

Likes The Way We Set Our Ads.

The following was received by this paper last week from F. H. Anthony of Detroit, Michigan, an advertising man, and is self explanatory:

Detroit, Mich., May 2, 1911
Editor Eagle Lake HEADLIGHT,
Eagle Lake, Texas.

Dear Sir:
The writer is the man who placed the advertising services with the McClanahan Lumber Co. and Robert's Drug Store. I saw a copy of your paper while in Texas and the ads were set up so nicely and printed so well that I want a copy of your paper for last week and week before to use in selling our services to other dealers.

The HEADLIGHT uses its best efforts to set up its advertisements in a neat and attractive manner, thereby giving our advertising patrons the best results. We could throw our advertisements together in just any style, like some papers, and save a great deal of time. But that is not our way of doing business for we want to make our advertising columns valuable to our advertisers. We give our advertising columns equally as much attention as we do our local news columns.

Judge Mansfield, editor of the Colorado Citizen, was here from Columbus Sunday, he and Dr. Bruce leaving Monday morning for Houston to attend court. Mr. Mansfield has certainly made a great improvement in the Citizen, and the business men of Columbus should come to his rescue, get out of the kinks and advertise, for he is giving them a spicy, up-to-date paper, and since the death of that scholarly editor, Ben M. Baker, until Judge Mansfield took charge of the Citizen, Columbus has practically had no newspaper.

The members of the 500 Club were delightfully entertained by Mrs. Bruce McCarty Monday afternoon. After a number of enjoyable games, the guests were invited into the dining room, where a lovely salad course was served. The color schemes were yellow and white and at each place was the name card, adaintly yellow heart, attached to which was a hand embroidered handkerchief, with the initial of the one by whom it was given. The members all declared this to have been one of the most pleasant afternoons spent in the history of the club.

Mr. W. H. Hood of San Antonio was in the city Monday. Mr. Hood was a citizen of Eagle Lake a number of years ago, when the Cane Belt offices were here, he being an employee of the offices. He is now engaged in the real estate business in San Antonio, and is succeeding exceptionally well.

Nutriline is a common sense combination of the best feed stuffs in such proportions as to give an ideal analysis for a stock food.

BROWN & SCHLEICHER.

Mr. and Mrs. A. Pennington and children and Mrs. Tomlinson of Schulerburg were in the city Wednesday morning between trains en route home from Wallis.

Editor and Mrs. Raymond Winfree and children of Schulerburg were in the city Saturday, leaving Sunday morning for a visit to Mr. Winfree's parents at Simonton.

Little Miss Isabel Watson of Houston is visiting Mrs. W. F. B. Wicker.

Postoffice Counting All Mail.

Postmaster Ziegler is counting every piece of mail that goes out from or comes into the Eagle Lake postoffice during the month of May. Some job, that. The count is being made that Uncle Sam may know exactly how much mail is being handled at every postoffice. A newspaper naturally has a good deal of business with the postoffice, and this one knows that the postoffice work at its best is increasing and it looks like some people just you'll have any consideration for the people that work in the postoffice. Capt. Ziegler and his two able assistants, Messrs. Sam H. Little and Sam Mathis, give the postoffice patrons just as good service as they could ask, and far better than most of the postoffices in towns of this size.

A few weeks ago a few, only two, growing potatoes for market was an unheard-of thing here. Practical potato men from Kansas, Missouri and Oklahoma, men who know how to farm, came down here. Bought land and showed us a thing or two in farming. This same land before their coming was producing the average quarter of a bale of cotton to the acre, making the planter from \$15 to \$25 per acre, but now this same land is producing two crops of potatoes a year of from 150 to 300 bushels twice a year, bringing the farmer from \$100 to \$375 per acre, twice each year. This spring a practical truck grower from Minnesota, Mr. Henry Heine, is shipping truck every day grown on prairie land, proving that if our prairie land is properly cultivated and properly farmed, it is fine for truck raising. We mention these two items merely to show what they will do for this country in a few years. The Eagle Lake country has just begun to develop.

If you are a borrower of the HEADLIGHT, don't you think it's an injustice to the man who is paying for it? He may be looking for it this very moment. Make it a regular visitor to your home. The subscription price is an investment that will repay you well. The party who is paying for this paper may tell you he doesn't mind letting you have it, but we know he does, and we don't want you to bother him. If you are really too poor to pay for it, simply tell us about it and we will see that you get the paper every week free. Please don't borrow.

Messrs. F. W. Boynton and Roy German were pleasant callers at the HEADLIGHT office last Friday evening. Accompanied by their wives, they made the trip from Nottawa here in Mr. Boynton's Maxwell car.

The editor returns thanks to William H. Miekow for an invitation to the commencement exercises of the Columbus High School, the same being a member of the graduating class of eight.

Mrs. W. T. Chester entertained the Ladies' Card Club on Wednesday of last week. After the interesting games, delightful refreshments were served, consisting of turkey and dressing, aspic jelly, lettuce sandwiches, olives, bon bons and punch.

Mrs. J. W. McCarty is spending the week in Fort Worth attending the State Convention of the Christian church, having left for that city Sunday.

Hon. George Herder of Weimar was here looking after business affairs Monday.

THE FARMERS & MERCHANTS STATE BANK
EAGLE LAKE, TEXAS

"Guaranty Fund Bank"

J. E. Roberts, Cashier. T. J. Loughridge, Jr., Asst. Cashier.

Directors:

Geo. Herder, R. J. Vineyard, H. A. Townsend, P. O. Norris, E. L. Mooney, L. F. Dick, Geo. Gegenworth.

CRYING FOR HELP.

Lots of it in Eagle Lake But Daily Growing Less.

The kidneys cry for help. Not an organ in the whole body so delicately constructed. Not one so important to health. The kidneys are the filters of the blood. When they fail the blood becomes foul and poisonous. There will be no health where there is poisoned blood.

Backache is one of the first indications of kidney trouble. It is the kidney's cry for help. Heed it. Doan's Kidney Pills are what is wanted. Are just what overworked kidneys need. They strengthen and invigorate the kidneys; help them to do their work; never fail to cure any case of kidney disease.

Read the proof from an Eagle Lake citizen. Mrs. M. E. Cooper, of Eagle Lake, Texas, says: "A member of our family was subject to attacks of lumbago, during which the person's back would become so sensitive and lame that the simplest movement caused suffering. The kidney secretions at times were far too frequent in passage and were distressing. Doan's Kidney Pills procured at Calvert's Drug Store brought relief at once and before long relieved the pain and lameness in the back."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's and take no other.

The HEADLIGHT returns thanks to Miss Maude Elizabeth Dunn of Shiner, for an invitation to the commencement exercises of the Shiner High School, on Friday evening May 19th, she being a graduate of a class of six.

Your eyes tested free of charge at F. S. Ulery & Son, Graduate Optician.

Mr. Isadore Nathan returned Wednesday morning from an extended visit to relatives in Marshall and Palestine.

Baccalaureate Sermon.

The graduating class of the Eagle Lake High School is fortunate in securing an eminent scholar of forceful delivery in the person of Rev. J. Williams for the commencement sermon next Sunday morning at the Methodist church. Everybody invited to attend. Special music will be rendered by the local choir, and no comment is needed, except that Mr. Williams is in charge of

Amos Gonzales was shot and seriously wounded by Bernardo Socia, both Mexicans, on Mr. John Matthews place last Sunday night. He is shot in the left side, shoulder and back, the shot ranging all the way from the knee to his neck. A shotgun was used. We learn that Socia will plead the "unwritten law." Socia was arrested by Constable J. M. Callison and allowed bond in the sum of \$500, with Mr. John Matthews as bondsman.

Mr. Joe Canaday Wednesday morning brought in thirty-two Russians to work in the potato fields of Burns & Terrell. These people landed in Galveston on May 3rd from the old country, and but two can speak English, and they merely speak at it. There is one woman among them.

Mr. O. E. Duddleston returned last Friday morning from Waco where he attended the State Convention of the Modern Woodmen of America, which convened at that place May 3rd, and 4th, being a delegate from Colorado county.

If Nutriline Stock Food does give entire satisfaction, your money goes back to you.

Mrs. Fred Dyer of Sweet Home, who has been visiting in Garwood, was the guest of Mr. and Mrs. A. F. Hoeninghaus the first of the week.

Mr. B. L. Vineyard of Houston spent several days here this week looking after his interests.

We thank Mr. Frank Roig for a renewal subscription handed in through his "private secretary," Josephus Roig.

Rock Island School Bonds.

The Attorney General's Department has approved for registration the Rock Island Independent School District Bonds, \$10,000; five-forties bearing five per cent interest.

Mr. and Mrs. Bruce McCarty left Wednesday morning for Port Lavaca to attend the annual meeting of the Texas Press Association. The convention closes Saturday night and on Sunday a forty-mile boat trip to Port O'Connor with a big dinner at that place by the Port O'Connor Townsite Company, will be tendered the newspaper people.

The Hallettsville baseball team went to Rock Island Saturday for a game with the nine there. The result was the Hallettsville boys got sat upon to the familiar rhythm of 7 to 11—hence the brevity.—Hallettsville Herald.

Mr. and Mrs. W. C. Mersfelder have moved their household goods here from Glen Flora and are housekeeping in Mrs. A. Mersfelder's house. Mr. and Mrs. Albert Taylor who have been occupying the Mersfelder cottage, will shortly move to El Campo.

For your cleanest and best cold drinks, go to Landa's.



All glasses fitted by us guaranteed

We have a large stock of lens to fit any eyes. Eyes tested FREE OF CHARGE

Graduate Opticians

F. S. Ulery & Son.

Everything for the Pumping Plant!

Get our prices on Belting of all kinds, Battery Renewals, Dry Batteries, Packing of all kinds, Rubber, Spiral, Asbestos, etc., in fact everything you need in this line.

American Centrifugal Pumps.

We can supply you the Genuine American Pumps, Pulleys of all sizes and kinds, Shafting, Boxes, in fact anything needed for a pumping plant. Let us figure with U.

FEED Let us supply you your feed. Corn, Corn Chops, Wheat Bran, Cotton Seed, Meal and Hay. Just received a car of good heavy oats.

GROCERIES OF ALL KINDS

To suit all tastes, and at lowest possible prices. Fresh Bread, Cakes, Pies and Buns baked every day.

We Appreciate Your Trade. Phone Us Your Orders.

The Frank Stephens Company

Groceries—Hardware—Implements—Vehicles

Commencement Program. Seaholm-Sullivan Wedding. Pennsylvanians Buy Land. List of Immortals. Two Tickets at School Election.

The following will be the program rendered at commencement exercises at the Eagle Lake High School on the evening of May 19th:
Invocation..... Rev. Oscar Ferrell.
Salutatory—"Watchman, What of the Night,"..... Miss Nora Hugh Barrow.
"Where Vanquished is Victor in Tolerance Land,"..... Miss Laura Ledyard Moody.
Class History..... Miss Pansy Ione Green.
Music
"Cantor Soliloquy"..... Miss Sue Harbert Webb.
"The New South"..... Frank Walker.
Class Herald..... Miss Fleta Williams.

"The Reciprocal Factor in Life's Mart"..... Miss Bessie Ray Wilson.
"The Cross-Examination of Age by Barrister Youth"..... Miss Ruth Forbes Welch.
Class Poem..... Miss Frances Pinkerton Hanly.
Music
"Pending Problems"..... Ben H. Faber.
Class Prophecy..... Miss Lou Es Cross.
Valedictory—"The Pole Star"..... Miss Louise Rivers Waddell.
Music
Address..... Dr. Edgar Odell Lovett.
Delivery of Diplomas.
Benediction..... Rev. J. T. Tracy.

Colorado county has six contestants entered in the corn and cotton contest of the Texas Industrial Congress. They are as follows: W. E. Janish, New Ulm; Walter Ritzer, Altamont; Loughridge, Eldridge; Lovett Scott, Ann; O. B. Leikoll, Weimar; P. E. Vallandigham, Eagle Lake.

On last Sunday morning at 10:45 o'clock at the home of the bride's relatives, Mr. and Mrs. A. L. Wagner, occurred the marriage of Mr. Carl Seaholm and Miss Mary Sullivan, both of this city, Rev. J. T. Tracy, the Methodist pastor, officiating. The bride is one of Eagle Lake's most popular young ladies. Her pleasant manner, sweet and amiable disposition have won her hosts of friends wherever she is known. The groom is a prominent young man of this community, a son of Mr. and Mrs. Axle Seaholm. He is popular and held in high esteem by all who know him. Mr. and Mrs. Seaholm will continue to make Eagle Lake their home. The HEADLIGHT joins their wide circle of friends in extending congratulations and wishing them health, happiness and prosperity.

Rev. J. T. Tracy, the popular Methodist pastor, says that he has prepared a marriage ceremony that takes him just one minute by the watch to say. Mr. and Mrs. Seaholm are a young couple that gets married in a short ceremony, and for their benefit he has prepared one that is short. While brief, Bro. Tracy's sixty second ceremony is very solemn and impressive.

Mr. G. E. Thomas returned last week from a ten days' business trip to Kansas and Oklahoma. At Honeywell, Kansas, he purchased from T. A. Wood, for his brother Armit Thomas and Rev. R. J. Reese jointly, both of Scranton, Pennsylvania, 320 acres of land near Lissie. The above named gentlemen already own a farm near Lissie of 162 acres, and this additional land joins the same. Mr. Armit Thomas will come to this section in the fall, and spend the winter here to see how he likes this country. Rev. Mr. Reese and family will also move here in the fall to make their home. Mr. Thomas says he looks for a good many new people from Kansas to locate in this section during the coming fall and winter. He says on this visit he traveled over a goodly portion of Kansas and Oklahoma, and he didn't see anything that looked as good to him as this country does.

Mr. J. W. Courtney is visiting in Yoakum.
Pure home made cream, guaranteed to be the best, at Landa's Cream Parlor.

Mr. H. Nussbaum spent Sunday with Mrs. Nussbaum in San Antonio. He says Mrs. Nussbaum's condition at this time does not seem to be much improved. One operation has already been performed on her foot and she will have to undergo another. We hope Mrs. Nussbaum will soon be entirely well and able to return home again.

Mr. Wm. J. Franz of Santa Maria arrived in the city last Friday for a few days' visit. His Eagle Lake friends are glad to see him.

The HEADLIGHT returns thanks to the following for subscription payments: A. J. Winfree, Simonton; J. H. H. Dennis, Wharton; W. G. Miller, Chesterville; Victor E. Potters, Washington, D. C.; W. J. O. Zaber, J. W. Westmoreland, Frank Roig, R. R. Hilderbrand, O. R. Davis, J. J. Whatley, J. G. Cooper, W. W. Lowrey, J. M. Callison, S. Garman, Eagle Lake; Henry J. Laas, Lester Holt, Columbus; J. J. Potter, Nada; Mrs. J. E. Causey, Canton; F. B. Duncan, Egypt; Prof. J. C. Young, Rock Island; John H. Dorman, Glen Flora; G. E. Thomas, Lissie; E. B. Knight, Wichita, Kans; Mrs. Chris Cook, Chesterville; C. R. Miller, Galveston.

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A NOTE TO YOU Saturday, May 13th, 1911.

We went into the Drug business from choice, not by accident. We choose to continue the selling of choice Drugs and Reliable Remedies rather than any other kind, and if you choose our store for your purchases, we will endeavor to make your choice a wise one.

Yours truly,
Calvert's Drug Store,
Eagle Lake, Texas.