

Eagle Lake Headlight

Bruce W. McCarty, Editor and Proprietor.

"NOTHING EXTENDS, NOR SETS DOWN AUGHT IN MALICE."

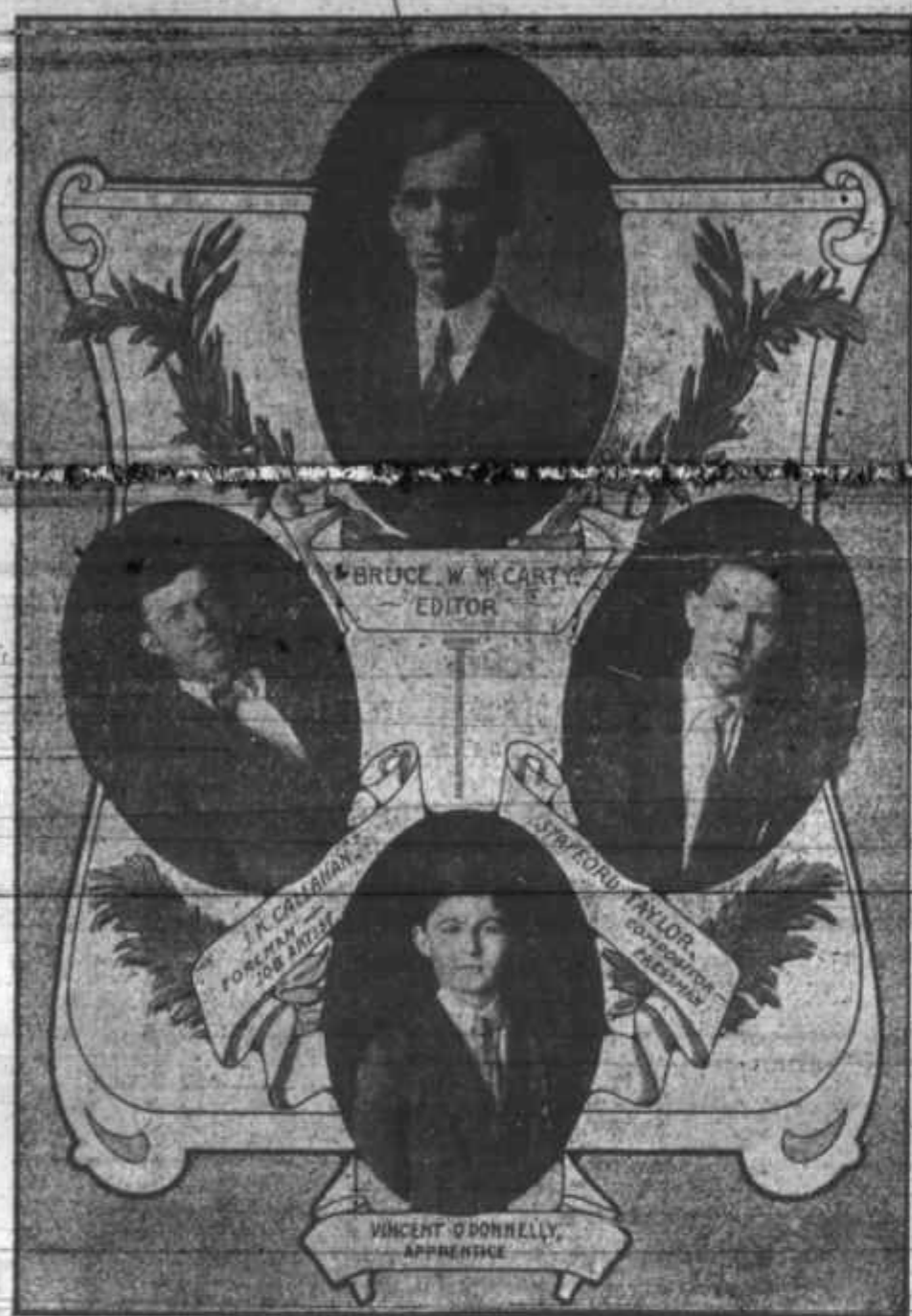
One Dollar and a Half Per Year in Advance.

VOLUME IX.

Eagle Lake, Texas, Saturday, March 2, 1912.

NUMBER 41

Today Is The Headlight's Ninth Anniversary of its Publication.



Today nine years ago, (March 30, 1903) The Headlight cast its first faint rays across the journalistic skies of Eagle Lake, and since that day it has continued to tell of the wonderful advantages offered by the Eagle Lake country. Since that time much improving and building has been done in Eagle Lake. When we began the publication of this paper our old Washington hand press with a hand full of type was sufficient to take care of the printing business of this city. Today this office is equipped with a cylinder press, fast jobbers and an up-to-date paper folding machine which has recently been added to the equipment. It has been the policy of this paper to add all the new faces of job type to the office thereby always being in a position to give our patrons the very best in job printing. We employ the very best of job printers—pay them good salaries—and thereby we are able to give the patrons of this office just as good printing as they would be able to get in Houston, St. Louis or anywhere else. We are using every effort to give Eagle Lake a live, local newspaper, a paper that will be an advertisement to it. In this day of progress, the newspaper is considered the mirror of the town, wherein its building, its improving and its enterprise is reflected. It has been our endeavor to keep abreast of the rapid progress of our city, and to that end we are constantly adding new and faster material. The management of this paper is of the opinion that a sorry sheet is a poor advertisement for a town—worse than no paper at all, for it is a fact that the people of other sections judge the town by the newspaper printed in that town. A newspaper sparkling with crisp local news and building and improving notes and filled with up-to-date home advertising, shows that the town is a growing one—a town full of energy, push and progress. Such a town is Eagle Lake and our merchants

are appreciating the Headlight as an advertising medium as evidenced by its advertising columns. For some years after the Headlight was established two papers were published here, but both were barely meeting expenses, neither being in a position to add new material and progress as papers should progress. Both the management of this paper and Mr. M. G. Yates, manager of The Advertiser, realized that fact probably better than any one else, so by agreement between the managements of the two papers, The Headlight purchased the outfit of the Advertiser in 1908 and the publication of that paper was discontinued. This consolidation was brought about for the above reasons, and through the influence of the business men, who were of the opinion that Eagle Lake would support one paper handsomely, but not two, they stating that with only one paper with the combined subscription lists of both, they



Home of The Headlight

would be free to advertise liberally at a less expense to them and at the same time at a greater revenue to the paper. Since that time the merchants of Eagle Lake have been very liberal advertisers—nearly all of them—but of course you will always find a few business firms in every town that are non-progressive and do not advertise. But on these—and they are mighty few in Eagle Lake—The Headlight has no right to make. We only hope that we may yet win them over to the progressive class, and that they may see the

advantages in carrying a liberal amount of advertising in their home paper, a paper that reaches the people of this section. For nine years this paper has been rustling new subscribers, and our subscription list now pretty generally covers the county, but in this trade territory is where we have worked the hardest to get a thorough list of subscribers in order that our advertisers—the backbone of any live local paper—would reap the best benefits from their advertising. Our circulation, we are happy to say, reaches the remotest corners of this trade territory and continues to grow. Scarcely a day passes but that we gain a few more subscribers. That our friends appreciate our effort to give Eagle Lake an up-to-date newspaper is indeed very gratifying to us, and their kind words concerning the paper, not only to us but to others, have been the means of gaining many new subscribers. Many have been the new subscriber added to our list who stated to us that Mr. So and So told him the Headlight was a dandy little paper and he ought to take it. When such a spirit as this exists, a paper is sure to progress and be a valuable asset to the town—but knock it, and you not only injure the paper, but you hurt your town, for there is no one institution that does so much toward helping the town, in telling the outside world the wonderful advantages we have, as the newspaper. This paper has always been conducted on strictly business methods, which, no doubt, to a great extent, accounts for its continued success. We have never tried to employ cheap labor, thereby giving our patrons an inferior grade of work and allowing our plant and equipment to be ruined by ham printers. On the other hand we keep the best printers, and our office, even if we do say it ourselves, is one of the best equipped and most neatly kept of any town of this size in this section of the country. We thank our many friends, and especially the merchants of Eagle Lake, who have loyally stood by the paper for the nine years gone by, complimenting and commending it on its every forward step, and we assure each and every one that his loyalty is deeply appreciated from the depths of our heart. While we do not want to make any great boasts of what we are going to do in the newspaper line—we will say this: It is our intention, being able to do so with the improved machinery we are adding—to give Eagle Lake a paper in the future better than we have done in the past. It shall always be our one desire to give Eagle Lake a paper that will be eagerly sought each week by its subscribers, a paper that will reach the people where the merchants want their advertising to go, and last, but in no wise least, a paper that will always be an advertisement to Eagle Lake, no matter where it may be sent. We sincerely thank the business men of Eagle Lake for their past patronage, and we hope to merit your future printing business. In beginning the tenth year of its existence with this issue, the Headlight calls your attention to the picture above, wherein you will see "the boys who want your printing business."

The Business League.

Eagle Lake has one of the liveliest business leagues, composed of the business men of the city and progressive citizens of the city and vicinity. The league has been organized for the purpose of promoting the business of the town, and for the purpose of



M. G. Calvert, President; also a Member of the City Council.

The league has about fifty members, with a cash balance in the banks of about \$150. This body of progressive men is working hard for a Greater Eagle Lake. The league has already accomplished many good things for Eagle Lake, and it will accomplish many more and still better ones. The league has now undertaken the sidewalk building move. During the past two years there have been many blocks of cement sidewalks built throughout the resident portion of the city, and now the league has undertaken a move to build cement sidewalks and crossings throughout the entire city. On this subject an election will be called shortly to determine whether or not the city shall be given the authority to build the sidewalks, assess the value for so doing against each citizen where the sidewalks touch their property, giving the citizens the privilege of paying this amount so spent back to the city in installments, five years' time being given in which to complete the payments. Mr. M. G. Calvert, a prominent druggist of Eagle Lake, is president of the league; Mr. Fritz Engelhard, one of the large and successful potato planters of this section, is vice-president, and Mr. T. L. Loughridge, assistant cashier of the Farmers & Merchants State Bank, is secretary and treasurer. These officers are all progressive citizens and together with the fifty members of the league are hard workers for the upbuilding of Eagle Lake.



W. E. Wilson

A prominent young Eagle Lake attorney—Candidate for County Attorney.

When Will We Call a Halt?

Say what you will, but human life is too cheap in this country. Between the hip-pocket dodge, the insanity plea and the unwritten law refuge—all three of which have been worked overtime—red-handed murderers are turned loose on society, and the cry for relief is unheard. In the meantime courts are added to take care of the delays, and the people foot more bills for salaries and court expenses while they cry out against the system. But for all the complaint, public sentiment has not crystallized on anything. It is like the blind leading the blind. But we will concentrate our thoughts, we will pull up one of these days with a suddenness that will start something. We inherited our judicial system from England, but we haven't kept up with the mother country. In the meantime public sentiment, the great law-maker and law-enforcer, must receive intelligent direction to the end that public officials, whether they be lawyers or laymen, may no longer dodge the final solution of this vexed problem.—Wills Point Chronicle.

signed and intended to protect. But what are we going to do about it? We moralize and condemn while the courts dawdle and counsel seek loopholes by way of technicalities to save offenders from the gallows of the law. It is a matter of common knowledge that hundreds of criminals go unwhipped of justice in Texas and other States of the Union because of the ponderous complexity of our system of court procedure and the interminable delays which this system encourages. But what are we going to do about it? Pulpit, forum and press have thundered, and aspirants for office have promised to bring and the cry for relief is unheard. In the meantime courts are added to take care of the delays, and the people foot more bills for salaries and court expenses while they cry out against the system. But for all the complaint, public sentiment has not crystallized on anything. It is like the blind leading the blind. But we will concentrate our thoughts, we will pull up one of these days with a suddenness that will start something. We inherited our judicial system from England, but we haven't kept up with the mother country. In the meantime public sentiment, the great law-maker and law-enforcer, must receive intelligent direction to the end that public officials, whether they be lawyers or laymen, may no longer dodge the final solution of this vexed problem.—Wills Point Chronicle.



Mayor W. S. Strickland

Through his untiring efforts The Business League Was Founded.

The Sand-Clay Roads The Thing.

There is a rapid swinging away from the old worship of the macadam as the one best form of road-building and a growing recognition of the fact that the sand-clay road for most sections of the South offers far better returns for the money invested. The Southern Pines (N. C.) Tourist, in a recent issue, declared:

"A few years ago Moore county looked with envy at any section that could afford the expensive macadam roads, which seemed the only sort worth while. Now this section, enjoying its own fine sand-clay roads, sees other counties adopting the same materials, which many declare decidedly preferable to the macadam. When one remembers that the sand-clay road can be constructed for from \$250 to \$500 a mile, while macadam means an expense of not less than \$1,500, and usually more, the good fortune of the sections where sand is available is apparent. It is safe to assume that wherever the materials for the sand-clay road can be had, at reasonable cost, there will be little more macadam built."