

'TIS NEITHER BIRTH, NOR WEALTH, NOR STATE; BUT THE GIT-UF-AND-GIT THAT MAKES MEN GENAT.' Our Motto:

VOLUME NO. 37.

BAIRD, CALLAHAN COUNTY, TEXAS, FRIDAY, DEC. 14, 1923.

DOES IT PAY **TO ADVERTISE?**

The Editor Of The Star Knows That It Does And Conclusively Proves It Here

Hon. Henry Grady convinced a skeptical merchant that advertising pays and it is a good story:

Henry Grady, early in his newspaper career at Rome, Georgia, we believe, called on one of the local merchants for an ad in his paper. The merchant replied as follows:

"Grady, I would like to advertise and help you (what many now beheve, only to help the publishes, of course) but advertising does not pay. No one reads your paper anyway."

Grady replied: "If you look at it that way, it is useless to argue the question with you," and he went his WAY.

In the next issue of Grady's paper appeared the following ad: "Cats wanted! at"-giving the name of the merchant who did not believe that advertising paid or that few if any read the local paper.

Soon after the paper appeared on the street cats began to come in, and soon it appeared that every boy in town had one or more cats that he wanted to sell and the merchant became angry and asked some one how they got the idea that he wanted to buy cats.

"Why, we read your ad in The News!" was the reply.

The merchant saw the point, called on Grady and said: "Grady, you win! Advertising does pay and people do read your paper's and ads are read by the public. Put in a good sized ad for me," and he handed him the copy for one.

We suppose every country paper has had the same experience that Grady had, though not using cat ads to convince skeptical business men.

We have had numerous experiences of the kind mentioned in the Grady story. A well known merchant, in the early days of The Star, James, Mary Darby, Lola Johnson, was like Grady's merchant, he did Audrey Mae Mitchell, Jacqueline not believe in advertising. After Stephens, Blanche Jones, Edith Jua- of church building, ranks first, \$70,using one or more ads, early in his nita Bowlus, Tommie James, Agnes business career, he did not believe that advertising paid.

NOTABLE MEETING **BAIRD REBEKAH'S**

At a regular meeting of Baird Re bekah Lodge No. 112, on Monday night, December 3d, that organiza- In Baird According To Report tion was honored by the presence of Mrs. J. D. Alexander, president of Rebekah Assembly of Texas, her husband and 23 members of Goodwill Rebekah Lodge, No. 182, of

Cisco, who compose the Degree Staff. After the regular opening of the lodge the Degree Staff took charge of the iniatory work and twelve candidates, men and women, were installed in this beautiful degree. It is an interesting fact that at this meeting there were thirty-six applications for reinstatement and instruction.

The work at this meeting was most imposingly performed and and appreciated by each and every one who was fortunate enough to have witnessed the ceremonies. A good many speeches were made and enjoyed, and at a late hour, refreshments were served, a warm spirit of fraternal love prevailed, and the visitors, individually and collectively, were thanked for their helpfulness.

Miss Gladys Eastham entertained with a miscellaneous shower at her home, last Saturday afternoon, honoring Mrs. Arthur Mitchell, a recent Baird bride.

The reception room was beautifully decorated with cut flowers and many gifts were bestowed upon the honoree. Miss Eastham was assisted by Miss Ruby Dickey, in entertaining.

The little Misses Oleta White, Autrey Modena Berry and Jake Dickey added to the pleasure of the occasion with their recitations. Those present were:

Mesdames Frankie Anderson, Mae Perdue, Tom Hadley, Lindley Ford and Harry Berry; Misses Lillie Morrison, Hulda Albin, Ila Perdue, Euless Stephens, Ruby Gibbs, Helen

METHODISM FLOURISHES

Made At Last Northwest **Annual Conference**

The Star is indebted to Rev. W. J. Mayhew for a copy of the minutes of the last annual Conference at Plainview, October 31 to Novem-

ber 4, 1923, and notes the following report for the Baird Church:

Amounts assessed for Presid ing Elder and Pastor, paid in full District Work, assessed, \$66.00, paid \$66; Conference Work, assessed, \$396, paid \$220; General Work, assessed \$346, paid \$184; on Centenary, \$295; on Education, \$950; Orphan's Home, \$400; paid on new church building, \$20,000 (cost over \$30.00) and other items, making a total of cash raised by the Baird Church of \$26, 194.

The total membership of the Church is 283; total enrolled in Sunday School, 238; one church and one parsonage, valued at \$35,000; total indebtedness, \$10,000.

This is the first time, The Star believes, that any indebtedness of the Baird Methodist Church has had to RECENT BAIRD BRIDE SHOWERED be reported, and it is hoped that next year no indebtedness will be reported.

It is gratifying, at least, to find that Baird Methodists raised more money for a church building than any of the other 261 church organizations in the entire district that takes in the whole Panhandle sec-

tion of Texas and west to Howard County and the New Mexico line. Another thing is shown by the report: Baird built the most costly

church of any town in the Northwest Conference during 1923, and there is not a town in the District. with twice the population that Baird has, that possesses as handsome. complete church building as the Baird Methodist Church has. Only

one church in the Abilene District-St. Paul's-has a more costly church than Baird.

Baird Methodists spent more money on a church building than the entire District and there are sixty congregations in the District.

According to this report, Saint Paul's Church, of Abilene, in cost

MYSTIC E. G. O. I. CLUB DELIGHTFULLY FETED HISTORY OF

The E. G. O. I. Club was most delightfully entertained Tuesday night, December 4th, by the Misses Jeneva and Jeraline Greenrock.

On arriving the members of the club were ushered up.stairs into a beautifully decorated room, which was warm and cozy, just right for a group of fun loving girls on a December night.

Shortly after we had all assembled, Sallye proved she was a deserving Senior, by winning the prize in a brain-working contest, while the rest of us acknowledged, "I can't!"

rauline received the booby prize, wrapped in red and green paper. Yes, we were disappointed when it was unwrapped, for it contained only a solitary, tiny marshmallow! Sallye got a nice box of firecrackers and would not let us shoot even one. Elouise received a large, juicy lem. on for putting the mule's tail in the frontiersmen, newspaper and magaright place, and Lola got the penny zine articles published in various for rolling it across the floor.

freshments were served, but still we the War Department, of the Intelingered for another hour, listening tior Department, and documents of to Lola tell some of her dreams, the Commissioner of Indian Affairs, which frightened us so that we were afraid to go home.

Those present were: Lola Johnson, Earlene West, Lucille Farmer, Elouise Haley, Dora Smith, Sallye impetus to the work of the club this Ebert, Margaret Newman, Pauline year. McCanlies, Jeraline and Jeneva Greenrock.

One of the Bunch.

DANIEL BOONE AT SIGAL THEATRE

The great historically educational picture, "In the Days of Daniel Boone," which had its premier at the Sigal Theatre last Friday night, should be seen in its continuity by everybody, and more particularly the public school pupils of Baird, It is, in every detail, historically

correct, and a most realistic portray. al of those stirring frontier "times that tried men's souls," and it will be money well spent to see all of the pictures composing this great serial.

all over the country, headed by such

of New York City, and locally by

WEST TEXAS

NO. 2

Being Studied From First Hand Sources By Patriotic Students At Old Simmons

History of West Texas, from first hand sources and rare documents and from frontiersmen still living in this section, is the interesting line of study taken up by the history Club of Simmons College.

The club was organized last year under the direction of R. N. Richardson, head of the History Department of the College, with the purwhich came in a large box, all pose of promoting an interest in history and especially the history of this immediate section of country. The club meets regularly and has some thirty members doing active work.

Sources of the line of study are books, published by scouts and periods-some of them running back After these contests delicious re- to the earliest days-publications of The recent acquisition of the Crane Library by Simmons, with its valuable and rare documents on West Texas History. has given a big

> A distinctive feature is the interviewing by the students, where practicable, the early settlers of this region, and the gathering of old letters, records, newspapers and almanacs.

> These letters are filed in the college library. Several old photographs of interest have come to the club through friends. One recently acquired shows a pioneer preacher holding forth before his congregation with a pistol in evidence on the stand before him; the members of the flock also have guns in evidence.

A few excellent interviews have been obtained recently. One is a ten-page type-written story of vivid It is endorsed by great educators interest to people in this part of the

In the course of time this merchant moved his stock of goods across Market Street and as a matter of news, this was mentioned in The Star, and in the last line said:

"This is a news item, not an advertisement, as Mr. ---- does not believe in advertising!"

Every one in town and country that read The Star must have read left foot and ankle. this item, from the way they joked the merchant about it. Naturally he got peeved and, meeting the edi tor on the street, said:

"Mr. Gilliland," referring to the item mentioned, "when I want to advertise in The Star I will let you know."

"Thank you!" was the editor's refor this ad!" and the crowd laughed.

We went on our way and the next and last local we gave him was when he closed out his business and went to another State.

Another business man, a grocery

Concluded on last page

nes and Bessie Eastham, Melba Cut. birth, Lillie Morrison.

While at work among heavy steel rails last Friday evening in the T. & P. yards here, M. C. McCarty, aged 28, who gave his occupation as "a

lumber jack," met with an accident which may result in the loss of his

In handling heavy-weight steel rails one slipped and skidded, catching McCarty's leg just above the ankle, crushing both bones and mangling the tissues.

The railroad company's physician, Dr. R. L. Griggs, gave the injured man first aid, and be was speeded to

the company's hospital at Marshall ply, "but you do not owe me a cent on the east bound train, which left here Saturday morning at 1:45

> o'clock. Mrs. Homer Driskill, who had donate ten per cent of their income been suffering from heart trouble, is extra on the church, the member-much improved," according to the ship would never have to worry over prognosis of her medical attendant, the church debt. Dr. R. L. Griggs. Think it over.

000; Baird second, \$35,000, Anson third, \$32,500, Merkel 4th, \$25,000. Abilene First Methodist 5th, \$20.

some more.

the Parent Teachers' Association of Baird broke the record all around. Baird, the president of which re-LEG CRUSHED BY A SKIDDING RAIL although it is believed none of the quests The Star to urge upon all pamembers had that in view. They rents the necessity of furnishing just simply had to have more room their school going kiddles each with for the Sunday School, and that a dime every Friday, that they may see this graphic presentation of early want had more to do with building the new church than anything else. American history in the making. Maybe they built too much, but not

The second installment of "In the so if each member will agree to give five per cent of their income for this Days of Daniel Boone," will be screened at the Sigal Theatre toyear and next over and above the

normal expense of maintaining the night and the house should be pack. church. ed at every show. The writer has already paid in ov

ten per cent of what he has made, unless his books reveal something

G.

more than he knows of now. It they show that he has not paid ten per cent of his income on the new church over and above other expenses-he pays about \$150 to the church a year-then he will dig up membership is desired.

A statement of the condition of Who will do better? Don't all Our Home at Waco will be made speak at once. Some, he knows, and an opportunity will be given to all to help our dependent wards there. A splendid chance to make cannot afford to give ten per cent extra, but if those who can would an unselfish Christmas gift.

T. E. Powell, Church Orphanage Commissioner.

country, from E. Roberts of Numen es E. L. Crandall, Directer of gent, who was the western.most set Lectures of the Board of Education tler, for a period of two years, on the Clearfork.

> He lived in a tent during the time, whose location he had to change constantly to prevent surprise attacks and to keep in hiding from the Indians. He was doing pioneer ranching. Other interesting interviews with pioneers of this section, are being worked up by students in the Bistory Club.

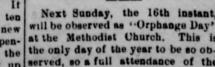
BURNED FUSE STOPS STAR PRESS

Late Wednesday evening, while printing the first four pages of The Star and when almost finished, the electric lights snuffed out and the electric motor went dead also. After a few moments the lights flashed on and the press started, when flash! snap! the lights went out again.

After some thirty or forty minutes the current came on, but the electric motor that pulls the press refused to move. A fuse had blown out, but after a short delay an electrician from the light plant "shot W. J. Mayhew, Pastor. the trouble" and the press moved on.

ORPHANAGE DAY AT M. E. CHURCH Next Sunday, the 16th instant, will be observed as "Orphange Day" at the Methodist Church. This is

served, so a full attendance of the





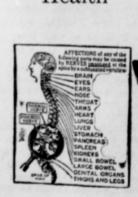
good time to buy a new machine for the extra rush of sewing. I sell both the ordinary and electric Singer Sewing Machines on easy terms. Also have second hand machines for sale, 43-16tp J. C. Neal, Clyde, Texas

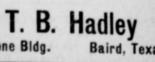
WANTED-Man to sell Rawleigh Quality Products direct to consumers in Callaban County. Pleasant, per-manent, profitable business. Little capital needed. Make practically ev-ery family a steady, satisfied customer. Workers make large, steady income. Give age, occupation, reference. W. T. Rawleigh Co.., Dept. 1580, Mem-phis, Tenn. 49-3t

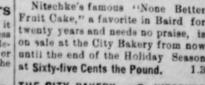
orders for genuine guaranteed hosery for men, women and children. Elimi-nates daroirg. Salary \$75.00 a week full time, \$1.50 an hour spare time. Cottone, heathers, silks.

42-10tp

Telephone Subscribers







Christmas Greeting Cards

We have just received a nice line of Christmas Greeting Cards. Call and see our samples before placing your order for Christmas Cards.

We also have a nice line of Cabinet Stationary for Business and Social Correspondence. Let us show you this line, which makes most a acceptable Christmas Gift.

The Star Print Shop

Baird. Texas.

Phone No. 8.

Box 372

The Austin Nursery

A great stock of FRUIT TREES, Peach, Plum, Pear etc. New Sure Bearing varieties Magnolia and other Figs, Grapes, Berries, Grafted Pecans. Shade Trees, Evergreens, Flowering Shrubs, like Crape Myrtles, Altheas, Antigonon or Queen's Crown, etc, and best sorts of climate-proof NATIVE SHRUBS of West Texas. JA-PAN LIGUSTRUMS. Let us make your Home Grounds Beautiful Forever. Catalog Free.

REVOLT AGAINST OBREGON RULE

Reins of Government at Port Seized by Rebels, Who Get Support of the Navy.

Washington -A cable reporting an uprising of the De La Huerta followers in Vera Cruz of sufficient import to cause President Obregon to cut short his stay at Celaya, where he was recuperating from a break-down, and rush back to Mexico City, was received here from Mexico City by Manuel C. Tellez, Mexicna Charge d'Affaires.

Vera Cruz.-Five Mexican States are in open rebellion against Presi-dent Obregon and Gen P. Elias Calles, Obregon's candidate for the presidency, according to information reaching here.

The military in the States of Vera Cruz, San Luis Potosi, Chihuahua, Michoacan and Tamaulipas are said to have repudiated the Federal Government, ousted all the Federal office-holders and substituted their own men.

The commander of the Gulf fleet, the chief marines and several leading generals forwarded a message to President Obregon declaring they had resolved to "assume the defense of the institutions offended so seriously by the Government you represent" for the good of the country.

The meeting was held here in the home of Gen. Guadalupe Sanchez, chief of military operations, and was attended by commandant of the Gulf fleet, Hiram Toledo; Chief of Marines Alfonso Calcaneo and Generals Najera, Loyo, Lagunes, Reyes, Villanueve, De la Huerta and Pedro. At its conclusion the following message was sent to President Obregon:

'In defense of the institutions of the Republic and to contribute with our military honor to the conservation of peace and respect for the free will of the people, and to pre-vent the odious impositions which aim at destroying in its cradle our democratic form of government we have resolved to assume the defense of the institutions offended so seriously by the Government you represent.

"We mention the violation of the sovereignty of the States of San Luis Potosi and Michoacan, which States lack independence and guarantees for the free functioning of their legislative powers because of Federal intervention; the anarchy and lack of discipiline fomented in the army from the highest official ranks.

"These are the undeniable and compelling reasons which have inspired our attitude and through which we can assure the return of good for the country."

A. copy of this message also was sent to the Governors and military chiefs of all the States of Mexico. The Generals and the naval chief. then proceeded to oust all Federal office holders and substituted them with persons of their following. All officials here and in Jalapa,



Group Listening In.

BROADCAST BY WFAA

FOREIGN

The German national parliament is so poor that it can no longer buy newspapers for the deputies' reading room.

The famous old volcano, Mt. Ves uvius, is in eruption, according to a dispatch from Rome. Earthquake tremors were felt in Rome. Floods are taking place in Tuscany, flooding villages.

"France must institute polygamy or a modified harem system, or else face virtual extinction owing fo the decreasing birth rate." That is the observation of Professor Hodja, a turkish savant, in an interview given in Paris on his studies of birth rate in various lands.

A large tapestry entitled "Departure of American Troops from Phil adelphia." which the French Govern ment is to present to the United States, is nearing completion in the Government tapestry works at Beau vals. Six selected weavers have been three years making the piece.

Councilor Corbett Roper, chosen mayor of Buckingham for the second consecutive year, refused to accept office, and was fined \$50. He paid the fine in threepenny pieces. The council deicded to have the coins gilded and made into a chain for future mayoresses.

"The really fashionable lady smokes cigarettes of the color of her gown." This dictum has been issued by the Vienna cigarette concerns The color dictum refers to the wrap ping, not to the tobacco itself. Further fashion decrees in cigarettes are held in prospect.

A semiofficial communication from Vatican states that no foreign the cardinals will be created at the coming consistory.

What is believed to be a new comet has been discovered by an ama teur astronomer. He communicated his discovery to the Cape Royal ob servatory, and photographs of the comet were taken It lies close to the southern horizon, three hours west of the Southern Cross The as tronomer says he is taking final observations The comet bas never been seen before to southe : ekles.

Brigands Leave 2,000 Dead.

Pekin.-Bandits scaled the walls of Likwankia, in Southwestern Ho nan Province, and looted and burned the town some days ago, according to advices received from a mission station at La Chokow. in Hupeh Province, across the boundary line from the burned town. Two thous and dead and wounded were left be hind when the bandits abandoned the smoking ruins of the town the advices said. Although the attack occurred in mid-November, details of it were delayed

Elephant Creates Excitement.

Ada, Okla.-Excitement of unusual nature occurred in this city by Diamond, tamed elephant of a circus quartered here for the winter, mak ing a break for liberty just as he was about to enter a parade held in the afternoon. Diamond lumbered of the town for highways, creout ating destruction wherever in his path. All efforts to control him failed. He found his way to the country, giving a number of people varied experiences and narrow -

DALLAS TO GET FARM LABOR OFFICES

Delegates to National Meeting of Union Selected at Close of Three-Day Session

Texas.-Legislative Dallas, mands of varying importance, took a considerable portion of the up session of the annual convent final tion of the Texas division of the Farm-Labor Union of America at the Dallas Labor Temple. The list of legislative recommendations embracing both State and National matters. concerned schools, railroads, marketing exchanges, warehouses, co-operative marketing, immigration, State departments and voting. General resolutions also were adopted during the final session and seventy delegates to the annual convention of the National Farm-Labor Union of America to begin Dec. 17 in Texarkana, also were chosen.

Of particular interest to Dallas County representatives was the unanimous selection of Dallas as State headquarters for the Farm-Labor Union. Offices of the organization at present are in Fort Worth. Removal to Dallas is expected to be consummated on Jan. 1. Efforts will be made, it is said, to bring the national headquarters of the union to Dallas.

Recommendations and declaration reached at the convention were contained in the list reported by a les-islative committee composed of Job E. Edmonson of Anderson County R. Tribble of Denton County and E. M. Shivers of Van Zandt County, and were adopted by the body with out alteration:

Opposing the repeal of the homestead exemption provision of the Texas Constitution.

Declaring for an educational system that will assure an equal opportunity for all youth and proposing such taxes as may be necessary, including privilege taxes, franchise taxes, gross production taxes, taxes on natural resources and in-heritance taxes to finance a complete educational system.

Demanding "a wise reduction in the ad valorem taxes."

Urging the institution of a Stateowned and operated system of terminal warehouses and grain elevat tors at ports and points of concentration

Favoring repeal of that "infamous monstrosity known as the Esch-Cummins act.'

Favoring national legislation make ing it a felony offense for members or officers of cotton and grain ex-

Opposing repeal of the present immigration laws and favoring laws to hold immigration to a minimum.

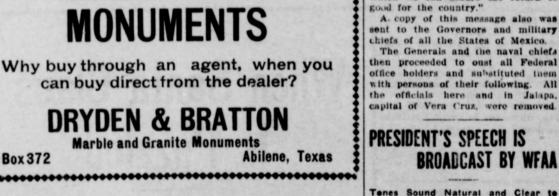
Favoring the taking over of the State Warehouse and Marketing Department by the State Department of Agriculture to eliminate duplicateffort and make for unity of effor

Declaring for the teaching in public schools of political economy and parliamentary law

Calling on the Texas Senators in Congress to give support to the Norris-Sinclair bill authorizing the creation of a Government marketing corporation to buy farm products and sell them at home or abroad. Demanding repeal of the Texas

open port law.

Demanding repeal of the poll tax



WE PAY EXPRESS

F. T. Ramsey & Son

No.	Dallas, TexasIn tones as natural	in so far as it is a qualification for the right to vote
	as a "close-up" audience in the Capi- tol at Washington could hear, mil- lions of persons in the United States listened to President Calvin Coolidge Thursday as he delivered his mea-	GERMAN FOOD LOAN
	sage to the Congress of the United States. Station WFAA, The Dallas News and The Dallas Journal, re-	HAS U. S. SUPPORT Relief for Shortage Desired by Wash- ington Government
	ceiving the words of the President by wire from Washington in arrange- ment with the Southwestern Bell Telephone Company, broadcast the The Magazine Christmas idea	WashingtonGerman proposals that the reparation commission an-
	address so that the smallest of crys- tal sets enabled its user to hear the great official as he spoke 2,500 miles away.	many to cover foodstuff purchases are assured of the moral support of the United States.
	The undertaking, according to Al- bert Hobson, transmission and pro- duction engineer for the Southwest- ern Bell Telephone Company, involv- of your good wish. Below is	ington Government with the matter will be an expression through James A. Logan, American observer on the
The Star. The Wonder Car	ed the use, through several hours on seven days before the final serv- ice, of 13,212 miles of .165-inch cop- per wire, weighing 435 pounds to the wire mile, a total of 2,872 tons, or	this Government that priority should
I have bought the James Garage, and have Star and Durant Cars for sale, also parts for these cars. I also	90 average carloads of wire. Some American Magazine \$2.50	since this Government has rights of priority in connection with reim- bursement for army of occupation costs. It is emphasized that the
carry a full line of Auto Accessories, Tires Tubes, Jacks, and etc.	weighing 363 tons attached to them. There were two telephone circuits and three telegraph lines carrying the tests and the message itself. McCall's Magazine 1.00	that every proper measure of relief should be extended to help the Gar- man Government meet the present
THE RAMSEY GARAGE	that in some places were several hundred miles apart. Each circuit was equipped with attenuation equal. I have some splendid Clubbing	Exchange Shots and Seize Boat New YorkThe motor cruiser
PHONE 139. BAIRD, TEXAS.	fzers, so that the lowest and the highest pitches necessary for the clear transmission of speech were sent without distortion.	Terreshoff was selzed by customs egents off Port Reading, N. J., af- ter a running battle, with rlot guns and pistols. Six men on the cruiser
		were arrested.

The Baird Star. FRIDAY, 14 DEC. , 1923

Issued Every Friday Serial (whole) Number 1846 BAIRD, TEXAS

Entored as Second Class Matter, Dec., 8, 1887 re Post Office at Baird. Texas, under Act of 18

W. E. GILLILAND. Editor and Proprietor.

SUBSCRIPTION RATES

OUTSIDE OF CALLAHAN COUNTY: IN CALLAHAN COUNTY (Payable in Advance)

inent jurist and ranchman, died suddenly Wednesday at Dallas.

The rain this week again emphastreet crossings.

the town, we will have to have a

ty years ago, but is it applicable now

gressive Republicans disapprove, simply because they do not agree

politics.

To those who do not have to find be a straight-forward, honest man vote in 1924.

will do that even. In any event, the Senate is not likely to seat Peddy, who is contesting Mayfield's election. However, the Congress, as well as State Legislatures, are the exclusive judges of who shall hold membership, and if they hold that Peddy and not

Mayfield is entitled to the office, there is no appeal. Our guess is that Mayfield will hold for six years, but likely to have a real battle to hold longer. However, life is too short to speculate

We want to remind those who are

T. & P. TRAINS ARE SNOWBOUND

FOR YOUR FRUIT

CAKE

making your Christmas Fruit Cake such as

We have everything that you will want for

T. & P. trains from the West all late for two days; reason, one of the heaviest snow storms on record from El Paso to Van Horn, particularly severe between the later point and Sierra Blanca; reported two feet deep at Van Horn and drifting; snow filled cuts on T. & P. deep enough to stall trains last Monday.

Heavy snows reported all over the Panhandle, and rain over the entire State from Monday to Wednesday.

Van Horn.

next Sunday evening at 6 o'clock: ence.

Leader: Mr. Fowler. Song: Class.

3rd, Dressing: What to Put On,

4th, Washing, John, 13:8.

In. Deut. 28:6.

16:15.

Leverett, Fred Hart.

Little Stable and Shepherds:

When will the Clock run down? 2.2





Can you find a more fitting or more useful gift for wife or child than one of our Savings Pass Books? The sum deposited to secure a book need not be large.

First Guaranty State Bank BAIRD, TEXAS

OFFICERS AND DIRECTORS:

H. Ross, V. P E.L. Finley, Pres. P. G. Hatchett, Vice-Pres E. D. Driskill A. Cashier T. E. Powell, Cashier, F.L. Driskill, A. Jashier M. Barnhill C. B. Snyder

employe of the Texas & Pacific Railway Company at the roundhouse here, but was "let out" before the strike was called and moved to Oklahoma, is back in Baird again, and Tuesday night went back to his old job at the roundhouse.

In last Sunday's Star-Telegram the name of Engineer F. L. Kreep, of the Callahan County division of the \sim Bankkead Highway, with headquarters at Bankhead Highway, appears in the "Honorable Mention List" of the cartoon title contest, naming the picture printed the previous Sunday. Engineer Krep's guess was "The Literary Digest " The winning ti-2 tle was "Static In Air."

State Highway Engineer T. H. Webb and County Judge Victor E. Gilbert left on Train No. 6-which was twelve hours late_for Austin, Wednesday on special Bankhead Highway business. They were ac-companied by Legislative Represen-tative Ben L. Russell, Sr. and Cash-ier W. S. Hinds, of the First National Bank, who are visiting the Capital City on their own private affairs.

A Camel can go ten days without a drink. How long will the Clock run? Guess at Holmes Drug Co. 2.2

LITTLE BOYS AND GIRLS!

X

 \sim

My Dear Little Friends.

I am awful busy, but I must send you this message so you will know where to mail your letters to me. I will have my mail box at Holmes Drug Store, and I want everyone of you to write to me by the 20th, if you can, so I can get the nice things you want.

Now you might see something at Holmes that you want and which I hav'nt got in my pack. If you do just tell some of them about it and I will get it for you if I get there in time,

I am going to leave a nice present at Holmes Drug Stors for the little boy or girl who writes the nicest letter, and you all can come down Christmas Eve at 6 o'clock and see who gets it.

By the way, little folks,'I heard the other day that some American men were coming to the North that some American men were coming to the North Pole in a big Air-Plane in a few days. If they do and have room I might come back with them and bring more thing than my Reindeers can pull. If I do I'll be at Holmes Drug Store by 6 o'clock Christmas Eve. Now remember the place and write as soon as you can so I can get everything you want.

Your Old Friend,

SANTA CLAUS.

P. S. I am sending this message by Radio from my big Radio in my work shop.

YOUR FINANCIAL CONDUTION MUCH better than it usually is -- sure enough-just think back-compare each year at this time. WHILE you have the money why don't you do your duty by your family-and help your neighbors family? BE a real citizen and join with the rest of us in protecting our future widows and orphans by chipping in \$1.00 when a member dies-100 per cent of that \$1.00 goes to the member's family-To own and operate this Association each member pays \$1.00 each 6 months. MOST OF THE THINKING BUSINESS MEN OF BAIRD have already joined in. Over 3000 members have joined the CITIZENS in less than ten months. We have 4 Clubs NEITHER OF WHICH HAS HAD OVER 1 DEATH THIS YEAR, yes it is the fastest growth ever made in Texas. The CITIZEN'S is not a little home circle affair-but a business institution with experienced, efficient business management ACCEPT-ING ONLY SOUND, HEALTHY MEMBERS. Now you have the money and the CITIZENS ASSOCIATION is the cheapest medium of insurance known, why don't you be one of us? Do you mind giving \$1.00 to a death-stricken neighbor family? Do you mind leaving your family a little money? If you do, we don't want you. But if you claim to be a fair citizen towards your family and neighbors, you had better drop us a card tonight, asking for full information. Don't wait until you can spare the money-that time has never come in any man's life-don't fool yourself waiting for it. Just before you waste \$50.00 Xmas, spend a few dollars and protect your family-they can't live on fire works after you are gone. Write a card now. Some of you who don't will leave a family wishing a thousand times you had. Do it Brother; today. Please remember our name-it is CITIZEN .

CITIZENS MUTUAL LIFE INSURANCE ASSOCIATION

"Good as the Best, Better Than the Rest"

ABILENE, TEXAS

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BRIEFS BY CABLE WIRE. WIRELESS

Great Events That Are Changing the World's Destiny Told in Paragraphs

ITEMS OF INTEREST TO ALL

Short Chronicle of Past Occurrences Throughout the Union and Our Colonies-News From Europe That Will Interest.

DOMESTIC

While sinking a well in his peach orchard near Plymouth, Cal., Fred Cameron struck a seam of rich gold-bearing quartz.

Shiawasse county, Mich., raisers have complained to officers that reckless motorists are killing many of their sheep by driving into flocks on the roads.

Prohibition agents are not civil officers in any strict or constitutional sense, Federal Judge J. W. Woodrough of Omaha declared in a written opinion. He also stated they ere without lawful authority to serve search warrants.

A big buck deer gave battle to an automobile on a road near Hammonton, N. J., recently. The deer attacked the machine, driven by Herbert Senn, head-first, and died fol-lowing the impact. It was so great that it tore the front wheel from the Robison, chief of the navy bureau of engineering, told the senate pub-

John W. Delaney escaped from imprisonment for the thirty-fourth time when he broke out of the State penientiary in Carson City, Neb. Deprisons

151,370 native pupils in 3,790 schools exhibited at the Paris automobile foreign lands, under the direction lon, is seven feet long, has a single Methodist Episcopal church, ac- sylinder, three and a balf horsepowto cording to a report from a survey er engine, three speeds and is cap-just completed by Eric M. North, edsecrelary.

teachers humber 6,868, the report gallon said "My husband's lost-I think he killed himself." Mrs. Josephine de

Benetti of Chicago, told police. When homicide squad arrived De Benet-"I hid crawled from under a bed. because I was afraid of my wife," he explained. "She beats me up every night." "You should have called the riot squad," an officer said.

Mrs. Ethel G. Giliksen placed her 10-months-old daughter on the red hot coals in her kitchen stove, the police said, because she believed that "spirits from God had called for the sacrifice" of the baby and that 'was soon to follow." Neighbors she who heard the screams of her other children rescued the infant. At the hospital physicians said that the baby, although severely burned, prob ably would recover.

Birds and beasts in the North Sterling, Conn., community are acquiring human characteristics in a way to cause natives to wonder if significant evolutionary processes are at work. Near the Foster line is a man who owns a dozen hens that will not eat until the dinner horn blows, and Mrs. Winther, of Mountain View farm, has a horse that sheep starts his feed each day with a big

chew of plug tobacco. ----

WASHINGTON

Tracy O. Powell of Idabel and Lyman F. Stangel of Oklahoma City both members of the Oklahoma Na-tional Guard will take a competitive examination for admission to West Point, having been nominated by President Coolidge.

The navy department intends to store 40,000,000 barrels of oil on the pacific coast to make it impregnable in case of war, Rear Admiral J. K.

lic lands committee recently. Robison gave this as the reason for exploitation of naval oil reserves

through leases with private interests. aney, who was serving a term for The two-passenger midget automo-burglary, had previously escaped bile has "arrived" and it will sell for The two-passenger midget automofrom thirty insane asylums and three about \$285, according to a report of the United States department of com-Christian education is being given merce. This little machine recently

The Canadian province of New Brunswick is rapidly becoming a favored field among American motor tourists. A department of commerce census shows that more than 2,000 tourists entered the province from Maine this season.

The following Texans have been designated by Representative Johnson of the Sixth district to take examinations July 1 for admission to West Point: William Tell Hefley Jr., Cameron: Eugene B Avera, first altere Divani Robert L. Campbell. ate

President Coolidge gave recess ap pointments to John W. Van Helvel as United States Marshal for the southern district of Alabama and Douglas Smith as United States Marshal for the middle district of Alabama.

Charles Ponzi of Boston, whose financial operations a few years ago caused a Nation-wide sensation and resulted in a jail sentence, has written President Coolidge, making overtures for a pardon.

Declaring that married teachers are more sympathetic with children than those unmarried, the Public School association has made a plea to the board of education to retain their services. It asked that all acts by the board should be governed simply by efficiency standards.

Senator Hiram Johnson said he expected to begin an extensive speaking tour within a few weeks in the interest of his candidacy for the Republican Presidential nomination. start may be made during the holiday recess of Congress, or, in any event, early in the new year.

86.

President Coolidge feels that Muscle Shoals might properly be operatby the Government at a loss or ed disposed of to private interests at a sacrifice in order that the United States may be assured of a wartime supply of nitrate and a peacetime supply of cheap fertilizer.

With the return to Washington of Republican leaders for the opening of Congress, pressure for an early definite announcement by President Collidge of whether he will seek the presidential nomination in 1924 is increased and some of friends believe he will settle the question soon



Professors and a consumption of 60 miles to the

\$7.45

\$5.95

\$4.00

Fort Worth Record

Biggest, best Daily Newspaper in Texas. Big-gest Best Sunday Newspaper in Texas. Brisbone's "Today" will make you think. Jiggs and Maggie will make anyone laugh Best Sporting and Financial Sections. Many special articles of interest to woman Full of interesting featⁿres to instruct and amuse every member of every family.

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FORT WORTH RECORD, FORT WORTH, TEXAS

President Coolidge has appointed a committee of three, consisting of Newton D. Baker, former Secretary War; Bishop Charles H. Brent of of the Episcopal Church, and Major Gen. James G. Harbord, former dep-uty chief of staff of the army, to ques. investigate and report on the tion of release of those convicted under war-time laws, fifty of whom still are imprisoned.

The job of rural letter carrier has ecome a hazardous one, the casualty list for the last two and a half years. made public by the Postoffice Department, showing fifty-five lives to have been lost in the performance of duty. A plea to patrons of rural routes has been issued, urging that boxes be placed on the right-hand side of the road in the direction of the carrier's travel. This, it is said, would reove one of the greatest dangers, that of traffic perils.

Postal savings deposits at the leading offices at the close of October amounted to slightly more than \$132,000,000, or a gain of \$80,000 during the month. The balance in Dallas Postal Bank was \$163,-304, a decrease of \$1,360 during the month. The total on deposit at Breckenridge, Texas, was \$117,822, an increase of \$2,373, and at Oklaboma City \$108,289, an increase of \$5.730

Give yourself a treat! Get into an Overland Sedan and "step on it"! The sensation of power is wonderful. The bigger new engine makes you master of traffic and hills! And the Triplex springs (Patented) give the road comfort of a long, heavy car. Before buying any car, find out how much better you will like an Overland. The price has just been reduced. Ask us for a demonstration.

this Power/

Mitchell Motor Co. BAIRD. TEXAS





Does It Pay To Advertise? Concluded from first page

merchant, had been running a \$2-arent month, he remarked:

"I guess you might as well take ad will not pay now."

"Very well," we replied. "Peo. the space to be used. ple know you are in business now, you quit advertising and your all advertising can do is to bring competitor keeps on advertising? customers to your place of business. Why not take down the sign over You must sell them the goods and your door, if you do not believe ad. the treatments they get there devertising pays?"

"Ob!" said he, "I want the public what I have to sell."

ple read The Star that do not see and hold new customers. your sign, unless they come to town." One thing we have noticed: Live

traded thereafter with those who not the rule. patronized The Star.

the newspaper.

of all and is the cheapest. We know to this rule. this by an experience of 37 years Live merchants make a live newsbearsay.

leave his non-advertising competitor worth a peck of beans grow.

far behind, ninety-nine times out of a hundred. We do not have to go out of Baird to get proof of this.

That some good advertisers fail month ad for about six months. In we know, but in our 37 years of settling up with him on a certain newspaper work we never heard any month, we paid him in cash the merchant claim that newspaper adamount we owed him, which, each vertising was the cause of his failmonth, was four or five times the ure. Our experience is that a liberamount of his ad. When asked about al advertiser has a far better chance the change for his ad for the cur- to recover his business than a nonadvertiser has.

We can take the deadest, dullest my ad out of The Star, as everybody business in town and pump new life knows I'm here in business, and the and vigor into it if the merchant will let us write his ads and dictate

Advertising does pay. No real but how long will they know it if business man doubts this now, but pends on you, not the newspaper.

Some merchants fail, not for want to know where I am located, and of capital, not for the want of newspaper and other kinds of advertising ; "Does it not occur to you," we but they lack tact in meeting and continued, "that hundreds of peo. dealing with the public to secure

We failed to convince him and in advertisers have those qualities that six months he sold out. The profit make for success, while non-adverthat man made on one purchase was tisers do not. That some non admore than his ad cost, but he did vertisers do succeed in a way, we not think about that. Naturally we know, but they are the exception,

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If all merchants of any town Why not? You would do the should refuse to advertise no such same. Both of these men were in- town could have a newspaper, and a telligent above the average, but they town of 1,000 population without a failed to grasp the idea that adver. newspaper, would be hard to find tising pays them more than it pays anywhere in the United States, and we know of many splendid newspa-We could relate many incidents of pers published in towns of from the kind, but it is not necessary. 500 to 1,000 population. You will Advertising of all kinds does psy, always find such towns growing, and but newspaper advertising pays best we do not recall a single exception

in the newspaper business, not by paper, and those combined with other things that make live merchants The advertising merchant will and live newspapers make any town

CHRISTMAS GIFTS FOR A

We have tried to get together a complete assortment of the nicer gifts this season, and we believe you will agree with us, after an inspection of our line, that we have succeeded.

Jewelry has been the most appropriate gift at Christmas time since the Wise Men from the East saw the star that hung over Bethlehem, because they gave gifts of Jewelry on that eventful day to show forth their appreciation of Him whom they found in the manger. Today jewelry is appropriate as gifts to show our appreciation We have it in every form and in the most exquisite designs such as of those we love.

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Ser.

Diamonds, Watches, Chains, Charms, Pearls, Brooches, Rings, Mesh Bags, Buttons, Pins

In fact everything you could want. Then we have

Kodaks, Silverware, Percolaters, Hand-painted China. Books, Framed Mottoes, Stationery, Christmas Cards, Candies, Perfumes, Dolls, Doll Beds, Guns and Toys of every kind

You can select what you want and by paying a small deposit, have it laid away until Christmas, or until you are ready for it. We have an easy payment plan this month by which you can buy a Diamond and pay it out by the month, and not realize that you have been out anything. why not buy those you love gifts that last and that will have some value as the years go by?

We have been here for fifteen years and have during all these years sold only the best to our friends and customers. We will not depart from that rule now.

Wishing you and yours a very pleasant Christmas and a Happy and Prosperous New Year, we are

Respectfully yours,

HOLMES DRUG COMPANY

P. S. We extend to the Teachers of the County an invitation to make our store headquarters while attending the Institute. We shall be glad to extend to each of you any courtesies that will make your stay in our little city more pleasant, and assure you that we will be glad to serve you during the remaining months of your work

-December Sa **OUR SALE CONTINUES UNTIL DECEMBER 25.**

BAIRD		13 STORES IN TEXAS	TEXAS	
	JONES	5 DRY GOOD	S. Inc	
75c Table Damask 98c Table Damask	79	25c Hope Domestic	35c Shirt Madras29c25c Madras19c35c Serpentine Crepe for28c	
MEI \$1.25 Shirts for 1.95 Wool Shirts 2.50 Wool Shirts 2.25 Pongee Shir	for \$1.7	90 15c Large Double Mesh Hair Nets9c 4 15c Gingham11 12c 36 inch Outing17 17 12	36 inch Percale 16c Ladies House Dresses 79c O. N. T. Sewing Thread, 3 spools for 10c Ladies Silk Teds, Gowns and etc 1-2 Price All Sweaters at 20 per ct. off	
1.75 Hose	\$1.5		27 inch best Grade Outing in all Colors 186	
50C Hose 75C Hose 81.25 Panel Back 1.50 Hose	80 Hose	AT ONE-HALF PRICE	3.00 Satin 1.33 .75 Pongee 2.73 .50 Beauty Silk .33	
c Hose c Hose c Hose		FURS	\$1.75 Taffeta for\$1. 1.75 Crepe de Chine1 3.00 Satin1	
- TT		THE IDEAL CHRISTMAS GIFT	SILKS	