

BATESVILLE DAILY GUARD

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FARMER BUYS YEAR'S ADVERTISING SPACE

"There is something new in the Headlight this week. M. L. Hyatt came down from his home ten miles up the lake and inquired what our rate would be on a certain amount of advertising space by the year. We told him and he said he would take it. He said he always had something to sell or trade, or else wanted something, and he believed that a regular space in the Headlight in which he could put anything he pleased at any time would be just the thing to get results. So there you are. We have done a good deal of advertising for farmers in the last twenty years, but this is the first time we ever sold a farmer a year's space.

"A good many farmers put up bulletin boards in front of their farms, and put on a notice of whatever they have to sell from time to time, which is a good idea, though in these days of automobiles the traveler doesn't always stop to read a bulletin.

"If you could put up a bulletin and then have a guarantee that 2,000 people would go past it every week for 52 weeks in the year, and that they would all be going slow enough to read it, it would be worth more, wouldn't it?"

"Well, that is what Mr. Hyatt has done."—From the Big Stone (S. D.) Headlight.

LECTURE DATE AGAIN CHANGED

Dr. Jewell, who was to have given his lecture at the High School Auditorium next Friday evening, is kept at home on account of illness. All his family have influenza, except one who has pneumonia.

He will be with us later. As soon as possible, the date will be announced. Tickets sold for his lecture will be good when he comes.

ROBERT KNOX ENTERS ON NEW DUTY

Little Rock, March 3.—Robert C. Knox, late Assistant Attorney General, has entered on his duties as Chief Counsel of the Arkansas Corporation Commission, succeeding T. W. Campbell, resigned. J. E. Webster of the Little Rock bar has become Assistant Attorney General.

WONDER PICTURES TO BE FILMED

President James A. McGill, of the Historical Film Corporation of America, now filming The Pageant of the Bible at Burbank, Cal., announces that his company plans to produce a series of wonder pictures dealing with world events concurrently with The Pageant of the Bible after that work has been released.

The universal appeal of such stories as "Ben Hur," "Quo Vadis" etc., whose hold upon the public mind is attributable to the Christ element in them, has greatly impressed Mr. McGill, and while all the so-called Wonder Pictures will not necessarily deal with religious subjects, at least some of them will do so.

For instance, there is a tremendous story in the life and ministry of Paul, and there is, contrary to popular belief, a wonderful love element in it. Nothing in Bible history or literature offers anything more dramatic than the martyrdom of Stephen, of which Paul was a witness, or the address of Paul before Agrippa. This story of Paul will probably be the first offering of the new program.

The story of Peter, the Hermit, and the Crusades is an untouched mine of motion picture wealth, and the Iliad and the Odyssey in the right hands would furnish subjects unmatchable in cinema art. Egypt and Rome hold much that should be offered in pictures, and the Middle Ages are still dark to the screen.

The chivalric annals of Charlemagne and his knights, the enchanted pages of Venetian and Florentine history, the heroic opposition to the Crescent, the Mythology, all these are fruitful fields for the cinematographer, and President McGill promises to exploit them as soon as The Pageant of the Bible is well on its march across the silver sheet.

PRESIDENT WENT ON AUTOMOBILE RIDE

Washington, March 3.—The president went automobile riding today for the first time in six months. Mrs. Wilson and Dr. Grayson accompanied him. The second car followed with the president's secret service men. The ride lasted about one hour and the President was supported to and from the auto, with a cane supported to Mrs. Wilson and Dr. Grayson.

Every loyal citizen should be prepared to subscribe for stock in the Independence County Fair Association when the committee calls on you.

OUR FRIENDS ARE ADVISED

to not overlook the fact, when preparing their income report for last year, that this Association matured stock in Series "3" during last year, and according to ruling of the Department all the profit received in matured stock over and above the amount paid in should be reported as income received during the year stock is matured.

We are required to report the names of all those receiving from us as much as \$1,000 matured stock during last year, and this advice is given that those receiving such amounts might not overlook reporting same in their individual returns.

Peoples Building & Savings Association

The oldest Building & Loan Association in the city.

Office at Union Bank & Trust Co.

FAIR ASSOCIATION MEET LAST NIGHT

A very enthusiastic meeting of the Independence County Fair Association was held last night at the Chamber of Commerce rooms upon call of Mr. Chas. Barnett, temporary chairman of this organization. It was decided at this meeting that it would be best to make a solicitation among the various corporations and individuals in Batesville before making the effort to go out over the county to secure funds for this association.

It is estimated that it will take \$25,000 to have a first-class fair, one like Independence county deserves, but for the present, plans are being made by the committees to solicit for about half of this amount to secure enough money to purchase the grounds and make necessary arrangements to begin the work.

At a meeting which will be held later, committees will formulate their plans for a systematic drive to be made in Batesville, probably next week, to secure these. Those who are being called upon to help promote this proposition should not in any manner consider this a donation because as has been proven in other counties a fair association is an investment which will bring returns far more than these counties anticipate as people should give readily to help in every way possible in putting this Fair Association over because it will mean more to Independence county than any other project that has been done in the county for a long time.

HOW MONEY IS SPENT IN BUILDING ROADS

Practically 90 per cent of the total cost of building good roads in Arkansas is expended in actual construction work. The balance of the amount raised through assessments and through appropriations from the state and federal aid funds, is used to pay the "overhead" expense.

It has been brought out at the last special session of the legislature that a majority of those who have raised objections to the creation of new road districts oppose the building of improved highways principally because a large percent of the money goes to the engineers, attorneys and others, and is not used in actual construction work.

The State Highway Commission has supervisory jurisdiction over all road construction work in the state. Before the commissioners of any road district act finally in awarding a contract, the commissioners are required to file their plans and specifications with the Highway Department. Unless these are satisfactory to the commission, they are disapproved, and the contract cannot be awarded until they are revised.

It is in this way that the Highway Department keeps an accurate check upon the cost of building good roads in the state. When it is shown in the specifications that the "overhead" expenses will amount to more than 10 per cent of the total cost, the plans are disapproved. The disapproval of the plans by the Highway Department automatically "kills" them.

The largest item in the "overhead" expense of a road district is the five percent paid to the engineer. An engineer cannot properly supervise the construction of a modern highway for less than 5 per cent of the cost of the road and sometimes loses money at 5 per cent. The engineer is required to be on the job from the time the survey is begun until the road is completed.

There is a general misunderstanding the amount the attorney for a road district receives. Some attorneys for road districts are paid as much as 3 per cent of the total cost of the road, but most of them receive less. Their work usually is heaviest during the early construction, when there is considerable litigation in the courts in which the district is interested. The attorney also is required to obtain abstracts of all the land in the district.

The balance of the "overhead" expense is used in paying the mileage and per diem of the commissioners, advertising, stationery, etc.

BATESVILLE BOTTLING COMPANY INSTALLS PLANT

Batesville Bottling Company have just installed a class enameled sirup mixing tank, electric driven, which is the latest word in bottling equipment.

From the sirup mixing until the Soda Water comes out a finished product, it is done with the most up-to-date and human-like machinery, under the most sanitary conditions. They have recently moved into their building just across the street from Yeatman-Gray Grocer Company. It is well worth anyone's time to go through this factory and see the great care that is exercised to maintain the standard of purity and wholesomeness of Soft Drinks.

Every bottle passes through a specially designed machine to be sterilized before filling, and the contents of the bottle never come in contact with human hands.

EDW. H. HALE MEETS WAYS AND MEANS COMMITTEE

Washington, March 3.—Edward H. Hale, secretary of the Ways and Means committee, declared that the fallure of congress to provide a means by which war veterans of the Republic could be relieved of the disabilities which was shown by the Republic, since the close of hostilities.

He further asserted that the receptions which were given to the men upon their return to the United States were filled with emptiness compared to what could have been done in a more substantial way, as many of the men who served in France were not high salaried men, and made a financial sacrifice when they were sent to war, and that this fact was a proof that monetary inducements did not prompt them to enlist, but rather the pure patriotism for their country, and he pointed out to the committee that the service men were still wearing their army clothes, because they had no money to buy fur-lined collars and flippers, as did the men who remained here in civil.

Hale outlined two plans, one providing for a bonus of thirty dollars per month for each month's service, and the other giving the service men the opportunity to purchase homes on the money lent them by the government at proper interest fee, to be secured by the property purchased.

Representative McSpadden suggests the issuance of bonds against the foreign indebtedness of the United States, these bonds to be distributed as bonus to the ex-soldiers and sailors, and declared that this would insure the payment of the bonds, while now we are not sure that we will ever get money which has been invested in foreign loans.

PRESIDENT TO RESUME PRIVATE LIFE

Washington, D. C., March 3.—It is the belief of those who are close to the president that he will resume his private citizenship one year from tomorrow, and that he will not be a candidate for a third term, but that he will endeavor to have a third term of his principles, and it is also believed that he will not express any choice of the Democratic candidates until the Frisco convention, when it is expected that he will pick his successor.

Join the Chamber of Commerce and be a host.

NOTICE TO LIBERTY BOND HOLDERS

When you received your Liberty Bonds there were only four interest coupons attached. These have about all matured, and it is necessary now to send in the bonds and exchange them for others of the same issue, having all the remaining coupons attached.

If you wish us to attend to the conversion of these bonds for you, bring or send them to us sometime during this month, and we will make the exchange as soon as the Government can get to it.

FIRST NATIONAL BANK

Member Federal Reserve System
BATESVILLE, ARK.

GOVERNOR RECEIVES COMMUNICATION

Little Rock, Mar. 3.—Gov. Brough yesterday received a telegram from Franklin K. Lane, former Secretary of the Interior, in which Mr. Lane makes an appeal for the National Social Unit Organization in affiliation with the community councils for the promotion of unity and good will through the nation and for a country-wide discussion of community movement as a means of developing sound Americanism and more intelligent and effective Democracy.

Mr. Lane has called a conference of representatives of each state in the Union at the New Willard Hotel in Washington, for Saturday, March 30. Gov. Brough has announced the appointment of the following delegates: Roy L. Thompson, President of the Little Rock Board of Commerce; E. B. Bloom, Secretary of the Pine Bluff Chamber of Commerce; George R. Belding, Secretary for the Hot Springs Business Men's League; T. J. Parker, Secretary of the Chamber of Commerce; E. M. Allen, President of the Helena Chamber of Commerce; Ray Gill, Secretary of the Fort Smith Chamber of Commerce, and Leo Krouse, president of the Texarkana Chamber of Commerce.

TENDERS HIS RESIGNATION

Washington, March 3.—Albert Straus, Governor of the Federal Reserve Board, has tendered his resignation to the President.

EVERYONE WANTS AN ATTRACTIVE BEDROOM

These are the days of *quality buying*, don't forget it; you get exactly what you pay for. So it is up to you to keep **QUALITY**—real genuine **VALUE**—in mind, rather than price. Think rather of the article's **LASTING VALUE** than the low amount you may buy it for. Get **BETTER FURNITURE** and in the long run greater satisfaction and better value.

We have a good showing of dining and bed room suites in the different finishes, and will be glad if you will come in and let us show them to you.

How about a new rug this Spring?
We have lots of different patterns.

MAXFIELDS