

"Our press and the folders worked all night long the night before the rally, printing sample copies for the solicitors and for distribution from the tent. Towards evening it looked like everybody had a copy of the *Eagle* in his pocket to take home as a souvenir of the big day.

"One of our girls took in 86 new subscribers. The others averaged from 25 to 30. The total for the day was 1,044.

"The solicitors were paid a satisfactory commission, and all said it had been wonderfully easy to get subscribers on the plan indicated. It took hardly any talking. The crowd was in a happy frame of mind, had plenty of money to spend, and thought nothing of planking down 50 cents for three months of a paper from Dr. Nelson's town, but the aggregate was over \$500 for the *Eagle*.

THEN the big thing was of course, to hold as many of those short term subscribers as possible, so we put in our best licks to improve the *Eagle* so they would stay with us. About one-third are on our subscription list now, and some who dropped off at the end of the three months are coming in and signing up.

"The incident has been commented on throughout the state, though there is nothing wonderful about it. It was just a matter of planning in advance for the approaching opportunity."

# The Bunceton Weekly Eagle

A Weekly Journal Devoted to the Interests of Bunceton, Cooper County and the State of Missouri

VOLUME 36, NUMBER 2

BUNCETON, MISSOURI, FRIDAY, MAY 8, 1925

3 MOS. 50c-6 MOS. 85c-1 YEAR, \$1.50

## TWO LOCAL LUMBER YARDS MERGED BY G. A. ALEXANDER

Deal Completed Last Week and Became Effective on Friday, May 1

TO MOVE TO LOWER YARD

A. L. Scott Yard Was Established Here in 1912—Alexander Came in 1918

George Alexander, owner of the Bunceton Lumber Company, closed a deal the past week, effective on last Friday, May 1, whereby the A. L. Scott Lumber Company and the Bunceton Lumber Company were consolidated, he becoming owner of both.

The A. L. Scott Lumber Company was one of a chain of nine such yards owned by A. L. Scott and C. M. Ward in Missouri and Kansas with the head office at Topeka. The yard was established in Bunceton in 1912 and has operated continuously ever since carrying at all times one of the largest and most complete stocks of lumber to be found in a yard in any town comparable with the size of Bunceton.

Later Mr. Scott bought an interest in the Bunceton Lumber Company with yards in the west end of town and continued to hold this interest in both yards.

The town was established in 1912.

## MOTHER AND DAUGHTER BANQUET BEING PLANNED

Will be Held on Thursday Night, May 21, at the Masonic Hall—Men are Helping

Arrangements are under way for a Mother and Daughter Banquet which will be given in their honor at the Masonic Hall on Thursday night, May 21.

The banquet is being held in connection with the week of May 18th to May 24th which is known as National Mothers and Daughters Week. It was the desire to stage the banquet on one evening of this week but due to the closing exercises of the local schools it was decided to postpone the affair until the following week.

Committees representing the four churches were appointed last Sunday and have held a meeting and appointed sub-committees and arrangements for the banquet are now under way.

In our issue next week we hope to be able to give more detailed particulars and carry a copy of the program for the evening.

PROGRAM FOR THE EVENING

Baccalaureate Sermon Sunday Night—Senior Play Next Wednesday Night

Next week will be Commencement Week at the Bunceton School. The first event of the Commencement festivities will be the Junior Senior Banquet at the Masonic Hall on



MOTHER

Never a sigh for the cares that she bore for me,  
Never a thought of the joys that flew by,  
Her one regret that she couldn't do more for me,  
Thoughtless and selfish, her Master, was I.

Oh, the long nights that she came to my call, to me,  
Oh, the soft touch of hands on my brow,  
Oh, the long years that she gave up her all to me!  
Oh, how I yearn for her gentleness now!

Slave to her baby! Yes, that was the way of her,  
Counting her greatest of services small;  
Words cannot tell what this old heart would say of her,  
Mother—the sweetest and fairest of all.—By Edgar A. Guest

## CLOSING EXERCISES OF LOCAL SCHOOLS

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## POPULAR YOUNG COUPLE OF MT. NEBO COMMUNITY WED

Miss Lucille Paxton Became Bride of Edward Windsor Jr. on Tuesday Evening, May 5

A pretty May wedding occurred at the home of Mr. and Mrs. W. S. Paxton of near Mt. Nebo on Tuesday evening of this week when their oldest daughter, Miss Lucille was

in the holy bonds of matrimony.

## FUNERAL OF LOUVINA L. STEIGLEDER HELD MONDAY

Body Brought to Home of Brothers From St. Joseph—Services at Lone Elm Church

The remains of Miss Louvina L. Steigleider who passed away at the hospital at St. Joseph following a lingering illness on Saturday, May 2, was brought to the home of her brothers, G. H. and F. W. Steigleider

## FOUR 8TH GRADE GRADUATES AT PLEASANT GREEN SCHOOL

Miss Lottie Hunt Closed A Very Successful Term of School at Pleasant Green

Miss Lottie Hunt, teacher for the past year at the Pleasant Green school, closed a very successful term on last Friday at which time four students were graduated. From the Eighth Grade and an all day program and basket dinner was held at the school attended by the parents of the children.

Miss Hunt has had an enrollment of 44 students during the year and has concluded her third successive year as teacher of the Pleasant Green school. She was not an applicant for the position next year and the school board has elected Miss Trella Gibson of near Speed as the teacher for next year.

The four composing the graduating class were: Miss Norma Powell, Miss Lottie Hunt, Miss Nellie Bridges and Margaret Esker.

## MRS. S. RENFROW AGED 86, IS DEAD

Was One of Bunceton's Oldest and Most Loved Citizens—Funeral Thurs.

One of Bunceton's oldest and most beloved women, Mrs. S. Renfrow, died at her home on Thursday, May 7, at the age of 86 years, 9 months and 25 days.

This is the third time in five years that Bunceton has won the grain judging contest and the trophy cup awarded to the permanent property of the school. During the five years this affair has been held Bunceton has won three times in the grain judging and twice in the stock judging, giving her as many

## BOONVILLE TEAM WON STATE GRAIN JUDGING TROPHY

Russell Werts Won Individual Honors With Highest Score in the Contest

BOONVILLE TO KEEP CUP

Boonville Base Ball Team Defeated Mexico 3-2—To Play Centralia Sunday

The grain judging team of the Boonville High School has been declared the winner in the contests conducted at Columbia at the University last week at Junior Farmers Week, and awarded the \$75 trophy cup.

Russell Werts, a member of the team won individual honors in being declared the best grain judge in his class in the state. He is the son of Mr. and Mrs. Leslie Werts and is a junior in the Boonville high school. Other members of the team are Eugene Frederick and Lawrence Meyer.

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## "ZINC" SHOWING TYPICAL BUNCETON (MO.) EAGLE MAKE-UP

Neatness and Good Typographical Taste Along the "Newsy" Style Prevail on Every Page of This Remarkable Weekly

When a member asked Mr. Denman the method he used in holding his short term subscribers, he said:

"Well, I believe in good local features. I always try to start my first page with a feature story that will be of interest to everybody in our circulation area. The feature story with the outdoor atmosphere we have found most popular.

"Then we have an editorial page on

local subjects. Editorials are read, even in a country weekly. I know that. But they must treat on familiar matters, something in which the public is interested. The over-smart editorial does not appeal.

"And a good serial story—if you have a really good one—is a splendid feature in holding interest. When I run a serial story, it is only after I have read every line of it, and decided it will please my readers. I have had some most interesting correspondence with my subscribers about the serial stories we run. They tell me frankly just what they think about them, and these letters are good guide-marks in helping me to decide the sort of story to use. I might not be able to write a very learned review of the latest best seller, but I know the kind of a yarn my people like to read."

## HOW TO WHOLLY KILL A WOUNDED CUSTOMER

WHEN a customer comes in to a shop with a complaint, he is wounded. If you treat him suspiciously he is killed. He needs "First Aid to the Injured."

He has already had one crack from your shop, or thinks he has. If you give him another crack, he is lost.

A complaining customer is at the crossroads. Where he goes, depends on how you treat him. He will become either a dead customer or a live and loyal one.

So, make sure that you have a Red Cross system in your firm, for the special treatment of wounded customers. Don't knock them on the head, as most shops do, when they come in wounded.

The Efficiency Magazine.

BROWN HILL, Southern California Editor: "Let's pray for what we get and have the other fellow to do the same."

## If You Are Not Already a Subscriber of THE KENDALLVILLE DAILY NEWS-SUN

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Fill in and mail to the Kendallville Daily News-Sun, Kendallville, Ind., the following coupon for a 3 months trial of the News-Sun:

Enclosed find \$\_\_\_\_\_ for which send the Kendallville Daily News-Sun to

Name \_\_\_\_\_

Address \_\_\_\_\_

3 months in city of Kendallville \$1.50

3 months by mail \_\_\_\_\_ 50c

## "STRAIGHT TALK" PAGE BRINGS RETURNS

Kendallville (Ind.) News-Sun Just Tells a Straightforward Story of Its Service, Between Sets of Strong Display Lines