# "pem THE BRADY STANDARD 

## ABNEY REMODELS STORE INTERIOR TO GOOD EFFECT








##  

While important business deals have become somewhat com-
nplace in Brady the past few months, one of special interest monlace in Brady the past few months, one of special interest
was closed last week in the purchase by T. J. Spiller of Voca from S. A. Benham of Brady of the two lots on the southwest corner of
Block 91, Luhr addition, for a total consideration of $\$ 2,500$. The Block 91, Luhr addition, for a total consideration of $\$ 2,500$. The
two lots, which are part of the present Benham homestead, have two lots, which are part of the present Benham homesteat, have
a frontage of 50 ft . on South Blackburn street and a depth of 90
ft on South Third street.

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## Dont Buy at Bagdad

 oney invested in advertising was lost, and attempted to prov his observation by the statistics of commercial pailures.
That professor is today one of the most famous educator in the country. He is famous because he grew by experience
to repudiate his youthful observation. He now reverses the to repudiate his youthul observation. He now reverses the
faulty findings of his youth and today declares that $90 \%$ of
the commercial failures are due either to the failure to advertise the commercial failures are due ei
or to false or faulty advertising.
$\qquad$

## doing a dinky little business. He's the fellow who alway offers you "something just as good." Just as the local merchant will always remain the little

 Just as the local merchant will always remain the littlemerchant, if he does not advertise honestly, so does the manu nerchant, if he does not advertise honesty, so does the manu eess, if he attempts to distribute a commodity without adver
ising. Advertising will brild his business in proportion to ising. Adyertising will butild his business in proportion to the
public need which he meets and the reliability of his own stateinent about that which he has to sell. No business can grow great without advertising and it will grow great only in propor
tion to the amount and character of the advertising which : does. No business can grow great without honest advertising
YOU You and me, just average buyers. What shall w
buy? Shall we buy of the Bagdad merchat buy? Shall we buy of the Bagdad merchant and take the stuf The intelligent purchase commodities that are NATIONALLY ADVERTISED because he knows that experience has taught the business builders that a false statement about their goods means death
to their business. Your Bagdad merchant will size you up and charge you
what he thinks he can get. You can dicker and barter with him what he thinks he can get. You can dicker and barter with him
He's a many priced man. He begins on a high price and reluctantly comes down step by step to meet you.
That's what your little shop keeper who does not advertise
The will do. He is not a fixed price man. That is what he does
with the substitute, the "just as good" article. with the substitute, the "just as good" article.
Go to the reputable merchant, ask for the nationally adver-
tised commodity, the manufacturer has stamped the price where you can see it, and there you get PROTECTION. If you are an intelligent buyer you will buy of the local
merchant that advertises because he is the fellow who is merchant that advertises because he is the fellow who is
willing to stand or fall by the public printed statement he

Be WISE and buy the nationally advertised commdity from the local advertising merchant and leave
to buy at Bagdad.-Dy Roiosend Lloyd Jonea you've only $68 \%$ wool, the time will come when you will be found out. When that time comes all the advertising in the
world won't save you. The public will call your middle name Fake and
The streets of Bagdad are lined with beggars, men who
tried to live by trick and failed. Back of these beggars who crowd the curb are long lines of tittle stalls where trickster ply all the arts of trade. Everyone views the other with sus-
picion and every customer looks upon the tradesman with susamong them. There are no great department stores in Bagdad, no great clothing merchants, no hardware houses that carry
the trademark stamp that assures you that what you get is all it is claimed to be. put intere in this country, our manufacturers, men of character store here or a thoussand miles from here and ask for the com-
modity that YOU KNOW. You know about it. You don't even have to have it unwrapped; you are willing to take it in
its original package with the seal unbroken; trade unsight, Every merchant who does not advertise or who cannot ad-
vertise honestly will always conduct a business of Bagdadvertise honestly will always conduct a business of Bagdad
booth proportions. He will always be a little shop keeper,

iso Judge F. M. Newman, to attend
he fureral services this afternoon
The Rev. S. H. Jones of Brady wa The charge of the funeral ceremonies.
Judge Scruggs was one of the out-
standing great men of Menard standing great men of Menard with
whose history ${ }^{\text {ano }}$. An identified for the past half cerliuggn, has served as county judge over a
period of thinty-two years. This ser-
vice was at intervals, the last period service being eight consecutive
erms. At the time of his passing,
udge Scruggs was 72 years of age His death will be mourned far and
wide over the state. Surviving are the widow, one
daughter, Mrs. Will Murchison, and two sons, Tom and Jim, the latter
iving in Fort Worth, while the others
W. HENDERSON MOVES TO
JUNCTION TO SUPERVISE REC ENTLY PURCHASED RANCI F. W. Henderson, one of Brady's
old-time and most highly-esteemeed he will spend the greaner protion of
his time, in order to supervise the e recently purchased in Kimble
cunty. Mr. Henderson sold his home South Brady during the past year
nd shortly before the close of the ear disposed of his business block
on the north side of the square. However, he still retains his banking in-
terests, and extensive realty interests the former $\mathbf{H}$. Meection, residencec, which
then the Henderson homestead. However,
because of his extensive new interests, in Kimble county, he exp
The Junction Eagle last week print-
the following very complimentary cd the following very complimentary
rticle concerning Mr. Henderson in his plans to become one of their per-
manent eitizens:
F. W. Henderson, long connected
with the banking interests of this
section of the State came to Junc-
tion last Saturday ard will make his
home here. home here.
Mr. Henderson has resided in
tion last Mr. Henderson has resided in
Brown, Mason and McCulloch coun-
ties for many years, having been engaged in the banking business in the
county seats county seats of each of these coun-
ties. He organized what is now the
Comer. Brownwood National bank, now the
First National, and the Brady National bank. Recently he purchasediod the
Bevens-Spiller ranch of some 5,000



THE BRADY STANDARD'S LITTLE BUSINESS GETTERS


+     +         +             +                 +                     +                         +                             +                                 +                                     +                                         +                                             +                                                 +                                                     +                                                         +                                                             +                                                                 + 
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 JOE ADKINS LAWYER
ofice in Brad Building
South side Square


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loch County, Texsas
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treight and packages handled by careful and painstaking em.
AWALT \& BENSON


equipment is being used and exper-
ienced workmen are used on the ma-
chines.
Ballinger people regret to lose Mr.
Simmons and family, for in the short time they have resided here they have
made a place for themselves in the
city that will be missed, and Victoria
is

## $\underbrace{\text { such citizens. }}_{\begin{array}{c}\text { Bow that the hirds. } \\ \text { Nuntirg season is on, } \\ \text { most everybody is interested in birds, }\end{array}}$

 most everybody is interested in birds,and some very interesting things have been brought forward by those who
are making a close study of biris.
The Biological Survey of the United States Department of Agriculture
for the last two years has been conducting a survey to determine how
far birds go when they fly south. In
ore instance they found that a bluewinged teal banded at a farm twenty
miles north of Toronto, September
mes 24, 1920, was killed two months and
seven days later in the Caroni Swamp
near Port of Spain, on the Island of near Port just off the coast of Ven-
Trinidad. juel
exhe shortest flight the bird could
The The shortest flight the bird could
have made would be over 3,000 miles.
Other tests made show that ducks Other tests made show that ducks
travel at the rate of 44 to 59 miles
an hour, while small song birds travan hour, while small song birds trav-
el at the speed of 20 to 37 miles an
hour. Some birds have been known to travel as fast as 100 miles an
hour and instannes are recorded of
swift birds passing aeroplanes doing
from 65 to 75 miles an hour.
Then The question of why birds fly south
has been a much mooted one. Some
say that it is a habit, an inborn insay that it is a habit, an inborn in-
stinet born ages ago, and which man-
ifests itself from year to year in a ifests itself from year to year in a
uniform manner and without any remarkable close
diate conditions.
If permitted a guess we would say
that the bird has but little artificial
means of keeping warm and
means of keeping warm and must tive
in a climate which is in keeping with
his natural clothing. Perhaps in the
days before man learned to wra
himself in furs and hides, he too mo
ed south in winter and north in sum-
mer. Even in this modern age when
people have airtight houses an
thermostatic heaters; fleece-lined un
derwear and fur-lined top coats; ele
derwear and fur-lined top coats; ele
trically heated closed car and stea
heated homes and offices, the
heated homes and offices, the ones
who have money follow the climate,
summering in the North and winter-
ing in the South. It has been said
that every ambitious individual hopes
that some day he'll be shl to
that some day he'll be able to re-
tire with enough morey to follow the
seasons, and dwell in a land where
it is just cool enough or just warm
jol

## enou But that

## that ager leade

leader is killed, all the birds come
down and hold a
anoth
flight.
The
The habits of birds are very inter-
of the sport of hunting and the pleas-
ure of the dinner, with game we have
ure of the dinner, with game we have
killed by our own skill, on the table.
We don't even worry about the
limit, on the long end, until fortune
throws us in an especially good field,
and then, perhaps, we wish we were
twins! - Reprinted from Wyatt's
Line.
Thumb tecke-assorted sizes and
eolors, at The Bredy Standerd office.
Coal is cash. Macy \& Co.


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