WORK OF THE COMMERCIAL CLUB FOR 1915 REVIEWED BY FARRIS

Secretary, in Paper Read at Annual Meeting Last Night Summarized Achievements of the Club For the Past Year.

PUBLICITY WAS FIRST

The Commercial Club, at its annual membership meeting last night departed from the custom of having each of the directors review the work of the closing year and instead received and read the various reports and heard the report of the Secretary who summarized the year's work.

Due to illness, Mr. Farris, the secretary, was unable to attend the meeting in fact being ill for the last week he could only briefly review the work. The retiring directors adopted a resolution recommending to the new board that Mr. Farris be re-employed for the new year.

The report of the secretary was read by W. C. Bailey, the chairman of the finance committee, it being as follows:

"To attempt at this time to give more than a brief summary of the work of this organization for the year just closed is impossible. The realization of the Gulf Coast Exposition and its manifold duties, coming as it does at the very close of your fiscal year and the unfortunate indisposition of your secretary have made it physically impossible. Carrying your indulgence, therefore, we have simply outlined some of the work done. Please bear in mind that much—it is safe to say one-third—of the work of a Commercial organization is not of a tangible nature. It is impossible to account for time spent in securing information on all kinds of subjects for all kinds of firms or individuals and yet, with some inquiries neglected, complaints of the ineffiency of the organization would soon be heralded throughout this and other communities and this organization and Corpus Christi would receive some very adverse publicity.

Our lines of endeavor, this year, due partially to an insufficient budget, did not afford opportunities for activity of several of our regular committees and yet the chairmen of these committees with that splendid spirit which has characterized all the labors and actions of your representative body offered their services and shared the burdens of those chairmen whose committees were permanently active. Right here, if you will permit, allow me to say that in years of contact with all sorts of business men throughout many states I have never had the pleasure of having been associated with a more understanding, courteous and thoroughly unselfish set of gentlemen as for simplicity this editorial board.

The work of the Agricultural Committee, J. A. Hill chairman, embodied the taking of a partial census of the crop acreage of the county following the state-wide campaign for less cotton and more diversification and livestock. Country automobiles were formed, their object being to bring the business men and the farmer in closer touch with one another and to assist Corpus the Commercial Organization the marketing of farm products. Farm bulletins which were sent throughout the state have been published at regular intervals.

This committee, through the Commercial Club, established and maintained a weigh yard for the farmers, a most necessary movement for Corpus Christi and which should be continued. Hundreds of letters copies of letters from the Agricultural Department of the State have been mailed at regular intervals to our farmers and business men. A market plan was introduced for the farmers, co-operated closely with the County Farm Demonstrator and through the organization paid $150 towards his salary. Wish to call attention to the splendid movement made by the Federated Clubs of this city in maintaining a tool room for the farmers families. This project should receive the financial support of this organization and of the city.

Work of the Educational Committee, Prof. Nat Dodson chairman, is especially noteworthy and is fully covered by a special report. Besides the successfully conducted Summer School at which 250 pupils attended for eight weeks, this committee was instrumental in bringing to the city the Texas State Teachers Association Convention which it is estimated that more than 1500 visitors attended for three days. Amount spent by this committee 1915, $518.

Through the Entertainment Committee—Lewis Grant chairman; thirteen conventions of more than 13,000 people who spent conservatively $115,000 were taken care of. Most suitable of these conventions were the Texas Press Association, the Cotton Seed Crushers Association and the Texas State Tractor Association. Amount spent by this committee directly for entertainment was $1687.

The Publicity Committee, D. R. Locke chairman, has spent a very active year and we believe it can be truthfully asserted that never before in its history has Corpus Christi received more effective publicity than during the year 1915. The Texas Press Convention was the result of this city receiving more than 75,000 lines of pure reading matter and 18,000 inches or 81 pages of display advertising matter. This done without one cent of cost to Corpus Christi or the Commercial Club.

In addition to this in order to place this city's advantages as a resort before the people of the state, large quarter page advertisements of Corpus Christi as a resort were carried in the largest daily papers in the state, a combined campaign of large eight-sheet posters in 19 of the largest cities and towns of the state was conducted for three months—"Corpus Christi the Vacation City."

Thousands of inquiries were received from these efforts to every one of which was sent a personal letter containing literature of Corpus Christi, a list of hotels, boarding and rooming houses and a cordial invitation to come to Corpus Christi.

Published and has been distributed from Corpus Christi on the line cars carrying the advertisement of Corpus Christi and 10,000 stickers advertising Corpus Christi as the city of opportunity and as a resort city. We cannot help but feel that the result of this class of advertising was fair.

Corpus Christi's booklet, published under the auspices of the Publicity Committee, has had very favorable comment throughout this and states to the north and east and results from this form of advertising are very apparent. The lack of funds was the only thing that hampered the splendid work of this committee. To the daily press of this city is due the thanks of this organization for its splendid co-operation with this committee in giving widespread publicity in the way of news, stories, illustrations, etc., to the press of the entire country. The value of this service is incalculable. In round numbers the Publicity Committee, 1915, spent $1500.

Railroad Committee, Mr. F. H. Sechrist chairman, has been particularly active in safe-guarding the freight and traffic interests of this city, notably in the co-operation with the Laredo Chamber of Commerce and other Commercial Organizations in lower Texas in the fight against increased freight rates for this territory. I regret that the very limited time prevents more detailed report of the work of this and our other committees and if given opportunity will prepare more finished report at a later session.

In addition to the above, the Commercial Club inaugurated a rooming and boarding house directory, a bulletin service for the real estate men, issued city maps showing the downtown section of the city, endeavored to organize a real estate exchange, endorsed and assisted in the publication of a new city directory, refurnished completely the Club Room at an expense of $600 with substantial and service-giving furniture, successfully conducted two trades trips, promoted and pushed through the Gulf Coast Annual Exposition which we hope will prove a lasting monument to the efficiency and faithfulness of this board of directors.

It is with extreme regret and a sense of humiliation that I offer this paper as a summary of the work accomplished by this splendid board of directors this year but as explained at the beginning, it is a physical impossibility at this time to do more.

ARIZONA TO SEND EXHIBIT

That State Will be Well Represented at El Paso Livestock Show

EL PASO, Jan. 13.—The University of Arizona will have two representatives on the program of the American National Livestock association's annual meeting, which will be held at El Paso January 25, 26 and 27. Professor J. J. Thornber, botanist of the agriculture experiment station will speak on "The 640-acre Grazing Homestead Bill." Professor Thornber has made a careful study of the grazing range problem for the last seventeen years in Arizona, and is considered an authority on this subject. The important subject of "What Bears Sanitation Will Accomplish," will be discussed by Prof. G. W. Harper, livestock specialist of the agricultural extension service. Professor Harper states that lack of proper sanitation methods on the range causes a loss to cattlemen in Arizona alone of over $2,000,000 a year. What this loss amounts to throughout the entire cattle raising sections of the United States is unknown, but it must be enormous. Professor Harper believes that there are simple means by which a large part of this loss may be prevented.

Dwight B. Heard of Phoenix is president of the American National Livestock association.

FARMERS TO MEET AT ANGELO.

The Pecos Valley District Farmers' Union will hold their annual convention in San Angelo, Texas, on next week January 20, 21 and 22. It is estimated that there will be about four hundred delegates in attendance representing the five district farmers' unions of Texas.

A strong program has been outlined and several out of State speakers will discuss subjects of interest.

The San Angelo Board of City Development, who are making arrangements to entertain the convention, extend a cordial welcome to all members of the farmers' unions of Texas to attend.

"Coffee Don't Hurt Me"

Can he get away with it?

The drug, caffeine, in coffee, about 2 1-2 grains to the average cup, hurts many coffee drinkers, at some time of life, and often hurts them hard.

Caffeine is a powerful irritant that unsteadies the nerves, races the heart, disorganizes the digestive organs and plays havoc with the health of a large proportion of coffee users.

Of course, there are some who go on drinking coffee for years, without apparent harm, at least they don't suspect it, until the cumulative drug, caffeine, has got in its work. Isn't it the best plan to play safe with health—quit coffee and use

INSTANT POSTUM

This pure food-drink made of wheat and a small portion of molasses tastes much like mild, high-grade Java coffee, yet contains no drug or other harmful element.

Postum comes in two forms: the original **Postum Cereal,** must be well-boiled, 15c and 25c packages; **Instant Postum,** the soluble form, can be made in the cup, at table, by adding hot water, 30c and 50c tins. Both kinds are equally delicious and the cost per cup is about the same.

The better health that follows quitting coffee has shown thousands

"There's a Reason" for POSTUM

Send 2c stamp for 5-cup sample of Instant Postum.

Postum Cereal Co. Ltd., Battle Creek, Mich.

Eidson Dry Goods Co.'s

Removal Sale of All Winter Goods

We have lost sight of cost entirely--In many instances the price is only about one-fourth

Suits
Coats
Sweaters
Under-wear
Blankets
Comforts
Shoes
Hats
Etc.

EIDSON Dry Goods Company

LADIES' SUITS

Ladies' Suits carried over from last season, former price was $15.00 to $25.00 in this sale for $3.98

All Ladies' Suits, high-grade material and workmanship, this season's latest styles, worth up to $20.00, your choice. $9.98

LADIES' COATS

All Wool Coats, worth $3.50 to $5.00, your choice $1.98

All Coats that sold up to $20.00, your choice for $9.98

SWEATERS

Children's all-wool Sweaters, $1.50 values, special 90c

$2.00 Ladies' and Children's all-wool Sweaters, choice $1.35

$1.25 Men's all Cotton Sweaters, your choice this sale for 90c

$2.50 to $3.50 Men's fine Wool Sweaters, special $1.98

MEN'S SHIRTS

Fine all-wool Flannel Overshirts, sold for $2.25 and $2.50, choice $1.49

$1.50 Flannel Overshirts, special during this sale for $1.00

$1.50 Men's all-wool undershirts and drawers, special $1.00

BOYS' OVERCOATS

25 Boys' Overcoats, worth $2.50 to $4.00 at ..... ONE-HALF PRICE

MEN'S SUITS

$15.00 Men's Cashmere Suits, $7.50, $12.50 and $15.00, all Wool Serge and Worsted, Suits at $10.00

$20.00 and $25.00 Men's all-wool Suits, now for $15.00

MEN'S OVERCOATS

One-Third Off on All Men's Overcoats

BOYS' SUITS

$10.00 Boys' all-wool suits, your choice, this sale for $7.50

$7.50 Boys' all-wool Suits, your choice this sale for $4.98

$3.00 Wool Suits, your choice during this sale for $1.98

SHOES

All Ladies high-top, tan shoes, button or lace, that sold for $4.00 and $5.00, special $1.98

Odd Lots of Ladies' high button shoes that sold for $3.00, your choice $1.50

Men's black and tan, lace and button shoes, $5.00 to $7.00 values, special $2.98

MEN'S HATS

$2.00 Men's Felt Hats, Velvet Hats and Wool Clothe Hats, special $1.00

$3.00 Men's Felt Hats, your choice during this sale for $1.50

$5.00 and $6.00 Stetson Hates, specially priced at $3.50

$5.00 and $6.00 Imported Plush Hats, now for $2.50

SLICKER COATS

One case of Slickers, black and tan—seconds of $3.00 Coats, special 50c

PERSONAL MENTION

Mrs. Ben Frisby is reported as rapidly recovering from a several weeks' illness.

Allan E. Ragsdale, insurance agent for the Fire is in the city.

Paul A. Turner who has been visiting in the city yesterday left for his home in Las Vegas, New Mexico.

Glover Johns is expected home tonight from New Orleans where he has been attending the district meeting of Rotary Clubs.

Lee B. Jones of San Antonio is a visitor in the city shopping at The Nueces.

Dr. H. J. Reynolds and wife and John Reynolds, of Ohio are visitors in the city, guests at the Nueces.

Mrs. R. M. Rice and Miss Harriett Ensminger, of Kansas City, Mo., are visiting in the city, guests at the Nueces.

Political Announcements.

FOR SHERIFF

The Caller is authorized to announce LEE BIGGS as a candidate for sheriff of Nueces County subject to the action of voters in the Democratic primary.

LOST AND FOUND

LOST—Bunch of keys between Halsa garage and Robstown. Finder please leave at Caller office and receive reward.

LOST—12 yards of papering canvas, at corner Buford Avenue and Sixth Street. Return to Thom Wallpaper and Paint House.

LOST—Bunch of 3 or 4 keys on heart-shaped ring. Finder return to Caller office and receive reward. (49)

FOR SALE—Hides and Skins

We are in the market for all kinds of hides and skins. See us when you have anything. Charles Land & Co., 618 Carrizo Street. Phone 1242. (289)

AN ORDINANCE

PROVIDING FOR THE HOLDING OF A SPECIAL ELECTION IN THE CITY OF CORPUS CHRISTI BY THE QUALIFIED VOTERS OF SAID CITY, FOR THE PURPOSE OF DETERMINING IF E. H. ELDRIDGE, TRUSTEE, MAY SELL THE ENTIRE ELECTRIC PLANT AND BUSINESS IN THE CITY OF CORPUS CHRISTI, TEXAS, FORMERLY OPERATED BY THE PEOPLES LIGHT COMPANY, TO THE CORPUS CHRISTI RAILWAY AND LIGHT COMPANY, IN ACCORDANCE WITH CHAPTER 79 OF THE GENERAL LAWS OF THE STATE OF TEXAS ADOPTED BY THE THIRTY-FOURTH LEGISLATURE OF THE STATE OF TEXAS, AND DECLARING AN EMERGENCY:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CORPUS CHRISTI:

Section 1. That it is hereby ordered that an election of the qualified voters of the City of Corpus Christi, Texas, be held on the 18th day of January, A. D. 1916, for the purpose of determining if E. H. Eldridge as Trustee of and for the properties formerly owned by the Peoples Light Company, may sell the entire electric plant and business, in the City of Corpus Christi, Texas, formerly owned and operated by said corporation, and now operated by the said E. H. Eldridge, to the Corpus Christi Railway and Light Company of Corpus Christi, Texas.

Section 2. That the polls of such election shall be kept open from eight o'clock A. M., to seven o'clock P. M., and that at said election all qualified voters residing in the City of Corpus Christi shall be allowed to vote, and that the polling places and presiding officers of said election shall be respectively as follows: There shall be one polling place at the City Hall and Fire Station, in Bond Election Precinct No. 1, of the City of Corpus Christi, and O. O. Wright is hereby appointed as presiding Judge, and E. T. Merriman and H. N. Garrett assistant judges.

Section 3. That the form of ballot to be used in said election for those voting in favor of the sale by E. H. Eldridge, Trustee, of the entire electric plant and business formerly operated by the Peoples Light Company and now operated by said Trustee, in Corpus Christi, Texas, to the Corpus Christi Railway and Light Company, shall be as follows:

"For the sale by E. H. Eldridge, Trustee of the entire electric plant and business formerly operated by the Peoples Light Company in Corpus Christi, to the Corpus Christi Railway and Light Company."

And the form of ballot to be used in said election for those voting against the sale by the said E. H. Eldridge, Trustee, of said electric plant and business to the Corpus Christi Railway and Light Company shall be as follows:

"Against the sale by E. H. Eldridge, Trustee, of said electric plant and business formerly operated by the Peoples Light Company to the Corpus Christi Railway and Light Company."

Section 4. That said election shall be held in accordance with the general laws of the State, so far as same are applicable, and not in conflict with the City Charter.

Section 5. The Mayor of the City of Corpus Christi is hereby directed to cause proper notice of said election to be published in accordance with the terms of the City Charter for a period of not less than thirty (30) days prior to the date of said election.

Section 6. The fact that the properties formerly belonging to the Peoples Light Company are now being operated by the Trustee with insufficient capital, and that said business may be discontinued at any time, resulting in great inconvenience to the public, and the fact that a sale of said properties to the Corpus Christi Railway and Light Company will result in better service, and in the elimination of duplication of polls and lines upon the streets of said City, which duplication is unsightly, creates a public emergency and an imperative public necessity requiring the suspension of the charter rule providing that no ordinance or resolution shall be finally passed on the day of its introduction, and that such ordinance or resolution shall be read at three several meetings of the City Council; and the Mayor having declared that such public emergency and necessity exists, and requested in writing that such charter rule be suspended, and that this ordinance be passed finally on the day of its introduction, and that it take effect and be in full force from and after its passage, it is so ordered.

Passed on the 17th day of December, A. D., 1915.

Approved on the 17th day of December, A. D., 1915.

ROY MILLER, Mayor of the City of Corpus Christi.

(Seal) Attest: F. J. MULLIGAN, City Secretary of the City of Corpus Christi.

Approved December 17th, A. D., 1915, RUSSELL SAVAGE, City Attorney.

(Advertisement.)

NOTICE OF SPECIAL ELECTION

Notice is hereby given that a special election will be held in the City of Corpus Christi on the 18th day of January, A. D. 1916, pursuant to and in accordance with the following provisions of an ordinance passed by the City Council and approved by the Mayor on the 17th day of December, A. D., 1915.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CORPUS CHRISTI:

Section 1. That it is hereby ordered that an election of the qualified voters of the City of Corpus Christi, Texas, be held on the 18th day of January, A. D. 1916, for the purpose of determining if E. H. Eldridge as Trustee of and for the properties formerly owned by the Peoples Light Company, may sell the entire electric plant and business, in the City of Corpus Christi, Texas, formerly owned and operated by said corporation, and now operated by the said E. H. Eldridge, to the Corpus Christi Railway and Light Company of Corpus Christi, Texas.

Section 2. That the polls of such election shall be kept open from eight o'clock A. M., to seven o'clock P. M., and that at said election all qualified voters residing in the City of Corpus Christi shall be allowed to vote, and that the polling places and presiding officers of said election shall be respectively as follows: There shall be one polling place at the City Hall and Fire Station, in Bond Election Precinct No. 1, of the City of Corpus Christi, and O. O. Wright is hereby appointed as presiding Judge, and E. T. Merriman and H. N. Garrett assistant judges.

Section 3. That the form of ballot to be used in said election for those in favor of the sale by E. H. Eldridge, Trustee, of the entire electric plant and business formerly operated by the Peoples Light Company and now operated by said Trustee, in Corpus Christi, Texas, to the Corpus Christi Railway and Light Company, shall be as follows: "For the sale by E. H. Eldridge, Trustee of the entire electric plant and business formerly operated by the Peoples Light Company of Corpus Christi, to the Corpus Christi Railway and Light Company."

And the form of ballot to be used in said election for those voting against the sale by the said E. H. Eldridge, Trustee, of said electric plant and business to the Corpus Christi Railway and Light Company shall be as follows:

"Against the sale by E. H. Eldridge, Trustee, of said electric plant and business formerly operated by the Peoples Light Company to the Corpus Christi Railway and Light Company."

Section 4. That said election shall be held in accordance with the general laws of the State, so far as same are applicable, and not in conflict with the City Charter.

Section 5. The Mayor of the City of Corpus Christi is hereby directed to cause proper notice of said election to be published in accordance with the terms of the City Charter for a period of not less than thirty (30) days prior to the date of said election.

Said election is hereby ordered to be held in accordance with the above provisions of the said ordinance, and the general laws governing elections, in so far as same are applicable; and the persons named above are appointed judges of said election; and this notice is ordered published for thirty days in the Corpus Christi Caller and Daily Herald.

Witness my hand and the seal of the City of Corpus Christi, this the 17th day of December, A. D. 1915.

ROY MILLER, Mayor of the City of Corpus Christi, Texas.

(Seal.) Attest: F. J. MULLIGAN, City Secretary of the City of Corpus Christi.

(Advertisement.)

A START

must be made in any venture, undertaking or movement before you can get any place.

Start a checking account with us at once and start the new year right.

THE FIRST STATE BANK

"THE BANK OF THE PEOPLE"