

STRIVING AFTER A LARGER BUSINESS

IT IS THE EARNEST DESIRE, the constant wish of the management of "The People's Store" to see its business increase to much larger proportions. We're building a business here second to none in the county; the foundation has been laid on the solid rock of best qualities—the keynote of this store's phenomenal success. Our wonderful growth spurs us on to greater efforts—the achievements of the past will be fairly eclipsed in the history of the future. Already you have us to thank for the greatly lowered prices which prevail around town, others were wont to ask you what they pleased before we came and changed conditions. We set the pace which others had to follow. It will pay anyone to watch our announcements, it will pay him or her to become one of the buying public.

□ We are now in the midst of a January Clean-Up sale and it will pay you to visit our store and see the many extraordinary values we are now offering.

SHERRILL MERCANTILE COMPANY

"THE PEOPLE'S STORE" EAGLE LAKE, TEXAS

A TALK ON ADVERTISING

Eagle Lake Firms Should Give More Attention to Their Advertising—Never Neglect it!

All changes for advertisements MUST be in our office not later than Wednesday afternoon to insure publication in Friday evening's paper. Changes for advertisements received after Wednesday will not be printed in the paper until the issue of the week following. A representative of the paper will call on all firms carrying regular advertising

spaces every Wednesday afternoon for changes of copy. All updates firms should give just as much attention to their advertising as to any other department of their business; and it should be the duty of some member of each firm to prepare the advertising changes each week, have a special hour each week in which to do this work, and have the changes ready when called for on Wednesday afternoons. Advertising not properly looked after, properly prepared and attended to is money wasted and will not bring you one nickel's

worth of results. Advertising properly gotten up and looked after is the finest investment that any business firm can make and in this day of prosperity, progress and push, a firm that does not give proper attention to its advertising will sooner or later find itself lagging behind its competitor. Because advertising in this day and time is a stimulant to business success. Without your advertising constantly before the public your business after a time will become known to the public as a second-rater. No progressive firm of this age is attempting to do business without advertising. But attention to advertising is the subject we are trying to impress upon the advertiser in this article. Prepare your advertising carefully, put life and crispness in your advertising if you want to get best results. Make no statements that you can not back up. Remember you may fool some people once, but you can't fool all the people all the time. Do not exaggerate your advertising or over-draw your bargains, for legitimate, bona-fide advertising is the advertising that carries the weight.

From this date on, all advertisements not appearing regularly in this paper, will be charged for at our regular weekly rate, which is considerably in excess of the charges we make where the space is carried regularly from month to month by the advertiser. We will in the future positively make no advertiser a rate where the advertising is dropped out every week or so. Unless the same space is filled regularly every week, the regular advertising charges will be made. If you want to take advantage of our exceptionally low special rate, your advertising must appear regularly every

week, and no reduction will be made for any week the advertisement is dropped out. When copy for changes is not furnished our solicitor when he calls for same on Wednesday afternoons, the same advertisement of the previous week will be printed again, or if the advertisement is to be dropped out a week, then the contract rate is no longer in force for said space and the advertising will be charged up to the advertiser at the regular rate, our one insertion rate. To get advantage of our contract rate, the advertisement MUST appear every week for a period of not less than six months, and will be charged for at the contract price of so much per month whether the advertisement is printed one week in the month, or every week in the month, or otherwise the advertising will be charged for at the regular one insertion rate which will amount to far more than the extremely low contract rate we have been offering.

FOR RENT—115 acres of pasture land. LAKESIDE RICE MILL CO.

A Friend In Need

If you keep house and want your linens bright and snow-white like these, you must use Rub-No-More Carbo-Naptho Soap and Washing Powder. "How did I ever get along without it" is the cry of the millions of women, who now use RUB-NO-MORE and would not be without it for anything.

USE RUB-NO-MORE

on your clothes, sink and kitchen utensils and bath-room. If you do, you will be convinced that there is nothing big Carbo-Naptho on the market. No other soap has the combined features of Carbo and Naptho. Your wash will be clean and white in half the time and with less work and annoyance.

'Carbo' Disinfects
'Naptho' Cleans
Notice the Odor
Watch Results

5¢

Try it and be convinced
5¢ per package at
your Grocers

RUB-NO-MORE COMPANY
Fort Wayne, Indiana

Relieves Neuralgia

Sloan's Liniment gives instant relief from neuralgia or sciatica. It goes straight to the painful part—soothes the nerves and stops the pain. Don't rub—it penetrates.

PROOF

Mrs. RUDOLPH NECKE, Oconto, Wis., writes—"I have used Sloan's Liniment for toothache and neuralgia in the head where nothing else would help me and I would not be without the Liniment in the house."

SLOAN'S LINIMENT

is also good for rheumatism, sore throat, chest pains and sprains.

Pain All Over

Mrs. C. M. DOWLER, of Jhannenburg, Mich., writes—"I wish to say your Liniment is the best medicine in the world. It has cured me of neuralgia; those pains have all gone and I can truly say your Liniment did cure me."

Pain All Gone

Mrs. J. R. SWINNEY, of 547 So. 12th St., Louisville, Ky., writes—"I suffered with quite a severe neuralgia headache for four months without any relief. I used your Liniment for two or three nights and I haven't suffered with my head since. I have found many quick reliefs from pain by the use of Sloan's Liniment and believe it to be the best Liniment on the market today. I can recommend it for what it did for me."

Price 25c, 50c, and \$1.00 at All Dealers.

Send for Sloan's Free Book on Hoarseness.

DR. EARL S. SLOAN,
Boston, Mass.

Eagle Lake Headlight.

Bruce W. McCarty, Editor and Proprietor. VOLUME X. Eagle Lake, Texas, Saturday, January 25, 1913. NUMBER 35

Agricultural Extension Work for Colorado County

The plans have been completed and the contract signed whereby the Eagle Lake High School is to direct the Agricultural Extension work in Colorado County. This means that all demonstration work, the boys' and girls' clubs, etc., are to be directed by the U. S. Extension Dept., the A. & M. College and the Crop Improvement Association of Ohio, through and to the credit of the Eagle Lake high school.

This is a unique condition, inasmuch as the Eagle Lake High School is the only High School in the United States that has been granted this favor. Prof. Morgan has been working to bring about this and succeeded only after a special dispensation had been granted by the secretary of the Chicago Crop Improvement Association. To secure this distinction it has been necessary for some of our progressive citizens to express their faith in the school and community, by pledging one thousand dollars to be raised in two years from other sources than the school funds, and preferably by the organization of a crop improvement association, the minimum dues of which shall be \$1.00 per year.

The Eagle Lake Business League has created an agricultural section and invites every one in Colorado and other counties to become a member. The dollar may be paid at any time during the year, but it is urged that at least five hundred of our citizens become members and relieve those who pledged the raising of this amount at an early date. The agricultural section of the Business League will elect its officers and select the committee that is to expend this fund. Every dollar added will help towards greater things for Eagle Lake and Colorado county, as the \$3825 secured from the various sources is all to be expended in this work. Don't wait to be solicited but send your dollar to one of the banks and ask that you be enrolled as a progressive citizen, and at the same time place yourself in position to receive all bulletins, etc., through the franking privilege that is to be granted the school.

Another Old Soldier Answers Last Roll Call

Mr. T. J. Roberts, known to his many friends everywhere as "Uncle Tom," died at his home in this city at 7:40 o'clock Tuesday morning. Uncle Tom had not been in good health for several months; although his condition was not considered dangerous until a few weeks ago while visiting relatives in San Antonio when he was taken dangerously ill. Relatives were telegraphed of his condition and grandsons Antonio and accompanied him home. Since that time he has been dangerously ill and his death was not unexpected.

Mr. Roberts was born in New Orleans, Louisiana, in 1840. His parents died when he was but seven years of age, leaving him in the world alone to battle for

himself. He came to Colorado county, Texas, in 1851, and settled on the Bernard. He remained in this county continuously from that time to the breaking out of the civil war, he enlisting on the Confederate side and serving the full four years of that struggle. While skirmishing just a few days before the Second Battle of Manassas, a shell was thrown by the enemy into the Confederate ranks, which exploded and killed the major and several of the men, a piece of the shell striking Mr. Roberts on the calf of his leg, rendering a very severe and painful wound, the scar from which he carried with him to the grave. The first real fight of the year in which Mr. Roberts took part was at West Point on York River, in Virginia. He was under General Joe Johnston on his retreat from Yorktown to Richmond. He took part in the Seven Pines Battle and was also in the seven days' fight before Richmond. After being wounded and unfit for service, he was furloughed and sent back to Texas. After recovering from the wound he started back to Virginia, but was retained at



T. J. ROBERTS

association he went to look after the interests of the legislation asked by that body, the most important of which is one creating or designating State High Schools. One of said schools to be located in each senatorial district. The provisions of this bill are that the high school best meeting the requirements as to equipment, etc., shall receive \$2000 a year for the payment of teachers of agriculture, domestic science, manual training and teachers' training course, and other considerations.

Prof. J. H. Morgan has returned from Austin, where as a member of the legislative committee of the State Teachers As-

PAY YOUR TAXES

It is getting the time of year when the question of paying your taxes should command your attention for a sufficient length of time to attend to them. To save time when you start to paying them, call at this bank where you will find the

State Taxes County Taxes
City Taxes

You Can Pay Them All Here in One Check

The rolls for 1912 have been especially prepared for us by the county tax collector and we have authority to collect

POLL TAXES ALSO

THE FIRST NATIONAL BANK
EAGLE LAKE, TEXAS

Notice to Investors and Home Buyers

WE HAVE PURCHASED all the unsold lots in the Semprez Addition to Eagle Lake, 46 in number and we are going to place them on the market whereby the investor can make something on his investment and the home-buyer can buy at a price that he can pay. We are now selling these lots at very low prices, ranging from \$125 to \$200 per lot, and while they have been on the market for just a few days we have sold quite a few of them. Terms: \$10 cash and the balance at the rate of \$10 per month per lot until paid.

Buy one of these lots before they are gone and resell same at a good big profit before you have paid for it. That's what some are going to do.

Surrounding property is selling for much more than this. The lots are good size, and taking the price of other property in Eagle Lake into consideration these lots are selling for just about one-third of their actual value.

See or write us for further particulars.

PUTNEY & WILSON

PHONE 1-63

Give your job printing to The Headlight. Don't send your orders away from home.

"The High Point"

The Second Day of the New Year—1913

Started Us Off With

Over One-Half Million Dollars In Deposits

The Highest Point Ever Reached By Us and WE Always Lead.

The Eagle Lake State Bank

W. E. GUYNN, Active Vice President
J. E. ROBERTS, Cashier