

SANTA ANNA NEWS

"He Profits Most Who Serves Best"

VOLUME LXIV

SANTA ANNA, COLEMAN COUNTY, TEXAS, FRIDAY, OCTOBER 7, 1949

NUMBER 40

Mountaineers Play Host To Early High In Second Conference Battle Friday

The Santa Anna Mountaineers will tangle with the Early High Longhorns on the Mountaineer Field at 8:00 p. m. Friday night, October 7. This will be the second conference game for both teams—the Mountaineers beat the May Tigers two weeks ago by a score of 26-0 and the Longhorns trounced the Cross Plains Buffalos last week by a score of 27-0.

It is hard to give much comparison between the two teams. Neither of them have played the same team. The Mountaineer record for the season is: tied Brownwood "B" by a score of 6-6, lost to the Comanche Indians 13-0, beat the May team 26-0, and lost to Lakeview 21-7. Early High has beat Lometa 25-7, lost to Eden 20-24, and won over Cross Plains 27-0. Eden beat Bangs last week by a score of 18-14.

Early is reported to have some fierce blockers and tacklers on the line and then they have a lad by the name of Don Davis that is supposedly the spark of the team, with some other well known names to Santa Annans, such as Ben Doyle Sudderth and Murray Flowers who are not far behind Davis.

All the Mountaineers are in fine condition and are looking for one of the best games of the season this week.

The Mountaineers lost a hard fought game last week to the Lakeview Chiefs by a score of 21-7. Lakeview is a Class A team and is the third Class A team the Mountaineers have played this year.

Lakeview kicked to the Mountaineers and Hartman returned the ball to the 30, where Santa Anna was held and forced to kick. Lakeview took the ball and made one first down and kicked to the Santa Anna 5 yard line. Moredock then kicked out, and the Chiefs on a series of running plays, moved the ball to the Santa Anna 12, where the ball went over on downs.

Douglas quick-kicked to the Lakeview 23. After three plays, Lakeview kicked to the Santa Anna 40. After a Lakeview penalty a pass from Mackey to Parish was good for twenty yards. Douglas carried the ball around the end for another first down. Another pass from Mackey to Scott kicked the extra point. The first half ended 7-0 Santa Anna.

Lakeview came back in the third quarter to score three TDs, with Bridges and Webb carrying the ball for most of the yardage. Armstrong, the Lakeview quarterback, passed to Jayner for several yards and the final touchdown.

The fourth quarter was scoreless with both teams playing about on even terms.

The probable starting line-ups are as follows:

No. Name	Pos.	Wt.
39 Clifton, H.	LE	152
30 Mills, B.	LT	158
40 Shield, R.	LG	163
33 Hunter, D.	C	150
31 Stephenson, C. W.	RG	150
34 Moredock, D.	RT	170
27 Scott, B.	RE	160
29 Mackey, R. L.	QB	150
28 Hartman, R. D.	RH	150
37 Douglas, C.	FB	160

No. Name	Pos.	Wt.
68 Dadds, Marlin	LE	186
60 Stewart, Frank	LT	166
79 Flowers, Murray	LG	175
77 Dewbre, J. W.	C	166
70 McDonald, Lowry	RG	180
76 Storey, Buster	RT	156
78 Miller, Damon	RE	177
72 Chapman, Milton	QB	136
73 Davis, Don	LH	133
52 Mobley, Billy	RH	132
75 Sudderth, Ben D.	FB	161

Let's all go out to see this second conference game.

Mr. and Mrs. J. T. Densman and son, and a friend, Mrs. C. B. Pitts and daughter of Texas City, came Monday night and are visiting with his brother-in-law and sister, Mr. and Mrs. O. C. Yancy. They will be here until after the coastal storm has subsided.

Season Standing & Week End Results Announced For 11B

Results of football games played by members of District 11-B last week are announced as follows: Eden over Bangs 18-14 (non-conference); Rising Star over Blanket 51-13; Early over Cross Plains 27-0; Gorman over May 25-7; and Santa Anna lost to Lakeview 21-7 (non-conference).

Team	W	L	T	Pts	Opp
Rising Star	4	0	0	1000	127 26
Bangs	2	1	0	687	66 37
Cross Pl.	2	1	0	667	64 27
Early	2	1	0	667	72 31
Gorman	2	1	0	667	62 21
Santa An.	1	2	1	375	39 40
May	1	2	0	333	54 51
Blanket	0	3	0	000	20 149

Team	W	L	T	Pts	Opp
Gorman	2	0	0	1000	76 14
Early	1	0	0	1000	27 0
Rising Star	1	0	0	1000	51 13
Santa An.	1	0	0	1000	26 0
May	1	2	0	333	54 51
Cross Pl.	0	1	0	000	0 27
Blanket	0	3	0	000	20 149
Bangs	0	0	0	000	- -

Games to be played this week by members of District 11-B are: Rising Star at Bangs; Cross Plains at Gorman; Early at Santa Anna; Cisco "B" at May; and Blanket at Rochelle.

*Conference games.

E. N. Carpenter Buried Wednesday

Funeral services were held at the Hosch Funeral Chapel on Wednesday afternoon at 3 o'clock for E. N. Carpenter, Santa Anna business man, who died at his home on Tuesday morning October 4, at 3 o'clock, of a heart attack. He was sick only about one hour. George Hughes of Blanket conducted the services.

Ernest Noble Carpenter was born to Mr. and Mrs. William Ezra Carpenter, at Sparta in Bell County, April 26, 1890. He was married to Miss Callie Yielding, in Bell County January 6, 1913. He became a member of the Church of Christ at Sparta, at the age of 22.

The family moved to Coleman County, in 1930, where they have remained.

He is survived by the widow, three daughters and two sons: Mrs. Jim Wells, Santa Anna; Mrs. Otho Smith, San Angelo; Mrs. Cecil Grumbles, Terminal; Nobel Carpenter, Goulbush; and Leroy Carpenter, Abilene; and eleven grandchildren.

Also surviving are three sisters, Mrs. Less Van of Okalla, Mrs. George Green, Belton; and Mrs. V. L. Wiseman, of Cross Plains.

All survivors were here for the services.

Pallbearers were: Bill Griffin, Ted Walker, A. F. Bailey, Artie Irby, Roy Bledsoe, and Jess Upchurch.

Nieces of the deceased were flower bearers.

Mr. and Mrs. Oscar Boenicke, Rev. and Mrs. E. H. Wylie, Mrs. J. R. Gipson and Mrs. Clifford Stephenson attended the one-day convention of Christian Churches, of the Eleventh District, which met in Ballinger on Thursday of last week. They reported a splendid attendance, and interesting meeting.

Gas Heaters, Blue Hardware Company.

Mrs. J. R. Banister's friends regret to know she remains a patient in the Sealy Hospital infrom injuries she received in a car collision on September 18.

Mrs. M. D. Eubank, and Pauline are visiting this week, with their daughter and sister, Mrs. Ira Hudler and Mr. Hudler at Monahans.

Salvation Army Starts Drive For Funds

Citizens of Santa Anna within the next few days will receive special letters asking their support of local appeal of the Coleman Salvation Army Service Unit for funds to provide assistance for the less fortunate of the community and to assist The Salvation Army in its ministry to the needy. Mr. R. G. Hollingsworth, chairman of the Coleman Salvation Army Service Unit reported today.

"This appeal offers an opportunity for real service to every citizen," Mr. Hollingsworth said. "I know of no better way in which we can meet a wide variety of human needs than through a generous gift to The Salvation Army."

He said that gifts to this appeal will serve two purposes. On the completion of the campaign a portion of the funds will be kept by the Coleman Service Unit Committee to carry out a definite program of service. The remainder of the funds will go into The Salvation Army Regional Fund to be used by The Army in carrying on its youth character-building activities, its program of spiritual guidance, in the provision of hospital care for unwed mothers, in the rehabilitation of prisoners, in providing Christmas cheer for the needy and in many other social and religious services.

Mr. Hollingsworth said that he and the local Service Unit Committee would give their wholehearted support to making the appeal for funds in 1949 a success.

The Coleman Service Unit Committee is composed of Mr. R. G. Hollingsworth, chairman, Mr. Walter J. Taylor, treasurer, Mrs. Frankie Sedwick and Mrs. Cecil Gray.

Mr. E. R. Griffith is acting as chairman of the fund-raising campaign for the Committee in Coleman and Miss Ruby Harper is acting in that capacity here in Santa Anna. Miss Harper hopes that every public-spirited citizen will respond to this appeal for funds for the work of a world-wide organization whose services are needed more than ever today. Assistants to Miss Harper are: Mrs. Virgil Paddy, Mrs. J. R. Gipson, Mrs. Jack Shields, Mrs. Jasper McClelland.

Rev. and Mrs. Harry C. Wigger have been at the bedside of her uncle, Mr. Jason Boren, lately in Brownwood. Mr. Boren had suffered a stroke. He has been moved to a Temple hospital, and Mrs. Wigger is there to help care for him. In her absence her sister, Mrs. Charles Woolton, of Abilene, is here caring for the Wigger children.

All Costume Jewelry, 1/2 Off LADIES SHOP.

On Sunday, September 25, relatives from a distance came to the home of Mr. and Mrs. J. D. Whetstone, in a surprise visit, in honor of Mr. Whetstone's 81st birthday. The visitors were: Mr. and Mrs. Charlie Perrill, and children, Bill and Ann of Kerrville, Mr. and Mrs. Lon Whetstone, and Mr. and Mrs. Fred Whetstone of Harper. All had a very pleasant time together.

Mr. and Mrs. Jimmie Zachary of Freeport, are the proud parents of a new daughter, named Linda Cecile, born on September 23. The new arrival, is a granddaughter of Mr. and Mrs. Louis Zachary.

Mr. and Mrs. W. J. Rountree of Austin, came Monday for a visit of several days with his sister, Mrs. J. W. Fulton and family.

Mr. and Mrs. Roy Stewart and little daughter from Fort Worth, were week end visitors with her uncle and wife, Mr. and Mrs. Homer Goodgoin.

Mrs. Gene Deal and her 4 weeks old son Elvis, left for their home, in Houston, on Wednesday night of last week. Mrs. Deal had been here several months with her parents, Mr. and Mrs. Etelle Cozart.

Stamp Club To Have Free Stamp Exhibit Saturday In Coleman

Announcement was received this week that the Coleman County Stamp Club will hold a free stamp exhibit at the Hotel Coleman on October 8, from 10:00 a. m. to 10: p. m.

There will be many frames filled with stamps of educational and historical value from the United States and a large number of foreign countries. First day and first flight covers will also be displayed, as will Columbia envelopes with stamps, dating back 75 years ago.

The public is invited to visit this exhibit during the day.

School Paper Begins Publication This Week

Publication of the "Mountaineer", the Santa Anna High School paper starts in this issue of the Santa Anna News. Miss Geraldine Lewellen has been selected as Editor-in-Chief of the school paper and Miss Pauline Little will serve as the Assistant Editor-in-Chief.

The Mountaineer was not published last year, but plans are for it to be published through this school year.

The paper will consist of the activities of the school students in their classes and it will attempt to bring before the public just what is being done at the school.

Local Methodist Church News

Surely all present last Sunday heard and saw through the ears and eyes of the heart as the "Unknown God" was presented and the whole world envisioned, making us more conscious of that golden cord that binds all Christians in an unbreakable faith.

"In God's House" the subject for the evening hour was preceded by a song service of praise of worship and the special feature, the Miracle, which was accompanied by special music and the lighting of the cross. Following the service, the first in the series of Get Acquainted Hours was held. Appropriate entertainment was participated in by all present and the evening's fellowship concluded with song and benediction.

Our Sunday school now has a full staff of teachers for the new year and with one or two exceptions all general officers have been named. The Board of Education is seeking to carry out its duties and through its monthly meetings to hold up a high standard of work as well as organization.

With the lesson this week, the study on Japan in the W. S. C. S. has been concluded. The attendance has been good and the interest most gratifying.

The rummage sale on last Saturday was quite a success. This is just one of the many ways that the finance committee of the W. S. C. S. has in mind to increase their local funds. The purpose of the first organization for women in our church was to provide places for the preachers. So throughout the years the church has looked to the women to provide furnishings for the parsonage. The women have faithfully fulfilled this duty and when it is appreciated it is a pleasant task.

May we keep in mind this is Loyalty Month, when each is supposed to be present at each church service possible. May we also remember our Get-Acquainted Hours and that at this coming Sunday evening service members of the Children's Division are honored guests.

If there is any service that the pastor can render you, or any whom you know, please command him.

Luke Pricer of Coleman was presented a \$25.00 U. S. Savings Bond, as compliments of the Coleman National Bank, as the best guesser of the number of yards of dirt being moved, on Field Day, on Wednesday of last week.

Old Fiddlers Contest To Be Held At Fall Fun Festival Again This Week

\$155.00 Added To Cemetery Street Paving Fund

Donations the past week for the paving of the Cemetery Street reached 155.00. This brings the total up to 2011.50. The fund is being held in the name of the Cemetery Street Paving Fund.

The public is invited to visit this exhibit during the day.

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Another attempt to hold an old fiddlers' contest at the weekly Santa Anna Fall Fun Festival will be made this week. Most of the fiddlers failed to show up last week, but promises are that they will be here this week.

Plans are to have six or seven old fiddlers here for the afternoon. Early will compete for prizes to be awarded in the fall. Contestants will be selected and the winners will be awarded with certificates of appreciation.

These are the same fiddlers who were here last week and the old fiddlers are not showing up here. There will be some kind of entertainment. You can always plan on these being some kind of entertainment that the young and old will enjoy in Santa Anna on Saturday afternoon. Make plans now to be here every Saturday.

Local Baptist Church News

The Fall Revival at the First Baptist Church starts Friday evening, 7:00 p. m., October 7, Saturday evening the services will be at 7:30 p. m.; Monday through Friday of the next week there will be two services daily, 10:00 a. m. and 7:30 p. m.

The pastor, Harry C. Wigger, will do the preaching. Rev. Chester Holley, Fort Worth, Texas, will lead the singing starting with the services on Monday. Rev. Holley is in the Southwestern Baptist Theological Seminary at Fort Worth. Bro. Louis Newman, the local Music Leader will lead the singing until Bro. Holley arrives. This is the first revival to be conducted in the local church since the coming of Bro. Wigger to the local pastorate.

The community is invited to attend the revival services and enjoy the Christian Fellowship. The services next Sunday, October 9, are to be dedicated to the Laymen. A goal of 195 men present for Sunday School has been set. Special music to be brought by the men and a men's choir at both services is being planned. The pastor's subject at the 11 o'clock hour is "Men, Here is Your Job" and at the 7:30 hour in the evening, "Four Men Needed."

There was one addition to the church fellowship last Sunday morning—Good attendance and prevailed during the whole day.

The Coleman County Baptist Worker's Conference is having their first meeting in the new associational year, with the Trickham Church, Monday, October 10. The Board meeting will be at 5:00 p. m., supper served by the Trickham Church, at 6:00 p. m. and the program starting at 7:00 p. m.

The Rev. Levi Price, pastor of the Coleman First Baptist Church Sunday afternoon. The Rev. Levi Price, pastor of the Coleman First Baptist Church, died Friday in an Abilene hospital. Mrs. Thigpen was born at Yale. She was a member of the Baptist church. Her mother, Mrs. M. R. Vaughan, resides at Novice. Survivors include the husband and mother; one son, Donald Ray, 3; four brothers, Leroy Vaughan of California, Floyd of Novice, Lester of Abilene, Don Sealy of Novice; three sisters Mrs. E. W. Hipsher of California, Mrs. Ed Moore of Tomball, Tex., and Mrs. Trover Duke of California.

Pallbearers were J. W. Richards, Earnest Reeves, Bunk DePrang, David Earl DePrang, Bobby Lewis, and Weldon Smith.

Mr. and Mrs. Burton Gregg and two children, Helen and little Joe, of San Antonio, came in Monday evening and spent the night. Burton left early Tuesday morning to join his boss enroute to Ohio, Indiana and other places in the industrial centers, on an inspection of prospective trip, leaving the little family here in the J. J. Gregg home with his parents while gone.

Winston Conley, and his parents, Mr. and Mrs. C. T. Conley, returned Monday night of last week, from Houston, where they had been to take Mrs. Winston Conley. She had been called there by serious injuries her parents sustained in a car accident. She remained with her parents, and Winston returned to his work at Temple.

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1936	PONTIAC	\$265

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WHON NEWS

Mrs. Tom Rutherford

Pulling cotton has been the main topic for discussion in our community the past few weeks. Some have pulled over the first time, although quite a lot yet to gather, and it is raining.

Mrs. Joe Will Flower and son, Joe Earl, from Roswell, New Mexico, arrived here Saturday to visit her mother, Mrs. Earl Cozart and Mr. Cozart.

Mr. and Mrs. Von Lee Suddeth of Killeen, spent Saturday night and Sunday with Mr. and Mrs. Bert Turney. Their daughter, Linda Beth, who has been visiting in the Turney home several weeks returned home with them Sunday afternoon.

Rev. Cloud of Brownwood, filled his regular appointment at the Baptist church Sunday and he, and Mrs. Cloud and son were guest in the Warren Gill home Sunday.

Little Linda Lee Abernathy is visiting her grandparents, Mr. and Mrs. Clifton of Millersview.

Mrs. Lawrence of Brady, was a week end guest with her mother, Mr. and Mrs. H. Gargainer.

Mr. Warren Gill and Roy England attended the Show and Cattle Sale at Clifton, Texas, Saturday.

Mr. and Mrs. Von Lee Suddeth and children of Killeen, Mrs. T. J. Adkins and daughter Vonnie, and Patsy June Rutherford and Mrs. Roy England were Sunday dinner guest in the Bert Turney home.

Mrs. Gene Deal and son, returned to their home in Houston Tuesday. Mrs. Deal has been visiting her parents, Mr. and Mrs. Etelle Cozart.

Mrs. Warren Gill spent several days last week with her brother, Mr. Munger Kemp, who is in the Temple Hospital. Mr. Kemp will

under go surgery during this week. Mrs. Gill plans to return to Temple before the operation.

Mr. and Mrs. Carroll Lovelady of Valasco, are visiting with Mr. and Mrs. Oscar Lovelady and her father, Mr. Sam Smith, other visitors in the Lovelady home Sunday were, Mr. and Mrs. Howard Lovelady of Rockwood, and Mr. and Mrs. Ed Stearns and children of Trickham.

Lohise Averett of San Angelo, spent the week end with Billie Ruth Wallace, going home Monday afternoon.

Friends of Pete Cooper will be very glad to know that he is improving after a serious brain operation in a Dallas Hospital.

Mrs. Maggie Walters of Santa Anna, spent a few days last week with her daughter, Mr. and Mrs. Rex Cooper. Mrs. Cooper was in the Brady Hospital over night last week, but is doing fine now.

Friends of Mrs. Vernon Fiveash will be very glad to hear she is slowly improving in a San Angelo Hospital. Mrs. Fiveash is a Polio

victim. We trust that she will soon be well again.

Mrs. Wagie Montgomery, who is employed in Santa Anna, spent

Saturday night with home folk.

Tommie Sue Holmes and Ima Smith were home here over Sunday.

A1

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- ARROW GRO MASH
- ARROW BROILER MASH
- ARROW LAY MASH
- ARROW HEN SCRATCH
- ARROW CALF MEAL
- ARROW DRY AND FRESHENER FEED
- ARROW 24% PROTEIN DAIRY FEED
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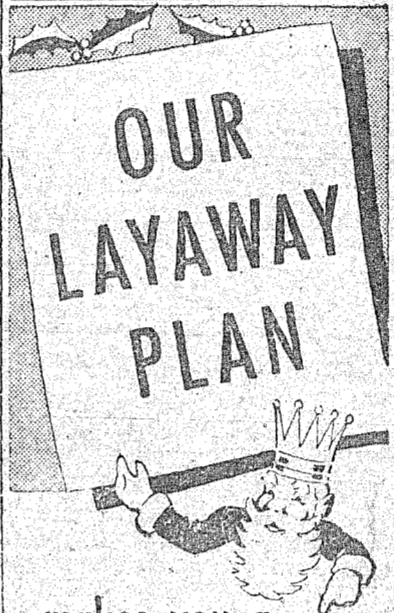
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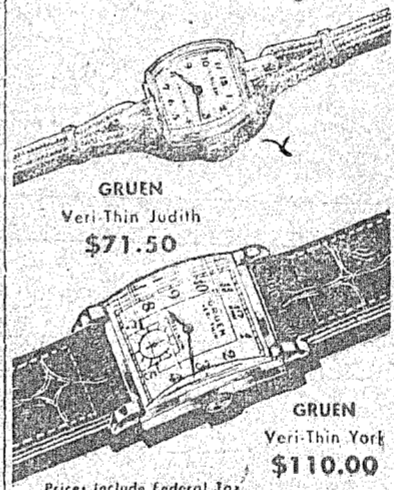
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This is an official U. S. Treasury advertisement— prepared under auspices of Treasury Department and Advertising Council.

Rockwood News
By Mrs. John C. Hunter

Minister Edwin Broadus, preached at the Church of Christ Sunday. He was dinner guest of Mr. and Mrs. Bob Straughan.

V. L. (Pete) Cooper, who recently underwent a serious brain operation, is reported doing fine. His address is V. A. Hospital ward 160 McKinney, Texas.

Mr. O. R. Sluder and Betty had as Sunday guest Mr. and Mrs. Omer Cullins and Junior of Santa Anna; Mr. and Mrs. Ray Cullins, Cecil Day and James Estes, of Gouldbusk; Mr. and Mrs. Boss Estes, Mr. and Mrs. James Sluder; Mr. and Mrs. Billy McIntire and

family and Mr. and Mrs. Vernon Collins and family.

Rev. H. E. Dutton, pastor filled the pulpit at the Methodist church Sunday. Visitors noted were Mr. and Mrs. Dan Wheatly, of Shields and Mrs. John Lovelady and son, Joe, of Whon.

Mrs. J. O. Baugh, Elroy and Jerry Joe Dutton visited with Mr. and Mrs. L. E. Page in Trickham Sunday afternoon.

Mr. and Mrs. John Kemp and Harold McCarroll went to Bryan to attend the funeral of a son-in-law of Mr. and Mrs. Charlie McCarroll.

Mrs. Tom Bryan went to San Angelo Sunday to visit her daughter, Mrs. E. D. Black and family.

Mr. and Mrs. S. E. Richardson and Betty, of Coleman and Mr. and Mrs. L. W. Whitfield, of Bangs, were Sunday guest of Dr. and Mrs. W. G. Williams.

Mr. and Mrs. A. L. King, Mrs. Hyatt Moore, Lonzo and Miss Rosa Belle were all business visitors in Coleman Monday morning.

Mrs. M. D. Bryan, Janie and Sealy and Mrs. Drury Estes visited Sunday, in Bangs, with Mrs. Dee Smith and family and their Mother, Mrs. Burson. Another sister, Mrs. Wagie Fore of Stamford, with her daughter and granddaughter were also guests in the Smith home.

Mr. and Mrs. John Robertson were visiting in Brady Sunday evening.

Mrs. Gussie Wise, Mrs. Jim Rutherford and Larry, Mrs. Jake McCreary and Mrs. Carl Buttry were guests of relatives in San Angelo Sunday.

Mr. and Mrs. Clem Brock, of Gouldbusk and Mr. and Mrs. Lee McMillian were Sunday in Brady.

Mr. and Mrs. Carol Lovelady, of Velasco, were greeting friends Monday afternoon. They are former residents of Rockwood and are spending the week with relatives.

Mr. and Mrs. Edgar Hodges, of Coleman, were Sunday dinner guest of Mr. and Mrs. Boss Estes. Afternoon callers in the Estes home were Mr. and Mrs. Buster Wallace of Whon and Mrs. Hyatt Moore.

Louise Averett, of San Angelo, spent Sunday with Rene and Nelda Stewart.

Sunday guest of Mr. and Mrs. Jack Bostick were Mr. and Mrs. Houston Shroyer, of Dallas, Mr. and Mrs. O. V. Childress, Mrs. E. C. Simon and Leo; Mr. and Mrs. Ray Simon and daughters all of Lampasas and Mrs. Bob

Smith and children of San Saba. Charles Porter spent Tuesday and Wednesday in San Antonio on business. Mrs. Porter and son remained in Brady with her parents.

Jack Rutherford, of Velasco, is visiting relatives and friends this week.

Mr. and Mrs. Marshall Campbell, of Santa Anna, were Sunday guests of her parents, Mr. and Mrs. Claud Box.

Mr. and Mrs. C. H. Porter and Charles joined relatives in Blanket Sunday for Mr. Porter's birthday dinner. They were guests for another dinner Sunday night in Brownwood at the home of Mrs. C. W. Porter.

Mr. and Mrs. Dillard Ellis were in Rochelle Saturday to attend the funeral services of Mrs. Ellis' grandmother.

Mrs. A. B. Stark and Mrs. Pete Cook, of Coleman were Tuesday evening guest in the Tom Bryan home.

Mr. and Mrs. Alex Cooper and children spent the week end in McKinney, visiting with his brother, Pete Cooper.

Mr. and Mrs. Roy Blackwell were Sunday guest of their son-in-law and daughter, Mr. and Mrs. Ronald Candle, in Stephenville.

D. H. Moore returned home Friday, from Fort Knox Kentucky where he had been for several months where he completed a course in Mechanics, with the National Guard.

Mr. and Mrs. Carrol Lovelady of Freeport, arrived last Friday, for a two weeks visit with their daughter, Mrs. Ed Starnes of Trickham, and his mother, Mrs. J. C. Lovelady in Santa Anna.

Attention: Livestock Men
Perryman-Brady
Commission Co.
102 LIVESTOCK EXCHANGE BLDG.
FORT WORTH, TEXAS

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October 11

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Brownwood, Texas

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In Housed Birds



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Phillips Drug
Dorothy Gray
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Give your lips terrific allure with this new two-lipstick technique... Use DEEP SPARK to shape the curve... new extendible lipstick, 75¢. DIVINE SPARK for highlight—to fill in the lips, \$1.00. Together, \$1.50.

Cream Rouge, \$1.
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KITCHEN—Ranges, Refrigerators, Cabinets

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Our Grand New Furniture Is Created By The Leading Designers, to give you home comfort and also beauty.

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Red & White, the finest of South American coffees, 1 Pound vacuum Tin. **54c**

SAUSAGE Vienna, Economical and Wholesome **2 23c**

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Sun Spun, the quality is excellent No. 300 Tall Can **10c**
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Pop Corn Bongo Brand, White or yellow Guaranteed to pop 10 oz. can **16c**

RAZORS Gillette Super Speed. They are described by your World Series announcer. 1-piece razor-60c dispenser of Blue Bades and case, for **1.00**

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Bananas Golden ripe fruit Pound **15c**
Spuds Idaho Utilities 10 Pound Mesh Bag **45c**
Bell Peppers They are nice Pound **12c**
Celery Large Size (3s) Stalk **15c**

Salmon Excellent Quality Cooking Grade No. 1 Tall Can **47c**

Meal Aunt Jannina, white or yellow 5 Pound Sack **39c**

Hominy Red & White Full No. 2 Can **9c**

Spinach Red & White Fancy, No. 2 Can **15c**

FLOUR Red & White, guaranteed none better, packed in cotton bags. 25 Pound Sack **\$1.79**

PRESERVES Red & White, Pure Fruit and Sugar in Glass Tumblers, Peach or Apricot, 16 oz. Glass **27c**

Peanut Butter Peter Pan 16 oz. jar **36c**

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The Santa Anna News ESTABLISHED 1886

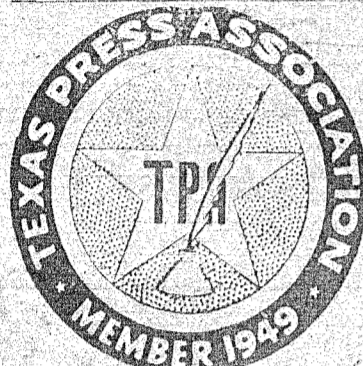
J. J. GREGG Owner and Publisher JOHN C. GREGG Editor and Business Manager MRS. A. L. ODEE, Local Reporter

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Shield News

(Mrs. J. B. Weathers)

The farmers are all busy trying to get the cotton out before the fall weather sets in.

Mr. and Mrs. Jim Williams of Houston visited last week with his aunt, Mrs. John A. Williams, and other relatives here.

Doyle Nolen, Granville Eng-

land, James Donald Vercher and John Vercher were on the river Saturday night.

Our community was made sad in hearing of the death of Mrs. Leiland Thigpen, the former Lucille Vaughn, on Friday. The family lived in our community all of her childhood. Several from here attended services on Sunday.

Mrs. M. E. Perry of Santa Anna spent several days last week with her daughter, Mrs. Ida Jones.

Mrs. Loyd Davis of Merzon, and Mrs. Travis Cobb were guests of their mother, H. C. Murrell, over the week end. They, along with Mr. and Mrs. Byron Gilbreth and children and Mr. and Mrs. Chester McDonald, attended the golden wedding celebration of Mr. and Mrs. Jess Vandereer at Temple on Sunday. Mrs. Vandereer is a sister of the late Mrs. H. C. Murrell.

Mr. and Mrs. J. B. Weathers visited Saturday night and Sunday with relatives in Cisco.

Mr. and Mrs. Bert Turner and children visited on Sunday afternoon with Mr. and Mrs. E. L. Crawford in Abilene.

Mr. and Mrs. Albert Reasoner returned home on Friday night from California, where they have been visiting for the past three weeks with relatives and friends. They had a very pleasant trip and are looking fine.

Mr. and Mrs. Doyle Nolen, Michael, Don and Tricia La Dell returned to their home at Sweetwater, Texas, on Sunday.

George McDonald, president of the Coleman County Fair, will be in charge of the work with the State Fair. Mr. McDonald will be in charge of the work with the State Fair.

J. B. Weathers, president of the Coleman County Fair, will be in charge of the work with the State Fair.

Visitors in the John Vercher home on Sunday were: Mr. and Mrs. Granville England and family, Mr. and Mrs. Albert Reasoner and Mr. and Mrs. Doyle Nolen and children.

Mr. and Mrs. W. M. Vance visited on Sunday with Mr. and Mrs. John Pearce of near Santa Anna.

Mr. and Mrs. Dub Lowe visited over the week end with her parents, at San Angelo.

Trickham News

(By Lea Mitchell and Mary Catherine Fellers)

The Baptist workers conference will meet here Monday, Oct. 10 at 5 p. m. Supper will be served.

Mr. and Mrs. Silas Wagner, Patsy and F. B. visited with Mrs. Kingston Sunday afternoon.

We are now having the singing on the 3rd Sunday nights as the Methodist pastor now uses the 2nd Sunday and the Presbyterian pastor the 4th.

Mr. and Mrs. Carol Bowden visited with Mr. and Mrs. L. E. Page Saturday.

Mrs. Ona Robertson and nephew, Robert Prowerl, of Houston, are visiting with Mrs. Vaughn and Nan.

Visitors with Mr. and Mrs. Harry Wilson were Mr. and Mrs. Carl Sheffield and Mr. and Mrs. Roy Laughlin.

Filmora Stearns spent Sunday evening with Mr. and Mrs. Gene

James and family.

Visitors with Mr. and Mrs. Fred Haynes this past week were: Mr. and Mrs. E. S. Haynes, Mr. and Mrs. C. J. Bowden, Mrs. Bill Vaughn, Mrs. Laughlin, Mr. and Mrs. Carl Sheffield, Mr. and Mrs. Roy Laughlin and Gray, Mrs. Charlie Haynes, Rev. Newson and Mary Anna.

Mr. and Mrs. Jim Wells and Lyndon visited with the Wells family Sunday evening.

Royce McIver spent Sunday with Burney Roy McIver.

Visitors with Mr. and Mrs. Will Haynes Sunday were Rev. Newson and Mary Anna, Mr. and Mrs. Grady McIver and family.

Mr. and Mrs. Larry La Daer and Mr. and Mrs. Tom Bagley of Brownwood spent Sunday with Mrs. Stacy.

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or it Will Cost You Nothing Over three million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid - Poor Digestion, Sour or Upset Stomach, Gasiness, Heartburn, Sleeplessness, etc., due to Excess Acid. Sold on 15 days' trial. Ask for "Willard's Message" which fully explains this treatment - free - at PHILLIPS DRUG

State Fair of Texas OCT. 8-23

FUN-tastic ENTERTAINMENT The BIGGEST array of TOP SHOWS ever offered in the Southwest.

FREE FIREWORKS every Tues., Wed., Thurs.

State Fair of Texas DALLAS

Cleveland News

(By Mrs. M. F. Blanton)

Not much news for everyone is pulling cotton and don't have time to visit.

Mr. Vernon Herring and Jerry had dinner with Mr. and Mrs. Ben Herring Sunday.

Mr. and Mrs. John Perry and sons visited Sunday with Mr. and Mrs. Kenneth Brushenhan, near Rockwood.

Mr. and Mrs. Manley Blanton attended the Field day on the Stuart Farm last Wednesday.

Mrs. William Cupps and daughter visited Sunday in Santa Anna with her mother, Mrs. Willie Baugh.

Mr. and Mrs. Lednickey of Brownwood, Mr. and Mrs. Junior Radle of Santa Anna, and Mr. and Mrs. W. M. Radle and Charlie visited with Mr. and Mrs. Phillip Radle at Whon.

Mr. and Mrs. Manley Blanton and Ann had dinner with Mr. and Mrs. Sid Blanton and Terry Sunday.

Mr. and Mrs. Bill Briggs and Mr. and Mrs. Girohosky of Waco, visited Tuesday with the W. M. Radle family.

Mrs. Lilly Woods and Mrs. Edwin Cox visited Wednesday with Mrs. Robert Clifton.

Mr. Tommie Blanton of New Mexico, spent Saturday with his parents, Mr. and Mrs. M. F. Blanton and Ann.

Be Proud of Your Home

INTERIOR AND EXTERIOR



A new coat of paint Some New Wallpaper all make your home more livable. And if you are planning to build, stop in and see about our time payment plan.

Burton-Lingo Co.

"The Pioneer Lumber Company of West Texas"

Advertisement for Fisk Air-borne tires. Features a large image of a tire and text: 'THE BEST TIRE DEAL in Town!', 'THIS IS IT! FISK Air-borne', 'Now, at the lowest price in history, you can float your car on 1,200 extra cubic inches of air. These bigger tires were made for your tires. No wheels to buy. Easy to store. All-weather road. Longer-wearing GOLD RUBBER tread construction.'

BLACKERBY MOTORS

Elm & Concho Coleman, Tex

Advertisement for Fisk Air-borne tires with a banner: 'FISK Air-borne' and 'TIME TO RE-TIRE?'.

Studebaker Cars and Trucks

Large advertisement for Frigidaire kitchen and laundry appliances. Includes text: 'LOOK! All these FRIGIDAIRE Kitchen and Laundry Appliances to make a good home even better!', '3 De Luxe FRIGIDAIRE Values with more of everything you want', and images of a refrigerator, washing machine, and electric range. Lists features like 'Refrigerators', 'Electric Ranges', 'Electric Water Heaters', etc.

We Would Appreciate Your CONTINUED PATRONAGE!

We Are Now Operating The OCTANE GAS STATION, Located First Door West Of The Banner Creamery.

We Welcome New Customers, And Will Strive To Give You Prompt And Efficient Service.

SIMMONS Service Station

Announcing...

I have purchased and am now operating the former Leavell Radiator and Welding Shop located on the Abilene Highway in Coleman.

I would appreciate the patronage of all of Mr. Leavell's former customers and will always welcome new ones.

ROBINSON Radiator Repair and Welding Shop

The Mountaineers

—STAFF—
 Editor-in-Chief Geraldine Lewellen
 Ass't Editor-in-Chief Pauline Little
 News Editor Shirley Matthews
 Sports Editor Albrus Little
 Society Editor Sandra Shields

SCHOOL SPIRIT
 by Elizabeth Ruth Hale

We hear the expression "school spirit" used quite frequently, but have you ever thought of what it really means? When we think of school spirit we usually think of the way the cheering section yells their lungs out at a football game. Or perhaps you think of all those arguments you get into with people from neighboring towns, over whose basketball team is the best. But school spirit means much more than that.

"Essence" is a word which defines school spirit very well. I think. The definition of essence, according to Mr. Webster, is "that which makes a thing what it is." It isn't a beautiful building, or the number of books in the library, or the subjects taught, that make a school. It is the people, their pride in their school, and in belonging to it, the way the school affects their lives, and the way their lives affect the school—these things make a school.

Don't you always feel so proud and happy when someone says "My! Quite a little football team you have. I hear that they are second in the District this year." The thrilling feeling is a combination not only of pride in our team, but also of pride in the contribution that each of our school life. School spirit is not a tangible thing. Yet, this year we have sensed a definite growth of feeling that foretells greater success in all our school activities.

THE FRESHMAN CLASS NEWS
 The freshman class met September 15, 1949 to elect their class officers. They are as follows: President, Annabelle Proce; Vice President, Melvin Pollock; Secretary-Treasurer, Don Davis; Reporter, Faye Parks; Historian, Lucy Davis; Parliamentarian, Gary Patterson.
 The Freshman class is com-

posed of 47 members. They are: Tommy Bailey, Carolyn Lovelady, Mack Baucom, DonD avis, Billy Gene Lowe, Billie Matthews, Luck Davis, Billy McClellan, Bobbra Ann Garret, Royce McIver, Betty Mitchell, Peggy Ford, Delma Drake, Joyce Morris, Betty Goep, Bobbie Jean Parish.

Faye Parks, Kenneth Grant Shirley Hale, Dennis Palmer, La Dell Hall, Gary Patterson, Melvin Pollock, Bill Jack Harris, Wanda Hodges, CharlesHosch.

Eva Nell Hibbitts, Jimmy Rejon, Sandra James, Annabelle Price, Jimmy Robinett, Betty Scott, Patsy June Rutherford, Shirley Lewellen, Leona Shields, Charles Scarborough.

Billy Wayne Johnson, Gayle Stevens, Cloda Ann Stearns, Hershel Wynn, Donald Williams, Rilda Stephenson, Margaret West and Gladys Townsend.

Melvin Pollock was elected candidate for "Most Handsome Boy" and Faye Parks for "Most Beautiful Girl."

The sponsors for this class are Mrs. McMinn and Mr. Lowe.

B-TEAM vs MAY

A most unusual thing happened in our football game Friday, Sept. 23, when the Santa Anna Mountaineers met the May Tigers on our own local field.

Usually when the coach sends the B-team into the game, he hopes that the boys will keep the opposing team from scoring too many touchdowns. But our B-team is different from other teams. They knew that the opposing team would not score and that they were determined to play a good game of football.

Coach McBride sent the B-team into the game in the 4th quarter, hoping they could hold May until the end of the game.

Luther Talley, half-back, completed a pass from Billy Joe Parish and ran approximately 10 yards for the 4th Mountaineers touchdown.

Players on the B-team are: Charles Scarborough and Joe England, ends; Joe Wynn and Joe Ense, tackles; Billy Ray Robbins and James Milligan, guards; Joe Sealy, Price, center; Luther Talley, Harold Horton and James Vercher, half-backs; MelvinPollock, fullback; and Billy Joe Parish, quarter back.

Come on Mountaineers, let's get behind the B-team. We're proud of them and let's let everyone know it.

JUNIOR CLASS NEWS

Many office holders and representatives of the school organizations are from the Junior Class this year. Juniors in the Student Council are R. D. Hartman, Vice President; Billie Ruth Wallace, Secretary; Linda Lou Stewardson, and James Donald Vercher, representatives. The officers of the Club Band from the Junior class are Max Eubank, President; June Parker, Reporter; Paula Holt, Vice-President; Billie Ruth

LAY-A-WAY For WINTER

Use our convenient Layaway Plan for your Coat or Suit



Outstanding Styles and Brands By

Rothmoor
 Fashionbilt
 Leeds, and
 Hi-Ho Juniors

Navy Blue
 Black
 Grey
 Green
 Brown
 Tan

Grammer's Dep't Store

Wallace, Treasurer. Geraldine, Ethel, Joe Wynn, Lewellen and Rena Hardy, librarians. We also discussed the Field Trips, Billie Ruth Wallace, as Day of the Smart team Wednesday Major of the Band, and day, and trip to the Dallas June Parker is one of the trophies. Faye Dunn is head, treasurer. The P. F. A. Chapter of Santa Anna this year and Linda Stewardson, Abilene High School attended the first assistant members on Field Trip to Coleman at the annual staff from the Junior High School, Wednesday. They class are Geraldine Lewellen, assisted by the concession stand assistant editor, chief editor, Billie Ruth Wallace, Implementation Committee, assistant business manager, Mary Jean Santa Anna, reporter, Harold Horton, assistant secretary, the Case Farm Equipment, editor, Elizabeth Hale, reporter, John assistant art editor, and Billie Ruth Wallace, International Harvester, assistant literary editor, and Billie Ruth Wallace, editor, Geraldine Lewellen is editor-in-chief of "The Mountaineer" school paper.

P. F. A. NEWS

The P. F. A. Chapter met on Saturday afternoon at the Drake Hotel for their discussion luncheon at the Drake Hotel for the following year. Officers for the following year are: President, James D. Vercher; Vice President, Max Holt; Secretary, Billy Woods; Treasurer, James Leidy; Reporter, the West Texas Fair, and the Harold Horton, Parliamentarian, major auto races, as guest of honor, Billy Joe Parish, and Sam, the Fair Association.

A Suggestion . . .

Store Your Meats, Such As PORK, CHICKEN, STEAK and ROAST So They Will Be Ready For immediate Use This Winter.

We Suggest You Put Them In A Frozen Food Locker, And Be Sure Of FRESH MEAT All Winter.

Santa Anna Food Locker

Fisk and Atlas

TIRES AND TUBES

Plenty 600-16 Used Tires and Tubes

We Will Trade Your Old Tires For New Ones!

AUTREY'S Humble Service Station

Radiator Repairs

Cleaning

Recoring

Bailey Machine Shop

Phone 76

EXTRA VALUES

- COFFEE, Folgers, 2 Pounds \$1.05
- COFFEE, Magic Cup, Vacuum Packed, 1 lb. 39c
- PORK & BEANS, Van Camps No. 2 Cans, 2 for 25c
- VIENNA SAUSAGE, Chuck Time, 2 for 25c
- KIMBELLS Cream or Black-eye Peas, 2 for 25c
- APRICOT JUICE, Libby's 12 oz., 2 for 25c
- PEACH JUICE, Libby's 12 oz. 2 for 25c
- GRAPE JUICE, Steels, Full Quart, 2 for 25c
- POTTED MEAT, Libby's 3 for 25c
- ALL BABY FOODS, 3 for 25c
- BOLOGNA, Swifts, 1 Pound 35c
- GRATED TUNA, Baltimore Brand 29c
- ALL BOTTLE DRINKS, Carton of 6 19c
- PILLSBURY FLOUR, 25 lb. sack with bowl \$1.69

Plenty Of Fresh Fruits and Vegetables — Fresh Meats
TIRED OF PARALLEL PARKING???? - SHOP AT

DAY'S FOOD STORE



Annual Sale
 Dorothy Gray
 Special Dry-Skin
 Mixture



Regular \$4 size, now \$1.75
 (All prices plus tax)
 Limited Time Only

No finer dry-skin cream—none more famous! Special Dry-Skin Mixture magically softens, smooths . . . counteracts fine lines, guards against ugly skin dryness. Stock up now—actually less than half price!

Phillips Drug

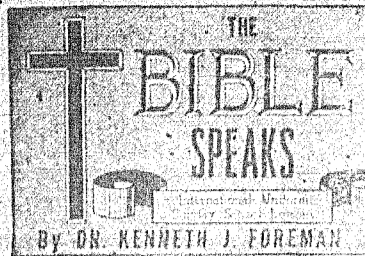


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Suits — Slacks
 Topcoats
 For Both Men And Women

Your clothes give you the air of distinction. Acquire that distinction by having your clothes—Tailor Made

Parker's TAILOR SHOP



By DR. KENNETH J. FOREMAN

Seven-Day Religion

Lesson for October 9, 1949

EMPLOYERS don't care much for letters of recommendation signed by preachers. Not that they think preachers are dishonest. The employers are glad to know where the church on Sunday morning. But the employer who has a letter from a preacher who says his employee is a good man and a good worker, he is not so sure.

Religion Won't Keep Sweet by Itself

IT IS a religion as old as time. It has been the life of man since he first looked up at the stars and wondered why he was here. It has been the life of man since he first looked down at the earth and wondered why he was there. It has been the life of man since he first looked at his fellow man and wondered why he was different.

Isaiah's discovery was shocking. Religion is not the principal trouble. God is tired of it. What the gods would proclaim. Look at the crowds in the Temple every holy day. Listen to all the prayers. Count the number of others. If anything is wrong with our country, it can't be religion. But religion it was.

Why God Was Tired

A CATHOLIC priest would shock everybody if he called the City of "Hell's Half Acre." Isaiah shocked his fellow citizens by calling Jerusalem "Sodom and Gomorrah." These cities were the worst places the Hebrews had ever heard of.

They were so bad the Lord had to destroy them by fire. Not 10 good people could be found there. The prophet follows up that first shock by another. Every single expression of organized religion comes under the prophet's lash.

Sacrifices and offerings (v. 11), attendance at the sanctuary, observance of the Sabbath and other holy days (v. 13), church gatherings corresponding to our rallies and conventions (v. 13), even prayers (v. 15).

But the Lord says that at the time of Isaiah, Bible reading, church praying, if that is all, then all is to be said. It may be religion, and of course it is one kind of religion; but not the kind God wants.

Indeed, Isaiah says God hates it; he is "fed up" with it (vs. 11). What was wrong? Isaiah tells them that, too, in short simple words. "Your hands are full of blood."

Oh, the people would protest, we are not killers, we don't lay a hand on anybody. Isaiah goes on to explain, such judgment (i.e. justice), relieve the oppressed, judge the fatherless, plead for the widow.

You don't kill outright, you churchgoers, he would say, but you are so indifferent to justice in your city, you take so little interest in the people at the bottom of the heap, that people die here, widows and orphans die, simply because no one cares.

What Makes a Town Worth Saving?

ALAS, nobody did care. One hundred and more years went by, and Jerusalem came close to its end. But nobody thought that disaster could strike. The belief had grown in every one's mind that the Temple of the Lord would forever insure the safety of the city in which it stood.

But a young prophet, Jeremiah, preached a sermon on the same theme as Isaiah's (Jer. 7) It is not the temple that will save you, it is not church attendance that will bring you the favor of God.

As the men of Jerusalem looked back to the great days of Moses, they thought of the sacrifices and offerings, the tabernacle and the rituals and all the pageantry and paraphernalia of a picturesque religion, as a great thing that God had given them.

But God remembered it other-

LEGAL NOTICES

CITATION BY PUBLICATION THE STATE OF TEXAS

To: The Unknown Stockholders of Trinity Royalties Company, a defunct and dissolved corporation, and to Edgar J. Brooks Defendants, Gretnay

You are hereby commanded to appear before Honorable District Court in and for 119th Dist. of Coleman County at the Court House thereof, in Coleman, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 11 day of November A. D. 1949 then and there to answer Plaintiff's Petition filed in said Court, on the 31st day of August A. D. 1949, in this cause, numbered 7232-B on the docket of said court and styled J. G. Copeland and wife Udeli Copeland as Plaintiffs, vs. A. E. Humphreys, Judson S. Hubbard, Edgar J. Brooks, W. C. Benton and unknown stockholders of the Trinity Royalties Company, as Defendants.

A brief statement of the nature of this suit is as follows, to wit: Plaintiff sues for the title, possession and damages of the land described and alleged that Plaintiff, here on or about August 30, 1949 lawfully seized and possessed of said land holding and claiming the same in fee simple together with all of the oil and other minerals thereon and that on the day and year last aforesaid Defendants unlawfully evicted Plaintiff therefrom said land and premises being 121 1/2 acres of land out of W.G.D. Edgar Survey 62, Abstract 914, situated in Coleman County, Texas, and being the same land described in deed from Mack Edwin to J. G. Copeland et ux, recorded in Volume 268, page 593 of the deed records of Coleman County, Texas, here referred to for a more particular description.

In addition to Plaintiff's claim of title by regular conveyances from the sovereignty of the soil, plaintiff's claim title under the three years statute of limitation. Plaintiff further alleges that the exact nature of Defendant's claim, if any, is unknown to them but alleges that such claim if any to said land and minerals is of no force and effect and cast a cloud upon Plaintiff's title and Plaintiff prays for judgment for title and possession of said land and that the claims of Defendants, if any, to said land and minerals be cancelled, and general and special relief as is more fully shown by Plaintiff's Petition on file in this suit. If this Citation is not served within 90 days after the date of its issuance it shall be returned unserved.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Tested and given under my hand and the Seal of said Court, at office in Coleman, Texas this 23rd day of September A. D. 1949.

Attest: F. H. Cordier Clerk, District Court, Coleman County, Texas.

ARSON REWARD ORDINANCE NO. 160

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF SANTA ANNA, TEXAS, THAT The City of Santa Anna, Texas, hereby offers a reward of ONE HUNDRED DOLLARS (\$100.00) for the arrest and conviction of any person or persons found guilty of the crime of ARSON within the corporate limits of said City of Santa Anna, Texas.

That this reward is a standing offer, and shall be paid out of the General Fund of the City of Santa Anna, Texas.

All rules requiring ordinances to read at three separate meetings are hereby suspended and this ordinance shall be in full force and effect from and after its passage and publication in the Santa Anna News.

Passed and approved by the City Commission of the City of Santa Anna, Texas, September 19th, 1949.

F. Z. Payne Mayor

wise. Jeremiah even says (with understandable exaggeration) that God had not said a word about sacrifices and offerings; the Ten Commandments, with all they implied, were the main thing. What God looks for, back of all our church attendance and Bible reading, is "justice between a man and his neighbor." A place where that can be found is a good place.

(Copyright by the International Council of Religious Education on behalf of 10 Protestant denominations. Released by WNU Features.)

J. Jettie Kirkpatrick, Secretary for the City of Santa Anna, Texas, hereby certify that the above is a true and correct copy of the Ordinance passed and approved by the City Commission of the City of Santa Anna, Texas, on the above mentioned date.

Jettie Kirkpatrick City Secretary

FIRE LIMITS ORDINANCE NO. 153

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF SANTA ANNA, TEXAS: Section 1. FIRE LIMITS: The following shall be and are hereby declared to be the fire limits: Beginning at the south east corner of block 14-Original town of Santa Anna, Texas, thence east along the south lines of blocks 13-12-11-10 to the south east corner of block 10. Thence 340 feet to the north east corner of block 2-Pearson Addition, thence south along the east line of blocks 2-1-Pearson Addition to a point in the south line of G. C. & S. F. Railway Co. right of way. Thence west along the south line of said right of way to a point directly north of the north east corner of block 41 Original town, thence north along the east line of blocks 32 and 23 Original to the point of beginning.

Section 2. PERMITS AND INSPECTIONS: No wall structure, building or part thereof, shall hereafter be built, enlarged, or altered until a plan of the proposed work, together with a statement of materials to be used, shall have been submitted to the City Secretary, who shall, if in accordance with the provisions herein contained, issue a written permit in triplicate for the proposed work. Permits to be kept on file with the City Secretary.

Structures hereafter erected without a permit, or not in conformity with this ordinance, shall be removed. No building shall be moved from without to within the fire limits, nor from one location to another within the fire limits until a permit shall have been issued therefor. No permit shall be issued unless such construction is in accordance with this ordinance.

The designated building inspector shall inspect, as often as practical, construction in progress to see that all provisions of this ordinance are being complied with.

NOTE: All plans and specifications submitted to the City Secretary shall comply with all City Ordinances of the City of Santa Anna, Texas, and with Article 3271A of the Revised Civil Statutes of the State of Texas.

Section 3. CONSTRUCTION REQUIRED WITHIN THE FIRE LIMITS: No building or structure of wooden or iron clad (whether on wood or metal supports), stucco or veneer type construction, or any building whose walls contain wood supports, shall be permitted except as indicated in Section 4. No buildings shall hereafter be built, enlarged, or altered, except in accordance with this ordinance. The thickness of the walls

shall not be less than as given below.

Brick walls shall be not less than 12 inches thick, except that small one-story buildings with floor area of 750 square feet or less may have walls 8 inches thick.

Reinforced concrete walls may be three-fourths of the thickness of brick walls, but in no case less than 8 inches.

Hollow building tile may be used as filler walls provided such walls be supported on reinforced concrete beams and footings, and by adequate reinforced concrete or brick pillars or columns spaced not more than 16 feet apart; walls to be not less than 12 inches thick. Small one-story buildings of less than 500 square feet floor area may have walls of 8 inch hollow tile (building tile).

Solid stone walls shall be 4 inches thicker than brick walls for like construction.

All exterior walls, party walls, and division fire walls shall have parapets extending at least eighteen inches above the roof, and said parapets shall be at least twelve inches thick, except where 8 inch walls are permitted, as above, in which case parapets may be eight inches thick.

Section 4. FRAME BUILDING IN FIRE LIMITS: The following frame structures are permitted in the fire limits:

(a) Temporary one story frame buildings for the use of builders.

(b) Wooden fences not over 3 feet high without roof or cover.

Section 5. ROOFS: All buildings or structures hereafter constructed in the fire limits shall have incombustible roof coverings. No roofing on an existing roof shall be removed or repaired to a greater extent than 10% of the roof surface, except in conformity with this ordinance, and in no instance shall more than one permit be issued each existing building in any one year.

Section 6. REPAIRS AND ADDITIONS: Any existing building within the fire limits which hereafter may be damaged by fire, decay or otherwise, to an amount greater than 50% of its present value, exclusive of the foundation, shall not be repaired or rebuilt, but shall be removed.

Extensions, remodeling, or additions to existing buildings shall not be considered as repairs, and shall not be permitted except when conforming with Section 3 of this ordinance.

Section 7. ARBITRATION: Whenever an application for permit to repair any existing building already located in the fire limits is made by any person or firm, and the City Council and the applicant disagree on the extent of repairs to be made, and a permit is denied by the designated Building Inspector, then the City Council or Commission shall appoint a competent and disinterested person, and the applicant shall appoint a competent and disinterested person, which said two persons so appointed shall select a third member, and these three persons shall appraise the building, examine the plan of the proposed work, and the statement of materials and labor to be used in

the repairing or rebuilding, of said building, and make a signed written report of their findings to the City Council or Commission. If such reflects clearly that said rebuilding or repairing would be a violation of this ordinance, then such application for permit shall be denied by the City Council or Commission, and if such report reflects that the person seeking said permit has complied with said ordinance, and the requested rebuilding or repairing is not in violation of said ordinance, the said City Council or Commission shall issue a permit for the proposed rebuilding or repairing.

Section 8. VALIDITY OF ORDINANCE: If any section, paragraph, subdivision, clause, phrase, or provision of this ordinance shall be adjudged invalid or held unconstitutional, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof, other than the part so decided to be invalid or unconstitutional.

Section 9. FEES: No fees shall be charged for building permit or inspection of building by designated Building Inspector.

Section 10. PENALTIES: Any person who shall violate any of the foregoing sections, articles or parts of articles or sections of this ordinance shall be deemed guilty of a misdemeanor and upon conviction shall be fined in any sum not less than \$10.00 (Ten Dollars), nor more than One Hundred (\$100.00) Dollars and each day shall constitute a separate offense.

Passed and approved the 22nd day of September, 1949.

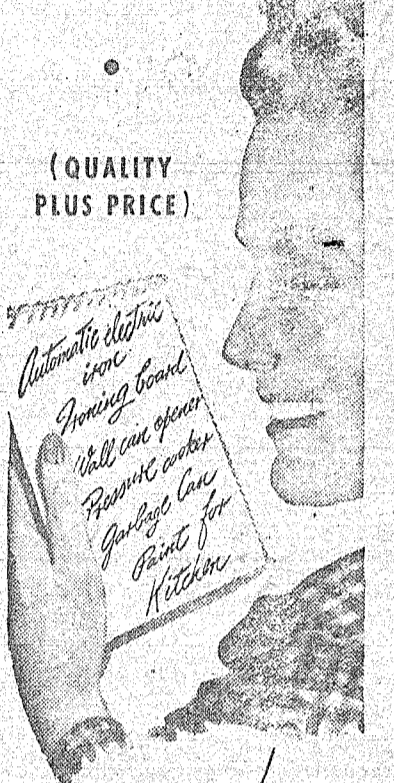
ATTEST: Jettie Kirkpatrick City Secretary

F. Z. Payne, Mayor City of Santa Anna, Texas (Seal)

Mrs. Fred Turner spent Sunday in San Angelo with her son, Henry Turner and wife.

Mr. and Mrs. Milo Eldson of Westminster, Calif., visited with her father, Mr. E. L. Brown at Goodlet, Texas. Mrs. Lee Hunter visited with them there, and they brought her home and visited a part of last week.

To be sure of getting the best values



Go First To Your Neary



This is the Symbol of Service displayed in the stores of thousands of independent hardwaremen throughout the nation—your assurance of neighborly, personalized cooperation in keeping your family needs supplied. So, look for this shield displayed by a store in your nearest shopping center. And for the utmost in satisfaction buy housewares and hardware needs there.

Santa Anna Hardware Co.

Ask for your FREE COPY What to Look for in a FARM LOAN GET the facts on low-cost farm financing... read how to save with the Farm Income Privilege, be safe with the Prepayment Reserve. Ask us for this new booklet prepared by the leader in the field, The Equitable Life Assurance Society, L. G. BOBO Santa Anna, Texas

Home Appliances BUTANE GAS OR NATURAL GAS Servel Gas Refrigerators—Roper Ranges—Universal Ranges—Magic Chef Ranges—Florence Ranges—Maytag Dutch Ovens—Dearborn—Humphrey—Brilliant Fire And Other Popular Heaters Servel—Rex Table-Top—And Other Popular Brand Water Heaters All Appliances are delivered and installed by experienced service men. Three convenient stores to serve you Brownwood - Santa Anna - Cross Plains Matson Butane & Appliance Co. Rockwood Highway Phone 399

"It tastes better" Banner MILK Banner ICE CREAM Banner BUTTER Phone 888 Santa Anna, Texas

Santa Anna Mountaineers

VS.

Early High Longhorns

THE MOUNTAINEERS

Luther Talley
 Joe Wynn
 James Vercher
 Gary Patterson
 Royce Melver
 Joe England
 Bill J. Harris
 Harold Horton
 James Milligan
 Melvin Pollock
 C. W. Stephenson
 Garland Schrader



THE MOUNTAINEERS

Billy Mills
 Harold Clifton
 Craig Douglas
 R. D. Hartman
 David Hunter
 R. L. Mackey
 Duane Moredock
 Billy J. Parish
 Joe S. Price
 Billy R. Robbins
 Charles Scarborough
 Billy J. Scott
 Richard Shield

Friday Night - 8:00 P.M.

Mountaineer Field

Let's All Be There

Win This 2nd Conference Game

You Have Had One Victory - You Can Do It Again

- We Are Behind You, All The Way, In Your Goal For Victory -

Arthur Talley, Used Cars
 Shields And Standly
 Adams Implement Co. & Service Station
 Grammer's Dep't Store
 Corner Drug
 Purdy Mercantile Company
 Queen Theatre
 Bland Grocery
 B. T. Vinson, Grocery
 Coleman Gas and Oil
 Turner Drug
 Williamson Shoe Hospital
 Santa Anna Jewelry Company
 Santa Anna Gas Company
 West Texas Utilities Co.
 Banner Creameries
 Grant's Phillips 66 Service Station
 Hotel Santa Anna and Coffee Shop
 Griffin Hatchery
 Bob Garrett, (Cotton)



Gipson Florist
 Ford Barnes
 R. J. Fulton
 Lois Henderson, Laundry
 Service Cafe
 South Texas Lumber Co.
 "Ray" Owen Gulf Service Station
 Truck Harbor Cafe & Dining Room
 Campbell Gin
 E.A. Densman Welding & Mechanical Shop
 Harvey Grocery & Market
 Santa Anna Co-op Gin
 Arrow Mills, Inc.
 Santa Anna National Bank
 Piggly Wiggly
 J. C. Price
 Santa Anna Telephone Company
 E. A. Wallace, Plumbing
 Mathews Motor Co.
 Loyd Burris, Dry Goods

CLASSIFIED ADS.

AUTOMOBILES

FOR SALE: Several good used cars. See Arthur Talley. 2446

FOR SALE OR TRADE

FOR SALE: Piano in good condition. See Arthur Talley. 2446

FOR SALE: 1946 Ford tractor with cultivator, planter, and triple disc. O. Davis on Main Street. Phone 38-114

FOR SALE: 5 bibles, south-west of Santa Anna. 38-114

SEED: OATS for winter feed. See Arthur Talley. 2446

FOR SALE: 1948 Ford sedan. See Arthur Talley. 2446

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and son, Walter, of Corpus Christi; Mrs. L. M. Sanford of Harlingen; D. B. Yarborough and wife of Bangs; Mr. and Mrs. W. G. Lindsey of San Sabá; and Mrs. Alice Wilks and son, George, of Fort Worth. Mrs. Wilks is a niece of the brothers and sisters.

Bergo - Talley

Relatives and friends have received announcements of the marriage of Shirley May Bergo to Arthur Dean Talley, which took place at Las Vegas, Nevada, on Saturday September 24. The bride is a daughter of Mr. and Mrs. Elmer C. Burnham of Dalhart. The groom, 31, is stationed at San Diego, Calif. The newly weds are expected to arrive Sunday for a visit with his parents, Mr. and Mrs. Arthur Talley.

Two Are Hostesses To Rockwood W.M.U.

Mrs. Cecil Davis and Mrs. Bill Davis were hostesses when the women's Missionary Union and the Rockwood Baptist Church had a luncheon on October 6.

The women's union and Mrs. Davis entertained the ladies of the Rockwood Baptist Church for a luncheon at the home of Mrs. Davis on October 6. The ladies were served by Mrs. Davis and Mrs. Bill Davis. The ladies of the church were: Mrs. J. P. Richardson, Mrs. J. C. Hunter, Mrs. M. A. Richardson, H. E. Dutton, J. O. Baugh, J. P. Richardson, J. C. Hunter.

Rockwood W.S.C.S. In Fall Study

Japan Begins Again, the fall study was introduced when the W.S.C.S. met at the Methodist Church Monday afternoon. Mrs. C. H. Porter, secretary of the Missionary education is directing the study. Worship center featured a cross and open Bible. Mr. J. P. Richardson presided at a brief business session. Mrs. H. E. Dutton was elected Promotion Secretary upon the resignation of Mrs. Leon McMillan. Attending were Misses C. H. Porter and Charles, J. C. Ferguson.

Queen Theatre

Friday and Saturday

OCTOBER 7 and 8
William Elliott - Marie Windsor

"Hellfire" in Tricolor

Sunday & Monday

OCTOBER 9 and 10
Dane Clark - Alexis Smith

"Whiplash"

Tues., Wed. & Thurs.

OCTOBER 11, 12 and 13
Bing Crosby - Ann Blyth
Barré Fitzgerald - Hume Cronyn

"Top O' the Morning"

Blue Bonnet Club Meets

The Blue Bonnet Club met on Thursday of last week in the home of Mrs. Williamson, when a program on "Safety in the Home" was given.

Mrs. W. W. Wilson called the meeting to order. Songs were led by Mrs. J. C. Garrett.

Mrs. John Launders gave a comedy report, which was followed by a report from the nominating committee.

The following officers were elected to serve the coming year: President, Miss Thelma Casey; Vice President, Mrs. Solon Wilson; Secretary, Mrs. Dee Bachillon; Treasurer, Mrs. E. Z. Casey; Recreation leader, Mrs. W. W. Wilson; and Reporter, Mrs. Le Roy Curry.

The program, which followed the business session, was on "Safety in the Home" with Mrs. J. C. Garrett, Mrs. W. W. Wilson and Mrs. Williamson taking part. Delicious watermelon was served to 10 members.

SON BORN MR. AND MRS. JOE WESLEY WISE

Mr. and Mrs. Joe Wesley Wise announce the birth of a son Tuesday morning, Oct. 4 at Brady hospital. Mr. and Mrs. Wise have another son, Joe Ed age 3. Grandparents are Mr. and Mrs. Evan Wise, of Rockwood and Mr. and Mrs. Tisdale, of Brady. Great grandparents are Mrs. J. W. Wise and Mrs. J. W. Box.

ROCKWOOD CUB SCOUTS ORGANIZE

The first regular meeting of the Cub Scouts was held last Friday afternoon, after school, at the Dutton home. Rev. H. E. Dutton is Cub Scout Master and Mrs. Dutton is Den Mother. Registered were Jerry Joe Dutton, Elroy Baugh, Don Hunter, Jerry Johnson, and Billy Matt McInure. The Scouts will meet each Friday afternoon.

India and Afghanistan are connected by the Khyber Pass.

All Costume Jewelry, 1/2 Off. Ladies Shop. New Remington 30-06 deer rifle. Blue Hardware Co.

-SEE US-

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TRUCKS
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—NEW and USED—

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PIGGLY WIGGLY WIDEST VARIETY | **PIGGLY WIGGLY QUALITY FOODS** | **PIGGLY WIGGLY LOWEST PRICES**

FLOUR GOLD CROWN - Print Bag Every sack guaranteed **25 lb Sack Only 1.59**

HUNTS PEACHES 2 1/2 Can **.23** | **HI-C ORANGE-ADE** 46 Oz. Can **.29**

SALMON Alaska Chum **Can .39**

PURE LARD ARMOUR'S STAR 3 lb. Ctn. **.55**

OUR GIANT 2 FOR .25 SALE

Continues Friday and Saturday

With Many More Items Added

- Don't Miss These Savings -

RED FLAME - TOKAY GRAPES, Pound	.09	Tender Seven or Chuck BEEF ROAST, Pound	.49
RED DELICIOUS APPLES, 2 Pounds	.25	Deckers Iowana SLICED BACON, Pound	.59
BULL NOSE - SWEET PEPPER, Pound	.12	Deckers Skinless WIENERS, Pound	.35
RED OR WHITE ONIONS, Pound	.05	Armours Red Rose OLEO, Pound	.21
NO. 1 COLORADO POTATOES, Pound	.04 1/2		

PIGGLY WIGGLY WHERE SHOPPERS WISE... **WIGGLY** ...ECONOMIZE!

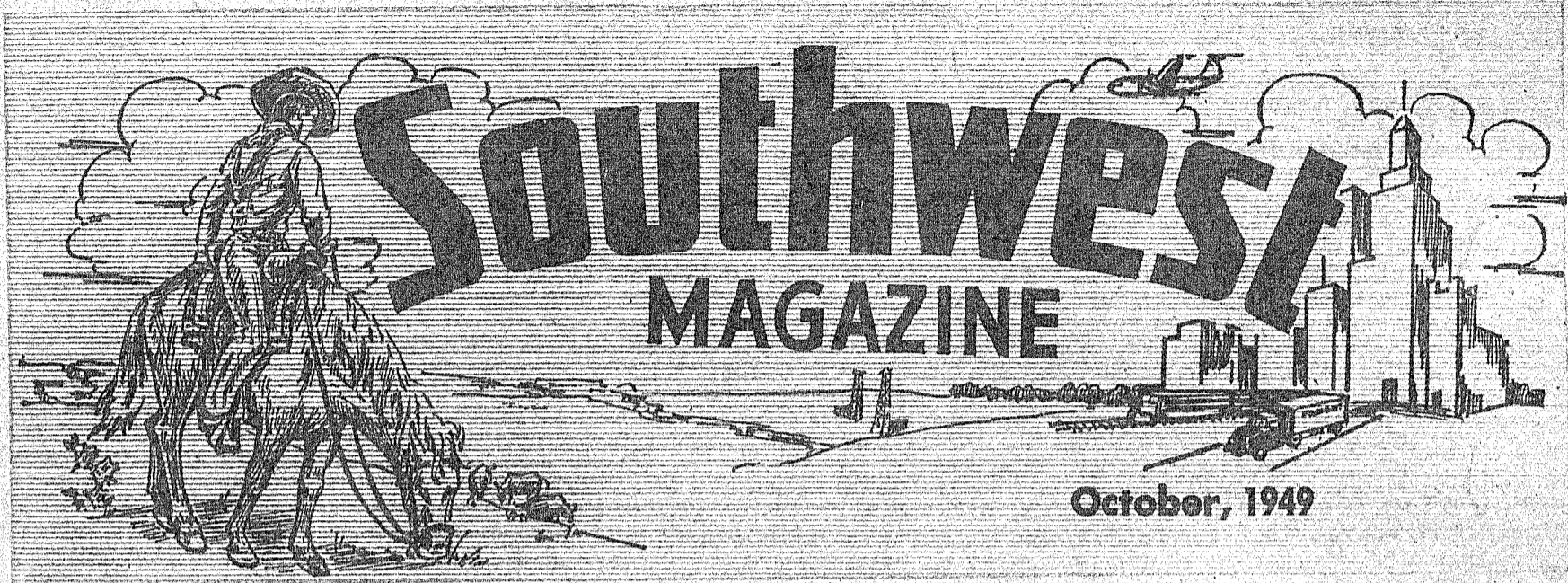
TAX NOTICE

Tax Payers of the Consolidated Santa Anna Independent School District are hereby notified that all taxes for the Santa Anna Independent School District are payable at the County Tax-Assessors Office at the Court House in Coleman, Texas, on or before January 31, 1950.

Miss Jettie Kirkpatrick will continue to collect Delinquent Taxes through 1948 at the City Hall in Santa Anna, Texas.

S. A. Independent School District

Magazine
Section of SANTA ANNA NEWS



October! Pretty girls, pumpkins
and all that goes with Halloween!



October! Time for reaping the
bountiful harvest!

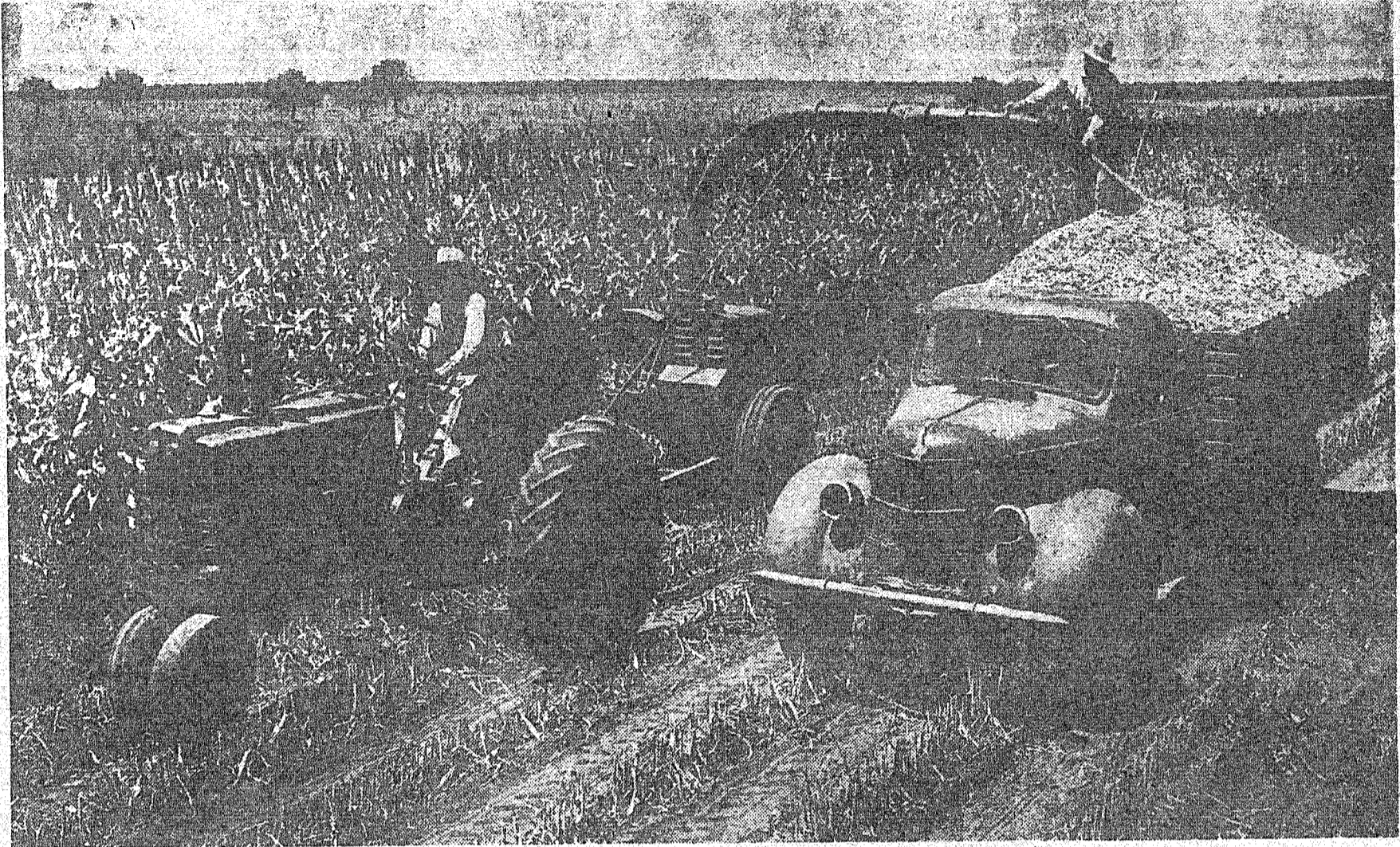


October!
King
Football
reigns
once
more!



October!
Columbus Day!

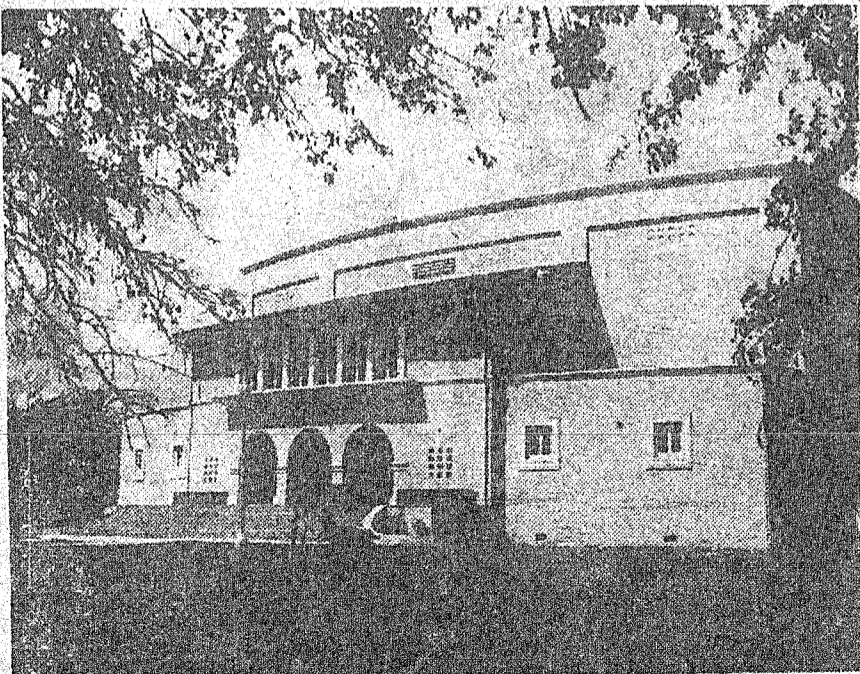
Energetic South Texas Chamber of Commerce Spreads Influence Over 55 Counties



South Texas' leadership rapidly expands in industry, agriculture. And the South Texas C. of C. helps provide leadership for such expansion.



South Texas is famous for its ranches and production of beef cattle.



Jones Auditorium at Texas A. & I., Kingsville, seats 1,700 people.

Led Fight to Make Its Section of State Attractive to Outside Business, Industry

By BOB ALDRIDGE
(In the San Antonio Express)

It often happens: All one has to do is name a new industry just landed . . . or point with pride to some economic or civic stride . . .

And bingo! There's a chamber of commerce to claim credit for it.

Not so with a certain regional chamber that hangs its hat in San Antonio, but which spreads its influence far and wide—over 55 counties.

Gives Leadership

It is the South Texas Chamber of Commerce.

It does not claim credit for every achievement in its broad territory.

But it does take credit for one admirable trait—leadership!

With this attitude, the S. T. C. C. has been a real leader throughout its vast economic, agricultural and industrial empire . . . for 22 years.

The area has grown in might, in worth, in tangible put-your-finger-on assets that run into the billions of dollars.

This modest regional chamber of commerce does not point to a great plant in the South Texas domain and say, "We did that!"

It will say, and with all confidence: "We have led the fight to make South Texas more attractive to the outside business and industrial world."

"We were the first chamber of commerce organization actively to fight legislation which would have permitted discriminatory and prohibitive taxes.

"We were the first such organization . . .

"To advocate reduction of public expenditures;

"To protest against special taxes against production;

"To fight against a state income tax;

"To battle diversion of gasoline taxes;

"To demand adjustments of unfair fire insurance rate structures (maximum good fire record credits were

increased from 15 per cent to 25 by the State Insurance Department in 1936 after a three-year fight by the chamber—saving policy holders millions in premiums over the years);

"To demand creation of major state-supported educational institution for South Texas (Texas College of Arts and Industries was established in Kingsville in 1929 by an act of the legislature)."

The South Texas Chamber represents interests common to all types of business, and all phases of agriculture.



CON-RO overalls and dungaree combinations are TEXAS-MADE of sturdy TEX-TEX Denim. They're Sanforized, made extra roomy, economical . . . easy to sell and repeat. Select by brand name: CON-RO brand carries a nationally advertised label . . . assuring quality.

Made in Texas by



Hunting Season! Know Your Game Birds!



WILD TURKEY

The wild turkey is similar to the domesticated fowl. This bird was imported into Europe from Africa by way of Turkey. That's how it gets its name. The male is fond of strutting his feathers puffed out and his tail spread. Hunters in Texas and Oklahoma "go" for these birds in a big way. It's excellent sport shooting them and the eating is mighty good!

Who hasn't thrilled to the shrill whistle of "bob white," which the quail seems to be calling? You've missed a sensation if you've never been scared out of your wits as a covey of these birds came out of the brush while you waited tensely in expectation of the rise. Probably the most delicious dish of all the game birds found in the Southwest. Most sportsmen rate quail hunting as their favorite activity. Bird dogs must be at their best in locating the bob white.



BOB WHITE

This is the common wild duck of the northern hemisphere. It has given rise to the domestic duck. Texas and Oklahoma nimrods usually find the mallard more plentiful than any of the feathered visitors of the duck family. Properly prepared (take the "gamey" taste out), they provide a great main dish for anybody's table. The drake can be recognized by its greenish black head and neck, and white collar. The female is mottled and streaked dark brown and pale buff.



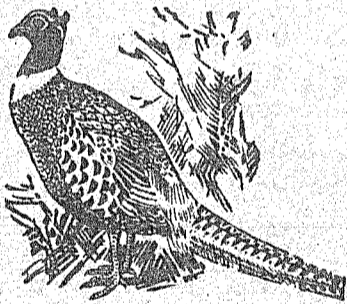
MALLARD DUCK

Another of the species of ducks that come down in great numbers from the gold north to bask in the sun all winter. The blue winged teal is a variety of short-necked river ducks. More easily fooled by artificial "call" devices than most of the other kinds once they get close enough to hear the hunter's lure, still they are very wary creatures and not too easy to bag. The blue winged teal is distinguished by the light blue area on the forepart of the wing.



BLUE WING TEAL

Up in South Dakota in the late Autumn, hunters swarm through the brush in quest of this beautiful bird. "Pheastivals" are staged, attracting thousands from all over the United States. Texans and Oklahomans by the hundreds go by plane and automobile for the pheasant season. They rate with dishes fit for kings when served with all the trimmings. This is a variety of pheasant with a white neck ring. It is among the proudest of the game birds.



PHEASANT

Down from the Arctic regions of North America every winter come the big geese. The Canadian goose also is known as the wild goose or honker, native to this hemisphere. There are several varieties—the white-cheeked goose, the cackling goose, etc. A peculiarity of these birds is their susceptibility to "water logging." Often their feathers become soaked and they are forced down, sometimes on city streets, where numbers of them have been picked up without resistance.



CANADIAN GOOSE

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Merry Christmas ALL YEAR LONG!

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LADIES' HOME J.

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One 1-yr. gift sub. . . \$3.00
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CORONET

Each 1-yr. gift sub. \$2.50

POP. MECHANICS

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AMERICAN HOME

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Two 1-yr. gift subs. \$4.00
Add'l 1-yr. gift subs \$1.50

TIME

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Add'l 1-yr. gift subs \$4.00

NEWSWEEK

Each 1-yr. gift sub . . \$4.75

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One 1-yr. gift sub . . \$2.75
Add'l 1-yr. gift subs \$2.25

What Christmas gift costs so little, yet gives as much pleasure and satisfaction as a magazine subscription!

Here's a gift that says "Merry Christmas" all year long . . . Is a constant reminder of your affection and regard . . .

Take advantage of these Special Christmas Offers now and save up to 50% under newsstand prices. Delivery guaranteed. Send your orders today to Shepard W. Davis & Co., Staten Island 4, New York.

FREE! A beautiful gift card in full color will be sent with every gift subscription.

These Magazines Make Swell Gifts, Too!

PRICES ARE FOR ONE YEAR

American Girl \$2.00	Harper's Bazaar \$6.00	Photoplay Movie Mir. \$1.50
American Magazine 3.00	Harper's Magazine 5.00	Popular Photography 3.00
American Mercury 4.00	Holiday 5.00	Popular Science 3.00
Argosy 2.50	House and Garden 5.00	Radio Best & Telev. 3.00
Atlantic Monthly 6.00	Hunting and Fishing 2.00	Railroad Magazine 2.50
Baby Post 3.00	Hygeia 3.00	Redbook 2.50
Baseball Magazine 2.00	Jack and Jill 2.50	Rider & Driver 5.00
Better Homes & Gardens 2.50	Ladies' Home Journal 3.00	Saturday Eve. Post 6.00
Blue Book Magazine 2.50	Eiberty 2.25	Saturday Rev. of Lit. 6.00
Boys' Life 2.50	Life 2 yrs. 9.75	Science and Mechanics 2.00
Charm 2.50	Look 3.50	Scientific Digest 3.00
Child Life 3.00	Mademoiselle 3.50	Scientific American 5.00
Children's Activities 4.00	Magazine Digest 3.00	Seventeen 3.00
Christian Herald 3.00	Mayfair (Amer. Fashions) 4.00	Sporting News 3.00
Collier's Weekly 5.00	McCall's Magazine 2.50	Sports Afield 2.50
Cosmopolitan 1.50	Motion Picture 1.20	Time 2 yrs. 10.00
Country Gentleman 1.00	Motor Boating 3.50	Today's Woman 3.00
Down Beat 5.00	Movie Life 3.00	Tomorrow 3.50
Ebony 3.00	National Geographic 5.00	True 3.00
Esquire 6.00	New Yorker 7.00	True Police Cases 3.00
Etude 3.00	Official Detective 3.00	True Detective 3.00
Field and Stream 2.50	Omnibook 3.65	True Story Magazine 2.20
Flower Grower 3.00	Open Road for Boys 2.00	U.S. News-World Rep. 5.00
Flying 3.00	Outdoor Guide 2.00	Varsity 2.50
Fortune 10.00	Outdoor Life 2.50	Vogue 2.50
Gardener's Chronicle 3.00	Outdoors 2.00	Vogue Pattern Book 2.00
Glamour 2.50	Parents' Magazine 3.00	Woman (The) 3.00
Good Housekeeping 3.50	Pathfinder 2.50	Woman's Home Comp. 2.50

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★ EASY TO OPERATE ★ EASY TO INSTALL



SUNMASTER JR.
AUTOMATIC CLOTHES LINE

It's ideal for bathroom, porch or basement . . . for in between washday or rainy weather use. Just pull lines out of the metal case, attach bar end to opposite wall. A turn of the plastic knob tightens lines. When through lines automatically dewind into case. Order yours now and enjoy \$4.95 it for years.....

For your SUNMASTER JR. automatic clothes line ADDRESS YOUR ORDER TO "CLOTHES LINE, SOUTHWEST MAGAZINE, 715 Jones St., Fort Worth, Texas. Shipments by parcel post, C.O.D. if money order is not enclosed with your order.

News and Comment About Farm and Ranch

Land Rush in Texas by Veterans of Second World War Gives State Another 'Brag' to Add to Its Collection

A land rush in all the Lone Star State's 254 counties is giving Texas something more to brag about to outsiders. A bill that eases the way of every Texas veteran of World War II into the farming or ranching business was passed by the 51st Texas Legislature. All the veteran has to do is slap down \$375, or five per cent of \$7,500, and the Texas Veterans' Land Board will set him in business as a farmer or rancher. The veterans buy it on a note that costs them only three per cent interest for 40 years. Payments of about \$100 would fall due semi-annually.

Corn Bins Costly

A huge bin-building program to store an expected 500 million bushels of surplus corn will cost American taxpayers about 150 million dollars, the Government announced recently. Scattered through rural areas in the great Corn Belt states, the 45,000 wood, steel and aluminum bins will be of a semi-permanent type. Under the farm price-support laws, the Government becomes the owner of large amounts of corn, either by loan or purchase, when the market falls below the level at which Federal authorities buy.

Proved Their Point

Individual farmers and grain storage companies who contended that private enterprise can do a better job than the Government have succeeded in getting most of the 1949 wheat crop under cover. An expected shortage of storage space caused considerable worry before the harvest began. Elevators in key market centers bulged with 1948 wheat. The Federal Government worked out a program to support the price of wheat it expected would have to be piled on the ground. Thus far the program has been of little importance. Some temporary space wasn't even needed.

Pie Baker Deluxe

A neat and pretty 15-year-old farm girl, Sue Phegley, of Carlisle, Ind., is the winner of the National Red Cherry Institute's pie-baking contest for 1949. Exhibiting her skill as a master in her art, she went alone into the kitchen of a large Chicago hotel and showed the high-priced pastry chefs how to turn out a yum-yummy pie. Along with the honor of being the national queen, she was swept off her feet with sightseeing tours through Chicago. She was feted at the best hotels, and treated to free movies and radio shows.

Busy Brannan

Despite suggestions that he might make better use of his time at his desk in Washington, Secretary of Agriculture Charles F. Brannan is going ahead with his attempt to sell his farm plan to the Nation. He is on a speaking tour that will last until the end of October and take him into six important agricultural states. Brannan would let prices of farm goods go up or down as they will in the markets and have the Government pay the difference between low market prices and prices set at a Government standard.

Cows For Europe

Sixty-five cows and three bulls have emigrated from the United States to Western Germany, given to German farmers under a unique American relief plan. They are the first of 1,200 cattle being sent to bolster milk supplies and rebuild dairy herds depleted by the war. These wondering-eyed animals were donated through private contributions to the Heifer Project Committee, originated by the Church of the Brethren, and now having the support of many religious and civic groups.

—PAGE FOUR

Ranch Radio

One of the first radio communication systems ever to be used in ranch operations is being installed by E. S. Brainard near Canadian, Tex. It includes a two-way radio network and also a mobile transmitter of the walkie-talkie type. The system, says Brainard, will connect the far-flung ranch properties. Ranchers of the Panhandle believe it will solve the problems of locating and feeding cattle during the winter.

Wrong Sex

When a movie unit was shooting a picture near Sedona, Ariz., Smokey Forrest heard that real cow wranglers were needed. To get a job Smokey had to join the teamsters union. Six-foot tall, weighing 170 pounds, Smokey got \$16.50 a day and keep—a cowpoke's dream come true. After working two days—unloading ten tons of hay and shoeing two horses—Smokey was suddenly discharged. Smokey was a good worker—but union rules don't allow girl wranglers to be employed.

Young Beekeepers

Mahon Shoup, 13-year-old farm boy of Marienville, Pa., works shirtless with thousands of live bees each day. His younger brother, Billy, helps him. The Shoup youngsters raise enough bees each year to provide many pounds of choice honey, which they sell for spending money. Both lads are enthusiastic 4-H Club members, proud to be among the 2,914 boys and girls in the United States who have chosen bees as their project work within the last year. One of the most difficult tasks which Mahon has undertaken in his bee-raising project was that of getting a swarm of bees to settle in a clean hive he and his brother built not far from their home. "It took a little smoke from my smoker and a little patience to do the trick," Mahon explains.

Watch That Match!

Elwyn Pearson, of Des Moines, Iowa, learned that matches and gasoline don't mix when he decided to exterminate the wasps who were bothering his live stock. The Pearson technique of pouring gasoline into the pipe where the wasps lived and lighting a match landed the man in a hospital.

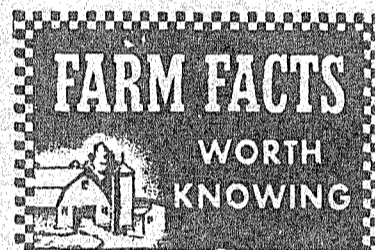
Uncle Sam Farms

Uncle Sam is in the wheat and cotton business in a big way. He is offering wheat and flour to 19 foreign nations at less than cost, under the new international wheat agreement, and he has fallen heir to about 3,750,000 bales of cotton. Both are surplus American commodities. The government acquired them through its price-supporting loan program and by direct price-supporting purchases. Prospects are that the government will lose money all around. Under the wheat pact, the world ceiling is \$1.80 a bushel for wheat, but that is about 50 cents a bushel less than the government paid for it. The surplus cotton cost the government \$550,000,000 last year.

Soil Conservation



STRIP-CROPPING on the contour boosts farm income by holding valuable topsoil on the land and retarding run-off. Grass legume strips between cultivated crops not only build soil fertility, but provide extra feed.



Q. Can turkeys be caponized?

A. Yes, but caponizing does not seem to be practical or economical, probably because it takes turkeys nearly two years to reach physical maturity and the results of caponizing are not evidenced until after that time.

Q. What can be done to prevent sows from mashing their pigs?

A. All farrowing houses of every type should have a guard rail around the sides and back of the individual pen used by each sow and her litter. This should be 8 to 10 inches from the floor and 8 to 10 inches from the wall. Guard rails are of great value in keeping sows from rolling on their pigs.

Q. How long should a cow be dry before she is due to calve?

A. A cow should be dried off about 60 days before she is due to calve. It is therefore necessary to keep accurate breeding dates. The Ralston Purina Company, St. Louis, Mo., issues a "Time Saver" herd record card, which may be obtained free of cost from any of its dealers. This handy card may be hung in the barn and has blanks where breeding and calving dates may be jotted

down.

Send your questions about livestock or poultry problems to FARM FACTS, 835 South Eighth Street, St. Louis 2, Missouri. Questions will be answered without charge, either by mail or in this column, as a service of this newspaper.

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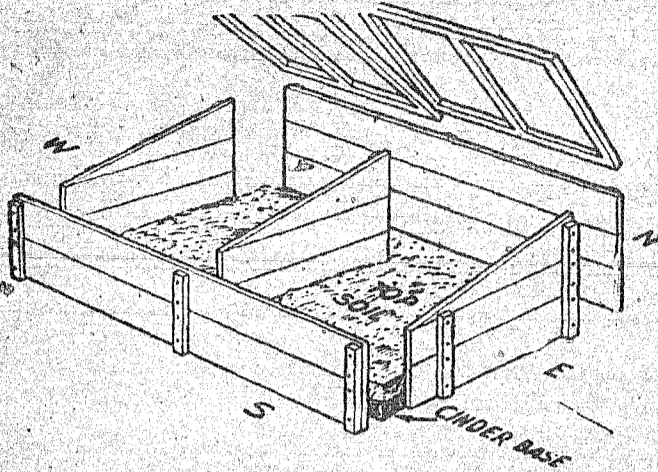
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FOR the BEST SALES and SERVICE
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FORT WORTH, TEXAS
ESTABLISHED 1909

CHAS. DAGGETT Cattle Salesman FRANK LISLE Hog Salesman BOB BRAMLETT Sheep Salesman

Start Perennials At Once Easy to Make SEED FRAME



Anyone handy with a hammer and saw can construct this sturdy seed frame. It is made up of four sides, and a hinged top glazed with Vimlite*, flexible plastic glazing.

Vimlite is used because it is shatterproof, lightweight, has good insulation qualities and is easy to install. No grooving of the frame, or puttying is necessary. Vimlite is merely latched in place like fly screen.

The standard size for seed frames is 3 feet x 6 feet. To protect it against rot and decay, the lumber used should be treated with Dow's pentachlorophenol. This chemical and Vimlite can be obtained at hardware, lumber and building supply stores.

Assemble the four sides, center partition, and top frames according to the sketch above. For

permanent construction it is advisable to use galvanized screws instead of nails.

The seed frame is set in place on the ground with the high side to the north, and the top sash slanted toward the sun. The inside should be filled with three inches of cinders or gravel and then a layer of top soil. This insulates against cold and improves drainage. When the seed frame has served its purpose each season, it should be removed and stored until it is time to use it again.

Lumber List

- Sides:
9 pcs. 1"x6"x6 ft.
15 lineal ft. 1"x2"
- Sash:
30 lineal ft. 1"x2"
4 hinges 1 1/2"x1 1/2"
2 yds. Vimlite, 36" wide

*Reg. U. S. Pat. Off.

In Screenland: Points on the Stars

HOLLYWOOD. — Filmtown Jottings: Currently starring with Bill Lundigan in "Oh, Doctor!" Dorothy McGuire is putting her New York home up for sale and will make California her residence. . . Richard Conte has finally agreed that his talented actress-wife, Ruth Strome, ought to resume her career. . . Some of Hollywood's good Irish brethren are studying Gaelic, in keeping with the admonition of Eire's president, Sean T. O'Kelly, that every Irishman should be able to speak the language. . . Dennis Morgan thinks the much-discussed movie recession is a good thing for the business. . . "Everybody knows a lot of pictures were made during the lush days because there was a pre-sold audience," Dennis observes. . . "Now people are shopping. . . It's a healthy thing. . . It'll mean better pictures" . . . Louis Calhern, of "Life With Father" stage renown, is playing a grandfather (Jane Powell's) in "Nancy Goes to Rio."

'Fair Dealer' with 'New Look'

Mrs. Harry S. Truman appeared at a special affair in Washington with a waistline that made her the envy of all the other women present. She had trimmed 20 pounds from her figure in just a few months. Her secret: She eats everything the President does, but passes up the salt.

Your United States

Here are ten questions to check your knowledge of the United States and its history. Correct answers will be found on Page 11.

1. When was the United States Marine Band organized?
2. Which is farther west, Honolulu or Nome, Alaska?
3. What percentage of families have asked for return of Second World War dead?
4. What is the length of Alaska's coastline?
5. How long did Charles Lindbergh's flight to Paris take?
6. How many times was Eugene Debs a candidate for president?
7. If the president and vice president should die, who would become president of the United States?
8. When was the war between the United States and Spain declared?
9. What was the native state of Sgt. Alvin York, First World War hero?
10. Who started Father's Day and in what year did it begin?

This Month's Timely Tip for Flower Garden . . . With Plans

How to Fix It Strange, but True—

PORTLAND cement is available in various colors, and if you wish to give a tint to a surface it is always wise to purchase cement already mixed. The whitish cement is better for coloring purposes than the standard product which has a bit of gray in it.

For best results, when building a concrete sidewalk or driveway, the base should be well tamped and should contain gravel and cinders to a depth of six and one-quarter inches.

Much of the dampness can be removed from the basement by providing more and larger windows. In building a new home it is well to remember that light in the cellar is highly important and the extra expense is trifling.

Never use the household vacuum cleaner to clean the soot from the furnace for the heavy accumulation of dirt will soon clog the cleaner. Better to have the job done by the furnace man who has special vacuum equipment for this. Cleaning the furnace well every summer actually will cost you nothing since the expense will be met by the saving of fuel over the winter.

A door will rattle when the latch bolt is loose in the strike plate, and the corrective measure, of course, calls for moving of the plate closer to the stop, a small chore for any home handyman.

If a door sags look for the trouble, first in the hinges. Screws may be loose or the hinges may not be sturdy enough. Often the installation of a middle hinge will be necessary.

Inside chimney dimensions of eight by twelve inches are considered to be ideal for most heating plants. Anything under this is likely to cause trouble. For a kitchen range or a laundry stove measurements should be eight by eight.

Opera Star Gladys Swarthout may return to radio via a five-a-week quarter-hour series currently making the rounds.

ALWAYS UP. John J. Healy, 92, of Beverly, Mass., hasn't been in bed in 30 years. He gets his rest merely by reclining in a chair; says he couldn't sleep lying down. He runs a trucking business, and already has chopped enough wood for his furnace for the coming winter.

HIDEAWAY. Harry Zeideman, 72, of Boston, has chest-length whiskers. They, police charge, were a depository for lottery slips, which were found in his flowing white beard when he was arrested.

SHAME! Mixing with a circus crowd to watch for suspicious characters, Detective Harry Wolfe of Wheeling, W. Va., was robbed of his badge, which was pinned in a leather folder in his pocket.

OUCH! John Arneau of Seattle, sent Traffic Judge Roy DeGrief a letter containing a parking ticket, a dental appointment notation, and a badly worn tooth. Judge DeGrief tore up the ticket and returned the tooth to the defendant.

FAITHFUL. Giving milk after a grueling experience, the 800-pound cow owned by Chester Rebillard of Winstead, Conn., remained faithful to its duty. The cow fell into a well 20 feet deep. After being hoisted to safety by a wrecking crane, the cow gave a half-pint of milk a few minutes later.

NO HITCH. A little thing like measles failed to prevent the wedding of Mr. and Mrs. Glenn L. Walsh of Lapeer, Mich. The bride had come down with the three-day variety. Attendance at the ceremony was sparse, but the bride and groom went through the knot-tying rites without a hitch.

RESTFUL. Winning a divorce, Mrs. Mary K. Buckley of Seattle, testified that her husband didn't get out of bed the first four months after being discharged from the Army, except to go to a liquor store.

TOOK TIME OFF

In medieval times, warring armies agreed to call off hostilities during the bitter cold winter months.

Noted Throat Specialists Report
on 30-Day Test of Camel Smokers...

NOT ONE SINGLE CASE
OF THROAT IRRITATION
due to smoking
CAMELS!



Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels, and only Camels, for 30 consecutive days.

Southwest Magazine

M. I. HALL, Publisher

BEKE HANDLER, Editor

Editorial Offices: 718 Jones Street,
Fort Worth, Texas.

Names and descriptions of all characters in
fiction stories and semi-fiction articles in this
magazine are wholly imaginary. Any paper
which happens to be the same as that of any

EDITORIAL Study Advertising Mr. Business Man

(Second in a Series)

EVERYONE in the business of serving the public should make a study of advertising.

Many space buyers think in terms of the size of their message to the readers, but advertising goes much farther.

The space to be used is very important, of course, just as its size is a factor in bidding for attention.

The "copy"—the actual information given the reader—is of utmost importance, and it should tell of a benefit . . . how the buyer will be helped by purchasing the item advertised.

The ad should be written in simple language and the type should be easy to read.

Advertising should be consistent—daily, weekly or monthly, according to how often the publication appears, because we all buy mentally many times before making one actual purchase.

Keeping the customer mentally favorable to your business through your advertising means that when he acts to buy your possibilities of being chosen are much greater.

The writer recently took a short course in advertising copy writing, and he was asked to judge which of the two treatments of copy shown below is likely to attract the most buyers. (Make the test yourself). The subject is a \$20,000 mink coat:

(A) Fashion Department Store takes great pride in selection of the very finest pelts on the market for making beautiful mink coats. We are featuring these coats to you at a special discount during our first fall style showings.

(B) If all your life you've longed for "mink", do have one this fall! The pelts are the finest, the smart styles will lift you to the very top of the fashion world. Do make your selection today. These precious "minks" are yours at a special saving for early fall shoppers who desire to have very first choice. You will certainly be better pleased to step out first in a new "mink" for fall from Fashion Department Store.
—M. I. HALL.

LETTERS—

Ranch Stories

Sir: As the son of one of Texas' pioneer ranchmen, I thoroughly enjoyed your article in the September issue of SOUTHWEST MAGAZINE on the history of the cattle industry in this State.

I was, however, a little disappointed that you didn't go into more detail on such great ranches as the XIT and the King. Wonder if you could do a good story on them in some future issue?

ARTHUR ELLISON,
Amarillo, Texas.

Mr. Ellison: It would take entirely too much space to do justice to the XIT and King Ranches. Suggest you read Lewis Ford's fine new book, "Cattle Empire."—ED.

Likes "New Look"

Sir: The "New Look" of SOUTHWEST MAGAZINE in the September issue was a pleasant surprise. Your publication was more entertaining, informative and attractive from a typographical standpoint.

MRS. EMMA HAWLAND,
Meridian, Texas.

Mrs. Hawland: Thanks, very much. We're striving to make it better every month.—ED.

Garden Tips

Sir: Missed one thing in your September magazine. That was a column of helpful hints on gardening. How come?

MRS. ROSCOE YEATTS,
Comanche, Texas.

Mrs. Yeatts: Didn't have our gardening editor lined up. He's in this issue with a host of a plan for seed frames. Look on Page 6.

—PAGE SIX

High-Lights in the News

Use of Oil Rises As More Oil Found

Every man, woman and child in the United States last year consumed 620 gallons of oil.

Thus, a survey shows, this Nation's use of crude petroleum has risen right along with the discovery of new production.

Oil consumed in this country was transformed into energy to keep industrial machinery running smoothly, to heat millions of homes and other buildings, and to provide transportation and communication.

The Nation has increased its use of oil more than 88 per cent in the past 10 years and is hungry for more.

The whole world produced and consumed less oil 10 years ago than the United States alone uses now.

No wonder the Department of Interior counsels conservation of oil and the elimination of waste in production.

Things Dull Around Washington These Days

Things have been dull, indeed, around Washington of late—since President Truman seemingly ordered a complete publicity blackout for his "military aide," Maj. Gen. Harry Vaughan. But, a return to normal must be in order; after all, you can't make a neon light dull and drab just by blowing at it a bit!—The Shreveport Times.

New Federal Judges For Texas Well-Liked

Appointment by President Truman of judges to fill the benches in the two newly-created Federal Districts in South Texas apparently won popular approval. Newspaper comment indicates the appointments pleased most folks. James V. Allred and Ben Connally are the new jurists. Connally is the son of U. S. Senator Tom Connally of Marlin. Allred is a former Governor of Texas.

GOP Thinks Farmers Want Less Control

Leaders of the Republican Party, in a national farm conference at Sioux City, Ia., concluded that



York, Louisville Times

Oil for the Lamps of Moscow.

farmers want a program assuring them a stable income based on fair market prices and a minimum of direct government subsidies.

Growers also want less, rather than more, controls, greater farm participation in administration of programs, and reduced taxes, the GOP chiefs decided.

Reds Admit Having 'A' Bomb; Now What?

President Truman disclosed in Washington that the United States knows for certain the Russians possess the secret of the atom bomb. Now what? One school of thought feels the fact that both our country and the Reds have the deadly weapon will mean neither will want to

go to war. Another group holds that admission by the U. S. S. R. that it, too, can manufacture the wholesale killer draws us that much nearer to a third world conflict. Meanwhile, it seems certain everyone will tread more cautiously along the path of international dispute, for it is readily agreed that an atomic war might well mean the destruction of civilization.

ROYAL CLAIMS

Ethiopia's royal family claims to have descended from King Solomon and the Queen of Sheba.

OLDEST MAP

The oldest known map in the world was produced about 4,000 years ago.

Old Farris now appearing in the
Spauld Goldwyn Production ROSEANNA MCCOM

"THE
FLAKY-THIN CRACKER
STARS AT EVERYBODY'S
TABLE!"

Serve KRISPY'S with
spreads, soups and salads!
all through the meal!

Flaky Thin
SALTINES

Sunshine
KRISPY CRACKERS

FROM THE THOUSAND WINDOW BAKERIES OF Sunshine Biscuits, INC.

TIMELY TIPS For

Poultry Raisers

Just Recently Goose Pelts Have Come on the Market and They're Very Much in Demand

PERHAPS few people realize the marketable products that can be obtained from geese. Geese are usually thought of in terms of roast goose, goose liver, goose grease and feathers. However, just recently, goose pelts have come on the market and are already much in demand.



In order to get these pelts or hides, the geese are killed in the regular way and picked of only the big feathers—the down is left on all over the body. Each goose is then skinned. The hides are degreased by drying and are then tanned, bleached and dyed. After dying, the hide is then dried again and cut into the desired shapes. This whole process takes a period of about two months, because so much drying time is necessary. This drying is important because the pelt does not dye uniformly unless it is dried sufficiently.

A recent exhibit of these pelts dyed in a half a dozen different colors was shown at the International Baby Chick Assn. Convention and attracted considerable attention. Powder puffs were also made of the pelts, and they too were dyed in a number of different colors. Both the pelts and the powder puffs are extremely soft because of the down on them. The pelts offer many possibilities in trimming ladies' gowns and jackets; these goose pelts or hides offer great insulating value and when placed next to the skin provide considerable warmth. These pelts run from \$8 in price up to \$60 or \$75 depending on the size. The powder puffs sell for \$1.25 each on up to a set of several for \$15.

The intestinal fat and body fat are also products that are available for the sale from geese. The body fat is for eating while the intestinal fat is sold to cosmetic manufacturers.

Goose livers are sold under the term "pate." In Europe, goose livers are sold as pate-de-fois gras, but in order to obtain this product, the geese must be force-fed; here in most states, however, force-feeding geese is against the law.

Because of the work involved, the length of time in drying, each goose must produce at least \$20 worth of products to make the operation profitable. White Emden Geese that are 18-22 lbs. in size are the most desirable to obtain these pelts.

Store Summer Equipment Summer equipment if properly cleaned and stored, will give better service and last longer than if it were left exposed to the weather.

Get Rid of Mites and Lice Birds infested with parasites can't produce properly. When pullets are put into laying houses, the roosts can be painted with any good commercial mite control remedy according to the manufacturer's directions. In the case of lice, different remedies must be used than for mites. Methods used include dusting, dipping, and painting the roosts just before the birds go to roost. Commercial materials are available for all the methods, and treatments must be repeated in 10 days and sometimes in another 10 days to be certain all lice are destroyed. The purpose of later treatments is to kill any lice that hatch after the first treatment.

Have Sufficient Nests One nest should be provided for every 5 birds. In the event you are trap nesting, one nest should be provided for every 3 birds. All-metal nests are preferred because of ease of cleaning, less chance of becoming infested with mites, and durability. Nests should be roomy, moveable, easily-cleaned, dark, well ventilated and cool.

Use Lights More fall and winter egg production can be had if lights are used properly. A 12-14 hour day is satisfactory on healthy birds. Lights will bring late or slow pullets into production and can be used to delay the molt by maintaining production or hasten older birds through the molt. Morning lights are most generally used. Automatic switches can be installed that will turn the lights on and off at any desired time.

Handle Pullets Carefully Move quietly in the laying house and handle the birds gently. They will adjust themselves to their new surroundings more easily. Remember, a happy contented flock is essential to good egg production. Always knock on the door or give some other warning before entering the pullet house.

Practice Rat Control It will pay to keep rats from eating your poultry feed. One way to solve your rat problem is to store your feed so the rats can't get at it. The use of metal-lined bins, screens or small mesh wire no larger than 1/4 inch on windows, and concrete foundations for the house, will help keep out rats. When using commercial rat poisons, care should be taken that none of the birds can get at it; it is best to use a material that is harmful only to rats and not chickens and humans. A cardinal rule in rat control is "Don't feet 'em, don't shelter 'em." Keep sanitary conditions around the farm the year 'round.

9th World's Poultry Congress To Paris The U. S. Dept. of Agriculture has announced that the 9th World's Poultry Congress will be held in Paris, France, in August, 1951. The invitation to meet in Paris was extended by the Minister of Agriculture of the Republic of France, and accepted by W. D. Termohlen, President of the World's Poultry Science Assn. and Director of the Poultry Branch of the PMA, U. S. Dept. of Agriculture.

Provide Sufficient Feeder Space Keep pullets gaining in body weight, and you will have little molt; 25 ft. of feeder space is required for every 100 birds and two 3-5 gallon waterers. Remember more hopper space means more eggs.

Cull Flocks Culling the flocks is a year 'round job. Any birds that right now show signs of being unthrifty, have started to molt, or are poor layers, should be sold as meat. Culling pays; it cuts feed bills and keeps up the quality of the flock.

DOESN'T MAKE RAIN SCIENTISTS have discovered recently that dry ice is more likely to clear the clouds away than to make it rain. This is the gist of the United States Weather Bureau's second partial report on its rain-making experiments in Ohio.

"It's easy to roll firm, neat cigarettes with crimp-cut PRINCE ALBERT," says Orr Perkins



PRINCE ALBERT IS RIGHT FOR 'MAKIN'S' SMOKES! IT'S A CINCH TO ROLL MILD, TASTY CIGARETTES WITH EASY-TO-SHAPE, CRIMP CUT RA.
Orr Perkins FARM HAND

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Prince Albert's choice, crimp cut tobacco holds in the paper for fast, easy rolling of full-bodied cigarettes. And Prince Albert's naturally mild tobacco, specially treated for cooler, smoother smoking, stays flavor-fresh in the humidor top pocket tin.

THE NATIONAL JOY SMOKE

More men smoke PRINCE ALBERT than any other tobacco

Tune In "Grand Ole Opry", Saturday Nights on NBC

HUNTING SEASON'S WITH US! KNOW YOUR GAME BIRDS? SEE PAGE THREE

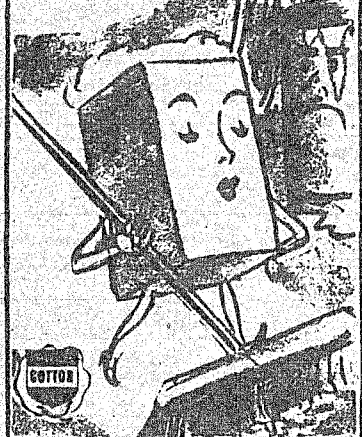
COTTON QUIZ

WHAT PART DID COTTON BLANKETS PLAY IN THE TRADING OF ANCIENT PUEBLO INDIANS?



ANS—COTTON BLANKETS WERE SPECIAL OBJECTS OF BARTER AMONG THE PUEBLOS. THEY CORRESPONDED TO MONEY, HAVING A HIGH, FIXED STANDARD OF VALUE!

HOW DOES COTTON HELP KEEP FLOORS CLEAN?



ANS—A SWEEPING COMPOUND IS MANUFACTURED FROM COTTONSEED HULLS!

HOW LONG DID IT TAKE ELI WHITNEY TO DEVISE THE FIRST COTTON GIN?



ANS—WHITNEY BUILT THE FIRST MODEL OF HIS GIN IN ONLY TEN DAYS!

'Stinkers' Won't Eat at Home Now!

The following notice was printed in a newspaper in Auburn, Ind.:
 "To whom it may concern: Please don't give my kids candy or ice cream cones. I appreciate your generosity, but the little stinkers won't eat at home any more."

SOUTHWEST MAGAZINE

SHORT . . . SHORT STORY FOR OCTOBER

Flash from the Skies! But the Little Man Hadn't Expected What the Glare Revealed!

By CHARLES RAWLINGS
 (Condensed from This Week Magazine)

HE TURNED off the radio and stood in the dusk of his kitchen. He had made up his mind about the deer and his tendergreen beans. The deer was just like the chick-a-dees and the Juncos he put seed and suet out for in the winter.

Still no rain for Maine. Not a drop for thirty-eight days. Tomorrow would be another Class-4 day, which was forestry talk measuring fire danger. He moved to the door and stood on the small stoop on a wizen-ed salt-box house needing paint. He and the house looked alike. He was a small wizen-ed man needing paint, too. He lived alone hiring out by the day weeding or taking wood away from the saw in cord wood time when he needed cash. He did not need much.

He strolled out on the road and down a steep lane to his lower garden. Only the quarter-acre patch of tendergreen beans was left; a late planting after peas. The peas and the tendergreens were the two crops the drought had let him make. The peas were in his cellar now; neat, green pint jars all in a row. He had planned on canning the tendergreens next week and thanking his lower patch of ground for giving him enough to see him through the winter.

It was a strong little piece of ground that drained well enough to make peas in the early season and yet, watered by some underground spring, could also grow beans in drought, in late August.

HE STOOD in the edge of the bean patch and let the smell of green life come up around him. The lower end was where the deer had eaten last night. The stems stood white and stark in the starlight. When he discovered the damage he had thought at first it had been two deer, so much had been eaten, but it had been only one—a big buck. He struck a match and squatted, studying the track again. A gigantic buck! He spread his fingers and measured the track. Two fingers lay easily in one cloven hoof, two more in the other with an inch gap between. The hoof had sunk so deeply there were two indentations in the ground.

"You're hungrier for them, I guess," he said softly to the track, "than I'll ever be."

STILL SQUATTING he looked up to the edge of the road. It was in clear view in the bright, star-lit night, fifty yards away.

"This is a reckless place," he warned as if the deer could hear him, "for a deer. You better be careful."

Just before dawn he stealthily closed the door behind him, stuck his finger in his mouth and held it aloft. Southeast drift. The air had a close hot feel, warmer than it had been in early evening. There was a smell of rain in the air.

A parked auto was closer than he had expected. Lying awake he had heard it come up and slow to a stop but he was used to the sound of louder, older cars and thought it had gone further down the road. It had a gray license tag. He tried the door handle on the driver's side and felt it start, then let it turn back.

The little man stood for a long moment looking down the hill toward his bean patch, then moved to the lane and went down.

He headed for the spot where he would go if he wanted to kill the deer. He moved toward it without the slightest sound as he could because he had been stalking wild things since he was six. There was no one in the place when he got there.

FOR TEN minutes he felt that the car was out of gas and whoever had left it had gone on down the road quietly to Johnsons who had a big barn and looked like people who would have gasoline. But at the end of that time, he knew that was not so.

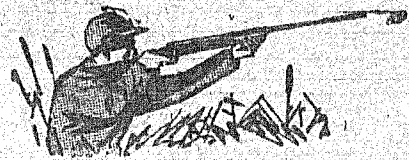
Whoever he had seen the deer yesterday morning and he was down thirty feet and a little off the left sitting on a large granite boulder. He was only a darker smear in the darkness but he could feel him with his eyes.

There was no face or hands to him yet, but on the rock ready to kill a deer in the tendergreens, there were only a few places where hands could be. If he watched in the right place he could see the gleam of rifle metal. He could see it now if the stars had not misted over.

Now was the time for him to say something. Yell out good and loud so it would scare the deer away if he was in the patch and scare the hunter, too. He debated what he would say. "Mister, you don't feed a deer and then kill it." . . . "The law's on, mister, you got no right." . . . "Those are my beans. The deer can . . ."

WHY HE debated what he would say instead of just shouting out something, he did not know. He was mad deep inside, resentful, but it would not boil up and make him reckless for some reason.

The sound of the deer chomping began, a startling sound out of the stillness. The hidden hunter moved at the sound and he could see metal gleam. He had better be shouting



If he watched the right place, he could see the gleam of rifle metal.

If he was ever going to. The weapon was coming up. He opened his mouth.

The crack of thunder aloft was so sudden and unexpected he did not know for sure whether he had shouted or not. The deer, head and neck reared stark against a streak of blood red dawn, was staring at the sky. He was a magnificent buck. He was like some great noble Moses of the woods listening to God's word.

Another sudden flash of light, a strange flash without thunder like the light that enveloped Moses came then. It turned the deer's eyes to red coals and made the tendergreens more verdant than they ever were in brightest sun. Loud-spoken came the voice of the hunter.

"Beautiful!" he said.
 The buck swung as if the exultant voice was a stinging whip and in two great bounds he was away.

THE LITTLE man, because he was higher up the hill, had only to wait for the other to come to him. He stepped in beside him on the lane. The man made one quick dart of his eyes to show surprise and then smiled. He was a big sandy man heavily freckled. A camera hung from his neck.

"You saw him, too?" he said.
 "What a shot! Say—" he stopped in the path. "I figured I'd have to get up early to beat you down there with your gun, saving your beans. Where's your gun?"

The little man shook his head.
 "Well, what do you think of that!" the big man said. "Say—I'm going to give you an enlargement—this big. You got a place to hang a picture that big. I'll put it in a bleached cedar frame. We'll call it—what'll we call it? 'The Coming Rain'."

"Across from the stove, there's a place," the little man said. "There's some coffee on the stove. Come in and see."

"My camera case is in the car," the big man said. "I'd better run up my windows. It's going to rain. I'll be right in."

FRESH
 dee-licious!

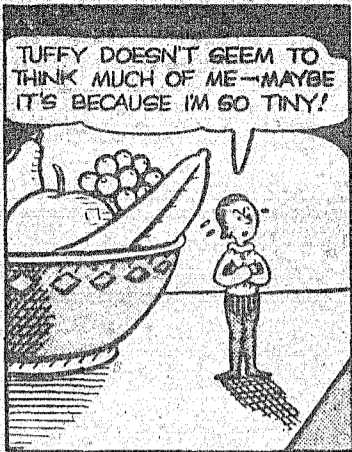
ALWAYS ASK FOR Kellogg's

Kellogg's
**CORN
 FLAKES**

Always

Mother Knows A Best!

TUFFY
By
Hoff



FAIR TIME

COME ONE, come all! Hurry, hurry, hurry. There's a continuous show goin' on inside. See Slim Jim—he's so thin a mild breeze would blow him away. And watch Torcho eat gasoline and then set it on fire. Getcha tickets now. Only twenty-five cents, a quartah of a dollah."

All over America at this time of the year sounds the raucous cry of the barker. Fat, sleek pigs, curly-haired Herefords, and plump white Leghorns compete with the ferris wheel and merry-go-round for attention. The taste-tingling smell of popcorn right out of the popper combines with the tangy smell of onions and the sizzling aroma of frying hot dogs and hamburgers.

Fair Time Again

For it's fair time again—and millions of Americans are getting their annual thrill, a combination of amusement, entertainment, instruction, and good fellowship.

More than 2,000 county and small community fairs were on America's calendar for this summer and autumn. In every agricultural area of this great nation farmers are grooming their prize stock and housewives are making plans to enter their jellies, vegetables, cakes, and sewing in competition with their rural neighbors.

The community fair is an old institution. There were fairs in ancient Babylon, Ninevah, and Tyre. Trade fairs always were important in Europe's history. Farm market fairs attracted American colonists prior to 1650.

About 1807, however, Elkanah Watson exhibited some fine Merino sheep in the public square at Pittsfield, Mass. His farm neighbors liked his idea of showing, with barter or sale not the primary object. Organized exhibits at Pittsfield beginning in 1810 molded the style of the fair today, distinctly American, stressing the farmer rather than the merchant.

Means Many Things

The fair means many things to many people. It is serious business for farmers and stockmen and club boys and girls whose exhibits provide much of the exposition's appeal to rural residents.

To many city folk it means an opportunity for fun and relaxation, with many kinds of entertainment. To the people who run the fair, it is the climax of weeks of hard work,

and it brings a week of the hardest work of all.

At the fair, the farmer examines new methods and machinery, trades ideas with his county neighbors to improve his results. He exhibits his finest grain, produce, and livestock. His wife shows pies and relishes, flowers and needlework. Inspired by the 4-H clubs and Future Farmers of America chapters, young farmers now vie for blue ribbons with their parents.

Farm Family Entertains

Being very human, the farm family welcomes crowds to admire its achievement. So midway, race track, and featured crowd-drawing acts—variety shows, automobile daredevilry, and circus acts—continue to make a tail that sometimes wags the dog.

Baby shows and beauty contests, name dance orchestras, and night fireworks draw well at fairs in this post-war era. Acrobats, trick cyclists trained animals, and other acts which at one time appeared on the vaudeville circuit now have their chief fling in a three-month tour of the fairs.

Most of the fairs are small. In Pennsylvania alone, there will be 108 county and community fairs this season—all of them with agricultural exhibits. These are climaxed each January by the huge Pennsylvania State Farm Show in Harrisburg, which attracts hundreds of thousands of visitors every year.

Among the biggest of fairs is the State Fair of Texas at Dallas Oct. 8 to 23. It is anticipated that two million will pass through the turnstiles. Its sponsors boast it is the largest state fair in the world and serves as a display window for one of the richest growing areas in the United States.

Its growth has been phenomenal. In 1885 a small group of civic minded business men put together a rather rickety frame grandstand, a few cattle stalls, and some second-hand tents and held the first State Fair of Texas.

Now Beautiful Park

Today that dusty field has become a beautiful landscaped exposition park. The tents have given way to permanent buildings. This year about \$65,000 will be distributed in premiums.

Despite its magnitude, however, it retains all the atmosphere and charm

Poison Package!

Someone stole a package from John M. Perechuk's car, in Hagerstown, Md. It should have been marked "handle with care." It contained two very much alive poisonous snakes. Perechuk is a snake collector.

Radio-TV---

Crosby's Still Tops

THIS may be a shock to some of his fans—Bing Crosby passed his 45th birthday a few weeks ago. It was quietly celebrated, of course, for Der Bingle isn't bragging about how many years he's been on this earth. In the entertainment business, more than any other, the performers would rather forget their age, once they get past the twenties.

Even if this sounds a bit far-fetched, be assured it's quite true. Perry Como has enrolled his son Ronnie at Duke University. Ronnie is all set for the class of 1964! Perry sings with the Duke University Choir each Easter, so Ronnie knew all about the school despite his tender age.

Theodore Granik's American Television Forum turns out to be as lively a show as his famous American Forum of the Air, which is radio's oldest forum-type program. Both originate from Washington, D. C. This is another treat in store for Texas and Oklahoma television set owners when the long-promised co-

of the time-honored institution. For a fair wouldn't be a fair without the eye-catching displays of the good things which farmers have been able to wrest from the ground. It is a magnificent tribute to those whose countless hours of struggle through long winter nights and hot summer days makes this nation the best fed in the world.

It also demonstrates why American farmers are being called on to feed the hungry of destitute Europe.

axial cable reaches this section of the country and direct telecasts can be picked up.

Gebhardt's Chili and Tamales



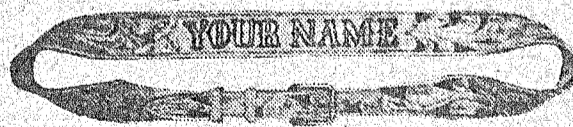
Family favorites!

Good chili is a family affair. Here's the ONE chili the whole family will like. For quality, value and flavor get GEBHARDT'S.

MORE AND BETTER MEAT

Gebhardt's
MADE IN SAN ANTONIO
HOME OF CHILI AND TAMALES

PERSONALIZED WESTERN BELTS



Made of top quality saddle skirting with removable buckle. Hand carved by master craftsmen... Dyed background... Your name and initials hand carved on belt (as many letters as you desire) without charge.

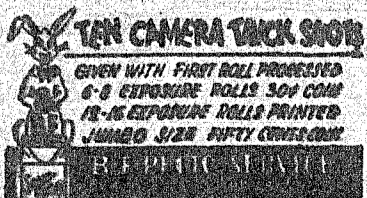
A LIFETIME Personalized BELT!
Available in 1", 1 1/8", 1 1/4" belt widths
... Choice of 3/8" or 1/2" buckle size
ONLY \$4.95

ORDER THIS EASY WAY!

RYON SADDLE & RANCH SUPPLY
LIVESTOCK EXCHANGE BLDG. FORT WORTH 6, TEXAS
Gentlemen:
Enclosed is my check or money order for \$.....
Ship me postpaid (quantity) Personalized Western Belts.
Waist size Belt width
(Actual waist measurement) (1", 1 1/8", 1 1/4")
Buckle size Hand carve the following on belt
(% or %")
(Print Plainly)

RYON SADDLE & RANCH SUPPLY
LIVESTOCK EXCHANGE BLDG.
FORT WORTH 6, TEXAS

Ship to
Address
City State



THINGS OF INTEREST TO THE LADIES

PATTERNS

Venetian Blinds Create Walls of Beauty in Home

Venetian blinds, traditionally mated to windows, are also ideal for solving those "impossible" decorating problems in which windows are not involved.

Unightly walls become areas of beauty when "draped" with floor-to-ceiling Venetian blinds; unwanted doors can be made to vanish, so can ungainly plumbing pipes, wall protruberances and other architectural faults that plague the home decorator.

To Make a Wall

One common problem solved by a Venetian blind is the lack of furniture space on the stair wall. In small homes, where stairs descend into living or dining rooms and space is at a premium, this problem of the tapering stair wall is a major one.

New wall surface can be created quickly and easily by employing a large Venetian blind as a backdrop for furniture grouping. The blind, screening the gaping stair opening, not only creates an illusion of solid "wall" but one of spaciousness.

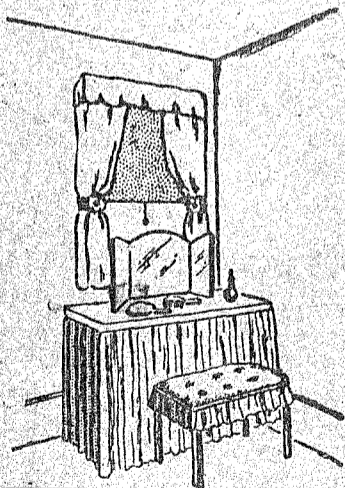
Backgrounds

This space magic also may be practiced with large Venetian blinds in tiny bedrooms or other cramped rooms to dispel that uncomfortable "closeness."

In addition, Venetian blinds are invaluable as pure decorating aids. They serve as smart backgrounds for all types of furniture—traditional and functional—or, used with draperies, for creating the impression of windows on walls minus them.

Available in wood or metal, modern blinds may be obtained in a wide variety of colors to match all decorating schemes. There are a few basic rules in choosing color. To make a blind a decorative focal point, match the color of the slats to a sofa or other major piece; key in the tapes with the wall or rugs. To subdue, just reverse the process.

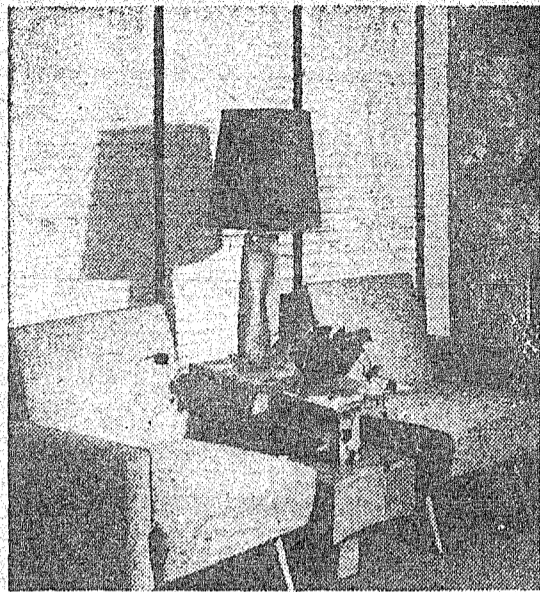
Here's Solution for Problem Window



BEFORE. Drafty corner. Bedroom windows in many houses, particularly those on the side or rear, open onto unsightly scenes or nearby neighbors.

To get necessary privacy shades must be lowered. This reduces the amount of daylight, necessitates the use of artificial lighting much of the time. The window as shown here (left above) has little value.

The permanent solution (right) is neither a major remodeling job, nor an expensive one. It is a moderniza-



UPPER RIGHT photo pictures a wall-consuming stair before a Venetian blind "wall" shown in at the left permitted a better arrangement.

Tested Recipes for Tempting Dishes

Yummy Supper

Baked Beans
Celery and Ripe Olives
Pineapple Colelaw Hot Yeast Rolls

Apple Pie
Beverage
Apple Pie

6 medium-sized pared thinly-sliced apples
1 cup sugar
1/2 teaspoon salt
1 recipe standard pastry for a two-crust nine-inch pie
2 tablespoons flour
1/2 teaspoon cinnamon
1/2 tablespoon butter or margarine
Line a nine-inch pie pan with pastry. Fill with the thinly-sliced apples. Mix the sugar, salt, flour, and cinnamon and sprinkle over the apples. Dot with the butter or margarine. Cover with top crust. Bake in a hot oven (425 degrees) for ten minutes; then reduce heat to moderate (350 degrees) and continue baking until apples are soft, about 20 minutes or longer.

Hot Corn Muffins

The clan has gathered at the table, and dinner begins just as any meal. Ah, but then, Mrs. Home-Maker, you open the oven door and bring out a tin of piping hot corn muffins—and an ordinary meal becomes something special for your entire family.

Corn muffins will be welcomed at your table morning, noon, and evening.

For breakfast, serve corn muffins topped with creamy, melted butter and delicious jam. When the clock

strikes noon, a salad with corn muffins will make your lunch complete. But it is at the dinner table that muffins play their starring role when served piping hot as they come from the oven.

If you're looking for a corn muffin recipe, try this one.

Corn Muffins
1 1/2 cups sifted flour
2 teaspoons baking powder
1/2 teaspoon salt
1/2 cup milk
2 tablespoons sugar
1 egg, beaten
1 1/2 cups whole kernel corn (fresh or canned)
2 tablespoons melted shortening
Sift together flour, baking powder, salt, and sugar. Combine egg, milk, corn, and shortening. Add to flour mixture. After mixing until the flour is moistened, fill greased muffin pans two-thirds full. Bake in a hot oven (425 degrees) for 25 minutes. Recipe makes 12 three-inch muffins.

Tangy Relish

A pretty pickle! That's just what you'll have when you make tangy vegetable relish.

And any time you serve a distinctly different pickle or relish as good as this one you can cause a stir in the neighborhood. Everyone will be asking for your recipe. And in no time at all your reputation as a fine cook is established.

Distilled white vinegar is usually used for pickling. It is crystal clear and subtly blended for wonderful flavor. You'll like it for salads, too.

The recipe for tangy vegetable relish that follows was taken from the files of a company long famous as a distiller of fine vinegars.

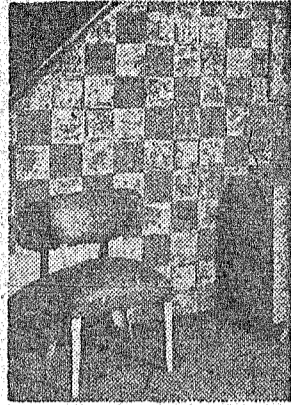
Tangy Vegetable Relish
8 medium carrots
1 lb. cabbage
4 green peppers
4 sweet red peppers
1 lb. (6 medium) onions
Boiling water
2 tablespoons salt
2 tablespoons dehydrated horseradish
2 cups distilled white vinegar
2 cups sugar
1 1/2 tablespoons celery seed
1 1/2 tablespoons yellow mustard seed
Clean all vegetables thoroughly. Put vegetables through the coarse grind of a food chopper. Place in a colander. Pour boiling water over the vegetables and then drain them. Combine the remaining ingredients. Heat to boiling, covered. Add vegetables. Boil gently for two minutes. Quickly pack one hot, sterilized jar at a time. Fill to one-eighth inch from the top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Recipe yields seven pints.

AFTER. Light, privacy, economy, tion that probably will pay for itself in lower maintenance costs and heating bills.

The window sash is replaced with glass block. The mirror is attached to the panel by anchors in the mortar joints.

This accomplishes the immediate goal of providing privacy because glass blocks are translucent, not transparent. Added dividends are the elimination of cold downdrafts; the necessity to use drapes or shades and periodic maintenance jobs required with single sash windows.

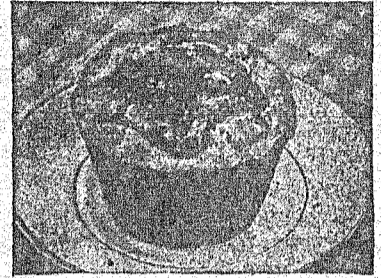
HINTS



Change For
The Better

STYLES

"THINK IT OVER!"
"We dare not barter our birthright to posterity of individual independence, initiative, and freedom for a mess of collectivist system."
HERBERT HOOVER.



Marmalade Bran Muffins

Now, top delicious All-Bran muffins with marmalade before baking. After tasting, you'll want more!

1 cup Kellogg's All-Bran
1 egg
1 cup milk
1 cup sifted flour
2 tablespoons shortening
2 1/2 teaspoons baking powder
1/2 cup sugar
1/2 teaspoon salt
orange marmalade

1. Combine All-Bran and milk; let soak about 5 minutes.
2. Cream shortening and sugar; add egg and beat well. Add All-Bran mixture.
3. Add sifted dry ingredients; stir only until combined.
4. Fill greased muffin pans 3/4 full. Press 1 tablespoonful of marmalade into top of each muffin. Bake in mod. hot oven (400°F.) about 30 min. Makes 9 medium muffins.

America's most famous natural laxative cereal for diets of insufficient bulk—try a bowlful today!



Mother Knows Best!

Give your favorite dishes
FLAVOR BOOST
with Gebhardt's
THE ORIGINAL
CHILI POWDER



Chili con Carne
1 lb. Beef
1 Tsp. Fat
2 Tsp. Gebhardt's Chili Powder
8 Cloves garlic, minced
1 Tsp. chopped onion
1 Large onion, chopped
1 Tsp. Flour
1 Tsp. Salt
Cut beef in small chunks. Mix with Gebhardt's chili powder, garlic, flour. Melt fat. Fry onion 'til tender—add meat mixture. Cook 15 min.—add salt slowly pour on 1 1/2 Qt. boiling water. Simmer 'til tender.



Gebhardt's
EAGLE
CHILI POWDER



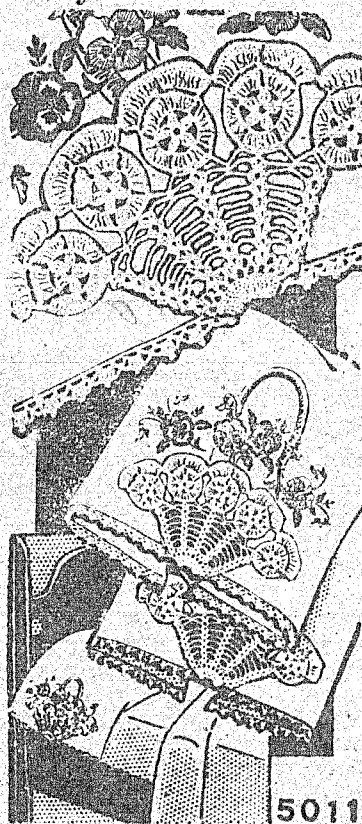
THE
FLOP
FAMILY
By
Swan



HAPPY
BIRTHDAY

Someone made her happy with this present—one of the newest wrinkles in birthday gifts. It seems that since a carton of cigarettes has always been one of America's favorite birthday gifts, Chesterfield came up with a novel carton specifically designed for the purpose. Its colorful birthday motif and greeting card device mean that you don't have to wrap it, either.

Pansy Pretties



By MRS. ANNE CABOT

Enhance your guest room pillowcases with these crocheted baskets filled with delightfully colored pansies.

Pattern No. 5011 consists of crocheting instructions, hot-iron transfers for 4 designs measuring approximately 8 inches long, color chart, stitch illustrations, material requirements and complete making and finishing directions.

Send 20c in COINS, your name, address and the PATTERN NUMBER to ANNE CABOT, Southwest Magazine, 1150 Ave. America, New York 19, N. Y.

ANSWERS TO U. S. QUIZ
(See questions on page 5)

1. In 1800. Made its official debut at President Adams' formal reception.
2. None.
3. About 66 per cent. The remainder ask for burial overseas.
4. It measures 8,540 miles.
5. 33 hours and 39 minutes.
6. Five times on the socialist ticket.
7. The speaker of the house of representatives.
8. Relations were broken April 21, 1898. Spain declared war April 24, and the United States April 25. The war ended Aug. 13, 1899.
9. Tennessee.
10. Mrs. John Bruce Dodd, of Spokane, Wash., in 1910.

CLASSIFIED ADS

SWINE

OIG HOGS pay because they grow faster, mature quicker. Whitest, cleanest, healthiest. Bred gilt \$86. Pigs \$20. SHANKS HOG FARM, CLYDE, TEXAS.

FOR SALE

AUCTION
For better sales, consult ANTHIS ASSOCIATES—Auctioneers—Sales Managers—Liquidators—Appraisers—P. O. Box 1376, Phone 5-8422, Fort Worth, Texas.

PRINTING EQUIPMENT FOR SALE—Have several fonts of type, enough brass slugs, leads and rules to equip two good sized workbenches. Also one mat roller and one windmill shaver. This equipment is in good condition and ready for service. Write, call or come and see at Southwest Magazine Co., 715 Jones St., Fort Worth, Texas.

100 PERSONALIZED STICKERS 25¢ printed with name and address. Novel! Unique! Useful! Order today. LEANERCH SHOP, 638-A Wales, Havertown, Penna.

FISHERMAN! Want to catch big one? Send \$1.28 in money or Postal Money Order (no stamps, please) and you'll receive the most sensational fishing device ever created by man. GUARANTEES a BIG CATCH EVERY TIME! Send orders to: KETCHUM, 3117 Stanley Ave., Fort Worth 4, Texas.

BUSINESS OPPORTUNITIES

WE CAN HELP you land a good paying job! No obligation! Write for free details. Edwards, Publisher, 3915-Q, 12th, Des Moines 13, Iowa.

WOULD YOU ACCEPT a Government Job? Easy to get! Rush postal for free details. Edwards, Publisher, 3915-L, 12th, Des Moines 13, Iowa.

MINERALS

FOR SALE—5 acres Wood County. John Delap Survey 800 yards from proposed well location, surrounded by major companies' holdings, now leased, only five blocks left, 395 dollars, half minerals reserved, terms if desired. Worth investigating. First come, first served. Write C. P. Stephens, Box 245, Grandview, Texas.

LEAST-USED LETTER

The least-used letter in the English alphabet is "Z."

THE GREAT OUTDOORS

Tourists in National Parks Killing Off Black Bears With Their Acts of Kindness

TOURISTS in national parks are killing black bears—with their many acts of kindness.

National Park Service officials constantly warn tourists against getting too familiar with bears in Yosemite, Yellowstone, and Glacier National Parks. Bears, they explain, are potentially dangerous and should be treated as wild.

But many tourists ignore the warning, and the bears, encouraged by the friendly tourists, become more daring. They begin to break into automobiles, tents and buildings in search of food. These robber bears are likely to become dangerous, so they must be removed or killed.

Worker bees are females in which the sex functions have not developed at all.

TROLLING HINTS

DEEP TROLLING for lake bass, wall-eyed pike, and other fish is a popular and fine sport, but the beginner needs to be careful of the kind of tackle that he uses—or he is in for trouble.

Because of the strain of handling a lure—or a fish—in deep water, a fly rod is out of the question for trolling. It would be ruined by just the pull of the lure.

Some of the lighter and more whippy casting rods also could be seriously damaged by deep trolling.

The proper rod is one that is short, stiff, and sturdy.

Likewise, a large and sturdy reel will last much longer for trolling than will the pet light casting reel.

Trolling is rough on all kinds of tackle. It is far cheaper in the long run to buy an additional sturdy rod and reel than it is to use—and ruin—lighter and more delicate tackle.

NATURE NOTES

THE WORLD record bluegill sunfish weighed 2 pounds, 10 ounces.

Wild pigs found on some islands in the Bahamas are amphibious; they swim from island to island in search of food.

Both the male and female coyote help in the job of finding food for their young pups.

Ambergris, used in perfume, is a waxy substance formed in the intestines of diseased sperm whales.

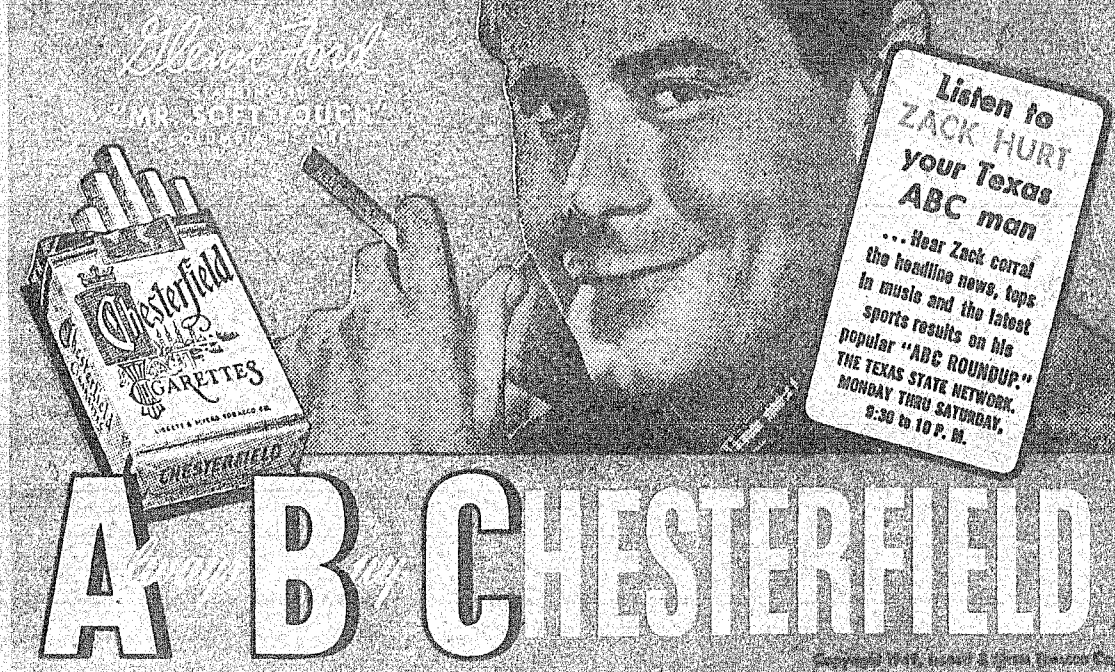
Hares can run faster uphill than down because the hind legs are longer than their fore legs.

Skunks sometimes are called polecats. But the true polecat is an animal found only in certain areas of Europe and Asia.

Cottontail rabbits are helpless, blind, and hairless at birth.

"SMOKE MY CIGARETTE.

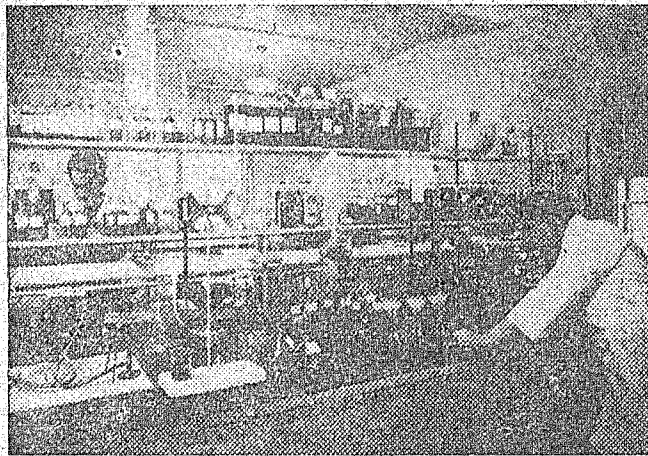
MILDER CHESTERFIELD"



Listen to
ZACK HURT
your Texas
ABC man
... Hear Zack corral
the headline news, tops
in music and the latest
sports results on his
popular "ABC ROUNDUP."
THE TEXAS STATE NETWORK,
MONDAY THRU SATURDAY,
9:30 to 10 P. M.

A B C CHESTERFIELD

Story of Lydia Pinkham Reveals Amazing Personality; Book Paints Picture of Woman and Business She Built



Pinkham Co.'s Modern Laboratory



Lydia at 23



As World Knew Her

LYDIA PINKHAM IS HER NAME
(279 pp.)—Jean Burton-Farrar,
Straus (\$2.75).

When the panic of 1873 hit Lynn, Mass., Isaac Pinkham, a real estate agent, and his wife Lydia, then 54 years old, suddenly found themselves flat broke.

Old Isaac was crushed, but tough-willed Lydia, a Quaker, proved equal to the occasion. In her girlhood, Lydia had been a fierce Abolitionist, and had organized a society to debate slavery and female suffrage.

She hit upon an idea while studying ways of meeting the financial crisis resulting from the panic. She would bottle and sell a home-made medicine she had been using herself for years.

Concocted of Herbs

Ingredients of the concoction were herbs, including true-unicorn and pleurisy root, steeped and macerated in an 18 per cent alcohol base (about the strength of sherry). It tasted mildly bitter.

It didn't take many years for "Lydia E. Pinkham's Vegetable Compound" to become fabulously famous. The iron smile of Lydia was plastered on barns and billboards across the Nation. Her name already was in history with women like Betsy Ross, Susan B. Anthony and Jane Addams.

In this very readable biography by Jean Burton, her story actually makes an Horatio Alger hero's ca-

reer seem like a tale of indifferent success.

Things came hard for Lydia in the early days of her business. She made the compound with her own hands in her kitchen cellar.

She and her three sons and one daughter bottled it in the evenings while father Isaac read aloud.

In her spare time, Lydia wrote advertising circulars which her sons distributed from door to door. But sales were slow until son Dan went into Brooklyn with 20,000 of his mother's handbills.

Lydia, as time proved, was as much an advertising genius as a maker of herb medicine. She addressed herself directly to women, discussed their complaints with frankness but never with vulgarity, harped on their fears of ignorant and unhygienic doctors.

She Wasn't Modest

She was anything but modest about the way she described her product.

"The Greatest Medical Discovery Since the Dawn of History," one of her circulars proclaimed.

U. S. women in those days were tortured by tight corsets and breath-killing clothes, so Lydia cooed to them: "That feeling of bearing down . . . is always permanently cured by the use of my compound."

The list of complaints which the compound was supposed to cure ran the gamut from dysmenorrhea to nymphomania.

As the Pinkham company grew, however, it dropped some of the

more extravagant claims and emphasized the value of the compound as a pain killer.

The most brilliant of all Pinkham advertising ideas was Dan's proposal to put his mother's face on every ad. The result was inspired to the last detail—"the neat black silk dress, the tortoise-shell comb, the white fichu fastened with a cameo brooch," the perpetual smile, the sagacious and composed elderly features. Here was everybody's grandmother.

Long before she died (in 1888), her face and name had become part of the country's folklore and humor. One standard story:

Young Lady: "Oh, I've smashed my bottle of Lydia Pinkham's."

Mother: "A Compound fracture!"

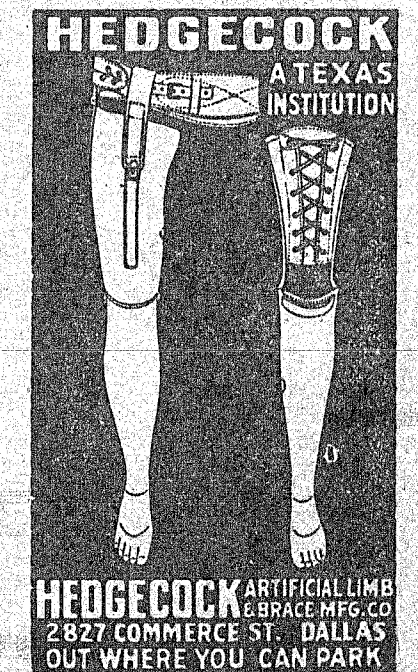
The compound became known in every country, selling in China as "Smooth Sea's Pregnancy Womb Birth-Giving Magical 100 Per Cent Effective Water."



THIS PEPPERMINT-striped kerchief serves a dual purpose. Besides being a colorful chapeau, it is a hair dryer. Action of chemicals inside the cotton kerchief gives hair a rapid-drying treatment. The thirsty kerchief permits lady to go out when her hair is damp or rolled in curls. This practical bit of headgear was designed by fashion expert Lily Dache.

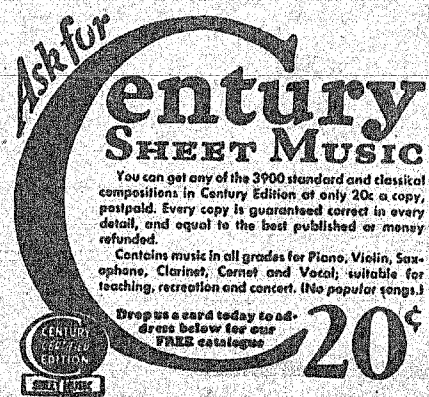


EYES BRIGHT with excitement, this winsome pupil has to wait for teacher and the ten o'clock scholars to arrive. She wanted to be on time for her first roll call in the first grade. For the momentous occasion, she wears a crisp little cotton frock designed by Johnston of Dallas.



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