

The Headlight.

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Editor and Proprietor.

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AND PUBLISHED CONTINUOUSLY UNDER ONE
MANAGEMENT.

Official Organ of City of Eagle Lake.

Eagle Lake Advertiser (established
in 1905) absorbed March 9th, 1908.

Office on Main Street, McCarty
Brick Building formerly occupied by
Burtchell & Kotschue.

TELEPHONE NO. 88.

Published at Eagle Lake, Colorado
County, Tex., every Saturday morning,
and entered at the postoffice at Eagle
Lake, Tex., as second class mail matter.

SUBSCRIPTION RATES:

ONE YEAR.....\$1.50
SIX MONTHS.....1.00
THREE MONTHS......50

This paper is NOT sent on credit.

ADVERTISING RATES REASONABLE.

And will be made known upon application

Local advertising five cents per

line each insertion.

SATURDAY, AUGUST 23, 1913

For a change, let's try cutting

the weeds around town.

A Brooklyn man is suing six

physicians for shortening his leg

four inches.—Exchange.

Must have shortened it by pulling

it good and hard.

No business is so small that a

merchant cannot afford to take a

quarter or a half page advertise-

ment the year around. Try it

and watch your business grow.

There are something like forty

or more pretty visiting girls in

Eagle Lake right now. Even the

old married men of the city are

beginning to spruce up and are

trying to "make a hit."

Boost your town, boost your

home citizens, boost your home

enterprises. Boost everything

connected with the growth and

improvement of Eagle Lake, and

then you will be too busy to

kick.

"Will you please insert this

obituary notice?" asked an old

gentleman of an editor. "I make

bold to ask it because the deceased

had a great many friends here

who would be glad to hear of his

death."

The country merchant oftentimes

takes it for granted that the people

know his line of goods and

will come to the old stand to

make their purchases, but the

wise merchant knows that business

follows newspaper advertising.

The merchant who does not

advertise cannot do business in

competition with one who ad-

vertises.

No store is so small or town so

insignificant that it does not pay

the merchant to advertise. He

should send a weekly message

into the homes of the people in

his trade territory. They are all

interested in bargains and con-

sistent and conscientious ad-

vertising cannot fail to pay for it-

self over and over again during

the year.

Eagle Lake needs a sewerage

system worse than anything else.

The town needs it from a health

standpoint if for nothing else.

Located in a flat country, the

town rapidly growing, something

has sooner or later got to be done.

Why not do it now? Some one

should take the matter up and

see what Eagle Lake's chances

are for a sewerage. We hear the

boosters harping on every sub-

ject, which is all right and good,

but why not some sewerage

boosters, for our town needs a

sewerage and needs it worse

than it needs anything else. As

Eagle Lake grows larger it will

need the sewerage system worse

than ever.

Harry K. Thaw may be insane

and all of that, but we must give

him credit for planning a duly

sensible get-away.

Both the bottom and prairie

farms of the Eagle Lake commu-

nity are now becoming dotted

with silos that have been erected

during the past year. Every

farmer that has erected a silo on

his place is delighted with it.

Silos and autos will be on almost

every farm in the Eagle Lake

country in another year or so.

One has but to pass along the

main thoroughfares of the city

and he will see broom weeds, pig

weeds, rag weeds, and weeds of

every variety suited to our soil.

Along the sidewalks, and on va-

cant lots and in the streets they

flourish. Let's cut the weeds!

Evelyn Nesbit Thaw is drawing

\$4,000 per week from a New

York theatre which has been us-

ing her as a drawing card. If

the theatre before Harry got so

vividly on the headlines of all the

big newspapers this week, she

ought to strike for higher wages.

Senator Morris Sheppard in

one of his speeches exclaimed:

"Clothe women with the ballot!"

Think of it! Some of our ballots

are not so large as the original fig-

leaf.—Corpus Christi Caller.

It makes no difference much

what it is, but some of them need

clothing. Clothe them with any-

thing—even if it be nothing more

than the ballot.

A town will never amount to

much if the citizens do not pull

together. It seems nothing can

be started in Schulenburg, no

matter how much benefit the

general public will derive, with

out one crowd or the other fight-

ing it.—Schulenburg Sticker.

That's certainly the truth. We

call to mind a certain town not

far from Eagle Lake that a few

years ago had a population of

about 500 and gave promise of

becoming a good town—but she's

dead now. In a few years more

we don't believe there will be

anything there. And all because

everybody there knocked every-

body else in everything that was

undertaken.

As we have stated before, Eagle

Lake needs a sewer system.

Our town needs a sewer system

right now, too. People through-

out the town have tired of wait-

ing for the sewer system, and

are putting in aseptic tanks.

When we do get a sewer system,

these people are not going to

want to connect to the sewerage.

It is earnestly hoped that the

city will take up the matter and

see what can be done along the

line of a sewerage system. We

need a sewerage. We have bond

issues for everything else—why

not for a sewerage, something

that every person in Eagle Lake

needs.

A subscriber writes: "We like

your paper all right, if it was

only bigger and got to us earlier

in the week—and was only one

dollar a year." That subscriber

started out to be complimentary,

but before he finished he remind-

ed us of a tale we once heard.

There was a bashful young man

who was about to go out to his

first formal dinner party. "Now

don't forget your manners, James;

be sure to say something

complimentary when the food is

passed," said his mother. He

endeavored to do so. When but-

ter was served he remarked

pleasantly: "This is pretty good

butter what there is of it." The

remark was not well received.

He saw he had made a mistake,

and he endeavored to correct it

by saying: "And there's plenty

of it such as it is."

If you haven't anything else

to do you might chop a few

weeds, or mow a few grass or

burn a few trash, or sprinkle a

few lime. Eagle Lake should be

a cleaner and more attractive

town.

The Galveston News likes po-

lite men but it don't like for them

to get overly polite. It says:

"Personally we admire polite

men, but we hate for one to be

so gracious that it makes us feel

like a boor if we forget to kiss

him when we get away."

"Huerta Sends Ultimatum to

United States," were the glaring

headlines on the daily newspa-

pers on Tuesday. "Huerta Makes

Denial of Sending Ultimatum,"

were the headlines on Wednes-

day's papers, and that's just

about as authentic news of the

Mexican situation as we have

ever been getting through the

papers.

This week passed an order for

\$15,000 bond election for the ex-

tension of sewerage throughout

the city limits. Eagle Lake

needs sewerage in Eagle Lake

just as badly as Wharton needs

sewerage in Wharton. Eagle

Lake should wake up and learn

that it is about time we were

doing something here in the way

of getting sewerage. It isn't

going to be long before we are

going to have to have it.

This is an advertising age and

every business should advertise.

Let the people know you are in

business, for people during this

day and age do not think much

of firms that do not advertise.

There's no getting around it, it's

the truth. The buying public of

today does not make any great

effort to trade with the firms

that are too crummy or so stag-

nated in a business way that

can't get word advertise. When

people trade they want to trade

with a live, prosperous and pro-

gressive firm. Haven't you no-

ticed the best advertisers are

always the best stores of the

town? And you'll find it that

way the world over.

Mrs. H. E. Craig of San An-

tonio arrived in the city Tues-

day afternoon for a visit to her

brother, Mr. S. O. Smothers,

and wife.

Easter Lily bulbs for sale.

Next week only.

Mrs. L. J. BURGESS.

Dr. T. P. Doole left Tuesday

afternoon for a business visit to

Las Vegas, New Mexico.



Treat Them

to the treat of treats—always
welcomed, by all everywhere—

Coca-Cola

sparkling with life, delight,
fully cooling—supremely
wholesome.

**Delicious—Refreshing
Thirst-Quenching**



Demand the Genuine—
Refuse Substitutes.

At
Soda
Fountains
or Carbon-
ated in Bottles.

Send for Free Booklet.

THE COCA-COLA COMPANY, ATLANTA, GA.

CONTRACTOR HOWARD
VISITS HALLETTSVILLE.

O. J. Howard of Eagle Lake, a
carpenter contractor, arrived
here Monday prospecting. He
will begin work on some additions
and changes in the upper story
of J. H. Appel's building occu-
pied by the Southwestern
Telephone office; and will also
soon begin the erection of a rent
house for Dr. M. S. Kahn. He
expects to locate here perma-
nently if the field suits him.
Hallettsville New Era.

Minister Praises this Laxative
Rev. H. Stabenov of Allison, Ia.,
in praising Dr. King's New Life Pills
for constipation, writes: "Dr. King's
New Life Pills are such perfect pills no
home should be without them." No
better regulator for the liver and bow-
els. Every pill guaranteed. Try them.
Price