

## Coming Far and Wide Here Are Your Vacation Clothes

**SATURDAY!** Rush in for these action - demanding values! The Quality... the Smart Fashions... AND the Compelling Savings invite early selection of Season-timely Values you'll want.

Do not ask to charge at prices quoted!

# DRESSES

Included in this group you will find ELLEN KAY, NELLY DON, CARAFOIL SILVERMAN and others.

Buy Them for Vacation Wear! Take Advantage of These Low Sale Prices!

23 DRESSES WERE 17.95

Extraordinary Opportunity for you to stock up for vacation-wear... for summering in town! Attractive 1-piece Dresses specially priced for sizes 9 to 44. Keep the 17.95 price tags in mind... these are "give-away" values at

**12.98**

20 WERE 12.98

Savings on 1-piece and jacket styles... Sizes 12 to 42.

**8.98**

15 WERE 6.50 and NOW

Beautiful 1 and 2-piece styles in Pastels, Black, Navy, Prints! Sizes 12 to 42!

**2.98**

15 WERE 3.98 to 5.98

Superb values in Black, Navy, Prints, and gay Pastels! In size 12 to 44!

**4.98**

12 WERE 22.95

Fashionable Town and Travel dresses! Navy, Black, Prints, Combinations!

**18.98**

# SPRING COATS

25 to 50 per cent off  
New Sample Line Fall Coats Exactly

**One-third price**

Use Our Lay-Away Plan

For Summer Wear

ONE LOT

20 PERCENT OFF

**Slack Suits**

Fit for lots of fun and action!

**Belts**

One Lot  
1-2 price

FABRIC  
**GLOVES**

One Lot  
[Not So Hot]

**25c PAIR**

Others 10 per cent off for cash

**Black Bags**

25 per cent off for cash.  
Colored Bags, 1/2 Price.

Starts Saturday June 21st  
9 O'Clock A. M.

DON'T RUN OFF WITHOUT YOUR POCKETBOOK



## Save On Your Summer Fabric Needs

"STABBINGS." WE HAVE THE LARGEST COLLECTION OF FABRICS EVER ASSEMBLED AT ONE TIME.

<b>DIRNDL</b> Type Print Largest Patterns 10 Percent-Off	<b>SWISS GINGHAM</b> For Children's Dresses Evening Dresses 10 Percent Off FOR CASH	Embroidered <b>CHAMBREY</b> 10 Percent Off FOR CASH	Powder Puff <b>MUSLIN</b> SALE 35c FOR CASH	<b>DENIM</b> For Slacks Plain and Stripes SALE 25c yd FOR CASH	<b>ARTEX GABERDINE</b> SALE 39c Several Colors FOR CASH
---	---	--	--	--	--

**Extra! Extra! Gifts 1-2 Price!**  
ON TABLE ATTRACTIVE GIFTS. OTHER NOVELTY GIFTS 10 PER CENT DISCOUNT\*

**Bed Spreads** 10 Shades, Hobnail Fringed while they last - **SALE - 2.98**

**Drapery Material** - - **20** per cent discount

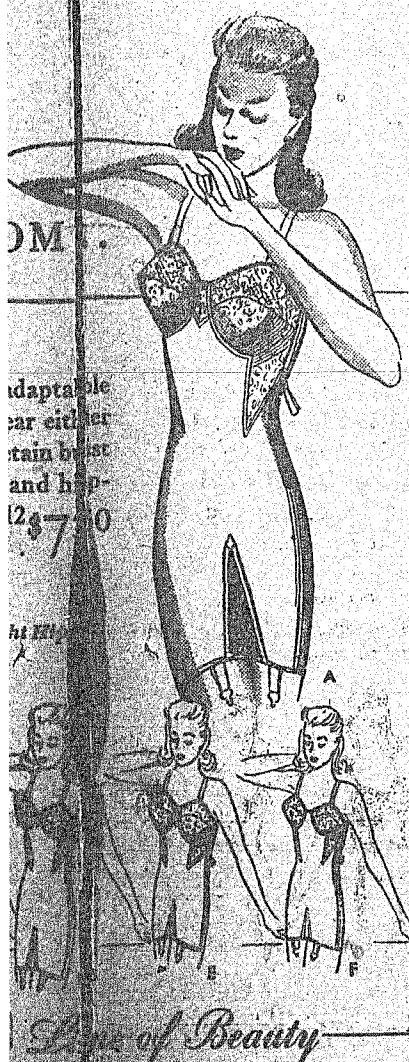
**Evening DRESSES SEVERAL 1-2 PRICE**  
All Dresses Not In This Group 10 Per Cent Off

**Cow Girl Hat** Red, Blue, Green, Biege Come to The Rodeo. Sale **2.25**

**Hawaiian Print Dressas** - **1.98**

**PLAY SUITS NEW TODAY. REGULAR 2.98. SALE PRICE - 1.98**

DO NOT ASK TO CHARGE AT THESE PRICES - NO APPROVALS



look like magic... wear like magic...

**KAYSER'S "Mir-O-Kal"**  
a new twist in silk stockings

Now, KAYSER, the house that clad the most beautiful legs in the world, brings you "MIR-O-KAL"... new lovelines in three-thread stockings. Made of fine silk threads with a high, high twist and soft dull finish... they're merest wisps on your legs. An amazingly close weave renders them snag-resistant... gives them miles and miles more wear.

100

formerly called Mir-O-Cups

# Washington Snapshots

by JAMES PRESTON

Behind-the-hand whispers in Washington tell of new plans for a reorganization of the defense setup in an effort to speed the rearmament drive.

The present machinery, as nearly everyone admits, is hodge podge, hit and miss, and particularly unwieldy because everything has to funnel through a bottleneck—the White House.

For example OPM cannot decide whether to build new steel plants until President makes up his mind whether they are needed. Leon Henderson and his price regulators cannot determine whether legislation is needed to strengthen their powers until the President has reached a decision, and so on and so on.

The President naturally spends a large part of his time worrying over details of that kind. The truth is that William Knudsen is as right now as he was a year ago when he said the only defense bottleneck is just "Time". Valuable time is lost while things drip through the White House funnel.

With few exceptions — and businessmen at OPM are among those who agree — there is little argument against a change. But the important thing to some is that apparently those who are in charge of key phases of the program are not being consulted about the new plan.

OPM businessmen have speeded production tremendously since the first new defense machinery was created a year ago. But today they know nothing about the proposed reorganization. As one strongly pro-administration businessman at OPM put it:

"Somebody in an office or a bedroom (Harry Hopkin's office is in a White House bedroom) blocks away from here is thinking up a new scheme. As usual, those involved will not hear about it until it is signed on the dotted line and sealed."

OPMers might not be too surprised at that if they had been in Washington longer. For after all, when the present defense machine was created, it was set up with almost complete disregard for an industrial mobilization plan drafted by the War Department after 20 years!

Typical of the way things are going and, in fact, an indication of a complete lack of understanding of what is happening, was a recent press release issued by the Office of Emergency Management (not the Knudsen OPM), which is the holding company for all defense agencies.

This release summarized what has happened in the last year, and included these sentences:

"On March 19, the President set up the National Defense Mediation Board, and its prompt settlement of the 75-day-old Allis-Chalmers tie-up and a number of smaller strikes stemmed the tide. Public fears began to subside as industry and labor put their shoulders to the wheel. National defense again forged ahead."

The very day that release was issued, this was the strike picture:

Eleven thousand workers in the Pacific Coast airplane industry voted to go on strike.

Pacific Coast shipyards were closed down by a strike.

Production at the government's own 35,000,000 munitions plant at Ravenna, Ohio, was halted by a strike.

AFL leaders warned that new shipyard strikes threatened in the Great Lakes area.

And the threat of another

disabling strike hung over the coal industry.

That was not an exceptional day. The government's own figures show that the number of disputes has increased since March, and number of strikes actually adjusted has dropped in the last twenty days.

In February, before the Mediation Board "stemmed the tide" of strikes, the U. S. Conciliation Service assigned its men to 327 strikes. In March the total was 378, in April 439, and in the first four weeks of May it had risen to 474.

At the same time the number of disputes adjusted by the Conciliation Service dropped from 102 in April to 98 in May.

That's some "tide stemming!"

specialists believe this year Texas will regain first place in the nation in the number of turkeys produced. Hatcherymen were booked up in May for sales of turkey poults through June.

Lack of breeding stock is limiting the increase in production of dairy products in Texas, according to R. Eudaly and G. G. Gibson, dairy husbandmen. They are attacking the production problem by advocating better feeding of cattle, and explaining that at the present time one pound of butterfat will buy 30 pounds of feed. Improved quality of dairy cattle was evidenced at the 20 Dairy Day programs held in the state in recent weeks.

Although cattlemen are re-



Jack Sellers on "Cowboy", Chicago 1939

## Texas Agri. Situation

Here's a bird's eye view of the agricultural situation in Texas as seen by workers of the Extension Service, Texas A. and M. College.

Recent check-up by Geo. P. Mc Carthy and H. H. Weatherby, poultry husbandmen, indicates that the number of laying hens on Texas farms will likely increase from 5 to 10 percent this year, and a similar increase in commercial broiler production is expected.

They explain that although the parity price for eggs is 30 cents per dozen, the Department of Agriculture's plan for supporting eggs at a minimum price of 22 cents per dozen, Chicago basis, means Texans can expect to market eggs from 17 to 20 cents.

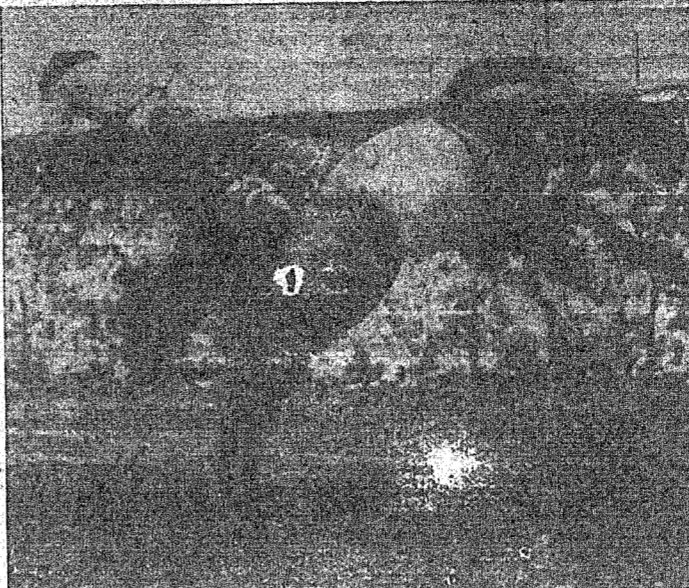
Referring to turkeys, the

joining that prices are good, grass is abundant and livestock is in good shape they have a hard fight ahead of them in controlling parasites, say Cameron Siddall, extension entomologist.

Other adverse factors bearing on Texas Agriculture at present are discriminatory freight rates and internal trade barriers hampering distribution of food and the possibility of an acute labor shortage in Texas, especially during the cotton harvesting season.

## Railways Big Spenders

Texas railroads in 1940 spent a total of \$90,875,589 in the State for materials and supplies of all kinds and for wages of railroad employees, according to an announcement made by the Association of American Railroads.



A True Picture of an Early Fall

The total does not include taxes paid by the railroads to the State and local governments, for the 1940 total on these expenses is not yet available. In the year 1939, however such taxes amounted to \$6,483,733.

Due to the wide distribution of railroad wage payments and the fact that supplies and materials were purchased in approximately 603 localities in Texas, the stimulating effect of the expenditures has been felt throughout the entire State.

Railway purchases in Texas in 1940 totaled \$15,650,630, of which \$15,567, 803 was expended for fuel, materials and supplies. A total of \$82,827 was spent for the purchase of new equipment. In addition, the railroads paid \$75,224,959 in 1940 in wages to employees located in this State, the total number of such employes during July, 1940 having been 44,600. The number of employes represents the total number receiving pay in July, come of whom, however, only worked a part of the month.

## Texas Almanac On Newsstands

A book of 576 pages, The Texas Almanac for 1941-42, just off the press, is the largest volume in the long history of this biennial publication of The Dallas Morning News. A number of new features are included in addition to the usual chapters and statistical tables on such topics as agriculture, industry, population, history, soil and water resources, weather, minerals, manufacturing transportation, wholesaling and retailing, government, education and civic affairs.

Has Texas really had more than six flags? How has the relationship of rural and urban population changed since 1930. When were the tapir, sabretoothed tiger and camel found in Texas? Who was Governor in 1893? What facilities has MacKenzie State Park at Lubbock? Who won the Dixie Series in 1931? What are the total retail sales of Brady, Texas? These are typical of the wide variety

of questions that can be answered from the pages of the new book.

New census figures on population, manufacturing, agriculture, wholesale and retail trade and service businesses are included. The historical chapter has been supplemented by a number of supplementary topics including a long list of Texas historical landmarks. There are especially complete chapters on highways and parks in anticipation of increased tourist trade in Texas during the next two years. The usual large fold-out maps, showing railroads and highways respectively, have been brought up to date, and there is an individual map of each of the 254 counties of Texas.

as accompanying the county articles. New developments in Texas, including the defense industries, chemistry, conservation programs, changes in farm and farm tenantry, aviation, new army and navy camps and posts, and political activities are covered. There are more than 80,000 separate and distinct facts about Texas in this "Encyclopedia of Texas."

In place of the old-time cowboys, modern Buffalo Bills ride the range in automobiles. Because buffaloes have a strong dislike for horses, the United States Park Service tried out motor cars to corral the thundering herds and the idea worked well.

# GREETINGS RODEO VISITORS!

May Your Stay in Our City Be a Pleasant One at this, Our 5th Annual Rodeo.

## WILSON LAUNDRY

# 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 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.

## S. A. Boardman

Tires, Tubes, Accessories, Washing and Greasing

# WELCOME

to the best town and the best RODEO in West Texas — Santa Anna  
Santa Anna Produce Co.

## Welcome to the Rodeo JUNE 26-27-28

Make this Cafe Your Headquarters

Hamburgers, Sandwiches, Short Orders Cold Drinks, Smokes, etc.

## The City Cafe

Across the Street From the Post Office

# RIDE 'EM, COWBOY

'Til You Get to The



## Hiway Cafe

Rodeo Eating Headquarters, Where You Get Plenty of Good Things To Eat. Lunches, Short Orders, Steaks, etc.

# WELCOME RODEO VISITOR

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.

FOR Economy travel at its best to and from California



## Low Daily Round Trip Fares to Los Angeles-San Diego

\$49.39 In COACH Limit 2 mos. On Sale Daily	\$46.95 In PULLMAN Limit 21 days On Sale Daily	\$61.95 In PULLMAN Limit 3 mos. On Sale Daily
--	---	--

\*Rail fare good in Pullman—berth extra

## San Francisco

\$54.40 In COACH Limit 2 mos. On Sale Daily	\$60.30 In PULLMAN Limit 21 days On Sale Daily	\$75.60 In PULLMAN Limit 3 mos. On Sale Daily
--	---	--

\*Rail fare good in Pullman—berth extra

## Stop Off and Visit GRAND CANYON

Grand Canyon Side Trip. Round Trip Coach \$3.00. Round Trip Standard \$7.00

Air-Conditioned Pullman and Chair Car to California direct and via Grand Canyon

For Details D. W. NICKENS, Ticket Agent  
Santa Fe Station Santa Anna, Texas Phone 121



# FIFTH ANNUAL RODEO

## THE FASTEST OF THEM ALL SANTA ANNA, TEXAS JUNE 26-27-28

Three Nights  
and Saturday  
Afternoon

Feature Parade  
Daily

ALL SPECIAL  
Feature Enter-  
tainment

Will be New,  
Thrilling and  
Sensational



- EVENT NO. 1  
Grand Entry
- EVENT NO. 2  
Bronc Riding
- EVENT NO. 3  
Calf Roping
- EVENT NO. 4  
Steer Wrest-  
ling
- EVENT NO. 5  
Girls Flag Race
- EVENT NO. 6  
Bull Riding

All Contests op-  
en to the world

Attractive  
purses for each  
event

THURSDAY JUNE 26,  
FRIDAY, JUNE 27 and  
SATURDAY, JUNE 28.

### SANTA ANNA CITIZENS WELCOME

ALL RODEO VISITORS AND ESPECIALLY DO WE JOIN HANDS IN EXTENDING TO THE TEXAS EX-RANGERS AND THEIR FAMILIES  
A MOST CORDIAL WELCOME AS THEY HOLD THEIR ANNUAL REUNION IN THEIR SANTA ANNA MEMORIAL PARK JUN. 26 AND 27

### SANTA ANNA RODEO ASSOCIATION

EXECUTIVE COMMITTEE:

- |                          |                           |                              |
|--------------------------|---------------------------|------------------------------|
| GEORGE M. JOHNSON, Pres. | O. L. CHEANEY, Vice Pres. | EARL SELLERS, Arena Director |
| W. F. BARNES             | CARROLL KINGSBERY         | M. L. GUTHRIE                |
| C. D. BRUCE              | W. T. STEWARDSON          | BEN W. YARBOROUGH            |



### THIS BUSINESS OF Living

BY SUSAN THAYER



#### We "Buildded Better Than We Knew"

We started late in this race for preparedness. The dictators had been arming for years when our government placed its first contract for defense material with American industry last spring. We've made amazing progress since then but experts say that we have only begun turning out tanks and planes and ships and guns in the vast quantities that we can eventually achieve.

But viewing the thing from a different angle, nearly 1 1/2 of its pig iron, nearly 1 1/2 of its aluminum, and 2-5 of its copper—all of them needed for defense production.

Today, America is a country of 130 million people occupying 1/20 of the surface of the earth. But that isn't the measure of our strength. We've developed our resources and built up an industrial system that is frankly the envy of the aggressor countries. Just look at some of the things we have!

We produce 2/3 of the world's oil, 1/3 of its hydroelectric power, 1/3 of its pig iron, nearly 1/3 of its aluminum, and 2-5 of its copper—all of them needed for defense production.

Then consider that we have 1/3 of all the railroads in the world—nearly 1/2 of all the radios—1/2 of all the telephones, and nearly 3/4 of all the automobiles—to mention just a few of the things which our industrial system has produced.

The figures which are nothing less than staggering, mean that we had a kind of head start on the rest of the world and that even if we did begin late on this last lap of preparedness, we shall be able to overtake and finally surpass the defense production of the dictator countries.

Besides, we have one other great advantage. We are a nation of free men and women working together in a system of free private enterprise. We work because we have ambition and ideals not because someone tells us we must or threatens us with punishment if we don't. And we work according to our own ideas of how things should be done, making changes whenever they seem desirable and bringing about improvements all the time, we work to express ourselves and to earn the rewards offered by a system like ours.

For two decades after the last war we hoped for peace and let our armament industry lapse. But with our genius for production—with our great reservoirs of man power—with our natural resources and, above all, with our traditional love of freedom for every man, woman and child within our borders, we have the groundwork for an

output of defense material such as the world has never seen. Since we first declared our independence over a century and a half ago, we have been building "better than we knew"; getting ready to make this the "arsenal of democracy" at a time when free men everywhere must make a determined stand for human liberty.

#### Parity Goal . . .

(Continued From Page 1)

less or negligent driver. His license may be suspended, too, if he is a habitual violator of traffic laws, if he is incapable of driving, if he has permitted unlawful or fraudulent use of his license, and if he has failed or refused to submit a report of any accident in which he was involved. And, significantly, he is also liable to suspension of his license if he commits in another State an offense that would be sufficient grounds in Texas for suspension of revocation. And just in case any Texan may have thought of it as an escape mechanism, he cannot operate his automobile in his home State under a foreign license if his own license has been suspended. He is, as the old timers say, caught "goin' and comin'".

#### Automatic Suspension.

Under the new regulation, the license of any driver shall be automatically suspended upon final conviction of any of the following offenses: Negligent homicide resulting from the operation of a motor vehicle; driving a motor vehicle while under the influence of intoxicating liquor or narcotic drugs; any offense punishable as a felony under the motor vehicle laws of this State; a conviction of a driver involved in an accident, or collision, upon a charge of failure to stop, to render aid, and to disclose his identity at the scene of the collision or accident; and a conviction upon a charge of aggravated assault upon the persons by means of a motor vehicle.

Penalties provided are a first suspension of six months and a second suspension of one year, with the suspension extended for a like period. In addition to other penalties, if the driver is convicted of operating a motor vehicle while his license is suspended. The "other" penalties referred to, according to Section 34 of the law, are a fine of \$25 to \$50, and six months in jail.

The law reveals more teeth when it is discovered that license violations consist of displaying or possessing fictitious

## TRUTH about ADVERTISING

By CHARLES B. ROTH

### WHAT IS ADVERTISING GENIUS?

IN THE early days of advertising there were men who posed in the role of genius. They shrouded advertising with mystery. To portray their part they let their hair grow, wore flowing bow ties, affected a far-away look and muttered mysterious formulae.

Some persons still believe that the ability to advertise a business successfully is like the ability to write poetry—an inborn gift.

It isn't at all. The closer advertising comes to answering some of the needs in the lives of common, ordinary people the more nearly it comes to success.

The only genius needed in advertising is the everyday genius of telling the truth in a simple and an understandable way.

A few months ago some of the leaders in the advertising profession were boasting about the results of their work. One of the advertising publications published what they said about themselves.

Writers of some of the largest corporations in the country took part in the discussion. But a little druggist in Florida, spend-

ing just a few dollars in his local newspaper, was able to top all the results of these high-salaried advertising men.

All he did was to know the desires of his customers, and sit down and tell them what he had in a simple, an understandable, a convincing, conversational way. Here is his advertisement:

**SATURDAY SPECIAL**  
this coupon and 5 cents  
Will buy a Bigger and Better  
"Double Dip"  
**ICE CREAM SODA**  
Clip this Coupon and bring it with  
five cents to the  
**PARK VIEW DRUG STORE**

This is a perfect advertisement. It offers a wanted service. It offers value. It inspires confidence. It is something people in his neighborhood wanted to read.

It didn't take a genius to write it, but the whole genius of advertising is behind it.

Every day advertisers are publishing similar announcements in the newspapers. These announcements are as much in what is called the public interest as the results of scientific research or study—because they bring the public something it wants to make life better or more interesting or, in the case of Park View Drug, a little more enjoyable.



Charles Roth

cancelled, revoked, suspended, or altered license; permitting use of a license by one not entitled to use it, or using another's license; failing to surrender license on demand of authorities; applying for or having more than one license; and giving fictitious name, address, and false statement on license.

No car owner shall permit a child or ward under eighteen

years of age, or any other person without authority, to drive his automobile; and no person shall employ unlicensed chauffeur or any other unlicensed individual to drive for him. The owner should keep records of rental of his automobile to other drivers, for he is responsible for his own motor vehicles.

Report Required.  
Anyone involved in an auto-

mobile accident that results in death, injury, or damage of \$50 or more must report the accident to the Department of Public Safety within forty-eight hours. Failure to do so incurs the liability of license suspension or revocation. Forms on which these reports may be made out are supplied by the Department and it is the Department's responsibility to analyze and to tabulate this information and to publish it in statistical form. Penalty for violation of any part of the act where the penalty is not otherwise stipulated is declared to be a fine of not more than \$200.

If this law is vigorously and rigidly enforced—and it is assumed that it will be—Texas highways should become increasingly safer from now on. It is rather regrettable that such law as this is needed to cope with the problem of traffic safety in Texas. It would be much nicer if all people free and of age might own and drive cars and other motor vehicles. But it is much more regrettable that the Texas highway toll of death and injury is as high as it is.

**Safety Trend.**  
In 1931, there were 1,237 persons killed on highways in this

State. That death toll increased steadily during the next three years to reach a total of 1,859 killed in 1935, and by 1937 it had risen to a peak of 2,043 deaths. The next year there was a gratifying decrease to 1,610, and the following year, 1939, it fell still lower, to 1,583 deaths. The toll during 1940 stood at 1,757, an increase explained by authorities as being due in part to the cut in the highway patrol force. Exclusive of these deaths, there have been approximately 40,000 persons injured annually. And this death and destruction has been estimated at costing the people of Texas \$45,000,000 each year.

This trend in traffic fatalities, injuries, and damages shows that much real progress has been made by authorities. For in studying the figures, the public must take into consideration the annual growing mileage, the appreciable increases in the number of cars registered, and the improvement being wrought in the highway system. But to be satisfied with such progress alone, when the death rate is still around 1,700 each year, is to ignore all humane promptings and, probably, to leave the State wide open to a greatly increased toll in the future. This

toll should not be so high. The work must go on and the passage of the new license regulation is evidence that it is going and will go on.

The more you learn about people, the more you want to know why any of them feel superior to the others.

Co-operation would solve most of our problems. For instance, freckles would be a nice cost of tan if they would get together.

## GREETINGS, RODEO VISITORS

Have a Good Time at the Best and Fastest of Them All.

F. W. HAYS  
Plumber

# COME TO SANTA ANNA'S

## FIFTH ANNUAL

# RODEO

### JUNE 26-28

## ATTEND Santa Anna's Fifth Annual Rodeo

YOU'RE SURE TO SEE A GOOD SHOW



VISIT

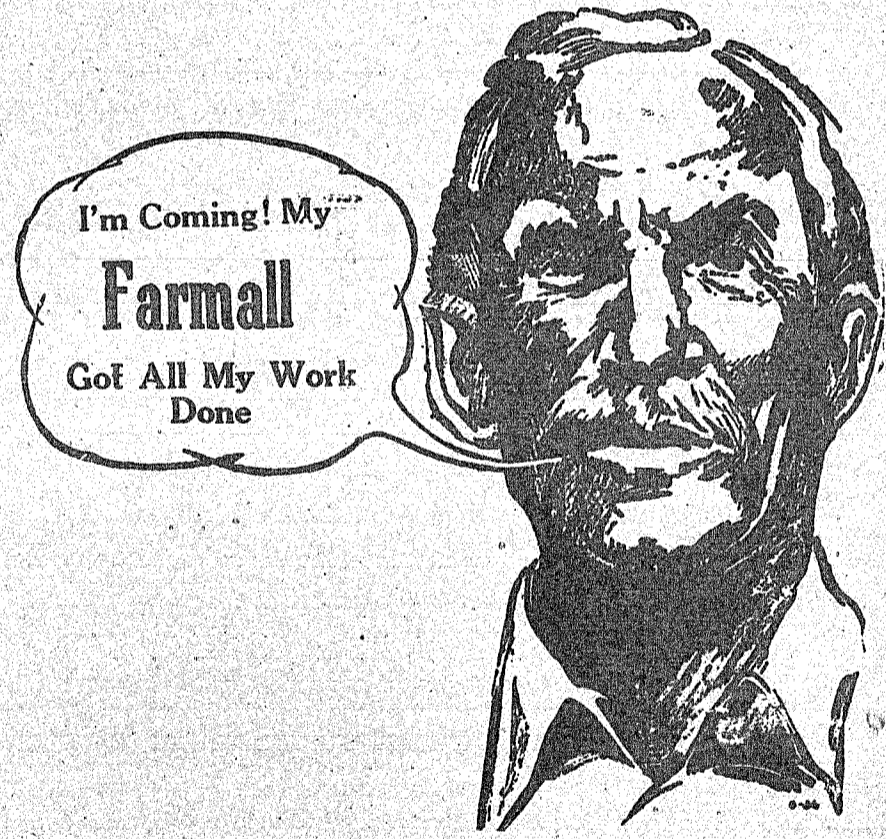
## GRAMMER'S

FOR YOUR RODEO OUTFIT  
and for your  
QUALITY DRY GOODS AND  
READY-TO-WEAR

- Rodeo Hats . . . . . 1.98
- Silk Shirts . . . . . 1.98
- Red Wing Boots . . . . . 12.98
- Lee Rider Pants . . . . . 1.98
- Ranger Belts . . . . . 50c to 1.50
- Silk Handkerchiefs . . . . . 50c

## GRAMME'RS

SANTA ANNA and COLEMAN



I'm Coming! My  
**Farmall**  
Got All My Work Done

**Farm**  
**The Farmall**  
**Way**



No. 16-B Mower and Farmall-B.

## POWELL-CAVANAGH

### Truck and Tractor Company

PHONE 555

COLEMAN

## WELCOME TO OUR RODEO



The Farmer's Gin Company wishes to take this opportunity to thank the customers of both gin plants for their patronage and co-operation in the past.

It also wants to extend to the patrons of both plants a very cordial invitation to gin at Farmer's Gin the coming season.

Yours for service,

## Farmers Gin Company

J. EDD BARTLETT, MGR.