

All men's Drink—
A Woman's Drink—
Everybody's Drink

Coca-Cola

Vigorously good—and keenly
delicious. Thirst-quenching
and refreshing.

The national beverage
—and yours.

Demand the genuine by full name—
Nikolayev encourage substitution.

THE COCA-COLA COMPANY
Atlanta, Ga.

Wherever
you see an
Arrow think
of Coca-Cola.

Mrs. Bruce McCarty will leave
tomorrow for a visit to her
former home in Taylor.

Chicken Feed, 75c per bag of
100 pounds.
Eagle Lake Rice Mill.

For a burn or scald apply Chamberlain's
Salve. It will allay the pain almost
instantly and quickly heal the injured parts.
Subscrib for the HEADLIGHT For sale by all dealers.—Adv.

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Lissie Happenings

Miss Jessie Henderson returned
Tuesday afternoon from a several
days' visit to her home in
Waukegan. Miss Agnes Hart had
charge of her room during her
absence.

Messrs. O. E. Sinclair and J.
M. Eboritt spent Monday in
Wharton.

Mrs. Bertha Smith returned
to her home in Pledge Friday af-
ter a two weeks' visit to her sister,
Mrs. David Thomas.

Mr. Lee Hart left Monday for
Wharton to serve on the grand
jury.

Several from Lissie went to
Wharton this week "to court,"
but Mr. Jess Adams went to Hous-
ton. Here's a favorable deci-
sion, Jess.

Messrs. C. W. D. Ferrell and O.
E. Stodole were business visit-
ors to Garwood Tuesday.

Mr. and Mrs. Ben F. Smith ex-
pect to move to Eagle Lake in a
few days, Mr. Smith having ac-
cepted a position in the Southern
Pacific freight office there. Mrs.
Charlie Coulter is expected from
Houston to relieve Mr. Smith un-
til another agent is appointed.

Mrs. Mamie Earl who has been
the guest of Mrs. R. J. Rees, left
Wednesday for her home in Bingham-
ton, Alabama.

Mr. Harry McCormick of Whar-
ton is a business visitor in Lissie
this week. He is the guest of
his brother, Mr. Ben McCormick.

This is the last call to order
your printing for distribution on
the trade excursion next Wed-
nesday.

Mr. Urban York of Weimar
was a visitor the city this week.

MOTHER'S DAY PROGRAM AT METHODIST CHURCH

"Mother's Day" will be observ-
ed at the eleven o'clock morning
hour at the Methodist church
next Sunday with appropriate
music and sermon. "Give your
Mother's Church a Chance."
The public is cordially invited to
attend the services. Revival ser-
vices begin June 28th.

R. L. PYLE, Pastor.
HOME TALENT PLAY AT
NOTTAWA SATURDAY

There will be a home talent
play at Nottawa tomorrow (Sat-
urday) night, to which all the peo-
ple of this city and vicinity are
invited. Admission 25 cents,
and the Nottawa ladies hope to
have a large crowd of Eagle Lake
people among the audience.

Mr. G. M. Jackson of Garwood
was in the city today en route
home from a visit to Houston.

Read the Headlight. \$1.50.

AUTOMOBILE TIRES AT FACTORY PRICES

Save From 30 to 60 Per Cent.

Tire	Tube	Refiner
28x32	\$2.20	\$1.65
28x32	2.50	1.95
30x33	10.80	2.80
30x33	11.00	2.85
34x33	12.40	3.00
32x34	13.50	3.35
33x34	14.80	3.50
34x34	16.80	3.60
35x34	17.50	3.80
35x34	18.50	4.00
35x34	19.50	4.20

All other sizes in stock. Non-Skid
tires 15 per cent additional, red tubes
ten per cent above grey. ALL NEW,
CLEAN, FRESH, GUARANTEED
TIRES. Best standard and indepen-
dent makes. Buy direct from us and
save money. 3 per cent discount if
payment in full accompanies each or-
der. C. O. D. on 10 per cent deposit.
Allowing examination.

The Factories Sales Co.
Dept. A. Dayton, Ohio.

EXTRA COPIES OF THIS PAPER AT CALVERT'S

You can get extra copies of
the Headlight every week at Cal-
vert's drug store. The paper is
placed on sale at the news stand
there every Friday afternoon.
If you want extra copies, phone
44 and tell Calvert's drug store
to reserve them for you, as the
supply is limited each week and
is often sold out on day of pub-
lication. Do it now!

Read the Headlight. \$1.50.

Nervous?

Mrs. Walter Vincent,
of Pleasant Hill, N. C.,
writes: "For three sum-
mers, I suffered from
nervousness, dread-
ful pains in my back and
sides and weak sinking
spells. Three bottles of
Cardui, the woman's
tonic, relieved me com-
pletely. I feel like another
person now."

TAKE

Cardui
The Woman's Tonic

For over 50 years,
Cardui has been helping
to relieve women's un-
necessary pains and
building weak women up
to health and strength.
It will do the same for
you, if given a fair trial.
So, don't wait, but begin
taking Cardui today,
for its use cannot harm you,
and should surely do you
good. E-72

WESTMORELAND & WALKER

INSURANCE AGENTS

...Successors to...

PUTNEY & WILSON

Give us a part of your insurance business.
It will be safe and we will appreciate it.

WE INSURE ANYTHING THAT
HAS AN INSURABLE VALUE!

My Stock of Harness, Saddles and Vehicles

of all descriptions is complete and up-to-date.
Figure with me for anything you may need in
that line. Also agent for

Columbus Buggies

A. L. BARING West Side of Square

W. B. Welhausen--Meat Market

Fresh and Cured Meats

PHONE 1-5-0

FITZGERALD'S SANITARIUM Eagle Lake, Texas

High Class Accommodations. X-Ray Examinations
A thoroughly equipped institution for the scientific treatment of chronic
diseases with electricity, vibrators, massage, hot air, mineral and high
frequency electric shower baths. Prepared to care for surgical, ob-
stetrical and medical cases.
TRAINED NURSE IN CHARGE AT ALL TIMES
Sanitarium Phone 111 Residence Phone 113

San Antonio & Aransas Pass

TIME TABLE

No. 1, West bound, 11:40 a. m.
No. 3, West bound, 11:12 p. m.
No. 2, East bound, 4:35 p. m.
No. 4, East bound, 4:50 a. m.

For further information, telephone or call on
FRANK DOUGLASS, Local Agent.

G. W. KEITH LUMBER COMPANY

YARDS OPPOSITE S. A. & A. E. DEPOT

Lumber, Shingles, Sash, Doors, Mould- ing and Builders' Hardware.

We carry a full and complete assortment of everything in
the lumber or building line and can fill your orders on
short notice. It will be to your interest to see us before
you place your order for anything in the building line.

FRANK J. DE BORD

Licensed Undertaker, Embalmer and Funeral Director

WITH
HERMAN FURNITURE COMPANY
Day Phone 176 Night Phone 6

TRADE AT HOME.

Why is it people cannot learn
the simple lesson that they can
not get "something for nothing?"
To get good values one must pay

good money. The offer to sell
goods at less than their value
ought to create a suspicion im-
mediately that something is
wrong.

The Mirror is impelled to make
this utterance because it is reli-
ably informed that recently a big
department store in a nearby
large city used a full page in the
Sunday edition of a leading daily
paper to advertise toilet articles
at cut prices.

At least three-fourths of the
space was used to exploit a num-
ber of toilet articles under a name
and trademark practically un-
known. Their merits (?) were
beautifully word-painted in fal-
some description, and finally the
price was cut deep, for the adver-
tisements named a price and cut

it. Possibly the numerous ar-
ticles under the name can still be
brought in any quantity from a
single box or bottle, to car load
lots, at the cut price, or less,
named in the big advertisement.

However, the department store
knew full well that the bargain
(?) offered in an unknown, untried
undiscovered trademark article
would not land buyers without a
real tempting lure, so they de-
voted about one-fourth of the space

simply on a number to the name
and a cut price on a number of
trademarked-advertised articles,
as three large cakes of Ivory
soap for 10 cents, a box of Lyon's
tooth powder for 15 cents, three
cakes of Palmolive soap for 25
cents, and a few other well-known
high quality articles whose price

is uniform and the value recog-
nized.

The cut on the trademarked-
advertised articles was not deep,
but it was sufficient to attract
buyers for the entire stock of
these articles and more, if the
department store had really want-
ed to sell them at the reduced
prices. It is needless to say that
when a customer asked for quan-
tity and plunked down the cash,
he or she was told that only one
box of Lyon's tooth powder at 15
cents, three cakes of Palmolive
soap at 25 cents, or the other
known articles in proportion
would be sold to each customer
—but the Aids to Beauty price
(?) which had been cut deep, could
be had in any quantity.

The wise buyers took the
quantity they could get of ar-
ticles of known value—the suckers
bought Aids to Beauty, and paid
possibly much more than the
articles were really worth, and
certainly all they were worth, at
least the price they will be sold
for as long as the first supply of
printed labels last. When they
are gone, the same articles, under
other names, at the same cut
prices, and of the same unknown
value, will appear in company
with the articles of established
value under the same selling
scheme to make big profits at
"half the regular price."

Don't be a "sucker" and swal-
low such bait as above mention-
ed. Remember your Hillsboro
merchant and read his advertise-
ments with the full knowledge
and belief that he simply can not
afford to use such advertising
methods as above mentioned.

He lives here, pays his pro rata
part to keep up your school, your
churches and your town, and
does his share of the public work
to make the town grow and he is
entitled to your trade and he al-
ways gives you full value forever.

prosperous.—The Evening Mir-
row, Hillsboro, Texas.

Altair Local News

Little Miss Marjorie Walker
returned Sunday from a few
days' visit to Yorkum.

Miss Helen Walker was a visit-
or in Eagle Lake Friday until
Monday, the guest of her friend,
Miss Frances McClanahan.

Mr. H. C. Miller transacted
business in Eagle Lake Tuesday
morning.

Mr. P. H. Heller Sr., of Colum-
bus visited his daughter, Mrs. L.
P. Range, Tuesday and Wednes-
day.

Mr. Adolph Weid of Garwood
was a welcome visitor in our burg
Wednesday.

Mrs. J. W. Walker will entertain
the Epworth League members
and visitors at her home Friday
evening, May 25th, with a social.
Refreshments to be served on
the lawn.

The colored school closed here
Monday and the colored school
gave a concert and dinner. A
large crowd was present.

A number of our farmers and
land owners fear they will lose
their river bottom crops, for the
river is full and still rising.

Nottawa News Notes

Mr. Ayers of Tyler is visiting
his brother, Mr. John Ayers.

Messrs. Hayden and Comp.
were shopping in Houston Tues-
day. A double-header brought
them home.

Mr. and Mrs. DeWitt and Miss
Florence Sanford attended ser-
vices here Sunday.

The Ladies' Aid intends to give
a home talent entertainment here
Saturday evening, May 25th, be-
ginning at 8:30 o'clock. Admis-
sion 25 cents.

dollar you spend with him. If he
should not, you step into his
store and "roast" him good and
plenty and get your money back,
or such a settlement as is satis-
factory. Can you do that with
the mail order houses? Not
much. Trade at home with mer-
chants you know and you will be
prosperous.—The Evening Mir-
row, Hillsboro, Texas.

MUSICAL RECITAL AT SCHOOL TONIGHT

The musical recital given by
Miss Bessie Lena Yates and her
pupils will be given in the school
auditorium tonight at 8 o'clock.
A cordial invitation is extended to
all.

Besides Miss Yates, others
on the program are, Misses Annie
and Grace Stephen, Isabel Wat-
son, Gladys Willard, Clara Landa,
Sophia Daily, Gladys Brosig,
Virginia Gwynn, Elwerta Kotze-
bus, Helen Lytt, Luc Pell, Bea-
trice Faber, Ophelia Johnson,
Marie Paul Barpe, and Clarence
Stoermer and Erol and Wayne
Middleton.

Card of Thanks

I take this means of thanking
the people of this precinct for
what they did for me in the elec-
tion and especially those who
voted for me, as I was not in con-
dition to lecture on any, and the
time was too short after I came
home. I have no hard feelings
against those who voted against
me, and we will be friends just
the same. Very respectfully,
J. M. Gansorn

KODAKERY A Magazine for Amateur Photographers



MARCH 1914
EASTMAN KODAK COMPANY
ROCHESTER - THE KODAK CITY - NEW YORK

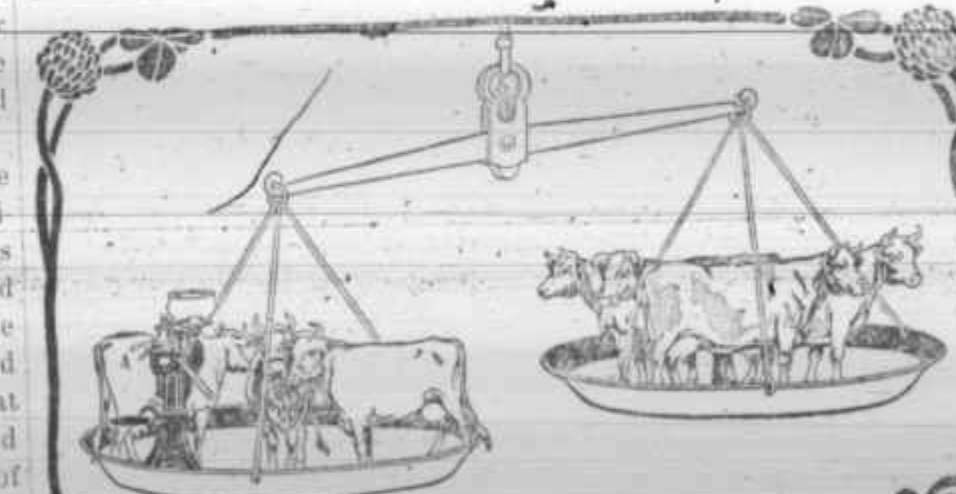
Everybody Likes Pictures.

Let us present you with the great-
est of all aids to good picture making.
To every present purchaser of a
Kodak, Brownie, Premo or Graflex
camera, will be given a year's sub-
scription to

"KODAKERY"

a clever helpful magazine devoted to
amateur photography. Every issue
beautifully illustrated and replete with
practical suggestions.

F. S. Ulery & Son
Eagle Lake, Texas.



Three cows and a DE LAVAL CREAM SEPARATOR

will make more money than
four cows with gravity setting

If you are selling cream or making butter, and have no separator,
or else an inferior machine, we know if we could put a De Laval on
your place we would be doing you a personal favor.

If you haven't a separator don't make the mistake of starting
with a "cheap" or inferior machine. When you do buy a separator
—and sooner or later you surely will—be sure to get the best—the De
Laval. Remember, you can't make money by trying to save
money in the purchase price of a cream separator. A De Laval
costs only a little more than the cheapest and will save you twice
as much and last five to ten times as long as other separators.

Brown & Schleicher
EAGLE LAKE

THE FRANK STEPHENS COMPANY

Harvest for Potatoes is Here Get Ready.

We have plenty of Screenes and Square Screenes, Potato Diggers, both
Elevator and Finger, also have repairs for the Eclipse Finger Digger.

We will have plenty of White Wonder and June Corn to plant after potatoes are dug.
Also plenty of Sweeps for Cultivators and Sweep Stocks, Chopping Hoes, Hoe
Handles, and most anything you need to work the growing crop.

Hardware, Buggies, Waggon and Implements.

See us for Mower repairs. Remember us on GROCERIES.

We have plenty Horse Feed, and Auto Gas we have a full supply.

Remember "Snow Queen" Flour. There is none better. Ask users of soft wheat flour.
Try our BREAD—it is the best. Stove gasoline 10c per gallon.

We have had lots of rain and are threatened with another overflow, but we will always
be found at the same old stand, distributing more goods and better goods than any house
in this part of the country.

THE FRANK STEPHENS COMPANY