

FOOTBALL

SANTA ANNA MOUNTIES

vs.



CLYDE BULLDOGS



SANTA ANNA HIGH SCHOOL FOOTBALL SCHEDULE

September 4: Santa Anna 12, Baird 45
 September 11: Santa Anna 0, Cross Plains 13
 September 18: Clyde, there
 September 26: Bangs, here (Homecoming)
 October 2: Bronte, there
 October 9: Dublin, here
 October 16: Burnet, there*
 October 23: Marble Falls, here*
 October 30: Goldthwaite, there*
 November 6: Open
 November 13: Early, here*

* District Game

AT CLYDE

Game Time 8:00

Friday, Sept. 18
1964

SANTA ANNA JUNIOR HIGH SCHOOL FOOTBALL SCHEDULE

September 15: Santa Anna 0, Blanket 18
 September 22: Early, there
 September 29: Cross Plains, here
 October 6: Bangs, here
 October 13: Goldthwaite, there
 October 20: Rising Star, here
 October 27: Open
 November 3: Open



SUPPORT THE MOUNTAINEERS



G&E Hardware & Appliance
HARDWARE HEADQUARTERS IN SANTA ANNA

West Texas Utilities Company
SUPPORTING THE FIGHTING MOUNTAINEERS

Santa Anna Hospital
ALL THE WAY, MOUNTAINEERS!

Western Auto Associate Store
SPORTS SUPPLIES AT WESTERN AUTO

Speck's Barber Shop
CLIP 'EM, MOUNTAINEERS

R. T. Caperton Chevrolet-Cadillac
CHEVROLET and CADILLAC in COLEMAN COUNTY

Fairy Williams Barber Shop
BACKING THE MOUNTAINEERS

Coleman County Telephone Co-op., Inc.
OWNED BY THOSE WE SERVE

Central Medical Clinic
SUPPORT YOUR TEAM

Santa Anna Co-op Gin
SUPPORTING THE MOUNTAINEERS

Coleman County State Bank
THE FRIENDLY COLEMAN COUNTY BANK

Cliff & Ruth Grill
STOP BY AFTER THE GAME

Mrs. J. R. Gipson, Florist
FOR YOUR GAME CORSAGE

The Man's Shop
EVERYTHING FOR MEN AND BOYS

Radio Station KSTA
PLAY-BY-PLAY EVERY SATURDAY MORNING

The Ladies Shop
BEHIND THE MOUNTAINEERS

Coleman Gas Company
SERVING COLEMAN AND SANTA ANNA

Taylor Motor Company
HOME OF THE 50,000 MILE or 5 YEAR WARRANTY

Burden Mobil Service Station
ALL THE WAY WITH THE MOUNTAINEERS

McKee's Cleaners
WHERE CLEANING IS AN ART

Santa Anna Silica Sand Company
WITH THE MOUNTAINEERS ALL THE WAY

Phillips Drug Store
WIN WITH THE MOUNTAINEERS

First Methodist Church
THE CHURCH OF THE OPEN DOOR

McCrary Premier Station
YOUR FRIENDLY PREMIER DEALER

Santa Anna Insurance Agency
INSURANCE IN ALL ITS BRANCHES

Santa Anna Quarterback Club
BACKING THE MOUNTAINEERS ALL THE WAY

Coleman Butane Gas Company
SERVING THE SANTA ANNA AREA

Santa Anna National Bank
YOUR FRIENDLY HOMETOWN BANK

Horner Humble Service Station
GO TO THE GAME WITH ENCO

Coleman County Electric Cooperative, Inc.
OWNED BY THOSE WE SERVE

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING RATES
 First Insertion — Per Word 4c
 Each Additional Insertion — Per Word 2c
MINIMUM CHARGE — 50c PER WEEK
COPY DEADLINE — 10:00 A. M. WEDNESDAYS

FOR SALE OR TRADE

FOR SALE: Good used refrigerators, automatic washers, wringer washers, clothes dryers and gas cook stoves. Terms to suit **YOU.** Geo. D. Rhone Co., Coleman, Texas. 48tfc.

FOR SALE: Several nice lots. Nice location on pavement. M. L. (Rat) Guthrie. 34tfc.

FOR SALE: Used Furniture and Antiques. W. M. Morgan, 602 South Houston, phone F18-3802. 25tfc.

FOR SALE: Several used TVs in good condition. Geo. D. Rhone Co., Coleman, Texas. 48tfc.

FOR SALE: Normandy Clarinet. Bargain for quick sale \$50. Brenda Sandridge, F1C-3801. 32tfc.

FOR SALE: Unfurnished 6 room house. \$2,270. Joe Mathews. 34-36c.

FOR SALE: 6 disc breaking plow. Elsie Lee and Ruby Harper. 35c.

FOR SALE: We have for sale 1,000, Nineteen Sixty Five Motor Vehicle Inspection Stickers. You may get yours any time after September 1. L. A. Welch Garage. 36-37c.

FOR SALE: Arkwin Oats, Best for grazing and combining. Test 35 pounds. C. E. King-bery. 37tfc.

WANTED—TO BUY

WANTED: All kinds of sacks, burlap or cotton feed bags. Top market prices. Coleman Bag & Burlap Co., phone F18-3604, Santa Anna. 4tfc.

SPECIAL NOTICES

LOGE MEETING
 Mountain Lodge No. 661 AF&AM will meet on Third Thursday each month at 7:30 p. m. Visitors are welcome. James D. Rice, W.M., D. H. Moore, Sec.

WANTED: Custom plowing. E. C. Curtis. Phone Truck Harbor Cafe F18-3387 or F18-9120. 37-38p.

WANTED: One-way disc custom plowing. Pete M. Trinidad. F18-3349. 38p.

MISCELLANEOUS

ATHLETE'S FOOT GERM HOW TO KILL IT.
 IN 3 DAYS if not pleased with strong T-4-L liquid, your 48c back at any drug store. Watch infected skin slough off. Watch healthy skin replace it. No more itch and burning! Use antiseptic, soothing T-4-L FOOT POWDER too — fine for sweaty feet, foot odor; stays active in the skin for hours. NOW at All Drug Stores. 19-21 & 32-35c.

HERRING'S Flower & Gift Shop. Complete line of floral displays, Phone F18-3461. 22tfc.

UPHOLSTERING
 Shirley Upholstering Co. 1504 North Nueces, Coleman

IF YOU ARE thinking about improving your home ask us for free estimates on the following: Insulation to make your home easier to heat and cool; all types of siding including the new plastic, insulated, asbestos and aluminum in lovely colors and quality roofing to top it all. Call M15-8596 Collect. Smith Roofing Company, Brownwood. 51tfc.

WHEN YOU THINK OF grinding, mixing and pelleting, think of Hollingsworth Feed Mill, Coleman, Texas 50tfc.

Use the News want ads. They get results.

LEGAL NOTICES

NOTICE OF SALE OF PERSONAL PROPERTY AT PUBLIC AUCTION

NOTICE IS HEREBY GIVEN that under and by virtue of the laws of the State of Arizona and under and by virtue of the provisions of that certain conditional sales contract executed by Elzie Hull on the 16th day of December 1963 which is now in default, the undersigned, FIRST NATIONAL BANK OF ARIZONA, will on the 5th day of October 1964, at the hour of ten o'clock a. m., at the premises

known as Mathews Motor Co., Santa Anna, Texas, Publicly offer for sale, and sell to the highest bidder at said sale, for cash in lawful money of the United States of America, the following personal property which is described in the instrument aforesaid, to-wit: 1959 Dodge Pickup, ½ T, Serial No. M8D1-L09419 in satisfaction of the balance of the indebtedness now due under said instrument, amounting at the date hereof to \$571.84 plus interest, attorney's fee, and costs and expenses of repossession and sale, and that the rights of the above named persons in said property will be foreclosed thereby.

DATED at Phoenix, Arizona this 10th day of September, 1964. FIRST NATIONAL BANK OF ARIZONA
 By Robert J. Riesgo 38c.

FOR RENT

FOR RENT: Two bedroom house at 201 N. Houston. Newly re-decorated. Telephone F18-3731. 38c.

FOR LEASE: 200 A. ½ cultivation. Fair improvements. Available October 1. Three miles south on Brady Highway. Write PO Box 5188, Amarillo, Texas. 38-40c.

CARD OF THANKS

Our sincere thanks to the many friends who sent cards and letters and visited us while in the hospital in Temple, and since our return home. We appreciate the many kindnesses shown us.
 Della and Curtis Collins. 38c.

Doctor and Mrs. John D. Murrell wish to thank their many friends for the kind expressions, cards, floral pieces and words of encouragement, during Mrs. Murrell's recent hospital stay.
 Doctor and Mrs. John D. Murrell. 38c.

TIRES ARE ALWAYS A BARGAIN
 at
RUDELPH'S
 Coleman, Texas

ENCO
 Sign of Happy Motoring
 Complete One-Stop Service
 CRUSHED OR BLOCK ICE
 Horner Humble Service Station
 WE GIVE S.&H. GREEN STAMPS

CIVIL DEFENSE APPROVED FALLOUT SHELTER

 \$5.00 up
 No Charge for Children Under 18
 24-Hour Coffee Shop
 Radio-Television
 Completely Air Conditioned
FREE INSIDE PARKING
AAA HOTEL
Southeast
 Commerce-Murphy-Main Streets
 Telephone: Riverside 2-6431
 Dallas, Texas

THE SANTA ANNA NEWS
 PUBLISHED EVERY THURSDAY BY THE PARKER PUBLISHING COMPANY, INC., 607 WALLIS AVENUE, POST OFFICE BOX 697, SANTA ANNA, TEXAS. SECOND CLASS POSTAGE PAID AT SANTA ANNA, TEXAS. YEARLY SUBSCRIPTION IN COUNTY—\$2.50, IN TEXAS—\$4.00, IN THE UNITED STATES—\$5.00, OUTSIDE THE UNITED STATES—\$8.00.

Santa Anna Wins 1964 Scholarship

The following letter was received by Jerry Lewis Ellis, son of Mr. and Mrs. Cecil Ellis: The physics faculty has reviewed your application for a physics scholarship and they are unanimous in their recommendation that you be awarded a physics scholarship. Therefore, it is my pleasure to inform you that you are one of the students to whom a \$300 Physics Scholarship has been awarded for 1964-65.

I want to congratulate you on the achievement of this honor and on the outstanding record which you have earned during your high school career. We are looking forward to having you with us next year; and if there is any way I can be of assistance in arranging for your enrollment at Sam Houston, please let me know.

Please let me know of your decision regarding the acceptance of the scholarship offer as soon as possible.

Sincerely,
 Lloyd D. Vincent
 Director of Physics

Lions Vote To Pay Dentist's Office Rent

The Santa Anna Lions Club voted in its meeting of Tuesday, September 15, to pay \$25 per month for a period of six months to provide rent-free office quarters for the new dentist who will be opening his practice in Santa Anna next month. The dental offices will be in the building formerly occupied by the Coleman County Telephone Cooperative, on Second

According to Mr. R. I. Bowen, Jr., Chairman of the Coleman County Savings Bonds Committee, Series E and H Bond sales during the month of July in Coleman County totaled \$24,082 which is 57.4 percent of the 1964 goal.

Savings Bond sales in Texas for the first 7 months of 1964 totaled \$89,650,925 which represents 59.7 percent of the

state goal. "The School Savings Stamp Program is still one of our most effective instruments of teaching thrift and citizenship. All schools should make this program available to their students," Chairman Bowen stated.

Mountaineer Lineman Of The Week
 Game of September 11, 1964
 This Recognition of Outstanding Mountaineer Players Sponsored Every Week By
Santa Anna Insurance Agency

 Billy Don Cupps

— SPECIAL — LUNCH
— 65c —
EVERY DAY
CLIFF & RUTH GRILL
 Orders To Go
 Brownwood Hiway F18-9150

PRESCRIPTIONS
Owl Drug Store
 "Where Friends Meet"
 Telephone 625-4514
 312 Commercial Ave. Coleman

STEVENSON'S FUNERAL HOME
 400 West Pecan, Coleman Phone Enterprise 252

 A LANDMARK OF SERVICE

SPECIALS

IMPERIAL PURE CANE SUGAR	10 lb. bag	98c
RUSSETT NO. 1 POTATOES	10 lb. bag	49c
HILL COUNTRY — ½ GALLON MELLORINE	3 for	89c
TOKAY GRAPES	2 lbs.	25c
LARGE BANANAS	2 lbs.	25c
HONEY BOY — TALL CAN SALMON		49c
ZEE Toilet Tissue	4 roll pkg.	39c
GOOCH'S THICK SLICED BACON	2 lbs.	98c
BEEF CUTLETS	pound	59c
SHORT SHANK PICNICS	pound	29c
LEAN PORK CHOPS	pound	59c

HOME MADE PIES BY MRS. TOM RUSHING

Harvey's Grocery
 MEMBER INDEPENDENT GROCERS, INC.
 PHONE F18-3632

CHEVROLET
1965 CHEVROLETS WILL BE HERE SOON!
 Now is a good time to get one of our last 1964's
R. T. Caperton Chevrolet-Cadillac
 114 East College — Phone 625-4145 — Coleman, Texas

SOCIAL NOTES

Self Culture Club Begins 1964-1965 Season With Tea Honoring Mrs. Turner

The year's study began with a Pioneer Tea, honoring Mrs. Frank Turner, a former member, when the Self Culture Club met in the clubroom of the City Library, on Friday, September 11.

Mrs. Tom Kingsbery and Mrs. Roy Stockard were hostesses for the meeting. Mrs. Turner was presented with a corsage of gold mums, and told of her membership in the club, which she joined

in 1907 as a young bride. The first meeting she attended was in the home of Miss Tub Thomson, and some of those present that day were Mrs. L. V. Stockard, Mrs. Will Herndon, Mrs. Fred Turner and Mrs. Sam Phillips.

In the meeting Friday, a business session was held in which Mrs. Joe Mathews was elected secretary to replace Mrs. B. A. Parker. The members were thanked for their help with the Junior Rodeo. Resolutions were voted in appreciation of the maintenance of the Library Building by City officials, and of the donation of the air conditioner by an anonymous donor recently.

A program on art was given, in which Mrs. Parker told of Andrew Wyeth, the New England representational painter. Mrs. Kingsbery discussed landscape painting, and Miss Alta Lovelady spoke on the art of collecting, with prints of famous paintings being shown.

The tea table was laid with beige lace, and held a large arrangement of gold mums in a green glass footed bowl. Gold punch was served with cookies, mints and nuts, all in crystal dishes.

Mrs. Turner said goodbyes. Present were 14 members, and guests were Mrs. Ross Kelley, Mrs. John Bray, Mrs. Tom Mills, Miss Bettie Blue, Mrs. Burgess Weaver, Miss Pearl Wilbourn, Mrs. Claud Alvey, Mrs. L. E. Abernathy, and Mrs. Charles Ing of Dallas.

More than 2 million boys and girls are members of 4-H Clubs, the nationwide program directed by the Cooperative Extension Service.

Mr. And Mrs. Eeds Mark Anniversary

Mr. and Mrs. Chapman L. Eeds celebrate their 54th wedding anniversary with an open house at the residence of their daughter, Mrs. Kenneth Martin. In addition to Mrs. Martin, others holding the open house are Miss Marjie Martin and Mr. and Mrs. Donovan N. Hoover.

Mr. and Mrs. Eeds were married September 20, 1910, in Coleman. The open house will be held Sunday, September 20, from 3:00 p.m. to 5:00 p.m.

Eastern Star To Meet On Monday

Santa Anna Chapter 247, Order of Eastern Star, will hold a regular meeting Monday, September 21, at 7:00 p.m., in Masonic Hall.

Mrs. Zuda Henderson, chairman of the program committee, will be in charge of the friendship program.

Mrs. Myrtle Burden and Mrs. Alice L. Walker will honor two members during the meeting.

Hostesses for the meeting will be Mrs. Lois Avants and Mrs. Jane Smith. All members are urged to attend, Chapter officers said.

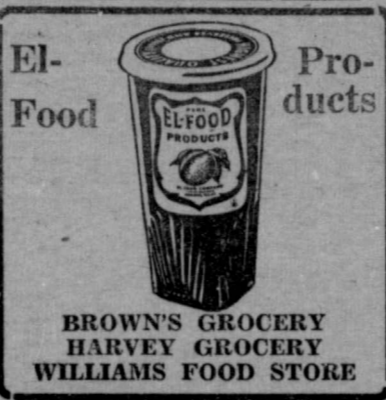
There's Nothing Like The Texas Prison Rodeo

... exciting entertainment for old and young alike!

At the 33rd annual Texas Prison Rodeo, held in Huntsville each Sunday in October, you'll get more than your money's worth.

Thrilling inmate contests — Hard Money — Calf Tussle — Bareback Bronc Riding — Saddle Bronc Riding — Wild Horse Race — Mad Scramble — Chariot Race — Plus: the best inmate entertainment groups — Jailhouse Beatles — Barber Shop Quartet — "Red" Coffey — Gomer, Clyde, and Crawdad — The Goree Gals — Jug Band — Western Band — Military Band — plus a host of guest stars — "Duke of Paducah" on October 4 & 11; Harmonica Rascals on October 18 & 25; Jimmy Dean, Singing Sensation on October 25 — plus a Girl's Barrel Race, etc.

ALL SEATS RESERVED AT \$2.40, \$3.75, \$4.40, or \$4.95. Call, Write or Wire Rodeo Ticket Office, Huntsville, Texas—NOW! Showtime is 2 PM



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- Clean and Safe
- Best For Heating
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- No Mess
- No Fuss

PHONE 625-2925
Night Pho. 625-2849



Coleman

Butane Gas Co.

Mountaineer Back Of The Week

Game of
September 11, 1964
This Recognition of Outstanding Mountaineer Players Sponsored Every Week By Santa Anna Tile Co.



Gary Rider

Light Wrecker Service

24 Hours a Day
WALLACE COLLINS, Jr., GARAGE
Guaranteed Used Cars

Super \$7.00 Special

With the purchase of \$7.00 or more in groceries, meat and produce (excluding cigarettes) you can buy **BACON - Decker's Tall Korn, 1 lb. sliced 19c**
Limit One To The Customer

PRICES GOOD FRIDAY AND SATURDAY

BISCUITS - Kimbell's	3 cans	25c
MARGARINE - Decker's	1 lb. bag	15c
POPCORN	1 lb. bag	15c
SUGAR - Imperial, White or Brown	2 1 lb. boxes	39c
Marshmallow Creme - Kraft's, Large Jar	Only	19c
COFFEE - Kimbell's	1 lb. can	79c
BLEACH - Kalex	1/2 gallon	39c
MEAL - Gladiola, White or Yellow	5 lb. bag	39c
CORN - Our Darling	303 can	19c
GRAPES - Tokay, Nice and Fresh	pound	19c
CARROTS	Large 1 lb. cello bag	9c
CELERY HEARTS	Large Pkg.	29c
HAMBURGER - Fresh and Lean	pound	39c
BEEF - Round Steak	pound	79c

HOSCH GROCERY

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Hospital Notes

ADMITTED
Mrs. W. R. Spence, Trent
Mrs. Viola Princess Walden, Ballinger
Mrs. Florence Story Casey, Coleman
Mrs. N. C. Watson, city
Mrs. A. G. Sweet, Frederick, Oklahoma
Mrs. Preston M. Sparks, Bangs
Mrs. Alvin Smith, Coleman

Mrs. R. E. Lewis, Coleman
Mrs. Jimmy Smith, Coleman
Mrs. Cora Bell Taylor, Coleman
Mrs. Elgin F. Talley, city
Steven Wayne Alexander, Coleman
Mrs. Wesley F. James, Valera
Mrs. John P. Dean, Coleman

Mrs. Jimmy Smith, Coleman
Mrs. H. F. Burton, Arlington
Mrs. C. H. Douglas, Coleman
George O. Green, city
Robert N. Storey, Coleman
Mrs. Pearl Brinson, Coleman
Bradley G. Tucker, Coleman
Mrs. Howard Pope, city
Ledern C. Green, Coleman
Mrs. N. C. Watson, city

DISMISSED

Weah McCulloch, Sec.-Treas.
Bettie McCulloch, Mgr.
Standard Abstract Co.
City & County Maps For Sale
405 Bank Bldg. Coleman

AUTOMATIC CAR WASH
25¢ 5 Min.
Open Day & Night
On Needham Street West of T. L. Sparkman's Wash-A-Matic
Coleman, Texas
ALL BUSINESS APPRECIATED
T. L. Sparkman,
Owner and Operator

JUST ARRIVED!
Matching Skirts, Blouses and Tapers
New Sweaters
LADIES SHOP

WANT TO REPAIR, ENLARGE, MODERNIZE YOUR HOME NOW?



If you need extra cash to improve your house in any way, inside or outside—whether you do the work yourself or have others do it—come see us about an easy-to-repay
LOW-COST HOME IMPROVEMENT LOAN NOW!

FULL-SERVICE BANKING
Savings • Checking • Business Loans • Auto Loans
Personal, Farm & Home Loans • Financial Counsel
oleman County State Bank
Member FDIC 118 West Pecan, Coleman

Kenneth Wise Steak House

Formerly Ranch House
Open 6 a. m. to 12 p. m. Daily
Charcoal Steaks Lots of Parking
407 Fisk (Across from City Hall) Brownwood, Texas

Weekend Specials

FRESH STEAK
LOIN lb. 59c
T-BONE lb. 59c
SEVEN STEAK lb. 49c
KORN KIST — THICK SLICED
BACON 2 lbs. 69c
GOLD MEDAL
FLOUR 5 lbs. 49c

GIANT SIZE — 180 COUNT
Vee Paper Towels 25c
1/2 GALLONS
Mellorine 3-1/2 gals. 97c
New Load of Potatoes and Apples From New Mexico This Weekend

Still Have a Good Selection of Watermelons
Williams Food Store
MEMBER INDEPENDENT GROCERS, INC.

SPORTS

Mountaineers Stall In Own Territory, Drop Second Game 13-0, To Buffaloes

It was more of the same, but not quite so much, for the Santa Anna Mountaineers Friday night, as they bowed to the Buffaloes of Cross Plains by a score of 13-0.

The whole story of the game is found in the fact that the Mountaineers held the ball in Cross Plains territory for only eight plays from scrimmage during the entire game. Always with their backs against their own goal line, the Santa Annans fought off repeated threats by the Buffaloes, but could get no effective scoring thrust of their own going.

Cross Plains kicked off to initiate action, and after holding the ball for three downs, the Mountaineers found their old bugaboo, the intercepted pass, rising up to haunt them again. Intercepting on the Santa Anna 15 yard line, the Buffaloes were nevertheless unable to score as a stout Santa Anna defense held highly-rated halfback Sammy Strickland and his cohorts for downs on the local six yard line. Able to move the ball only one yard forward in three downs (a five yard penalty hurting), the Mountaineers punted to their own 31 yard line. It took Strickland, probably one of the best brokenfield runners the Mountaineers will face this year, two downs to move the ball across for the touchdown after fullback Jimmy Brown started the drive with a four yard plunge. James Switzer, who prefers to do his placekicking

barefooted, toed the ball through the uprights, and the score stood Cross Plains 7, Santa Anna 0.

During the second quarter, the local gridders managed their deepest push into Bison territory, when Nelson Perry recovered a Buffalo fumble on the Cross Plains 28 yard line. The total result of four downs worth of effort by Santa Anna, however, found the ball back on the Cross Plains 34, which is not the direction the Mountaineers wished to go. This series of plays did illustrate the role an alert coach can have in game proceedings, as Mountaineer head coach Rufus Cobern, protesting a situation in which an offside penalty called against Santa Anna was resulting in both a penalty and loss of a down, gained another down for his team. Basis for Cobern's protest was the fact that the ball had not been snapped at the time the play was whistled dead due to massive offside infractions by the Mountaineers. Therefore, instead of the Santa Annans losing the ball on downs, they were only penalized, and were given another shot at moving the football.

At the end of a second quarter that had a lot of seesawing, mostly in Mountaineer territory, and that contained one interesting sequence of four plays in which the ball changed hands three times, on a pass interception and two fumble recoveries, the score still stood 7-0 in favor of the hometown Buffaloes, who were looking for their first win since 1962.

Following a halftime program in which the stellar attraction was a small black and white dog that apparently thought it was part of the Cross Plains

band since they were wearing black and white uniforms, the action resumed. Choosing to kick again, the Buffaloes picked the end of the field favored by the fairly strong breeze. This strategy paid off, as they tallied again a few minutes into the quarter after taking over on the Santa Anna 36. After Strickland moved to the 32, the Buffaloes used their only pass completion of the evening to move to the Mountaineer six yard line. After quarterback Jack Baum failed to move the ball on a sneak, fullback Jimmy Brown took it across for the Buffs' second TD. Switzer's barefoot magic failed him on the conversion attempt, as Billy Don Cupps roared in to break up the kick.

The fourth quarter followed the pattern of the first three, with the Mountaineers fighting valiantly to stave off repeated Buffalo threats deep in Santa Anna territory, and then being unable to move the ball when they got possession. Final score: Cross Plains 13, Santa Anna 0.

In first downs, Santa Anna picked up five, while Cross Plains was gaining seven. The Mountaineers tried 11 passes, completed one and had one intercepted, while their opponents were tossing six times, likewise completing one and losing one. The Mountaineers gained five yards as a result of their passing efforts, while Cross Plains gained 26 on its completion. Rushing yardage was not as unequal as might be supposed, with Santa Anna gaining 95 net yards on the ground, to 133 for the Buffaloes. The local gridders punted six times for a total of 133 yards, or an average of 22 yards per boot, and Cross Plains found it necessary to kick only once, for 15 yards. Penalties assessed saw the Mountaineers being set back 14 yards on three penalties, while their opponents lost a total of 55 yards on five penalties. Each team lost the ball twice on fumbles.

This week, the Mountaineers go out of town again, to meet the strong Clyde eleven.

Attend church regularly.

Picks of the Week

Well, we came up a little last week, picking three out of five correct, to bring our average for the season to .556. We were correct in picking Fredricksburg over Burnet, Early over Jim Ned, and Marble Falls over Blanco. We missed on the Goldthwaite-DeLeon game, picking the Eagles, a team that has not lived up to its pre-season promise. We also erred on the Santa Anna-Cross Plains game, hoping the Mountaineers would pull an upset.

Trying to bring our average up even more this week, we pick:

San Saba at Burnet: San Saba has beaten Goldthwaite, top-rated team in District 9A, while Burnet has still to notch its first 1964 win. It won't get it this week; we pick San Saba by at least two touchdowns.

Early at Bangs: Lots of head scratching in this pick, but we think Early will have enough momentum from last week's rout of Jim Ned to overcome the Bangs homefield advantage. Early in a close one.

Goldthwaite at Johnson City: We've been wrong two weeks on the Eagles, but we think they will finally pick up a win this week. Unless Lyndon decides to play for the hometown boys. Goldthwaite without strain.

Marble Falls at Lometa: So far this season, the Mustangs have looked like the strongest team in District 9A. This game should do nothing to dispell that impression. We pick Marble Falls.

Santa Anna at Clyde: The Mountaineers have lost two so far to teams from tough District 10A, and Clyde should be no exception. Clyde was placed several notches above Cross Plains in pre-season ratings of District 10A. Clyde by about three TD's, but we predict the Mountaineers offense will strike some sparks in this game.

CAR-TUNES



"I Was Cruising Along When Suddenly This Family of Porcupines Start Crossing the Road!"

The moral of this story seems to be: always give porcupines the right of way! Also, when you run into any kind of car trouble, make a bee-line to us to have what's wrong made right... but fast!

We Give S.&H. Green Stamps

Burden Mobil Station

510 Wallis Ave.

Phone FI 8-3191

TIRES ARE GUARANTEED
at
RUDOLPH'S
Coleman, Texas

Starting September 15th
Big travel bargain
for cities along Santa Fe



It's Chico Bargain Fare time again on the Santa Fe,—from September 15, 1964 to April 30, 1965.

For example, a regular round-trip ticket costing \$100 will be sold at the off-season bargain fare of \$80. Round-trips costing \$75 now will be only \$60, and similar reductions will apply for round-trip tickets from all stations except for local trips within the State of California.

No matter where you travel on Santa Fe trains round-trip bargain fares will save you approximately 20%. Tickets on sale every day with a return limit of 30 days. Yes, bargain fares apply for both round-trip coach and first class tickets.

Now you can leave the car at home and save money traveling by Santa Fe.

See the Santa Fe Agent
in your home town for
complete information

SEED OATS

Arkansas Grown — New
Three-Bushel Sacks
Tagged and Tested
Immediate Delivery
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Victorgrain

Unicap Chewable Special



Buy
100 Unicap Chewable
Get 24 Free

24 Bottle Free With
100 Bottle \$3.11



EARLY AMERICAN
SETTLERS
KEPT THEIR
TEETH WHITE BY
BRUSHING THEM
WITH PEELED TWIGS
OF DOGWOOD...

"THE GOOD OLD DAYS?"
... signs of the past

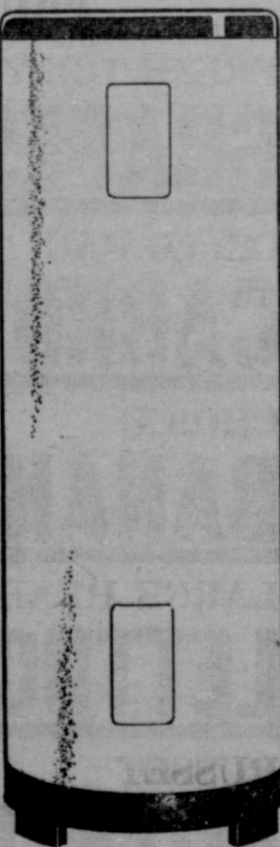
A physical check-up, made while you're well, can keep you that way! See your doctor. See us for medicines.

Phillips Drug
WE GIVE S.&H.
GREEN STAMPS

HERE'S SOME MORE MOM!



Youngsters have a knack for messing up things... themselves, the house, their clothes. This is especially true during the winter months. And it takes a lot of hot water to clean up. The new 3-times-faster, quick recovery, flameless electric water heater is time saving and



provides a more-than-ample supply of hot water. A strict temperature control prevents overheating and there's nothing to re-set, regulate, or turn on and off except the faucet.

It can be easily installed anywhere in the house, since there is no flame, no flue is needed. Only a flameless electric water heater is fully automatic.

See your electric appliance dealer or your plumbing fixtures dealer about installing a flameless electric water heater.

FREE WIRING... to customers served by WTU who purchase an approved Electric Water Heater from a local appliance dealer or local plumbing supplier.

SPECIAL 1¢ RATE*
Ask for details at any WTU office
* Plus sales tax and fuel adjustment.

West Texas Utilities
Company an investor owned company

Attendance At Church Services

Reports of attendance at local churches during the weekend are as follows:

FIRST METHODIST CHURCH

Church Membership ---- 286
Resident Membership ---- 208
Church School Enrollment 158
Church School (9:45) ---- 89
Morning Worship (10:50) 117
MYF (6:00) ---- 11
Evening Worship (7:00) - 64

NORTHSIDE CHURCH OF CHRIST

Bible School (9:30) ---- 40
Morning Worship (10:20) - 83
Evening Worship (6:30) -- 55

Protect Against Disease Loss!
Authorized Dealer
FRANKLIN VACCINES and SUPPLIES
for CATTLE, SHEEP, HORSES, HOGS and POULTRY
Our Livestock Supply Department is Designed to Serve You -- Visit Us Today.

Owl Drug Store
312 Commercial Ave.
Coleman, Texas

Expert Service
—WITH—
PREMIER PRODUCTS
Good Year Tires
We Appreciate Your Patronage
McCRARY Premier Station

Cole-Anna

Drive-In Theatre
Coleman, Texas

THURSDAY - FRIDAY
AND SATURDAY

SEPTEMBER 17-18-19

ALEC GUINNESS in

"The Bridge On The River Kwai"

"Stark Fear"

SUNDAY - MONDAY
TUESDAY & WEDNESDAY

SEPTEMBER 20-21-22-23

ROBERT WALKER in

"Ensign Pulver"

OAK

Drive-In Theatre
Coleman, Texas

THURSDAY - FRIDAY
AND SATURDAY

SEPTEMBER 17-18-19

DON KNOTTS in

"The Incredible Mr. Limpet"

EDMOND O'BRIEN in

"A Cry In The Night"

SUNDAY & MONDAY
SEPTEMBER 20 and 21

TROY DONAHUE in

"A Distant Trumpet"

JOCK MAHONEY in

"Tarzan Goes To India"

Piggly Wiggly

FED BABY BEEF SALE THIS WEEK



HUNT'S
PEACHES
Big 2½ can
.25



SHOT GUN
SHELLS
all sizes—box
1.98

MORRELL—THICK SLICED

BACON 2 lb. box **.89**

DECKER'S

PICNICS lb. **.29**

GOOCH PORK

SAUSAGE 2 lbs. **.89**

FRUITS AND VEGETABLES

FRESH TOKAY

GRAPES lb. **.15**

CELLO BAG

CARROTS lb. **.10**

CHOICE

BANANAS lb. **.12**

LARGE HEAD

LETTUCE head **.12**

RUSSET

POTATOES 10 lbs. **.39**

Sunbeam—Select Assortment

COOKIES, 75 or more, 1-lb., 6-oz. package

CHUCK

ROAST lb. **.39**

ARM

ROAST lb. **.49**

7 STEAK lb. **.49**

CLUB

STEAK lb. **.69**

LEAN AND MEATY

BEEF RIBS lb. **.29**

FRESH

Ground Beef lb. **.39**

T-BONE

STEAK lb. **.79**

LOIN

STEAK lb. **.79**

CHOICE ROUND

STEAK lb. **.89**



PURE CANE
SUGAR
10 pounds
.98



SWIFT'S JEWEL
SHORTENING
3-pound can
.59

PIGGLY WIGGLY

100% For The Mountaineers

Coleman County Phone Cooperative Here In '53

The Coleman County Telephone Cooperative, Incorporated, which is celebrating the construction of a new headquarters building in Santa Anna with an open house Saturday, September 19, is the last of a series of firms and organizations that have provided telephone service to this part of Coleman County.

R. G. Hollingsworth put in the first telephone service in the Santa Anna area, selling out to A. U. Weaver, who in turn sold the company to D. J. Johnson and George Johnson. This firm was known as the Santa Anna Telephone Company, and served the area in and around the city. Each of the smaller communities in the region had a private telephone system, usually operated from the home of the owner.

In 1949, Congress passed legislation allowing the Rural Electrification Administration, a bureau of the Federal government established for the purpose of encouraging extension of electrical service into rural

areas not receiving such service, to also provide loans for the establishment of modern telephone facilities for such areas. In 1950, the Coleman County Farm Bureau, headed by Emzy Brown, of Santa Anna, established a telephone committee to work toward better telephone service for this part of the county. Service in many parts of the county was still by means of the magneto, or crank, type of phone, and many areas had no service at all.

In 1953, a board of incorporators was selected to organize the Coleman County Telephone Cooperative. This board consisted of Uless Maness, of Rockwood; Henry Crenshaw, Valera; J. D. Gorman, Sr., Novice; E. W. Gill, Jr., Whon; Raymond McElrath, Coleman; R. A. Powell, Fisk; and S. S. Squires, Gould-busk. Frank Gillespie was secretary of the board. The organization was chartered by the state of Texas on April 17, 1953, and shortly thereafter took options on the telephone systems at Trickham, Rockwood, Gould-

busk, Fisk, Valera, and Santa Anna. Since Henry Crenshaw owned the Valera exchange, he resigned from the board to avoid a conflict of interests, and was replaced by Gillespie. E. W. Gill, Jr., resigned about this time due to health, and was replaced by his son, Allyn Gill.

In June of 1954, the REA granted a loan of \$540,000 to the Coleman County Telephone Cooperative to purchase the established systems on which the Cooperative had options, and to put in new systems where required. These systems were purchased effective January 1, 1955.



The first section of the improved service system was placed in operation during September, 1957, and included the Trickham, Mozelle and Rockwood exchanges. Among the

changes was the switch to dial operation, replacing the old "Hello, Central" system in use up to that time.

In 1958, the Burkett exchange was purchased and converted to dial operation in 1960. That year, the changeover to dial operation in Santa Anna was nearing completion, with the first modern telephone service being initiated in June of 1961.

This past March, the Glen Cove exchange, the last magneto operated system in Coleman County, was converted to modern dial operation. All lines in this exchange are buried, making it the only exchange in Coleman County to have a completely underground line system.

Among the men who served on the board of directors of the Coleman County Telephone Cooperative during its history (in addition to those mentioned), are Vernon Bullard, Burkett; Tom Stewardson, Rockwood; Jake McCreary, Rockwood; and Robert Markland, Santa Anna.

Present board members include Glen Copeland, Santa Anna; Tom Kingsbery, Santa Anna; Gordon Monsey, Mozelle;

C. H. Wise, Rockwood; Grady McIver, Trickham; and W. T. Nixon, Valera; in addition to Gillespie. Kingsbery is president, McIver is vice president, and Gillespie is secretary-treasurer.

George Johnson, former owner of the Santa Anna exchange, served as first manager of the Coleman County Telephone Cooperative during 1955. Allyn Gill, who was assistant manager, became manager in 1956 and has served in that position since. Jack Covington has served as consulting engineer to the Cooperative since early in its history. Rob O'Hair and Hal Woodward have been attorneys for the telephone organization, O'Hair serving from 1956 through 1958, Woodward during 1959 and 1960, and O'Hair again to the present time.

Of its type in the state. Of 23 telephone cooperatives now operating in Texas, the Coleman County group has the lowest telephone rate of any. It is also the only one that has extended service throughout its entire system—that is, no toll charge is required to call any telephone served by the Cooperative from any other telephone served by the Cooperative. Most systems require toll charges for calls such as from Mozelle to Rockwood, or from Valera to Trickham. Members of the Coleman County Telephone Cooperative also enjoy direct dialing throughout the system.



Local Phone Co-op Outstanding In State
The Coleman County Telephone Cooperative is one of the most outstanding organizations

We Congratulate

The Coleman County Telephone Cooperative on Their New Building Which We Helped Furnish.

Hosch Furniture Co.

Santa Anna, Texas

THE ONE-WAY WINDOW

And All Other Glass Work In The New

COLEMAN COUNTY TELEPHONE COOPERATIVE HEADQUARTERS BUILDING

Furnished By

BROWNWOOD GLASS & MIRROR COMPANY

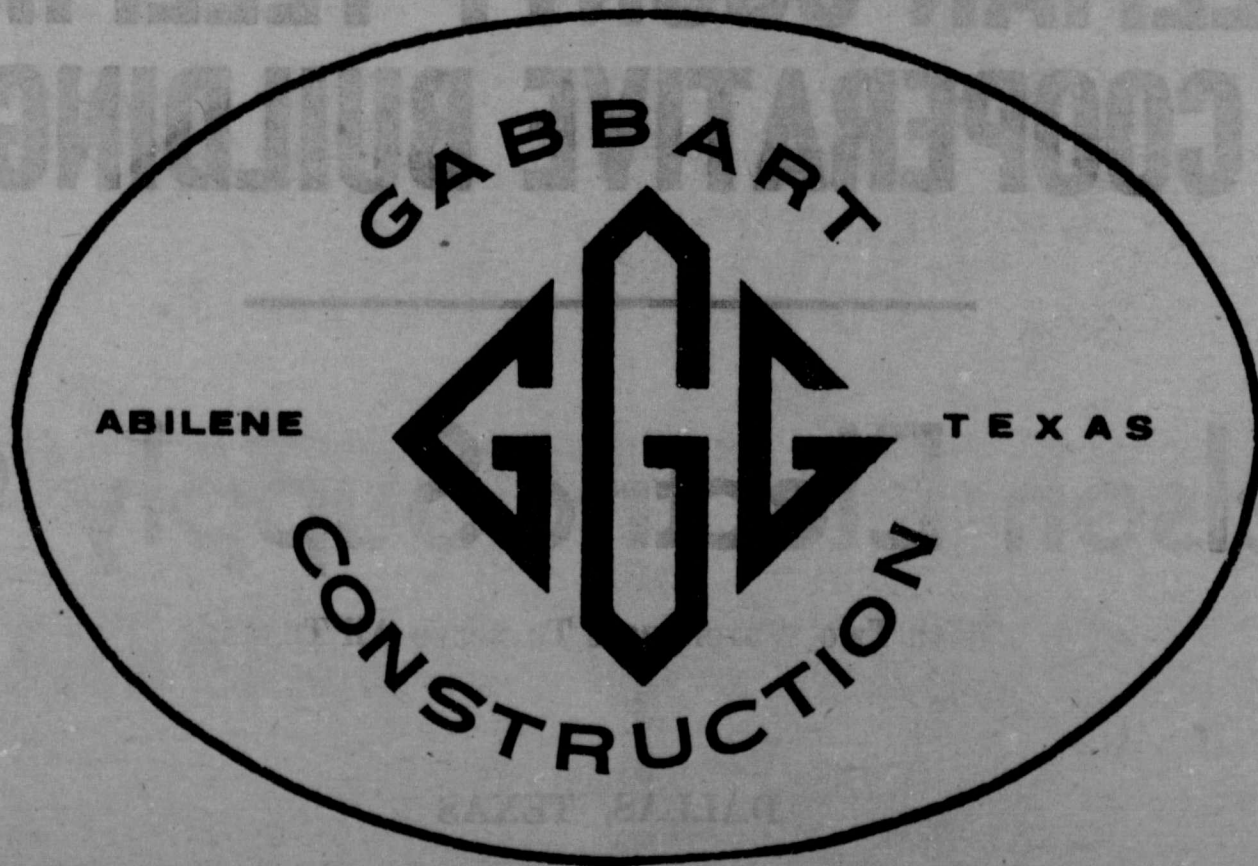
1609 Coggin Street

BROWNWOOD, TEXAS

MI3-4397

WE ARE PROUD...

To Have Been
General Contractors
For The Fine New
Headquarters Building
Of The
COLEMAN COUNTY TELEPHONE COOPERATIVE, Inc.



Congratulations

To The People of Coleman County
Served By the Coleman County
Telephone Cooperative on Your
Fine New Headquarters Building.

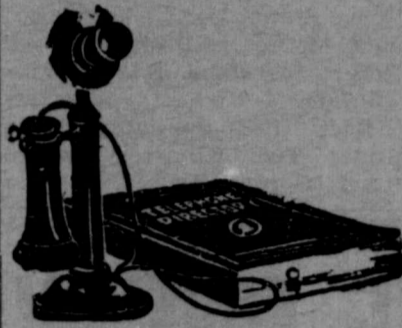
FIRST COLEMAN NATIONAL BANK

Always Willing — Always Prepared
Member FDIC & Federal Reserve System
100 Commercial — Coleman

Board Of Directors

The Coleman County Telephone Cooperative is governed by a board of seven directors, elected for two year terms by the members of the Cooperative, all those subscribing to telephone service. Four directors are elected on alternate years, with three being chosen the intervening year.

Present directors include Tom Kingsbery, president of the board, Santa Anna rancher who was first elected to the board in 1961, and elected president in 1962; Grady McIver, Trickham stock farmer, who was elected to the board in 1961, and picked as vice president in 1963; Frank Gillespie, of Burkett, a member of the original board of incorporators of the Cooperative, and



secretary of the organization since its inception; Glen Copeland, vice president of the Santa Anna National Bank, elected to the board in 1962; Gordon Monsey, stock farmer from Mozelle, elected in 1958; W. T. Nixon, retired farmer from Valera, elected in 1961; and C. H. Wise, Rockwood stock farmer, elected in 1963.

COOPERATIVE PRESIDENTS

Five men have served as president of the Coleman County Telephone Cooperative and its preceding committee since its organization. E. W. Gill, Jr. served from the beginning to 1953. Allyn Gill served in 1953 and 1954. Raymond McElrath filled the chair from 1954 through 1958, followed by Tom Stewardson, who was president from 1958 until his death in 1961. Tom Kingsbery, present president, was elected in 1962.

Typewriter paper at the Santa Anna News.

WE PUT THE TOP ON

The New

COLEMAN COUNTY TELEPHONE COOPERATIVE BUILDING

(Did The Sheet Metal Work Too)

LYDICK ROOFING CO.

1700 Center

BROWNWOOD, TEXAS

MI3-4145

CONGRATULATIONS

To The People Of
Coleman County

On Your New

COLEMAN COUNTY TELEPHONE COOPERATIVE BUILDING

Nelson Electric Supply Co.

With Two Warehouses To Serve All Texas

1123 Slocum

DALLAS, TEXAS

RI 1-6341



YOU ARE INVITED

TO SEE OUR NEW

HEADQUARTERS BUILDING

Santa Anna, Texas

Saturday, September 19

1:00 P. M. Til 5:00 P. M.

ANNUAL STOCKHOLDERS MEETING

BUSINESS AGENDA
Election of Three Directors
Reports of Officers
All Other Business Which May Come Before The Meeting
BE SURE TO ATTEND

Saturday Night, September 19

**SANTA ANNA HIGH SCHOOL
FOOTBALL FIELD**

(In Case of Rain — High School Auditorium)

Registration 7:00 P. M. Until 8:00 P. M.

Business Meeting 8:00 P. M.

ENTERTAINMENT, FREE COLD DRINKS, MANY FREE PRIZES

**All Members Urged Are To Attend - - -
Visitors Welcome!**

**Coleman County
Telephone Cooperative
Incorporated**

CONGRATULATIONS

TO THE COLEMAN COUNTY TELEPHONE
COOPERATIVE, INC. ON THE MODERN, DE-
PENDABLE TELEPHONE SERVICE THEY
HAVE MADE AVAILABLE TO THE AREA
WHICH THEY SERVE.

WE ARE PROUD TO HAVE FURNISHED THE
TELEPHONE EXCHANGE EQUIPMENT WHICH
IS SUCH AN IMPORTANT PART OF RELIABLE
TELEPHONE SERVICE.

**Automatic Electric
Company**

NORTHLAKE, ILLINOIS

All Users Are Members Of Co-op

The Coleman County Telephone Cooperative is owned by everyone who subscribes to its telephone service. The Cooperative's slogan is "Owned by those we serve." The original application fee for installation of a telephone makes the user a paid-up member of the Cooperative.

The Cooperative is governed by a board of directors elected by the members, who also act on Cooperative business at the annual meeting, such as that scheduled for Saturday, September 19, at 7:00 p.m. at the Santa Anna High School football field (or in the auditorium in case of bad weather). It is the privilege and responsibility of all members to take part in this meeting.

Funds for construction of the Coleman County Telephone Cooperative's system are borrowed from the Federal government through the REA program, and repaid with interest over the 35 year life of the loan.

Cooperatives such as the Coleman County organization do not pay Federal income taxes or state sales taxes. However, they do pay all other Federal, state, and local taxes, such as property and gross receipts taxes.

These cooperatives have been described as "people voluntarily working together to solve their problems," and as such represent an outstanding example of the American system of free enterprise.

Many People Help Make Phone Service

A number of persons work together to make possible the reliable telephone service enjoyed by members of the Coleman County Telephone Cooperative. They include Ben P. Vinson, plant superintendent; Mrs. Fern Hoke, office manager and bookkeeper; E. P. Voss, combination man; Quinton Daniel, lineman; Ellen Richards, cashier; Jerry Clark, equipment technician; Mrs. Velma Benton, billing clerk; and Allyn Gill, manager.

Carbon paper and sales pads at the News office.

WE WELCOME ...

The Newest Addition To Santa Anna

The New

Coleman County Telephone Cooperative Headquarters Building

Interior Tile By

SANTA ANNA TILE COMPANY

Congratulations !!!

We Are Proud...

Of Our Part In Construction

Of The New

Coleman County Telephone Cooperative Building

— Santa Anna —

CALLAWAY'S, Inc.

1109 Walnut

ABILENE, TEXAS

OR2-7879

Electrical Contractors

For The

New Building

Of The

COLEMAN COUNTY TELEPHONE
COOPERATIVE, INC.

Pecan Valley Electric Company

205 East Baker

BROWNWOOD, TEXAS

MI5-2511

Air Conditioning and Plumbing Contractors

COLEMAN COUNTY TELEPHONE
COOPERATIVE'S NEW BUILDING

Brownwood Plumbing and Sheet Metal Company

1015 North Fisk

Brownwood, Texas

MI5-2379

We Are Proud ...

Of The Beautiful New

**Coleman County Telephone
Cooperative Building**

For Which We Furnished the Brick

MARTIN BRICK COMPANY

1110 Cottonwood

625-2142

Coleman, Texas

Special Equipment To Telephone Users

Many special services and pieces of equipment are offered to members by the Coleman County Telephone Cooperative. Telephones that automatically dial a pre-set number at the push of one button are helpful to persons who have difficulty in dialing. Each such phone contains 12 buttons, allowing calls to be made to any one of 12 different numbers by pushing one of the buttons.

Special handsets for persons who are hard of hearing are also available, with special amplifying equipment that greatly increases the strength of the signal. One piece Ericofons such as that used at Phillips Drug Store, in Santa Anna, are also available, as are the small Starlight phones, ideal for second phones. These telephones, along with the regular sets, are available in a series of decorator colors in addition to the standard black.

Another service offered by the Coleman County Telephone Cooperative is the mobile phone, allowing regular local and long distance calls to be made from the car. The small transmitter-receiver unit fits under the front seat or in the trunk, with the handset and control unit being mounted under the dashboard.

Other special products and services available include extension telephones, phones with lighted dials, home intercom systems, extension bells, multi-line telephone systems, outdoor bells and horns, telephone answering and recording units, remote control systems and telemetering equipment, hand-free telephones, and many others.

NEW DIRECTORIES ON WAY

Allyn Gill, manager of the Coleman County Telephone Cooperative, has announced that new directories are now being printed and will be distributed within the next month. Directories have been delayed due to a large number of changes in the Mozelle and Burkett exchanges, but are now at the printers, and will be received by telephone users soon, Gill said.

CONGRATULATIONS

To The

COLEMAN COUNTY TELEPHONE COOPERATIVE

BEST WISHES FOR A SUCCESSFUL
FUTURE IN YOUR NEW BUILDING

STROMBERG-CARLSON

Jim Canone, Sales Representative

2108 9th Street

BROWNWOOD, TEXAS

MI3-0504



CONGRATULATIONS

To Members of Our Fellow REA Cooperative - The Coleman County Telephone Cooperative - On Their New Headquarters Building In Santa Anna.

Coleman County Electric Cooperative, Inc.

200 West Live Oak

Coleman

625-2128

CONGRATULATIONS

To The

Coleman County Telephone Cooperative

We are proud to have had a part
in decorating your beautiful
new building

Custom-Kraft Furniture

East Highway 80

Abilene, Texas

OR2-8077

Wes Byrd, AID

Studio: 2241 Minter Lane

Abilene, Texas

OR2-7304

Knight Carpet Company

2833 South 14th Street

Abilene, Texas

OR2-9179