

Eagle Lake Headlight.

Bruce W. McCarty, Editor and Proprietor.

Eagle Lake, Texas, Saturday, October 25, 1913.

One Dollar and a Half Per Year in Advance.

VOLUME XI.

NUMBER 22

ARE YOU SATISFIED?

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No. 2, East bound, 4:35 p. m.
No. 4, East bound, 4:59 a. m.

For further information, telephone or call on

FRANK DOUGLASS, Local Agent.

Merely Preaching "Trade at Home" Does Not Always Pay.

For more than ten years The Headlight, in common with most country papers, has preached, in season and out of season, the duty of home people to patronize home merchants. We have done it gratuitously. So far as we can remember now, no business man has ever expressed appreciation of the effort. If he had it would have been an empty formality, for unless he was a constant, consistent and persistent advertiser, he certainly would have had no faith in the efficiency of the preaching. Furthermore, The Headlight practiced what it preached, and a number of times refused advertising offered by mail order and out side competing businesses. This has also been taken as a matter of course by some of our local business houses whose names do not ap-

pear in this paper from year to year. Our preaching didn't pay. It brought the editor no more money than if he hadn't preached. It encouraged the old fashioned "store-keeper" to doze behind his counter while the cobwebs grew thick upon his wares and his customers drift away to Sears-Robuck or were caught by the big advertisements of the city department stores. And then another reason it hasn't paid was that, while there was at least a goodly measure of truth in it, few if any heed the preaching. That old bromide advice—"Trade at Home"—has got to be backed up by a few figures with dollar and cent marks annexed, and the merchant's signature below it. Sentiment alone cuts very little ice in establishing trade relations between any merchant and the people he ought to win as patrons. Inducements

preaching has been ineffective. We have decided that The Headlight can do more effective work for home trade than by preaching it from a sentimental standpoint. The business of the big mail order houses and the city department stores has been built

paper advertising. The big store and the little store have the same kind of people to deal with, and the methods that win with one will bring results for others. The big city stores draw trade from country towns by advertising prices. The Houston stores are drawing many dollars out of Eagle Lake every year, and Eagle Lake people are growing more and more in the habit of anxiously seeking the Houston Sunday papers to read the big advertisements of the Houston stores. The home merchant who would be a trade winner even a trade holder, will aggressively capture that "gun" and turn it upon the enemy. The Headlight furnishes the weapon, but the merchant must provide the ammunition. In this fight for the rights of the home town. The invader must be driven out, not by sentiment, but by aggressive business methods. The Headlight is anxious

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WONDERFUL PROGRESS MADE IN TEXAS DURING PAST TEN YEARS.

The World Wonders at Texas Progressiveness.

There is no state in the Union nor any country on the globe that has witnessed such remarkable growth and development as Texas. It stands today as the leader in the march of progress and is a shining example of what can be accomplished through co-operation and honest effort. A few years ago our state was one vast unimproved area where the buffalo and coyote ran at large and grazed contentedly beneath the slender shade of sage brush and mesquite. Texas was the rendezvous of bandits and travel was unsafe. Remarkable changes have transpired during the past few years and the evolution goes steadily onward. Our lands are producing bountiful crops which excel in quality and quantity any other country and the hills of Texas are covered with the homes of prosperous and

abiding peaceful citizens of today who are ever striving to assist in the welfare of his community. Cities and villages, connected by good roads and transportation facilities, are found on every hand and Texas is fast becoming an Empire within itself. Nature in all its glory has assisted in the development of Texas far more than one realizes and the contentedness of our people is due, to a great extent, to the use of RENALT, a purely vegetable compound that gives quick relief to Kidney, Bladder and Stomach Troubles, Bright's Disease, Catarrh, Rheumatism, Indigestion, Nervousness, Blood Disease or any breaking out of the skin. RENALT is NATURE'S GIFT TO MANKIND and NEVER FAILS IN THE HOUR OF NEED.

In speaking of RENALT, A. C. Chase, Master Mechanic, Stock Yards Company, Fort Worth, said: "I have used Renalt as put up by the Ferrel-Saunders Company and cheerfully recommend it to sufferers from kidney and stomach troubles. As a sufferer for years RENALT has done more good than any or all of the doctors and other remedies tried. If your druggist cannot supply you accept no substitute, but send us \$1.00 in stamps, postoffice order or express order and full size bottle will be sent you prepaid." FERREL-SAUNDERS CO., Fort Worth, Texas.

Avoid Sedative Cough Medicines.

If you want to contribute directly to the occurrence of capillary bronchitis and pneumonia, use cough medicines that contain codeine, morphine, heroin and other sedatives when you have a cough or cold. An expectorant like Chamberlain's Cough Remedy is what is needed. That clears out the culture beds or breeding place for the germs of pneumonia and other germ diseases. This is why pneumonia never results from a cold when Chamberlain's Cough Remedy is used. It has a world wide reputation for its cures. It contains no morphine or other sedative. For sale by all dealers. Adv.



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Cleanliness Is A Duty and then, too, it is economical to keep one's clothes cleaned, pressed and repaired. They not only last longer, but they look better and greatly enhance the beauty of the wearer. Let us clean your clothes. Our prices are moderate.

J. W. SCHNEIDER,

FARMERS WERE NOT RESPONSIBLE.

T. L. Smith of Eagle Lake Explains How Road Bond Issues Were Defeated.

The following article written by Mr. T. L. Smith of Eagle Lake was printed in last Sunday's Houston Post:

Eagle Lake, Texas, October 28.—An article headed "A Complaint," appearing in your issue of October 13, did the farmers of Colorado County a great injustice—for a minority of the farmers

good roads. The author of the article mentioned was evidently misinformed.

Just such statements as he makes with reference to a through road, and that the farmers should be compelled "to vote for the bonds or stay away from the polls" has done more to defeat the several attempts to vote bonds than any other influence.

Either maliciously or through ignorance each time the matter was about to be voted on a report to the effect that the money would be expended solely on a "Through road" and that the cross-roads leading to town would not be improved—was persistently circulated and believed by many.

In March, 1911, the writer circulated a petition and the Commissioners Court ordered an election to decide on a bond issue of \$200,000 covering the entire county. For political reasons the election order was called in a few days before the day set for the vote.

In the fall of the same year an election to decide on an issue of \$100,000 for the Eagle Lake Justice Precinct was defeated by a very small majority—not of farmers but of city people controlled by four or five white men who opposed the measure. A good majority voted for the bonds but the result showed just a few votes less than the required two-thirds.

In the spring of this year another election covering a defined district—including practically the territory—and for the same amount (\$100,000) showed almost identically the same vote.

An analysis revealed that the whites were about 4 or 5 to 1 in favor of the measure, but about 50 or 60 negro votes together with the few white votes totaled just a very few more than one-third of the total vote.

The Colorado County farmers are not to be blamed for the conditions, and they do not deserve the censure. As far as "keeping them away from the polls" is concerned, the author evidently forgot that this is a free country and that every man has a right to vote as he sees fit.

SELLS PEANUTS TO BROWNWOOD PARTIES.

Mr. A. H. Koennecke last week sold 1800 bushels of peanuts for the growers at Chesterville to Brownwood parties. The farmers around Chesterville this year planted quite an acreage of peanuts which produced fine yields. These peanuts sold by Mr. Koennecke brought \$1.25 per bushel. We understand that the average price in the Chesterville section will be considerably increased next season.

LEASES MACHINE SHOP TO MR. T. W. PATTON.

Mr. T. W. Patton has leased the Eagle Lake Machine and Repair Shop plant from Mr. A. Townley, he having assumed charge of the business last Monday. Mr. Patton is no stranger in this locality being well known to a great many of the people here. He is a thorough and experienced mechanic, and solicits a continuance of your patronage for any thing in his line. Mr. Patton will make a

plant, among which will be the putting in of a brass furnace which will enable him to do all kinds of brass work just the same as any kind of iron. This will be a good thing for Eagle Lake, as such a furnace is seldom found in a town the size of this.

NEGRO KILLED NEAR COLUMBUS LAST WEEK.

Columbus, Texas, October 20.—Giles Woods Jr. was shot with a .38 caliber six-shooter and killed at his home north of Columbus Friday night. The shooting followed a general row at a dance at the house. Andrew Johnson was placed in jail by Sheriff Mayes on a charge of shooting Woods. O. Johnson and Horace Holmes were also arrested in connection with the affair. All are negroes.

WILL MOVE TO MATAGORDA COUNTY.

ily of the Bernard section are making arrangements to move to Bay City where he will continue to engage in farming. He will grow cotton and corn and stated that he may possibly put in some rice the coming season. Mr. Estlenbaum, who is a son-in-law of Mr. Adam Braden, has lived

in the Bernard section for many years and his many friends in that section, as well as here, regret to see him and his family leave our community, but wish them well in their new home.

POPULAR DRUMMER WEDS AT OAKLAND.

Mr. Charles Zweiner, a traveling man, whose home is in Columbus, was united in marriage last Wednesday afternoon to Miss Hallie Bock, at the home of her mother, Mrs. Charles Bock, at Oakland. After a bridal trip to Houston and Dallas they will make their home in Columbus. The groom is well known in Eagle Lake and has many friends here. The bride has often visited in Eagle Lake, the guest of Mrs. H. E. Carey, and also has many friends in this city. The Headlight offers congratulations.

The second government report on cotton ginned for the crop of 1913 was made public by the Department of Commerce on October 2nd, which shows the number of bales of cotton ginned in Colorado county prior to September 25th, 1913, to be 14,474, and prior to the same date in 1912, there had been 16,484 bales ginned. We are this year 1,995 bales short of our record at the same time last year.

Misses Jane, Cleo, Ruthabel and Lou Es Cross, who are attending the Rice Institute in Houston, spent Sunday here visiting their parents, Dr. and Mrs. Geo. W. Cross.

MANY ARE HUNTING DURING CLOSED SEASON.

Although the open season for shooting ducks and quail does not open until November 1st, almost every morning you can hear a constant roar of gun shots down on the lake, and last Sunday morning there was a regular cannonading. We are told by a reliable party that on last Sunday morning there was a constant roaring of gun shots out on the Bernard in every direction. There's somebody killing birds

fact, out of season shooting is going on here every year. Where are the game wardens? Are the birds of this section going to have protection? There should be a game warden in Eagle Lake to break up this out of season hunting. It's getting so around here if you want to kill quail you almost have to shoot them before the season opens, for by the time the season opens the law-breakers have them pretty well thinned out.

REMEMBERS THE OLD S. P. WATER TANK.

Judge Volney Ellis left last week for his home in San Antonio after a pleasant visit here to his daughter, Mrs. S. O. McCarty. It had been just seven years since Mr. Ellis visited Eagle Lake and he stated that the town had grown and built up so much that he scarcely recognized it. He did say, however, he remembered the old Southern Pacific depot, which looked just the same now that it did then. New buildings may come, and new buildings may go, but the old Southern Pacific depot—right in the heart of town—remains the same forever.

Mr. W. A. Baar, manager of the Bonus Store, was in the city last Sunday afternoon en route to Plum. Mr. Baar says his son, Leon, who was stricken with appendicitis, and taken to San Antonio for an operation on the same train with Mr. Chas. Woodward, is now back at Bonus and is rapidly recovering from the operation. The many friends of the family throughout this community will be glad to learn that Leon will soon be himself again.

Civil Engineer A. F. Mitchell, who is spending sometime in Smithville, doing the engineering work for his firm, Abney & Mitchell, in building the good roads in Bastrop county, spent Sunday here visiting the family of his brother, Mr. T. R. Mitchell, and friends. He says his work will likely keep him in Bastrop county until March.

The furniture and household goods of Mr. W. H. Lasater, which have been stored in San Antonio since the family left that city for Eagle Lake, arrived here this week. Mr. Lasater and family have rented the former A. C. McClanahan residence, where they are now at home.

Civil Engineer T. L. Smith left last Sunday afternoon for Dallas where he will remain during the State Fair. He will be in charge of an exhibit on the fair grounds for the Cashman Under people. He asks that all Eagle Lake people look him up while they are visiting the fair.

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