

THE MERKEL

MERKEL COTTON RECEIPTS AND OUR BANK DEPOSITS

It is true our town and country, like all others of the state and south, have suffered from the dry years, but at that we are in "pretty tolerable" good shape, as good as any of our size and the best hereabout.

We always admit and only try to portray the true conditions and want fair and honest comparison and criticism. All that we want is a fair deal for our town and country and for you to know the facts.

One good way to learn the true condition of a community is to look at the cotton receipts and bank statements. This is a hard test for us now, for this has been a very dry year and many farmers are holding their cotton, but here goes.

Cotton Receipts.

Both yards, to date, 9,100 bales. This is good considering the conditions, and the total will go above 10,000 before the end of season. It is about one-third or half of a crop, for in 1906 receipts amounted to over 30,000 bales.

Bank Statements.

The following is a combined statement of our three banks as shown by the recent call.

Resources.

Loans and Discounts.....	\$227,998.47
U. S. and other Bonds.....	19,055.00
Real Estate, Banking House and Fixtures.....	25,397.25
Cash and Exchange.....	193,310.60
Total.....	\$465,761.32

Liabilities.

Capital Stock.....	\$90,000.00
Surplus and Profits.....	30,838.77
Accumulation.....	18,750.00
Deposits.....	326,172.55
Total.....	\$465,761.32

In the New Year, and during the spring and summer, the Merkel banks will be in better shape than ever before to take care of all legitimate demands of the farmers, stockmen and merchants of our town and country, and while this condition is a compliment to our town and country it will be greatly improved by the harvest of another average crop.

Money to Loan on Land.

If you contemplate borrowing money on your land this year, remember that our rate is only eight per cent. You could not expect a cheaper rate than that. Our terms are as reasonable as you would wish. See us at once.

E. B. Bynum & Co.

If you will read, study and compare our advertisements it will make your shopping easier. If you get a chance tell the merchant you saw his ad in our paper. It will please him, do us good and we will do as much for you sometime. Always help us and count on us to help you.

We have just received a nice line of choice plush laprobes ranging in price from \$2.00 to \$9.00. We will be open at night
West Texas Hardware Co.

OUR LETTER TO SANTA CLAUS

City in Clover, Christmas Eve, 1911.

DEAR OLD SANTY:

It aint no use to write if you don't pay no attention to what we say but if you don't want to get all your whiskers pulled out you better listen to us.

If yer get stuck up in your rounds in the Merkel country and one of our readers has to pull you out of the mud by yer ears don't blame us for we told you to send us some good roads. This bad spell has cost our farmers and merchants more than the little extra tax for several years. We want 'em next year and no monkey business about it. It's going to rain lots here and there'll be lots of hauling.

The crops you sent us wuz pretty good and might be alrite for sum folks but our good people deserve better and we want you to send us a regular bumper next year. Our paper is cash now and our farmers will need some extra money to send back to their poor kinfolks in the east. We beat most of them black land fellers this year but we want to knock all the wadding outen them next time. If yer can't help us any just git outen the way and give us a fair chance at them and we will show you.

We want a sewerage system and then we will have the healthiest town on the map. It wont cost much and will save some sickness and maybe a life some-times. Our doctors aint making a living now as it is but they can move back east where they have chills and fever or work for a living like we do. We want a steam laundry for our town that wont tear your shirts all to pieces when they git the dirt out. We want to keep that money at home. We want more pretty homes, cement sidewalks, graded and graveled streets, shade trees, park and playground. We want more modern awnings and more modern merchants what know how to advertise.

We want more good country homes, big red barns, fat hogs, big mares, high mules, fine cattle, good horses, premium pet stock, prize-winning chickens and some more black land and east Texas farmers and stockmen after they've been dipped. This is only a few things, so get busy and if business keeps us like it is, send us a bigger and better newspaper press.

Your good paper,

LITTLE MERKEL MAIL.

NO DAMAGE TO THE PERMANENT ROADS

It is seldom we pass up a good bet of any kind intentionally but on the good roads proposition, never.

On his visit to our little town last week we took advantage of the opportunity to interview Judge T. A. Bledsoe in regard to the damage and condition of the "good roads" of that precinct since the recent excessive rains.

He said: "The rains which make the most for this month since our weather bureau was established at Abilene a quarter of a century ago did little or no damage to our good roads. The streams were the highest since 1886 and at some places water at a depth of one to three feet and a width of 400 yards passed over our roadbed but did no damage. We promised the people they would get their money's worth and our roads, bridges and culverts built for them are permanent and will be enjoyed by their children of the next generation as well as this. This test shows this. We have much of the money to spend yet but on account of the cotton season when teams and hands have been scarce and some trouble in getting material at the right price we have been delayed on a lot of the work. The work on the Abilene-Tye road will probably be started in the next two or three months. We are taking our time and getting it done right and at the right price. We have built 32 miles to-date."

Buy your coal from a home dealer who sells it the year round.
J. B. Bell & Son.

Christmas is about here and it is necessary to make some presents. Why not give something that will be of service, such as nice China ware, stoves, sewing machine, scissors, pocket knives, razors, cut glass and many other useful things that we can not call your attention to that we have in stock. West Texas Hdw. Co

"MOTHER HUBBARD"

"Old Mother Hubbard" is in our little city.

She said to a reporter of the Mail: "Let there be no empty stockings in Merkel on Christmas morning."

She asked us to say to the parents of Merkel: "If you feel that your Santa Claus will not be able to fill the stockings of your children just drop a note addressed to "Mother Hubbard, care the Merkel Mail." Give name of children as well as your own and your location."

All letters, notes and messages and her good work will be strictly confidential.

"No empty stockings in Merkel."

Telephone 202 for oil and gas.



Every good citizen should take his home paper, The Mail is that.

FARMING EXPERT FOR OUR COUNTY

The value and immediate importance of improved farming methods is appreciated by our National, as well as state and county government and we are glad to learn that our commissioner's court has taken advantage of the opportunity offered by the Federal government for co-operation in this matter.

At a recent term of our county commissioners' court \$500.00 was set aside to meet the requirement of the government and this insures for our people the advice and help of one of the government farming experts. The expert will make headquarters at Abilene and at stated periods visit every community and personally superintend any amount of land or particular crop designated by any of our farmers. This is much better than conducting an experimental farm for in this way all of our farmers will get the benefit and the particular kind of instruction wanted. He will instruct you in soil preparation for conserving the moisture, planting, seed selection, cultivation, etc.

In this manner our people will get the benefit of that knowledge gathered by the entire force of the agricultural department of our state and nation, and we hope all will take advantage of same.

Judge T. A. Bledsoe is at present in correspondence with the government and expects the expert the first of the year.

S. L. Dryden of Abilene was transacting business in our little city Monday.

All con- the new yea full of promi the Merkel cou.

Our people as successfully pulled dry and hard years final balance the first their labors under gre proved conditions over this. In spite of the unusual dry seas ons and low cotton market our merchants have enjoyed a very satisfactory business and fair collections.

Our farmers as a rule have made a half of a cotton crop and plenty of feed to run them until another harvest. Many have not been able to pay all of their obligations, but all have improved their financial condition and with some assistance and a fair season will haul up to market in the fall of the New Year with enough to balance their accounts and leave money in the bank.

The recent rains, totaling more than six inches, give us the best winter season in several years. It will be plenty for the proper preparation of all our lands, last until planting time and grow a green coat of wild winter rye and early spring grass for our stock.

A good winter season means good crops and good grass in our country and these will make good times and the return of prosperity.

This makes us believe the new year will be a good one for our town, our country and our people.

More Modern Awnings.

If Madame Rumor is not false there will be several more modern awnings erected for some of our enterprising merchants and property owners the first of the year. It is a pity that all of our business houses can not be thus improved. It is worth more than the cost to owner or occupant and improves the appearance of our little city. Make your place more inviting and do that much for your town.

8 Per Cent Loans on Land.

Do you want to borrow on your land this season? If so, see us at once. Our rate and terms are the same that they have been during the eight or ten years we have been lending. We advise you to apply early and avoid the rush.
E. B. Bynum & Co.

Mrs. Geo. L. Hamilton is at home from Decatur where she was called by the illness of her mother, Mrs. Soward, whose death occurred Tuesday of last week. Mrs. Hamilton's many friends here sympathize with her in her irreparable loss.

The best assortment of China Xmas presents in town. Come in and see them. West Texas Hardware Co.

Buy your oil and gas from the Merkel Garage.

CHRISTMAS OFFERINGS



message from
 aus states that he
 make headquarters at
 Rust & McCauley Drug
 Co's store from Dec. 15 to
 Xmas and he cordially in-
 vites every man, woman
 and child to visit this store
 where they will see one of



the biggest stocks of holiday
 goods that will be seen in
 Merkel this year, and you
 will find the prices right,
 and a complete line in every
 way. Bring the children
 and make our store your
 headquarters.
 Come to see Santa Claus

Rust & McCauley Drug Co.

MERKEL COUNTRY EARLY DAYS THEN AND NOW

Written for The Mail by Rev. A. A. Baker, an Old Timer

My experience and knowledge of Merkel and the Merkel country dates from December, 1885.

We arrived here in that month after a drive through the country from Tehuacana, Texas. It was a cold and blustry day, but we took a survey of the town which consisted of the following:

- Texas & Pacific depot.
- One little general store.
- One little hardware store.
- One little thriving saloon.
- And a few small box houses scattered about.

The depot was the business center, for there the agent received and disbursed freight, passengers and even the U. S. mail. He still had time to run the Sunday school, and look after the educational, moral and social interests.

An enormous business was carried on in the little stores and saloon, just common box houses and a small hotel and school house were the public buildings.

I was perfectly delighted and charmed with the beauty of the broad prairie and valley land in all of its natural glory and grandeur, with the little chain of mountains to the south to mark the divide and break the monotony of the plain and level country, and occasionally we could see the "Double Mountains," 75 miles to the northwest, which marks the divide of the plains.

The Redmen and buffaloes had disappeared but there were still a few bear, cooger, deer, antelope, loboes and turkeys left, which reminded us of the natural state of our own country just a few

years previous. The cowboys appeared to be monarchs of all they surveyed, mounted on their well-trained ponies and attending to the great herds of cattle, and the shepherd with his intelligent dog guarded his flock of sheep by night as well as by day.

This was then purely a stock country. The few people who had come here to farm had just begun breaking the sod. The land in its level state exhibited such a fertility of soil and made such an attraction for the farmer the cattlemen could not dissuade him from the idea of putting it in cultivation. It was selling at that time from \$1.00 to \$5.00 per acre, and I heard a legislator say whenever this land sold for more than \$1.00 per acre it was sold too high. Since that day some of these same lands have sold for from \$15.00 to \$50.00 per acre, and I am persuaded that right now is the best time yet to purchase this same land for a home or for speculation. There are many men yet looking for good homes where land is cheap and fertile and the country healthful and as these lands are sold to these home-owners, other lands will enhance in value. I am convinced by my experience and observation that more money can be made by farming on our lands than can be made in the famous black land belt considering the money invested and the labor in producing the crop. The purchasing price of land in the belt referred to is from two to five times the value of our lands and yet one man can cultivate two to

four times as many acres of our land.

One is the unit of all mathematics, and in 1888 there was one bale of cotton sold in Merkel. This number has been increased until the maximum was 23,000 bales. With normal seasons and proper cultivation I am satisfied the farmer can be prosperous and happy. It is true that moisture is a little scarce at times but this is true elsewhere. The change in this section of country since 1885 is such that it makes it appear to me almost like a dream. Now, all of the appearance of the wild undeveloped state is gone, the wire is stretched around nearly all of our lands and improved farms are nearly covering this part of the state. We need a few more good ranchmen, men who can breed and raise improved stock to meet the improved conditions, and more farmers to do their work on improved methods, practicing and demonstrating to others the benefits of diversified and intensified farming.

We have the land and land agents competent to locate such men in desirable places where they will enjoy the opportunities desired.

(Ed. Note: The above is not a paid article from our land agents, but the first of a series of articles to be written for the Mail by this good man. He has been here a long time, knows and appreciates the opportunities of our country, has faith in our future and will say only what he honestly believes to be correct. He is willing to say now what he thinks good for his town and country for his town and his country's good. We are glad to give these articles space and only

wish we had more of them.—Editor.)

A Charming Woman

is one who is lovely in face, form, mind and temper. But its hard for a woman to be charming without health. A weak, sickly woman will be nervous and irritable. Constipation and kidney poisons show in pimples, blotches, skin eruptions and a wretched complexion. But Electric Bitters always prove a godsend to women who want health, beauty and friends. They regulate stomach, liver and kidneys, purify the blood; give strong nerves, bright eyes, pure breath, smooth, velvety skin, lovely complexion and perfect health. Try them 50c at H C Burroughs.

W. H. Free and wife returned to Abilene Monday after visiting John Eoff and family and other relatives here.

Stock taking time is almost here. We want to reduce our stock to the lowest possible by this time, and will make special prices throughout our entire store in order to reduce our stock. Merkel D. G. & Gro. Co.

Prof. T. S. Cobb of Fort Worth who has been conducting a singing school at Sand Burr returned home the first of the week.

When you have a cold get a bottle of Chamberlain's Cough Remedy. It will soon fix you up all right and will ward off any tendency toward pneumonia. This remedy contains no opium or other narcotic and may be given as confidently to a baby as to an adult. Sold by all dealers.

Mrs. R. F. Brown who has been visiting Mr. and Mrs. E. M. Brown for several days left Monday for her home at Midlothian.

Miss Ova Teaff was visiting in Abilene Monday.

Holiday goods arriving daily by express. The Elite.

WHAT THE KIDNEYS DO

Their Unceasing Work Keeps Us Strong and Healthy.

All the blood in the body passes through the kidneys once every three minutes. The kidneys filter the blood. They work day and night. When healthy they remove about 500 grains of impure matter daily, when unhealthy some part of this impure matter is left in the blood. This brings on many diseases and symptoms—pain in the back, headache, nervousness, hot, dry skin, rheumatism, gout, gravel, disorders of the eyesight and hearing, dizziness, irregular heart, debility, drowsiness, dropsy, deposits in the urine, etc. But if you keep the filters right you will have no trouble with your kidneys.

C. R. Ward, photographer, Opera House building, Abilene, Texas, says: "Doan's Kidney Pills rid me of a pain in the small of my back which had caused me considerable suffering. As I used no other remedy at the time, I give Doan's kidney pills the entire credit for bringing this relief."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

W. D. Hutcheson of Trent was a Merkel visitor Monday leaving that evening for Sweetwater to look after business.

We are receiving toys and holiday goods every day and they will continue to come every day until Christmas. The Elite.

Old hats made new at Kent St. Tailor Shop. The only Hatter in town. J. E. Martin.

H. E. Dunning of Sweetwater was visiting in our little city one day this week.

Help your friend in the diamond ring contest. The Merkel Dry Goods & Grocery Co. gives voting coupons with all cash purchases for 25c or more.



**OLD KRIS KRINGLE HAS HEAD-QUARTERS
AT OUR STORE, HE IS READY TO SHOW THE
GIFTS HE BROUGHT FROM FAR AWAY LAND
HE WILL BE AT OUR STORE TILL CHRISTMAS**

Copyright 1909. by C. E. Zimmerman Co.--No. 62

You naturally want Kris Kingle to visit your home December 25. If you will pay visit at our store in the meantime you will be able to give a good deal more and nicer than you possibly could do otherwise. With only four more days before Christmas is it wonder we are anxious to see you have your gift purchases for every one completed? This is double the joy in getting the right things, bought at the right price, at the right time and at the right place. We are so busy that we did not have time to find out what we are long on and what we are short on; so we just ordered a general marking down on everything. This saves us time and saves you money. Something to wear and something to eat is an absolute necessity. You can buy more appropriate, more useful, and more economical gifts at a dry goods and grocery store than at any other store. We have laid in a big line of goods suitable for Xmas gifts, in Xmas boxes, ready to mail, express or present to your friend

Gifts for Men	Gifts for Ladies	Gifts for Children
House Slippers \$1.50 to..... \$2.00	House Shoes colored felts for..... \$1.50	Handkerchiefs 5c to..... 25c
Mufflers and Reefers 75c to..... 3.00	Neckwear 10c to..... 1.50	Gloves 15c to..... 50c
Smoking Jackets 4.50 to..... 6.00	Barretts and Back Combs 25c to..... 2.00	Purses 25c to..... 1.00
Dress Gloves 50c to..... 2.00	Bar pins, belt pins and beauty pins 25c to..... 50c	Beads 10c to..... 50c
Auto Gloves 1.50 to..... 2.50	Linen Handkerchiefs 10c to..... 50c	Fancy Ribbon 10c to..... 50c
Handkerchiefs 5c to..... 50c	Mesh, velvet and Alligator hand bags in boxes for 1.00 to..... 7.50	Aviation Caps 35c to..... 1.00
Scarf Pins 25c to..... 1.00	Silk and Chiffon head scarfs 25c to..... 2.50	Children's Sweaters 35c to..... 1.50
Cuff Links 25c to..... 1.00	Kid Gloves all lengths and colors 1.00 to..... 3.50	Infants Knit Suits 1.00 to..... 1.50
Neckwear 25c to..... 75c	Silk hosiery, all colors 50c to..... 2.25	Infants Caps 25c to..... 1.00
Fancy Hosiery 25c to..... 1.00	Table Linen Sets 3.50 to..... 10.00	Dolls 10c to..... 4.00
Handkerchief and Tie Sets 1.00 to..... 2.00	Furs from 2.50 to..... 10.00	Apples
Suit cases 1.00 to..... 10.00	Umbrellas 1.00 to..... 2.50	Oranges
Fancy shirts 1.00 to..... 2.00	Rugs 1.00 to..... 4.00	Bananas
Umbrellas 1.00 to..... 2.50	9x12 Art Squares \$10.00 to..... 25.00	Candy
Fancy Vests 1.50 to..... 6.00		Chewing Gum
Suspenders in Christmas boxes 50c to..... 1.50		Nuts

This is only a partial list of goods we have suitable for Christmas gifts. It would be impossible to enumerate every item. A visit to our store will solve the gift buying problem for you. Do your shopping early

Merkel Dry Goods & Grocery Compn'y

LOCAL AND PERSONAL

Groene's Art Store. Open 8 to 6; and 8 to 10 on Saturdays.

J. W. Hardy left Monday on a business trip to Clyde.

Icy hot bottles. Rust & McCauley.

Eugene Nix visited home folks at Sweetwater a few days this week.

Beautiful designs in cut glass. Nothing better for Xmas present. Rust & McCauley.

Go to the City Barber Shop for first-class work. West & Evans, Proprietors.

W. M. Reid left the first of the week for Morgan to spend Christmas with home folks.

If you want to see the largest and best line of holiday goods in town go to the Elite.

S. T. Murphy arrived here from Knox county Monday to relatives.

Holiday goods arriving at the Elite.

Think this over. Is the merchant who will not buy your farm products at any price entitled to any of your business? Buy your goods from the merchant who helps make a market for your products. Hereby helping you, your town and country. Merkel Dry Goods & Grocery Co.

R. T. Boden of Westbrook came in Monday to visit his brother John Boden and other relatives. Mr. Boden and his niece Miss Bonnie Abernathy left about the middle of the week for Paris, Tenn., to spend Christmas with relatives.

Silverware sets, odd pieces, manicure sets and jewel boxes, toilet sets. Everything the very latest. Prices right. Rust & McCauley.

Mrs. W. G. Swenson returned to Abilene Monday after visiting her mother Mrs. McConnell who is in very bad health at the residence of B. C. Gaither.

Wear a Benjamin and you wear the best clothing made. For sale only by Merkel Dry Goods & Grocery Co.

AWAY GOES PIMPLES BLACKHEADS, ECZEMA, DANDRUFF AND OTHER SKIN AFFECTIONS

When Zemo and Zemo Soap Are Used.

The Rust & McCauley Drug Store says, "We are so confident that ZEMO and ZEMO SOAP used together will rid the skin or scalp of infant or grown person of PIMPLES, BLACKHEADS, ECZEMA, DANDRUFF, INSECT BITES or any form of itching, irritated, disfiguring skin or scalp trouble, that we do not hesitate to recommend these clean refined remedies to every person who desires quick relief and a cure from any form of aggravated skin or scalp affection. Often-times one bottle and one cake of soap will cure a minor case of skin trouble.

ZEMO and ZEMO SOAP produce sure and swift results. You will not suffer another day after you commence to use them. You will feel like a new person.

ZEMO and ZEMO SOAP can be obtained from one leading druggist in every city or town in America and in Merkel by Rust & McCauley Drug Store.

Holiday goods at Burroughs Drug Store.

Lay in your winter supply of groceries and dry goods now and get voting coupons. We are the only Dry Goods and Grocery Store in Merkel giving voting coupons. Merkel Dry Goods & Grocery Co.

Rev. C. A. Bickley and wife of De Leon were visiting the latter's parents at Pecos last week and on their return home stopped off in our little city for a short visit to other relatives.

We now have a large line of holiday goods on hand and in order to keep our stock complete are receiving shipments by express every day. The Elite.

Mrs. Will Jones of Arlington came in Monday to spend Christmas with her parents Mr. and Mrs. John Perry and other relatives near Dora.

We give a dollar's worth for every dollar or every dollar back. Also voting coupons for diamond ring contest. Merkel Dry Goods and Grocery Co.

Christmas postals one cent each. McClain's Drug Store.

LOCAL AND PERSONAL

Pure Hog Lard at City Meat Market. 10 lbs. for \$1.25. 2t

Banker L. E. Adrian of Trent was a Merkel visitor Monday.

Reduction on all cut glass during the holidays. Rust & McCauley.

C. P. Church of Grayson county is spending Christmas with his father M. C. Church at Stith.

Watches, fobs, chains, cuff and collar buttons. Solid gold and filled. Rust & McCauley.

Miss Jessie Sutphen who is teaching school at Nubia visited friends and relatives here Saturday and Sunday.

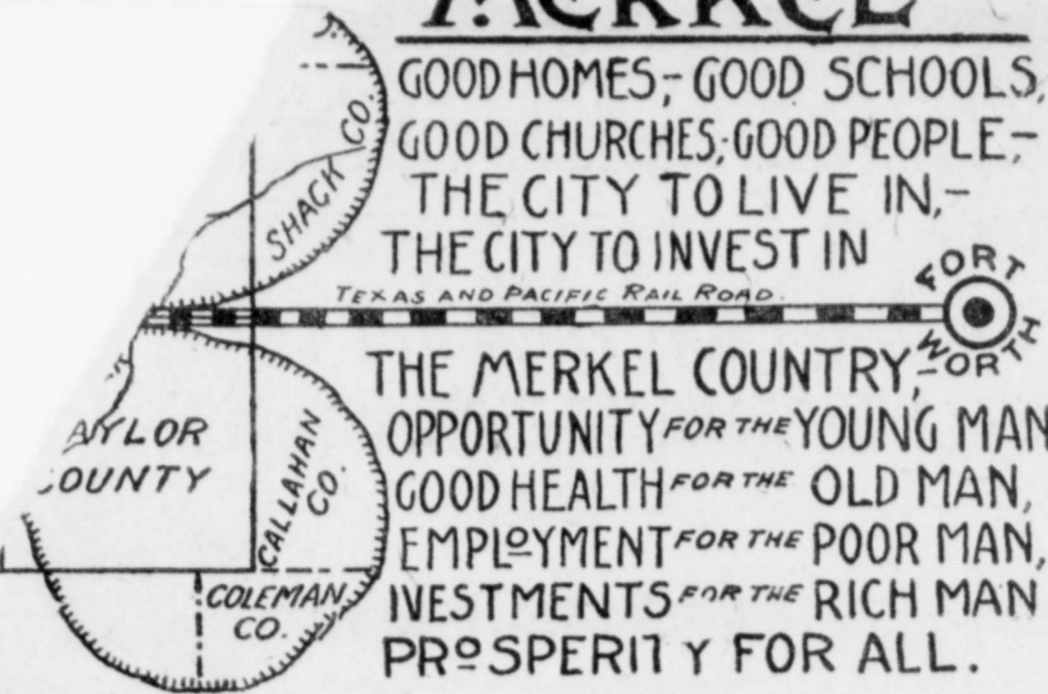
Santa Claus has given us advance notice that he will make his headquarters at our Store, Merkel D. G. & Gro. Co.

Mrs. Claud Bigham left Tuesday for El Paso where she will join her husband and spend the winter.

Buy your oil and gas from the Merkel Garage.

MERKEL

GOOD HOMES, GOOD SCHOOLS,
GOOD CHURCHES, GOOD PEOPLE,
THE CITY TO LIVE IN,
THE CITY TO INVEST IN



THE MERKEL COUNTRY,
OPPORTUNITY FOR THE YOUNG MAN,
GOOD HEALTH FOR THE OLD MAN,
EMPLOYMENT FOR THE POOR MAN,
INVESTMENTS FOR THE RICH MAN
PROSPERITY FOR ALL.

MERKEL MAIL

PUBLISHED EVERY FRIDAY MORNING

MAIL PRINTING COMPANY, INCORPORATED

JACKSON, President BFN T. MERRITT, Manager
H. T. MERRITT, Foreman

SUBSCRIPTION, \$1.00 PER YEAR, IN ADVANCE

Entered at the Postoffice at Merkel, Texas, as Second Class Mail Matter

Any erroneous reflection on the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Mail will be gladly corrected upon its being brought to the attention of the management.

TELEPHONE No. 61

If you have visitors, or if you know any item which would be of interest to readers of The Mail, the editor would appreciate a note or a telephone message to that effect. Or, if an occurrence of unusual interest transpires, a reporter will be promptly sent to get the full particulars.

The Basis of Business Success.

The biggest store, the biggest business, the greatest success in any line is the biggest and best advertiser.

This is a truth, so well known that it is acknowledged by even the non-advertiser. It applies in Merkel, in Abilene, in Dallas, in New York City or anywhere else.

The successful men and firms have climbed to the top because they have advertised, won and held tight the confidence of the people. They have used printer's ink regularly, steadily and systematically. They told the truth and backed up every word and promise. They "made good" and thus made new friends and customers.

Almost any honest effort in any line will be rewarded and honest advertising is the only kind that pays. You are not smart enough to "fool all of the people all of the time" and in advertising as in every-day life, "Be sure your sins will find you out." On the other hand the man who is honest and does right will go ahead to his goal and success.

The Merkel Mail is the recognized advertising medium for Merkel and the Merkel country, because in no other way can you reach as many good people. The Mail is an established paper, twenty-three years old and we enjoy the confidence of our readers. We have and will always deal honestly with them, and never fear nor fail to do what we believe to be right and in the interest of the majority.

We can give good service to our readers and advertisers if they do honest advertising and always make good. The special and spasmodic advertising by seasons is not the most profitable, for the people have goods to buy every week and the progressive merchant should strive to do business every day in the year. If you are willing to divide the profits of a bigger business with your trade and have any propositions of merit it will pay you to talk through our columns every week.

This kind of effort and system will make your business better and such a co-operative campaign by our merchants during the new year will make Merkel the best trading point and market on the map.

This is the basic principle in successful merchandising, town building or any other legitimate business or enterprise. It pays to advertise, and in the Merkel country use the paper the people read.

Au Revoir But Not Good Bye.

After this issue our paper will be on a cash basis and before the New Year issue our mailing list will be revised and all subscribers not paid in advance dropped.

We take this step after much consideration and know the new system to be the best for all concerned. We hate to lose one good name but we mean what we say and will treat all alike. We

have always been liberal and lenient and feel that we have done our part.

We want to be of some good to you and be worth the price of our paper; if so we must collect it. It costs us all of that to print and mail you fifty-one issues, and we cannot afford to lose the amount, no matter how small, after we have earned it. If you are fair and reasonable you will see our side of this proposition, and we hope that you do.

On a cash basis we can run a better paper and be worth more to you. We are always at work for our subscribers and readers and know we save them more than they pay. We make it possible for you to sell your produce for more and buy goods and other papers for less. This is a fact and we do more for you if you have any interest in our town and country.

We are doing our best to help you and hope you will continue to help us. If not we will keep going just the same, think just as much of you and try to do as much for you. We will love you almost as much but the distance will lend the enchantment, for we can not come to see you every week on a credit.

We say to the credit system and the old year good-bye, but to you, "Au Revoir," for some day we will be back and then you will like us better. You will miss us when we are gone, and we will miss you, but so long and good luck.

A Prescription for Punk People.

If you are blue, got a grouch, feel sore at heart, kick day or night, fuss at your wife, fight with your friends, or cuss your home town and own country, try the following during New Year:

- One kind word every day.
- One Merkel Mail every week.
- One poll tax receipt every year.

If this does not cure you and make you a good citizen, renew for your home paper promptly next fall, repeat three times and then if not satisfied we will give you your money back, less cost of paper, ink and postage and suggest you try a change of climate.

Here is a Christmas sentiment from the El Campo Citizen in which there is philosophy as well as sentiment:

If life is not worth living, or if that's the way you feel, Don't lay it to the shuffle or the other fellow's deal, For life's the game you play yourself—you play it as you choose—

It's left entirely with yourself to win the game or lose; But never throw your life away, but use it as you should—Go use it up; yes, wear it out, in doing others good.

The good season in our soil will give our farmers an opportunity to break their land early and deep. Then the proper selection of seed, planting and cultivating will insure a bumper harvest on the midsummer rainfall during the growing season. Plow early and deep, plan, study and work for a good crop in 1912. It requires brains as well as brawn to run a farm or any other business successfully in this progressive age.

Christmas is the greatest day of the year. It signifies and celebrates the birthday of divine love and should be the best day. Make it your best day and all days following better. This is the true Christmas spirit.

There are many good remnant stocks of Holiday goods in Merkel stores, and they will be sold at reduced prices during the few days between now and Xmas. Come to Merkel to see Santa Claus.

"Uncle John" Toombs (no blood relation) would have made a dandy "Santa Claus" but he got his whiskers singed off in the good roads campaign. This is a news item.

MORE THAN

\$100,000.00

Worth of Property

Sold and Traded
IN SIX MONTHS

"Every Deal Made Fair; Every Client Satisfied"

This is my record for six months in the real estate business, and to boast or claim all deals in which I participated and shared in the commission I could make this total much larger.

I am proud of this and feel grateful to those who have helped me. It is not necessary to publish all of my deals and for property sold and traded for the following will suffice to make this sum:

Name and Property	Amount
T. J. Coggin, land and town property	\$20,050.00
Corder Brothers, two farms	12,000.00
J. E. Faucett, land and business property	8,500.00
W. F. Pendleton, farm	7,000.00
W. H. Alexander, farm	7,000.00
R. H. Collins, land	6,000.00
W. H. Clements, farm	4,500.00
Little Tom Sears, farm	4,500.00
J. A. Collins, farm	4,500.00
W. R. Hampton, town property	3,500.00
Steve Keny, farm	3,500.00
Mrs Dowdy, farm	3,000.00
C. P. Warren, farm	2,800.00
T. F. Compton, farm	2,500.00
W. F. Patterson, farm	2,400.00
S. A. Hayhurst, farm	2,250.00
F. & M. Bank, farm	2,500.00
Merkel homes, merchandise, and small deals, over	10,000.00
Total more than	\$100,000.00

My friends, my propositions and my advertising have been all of my assets. The people have been good to me and to them I give most of the credit. It is true a few have been very, very bad but every "knock has been a boost" and I am grateful even for the work of a few knockers.

There is plenty of business for everybody and no cause for any cross-fire or crooked work. I want every real estate man and all others to do well and never ask for anything but a fair and square deal and the benefit of my own labor and advertising. A spirit of co-operation rather than contention will be better for us all. Let's get together and get busy.

MY MARK FOR 1912
\$250,000.00

This is my goal for the New Year and I want your help. If you want to buy or sell you can help me and I know I can help you. I will find you a bargain if you want to buy or a buyer if you want to sell. All business with me is strictly confidential if desired and I can be of some service to you and your interests.

After the first I will devote all of my time and energies to my real estate business and I am going to reach my goal of a quarter-million-dollar business for the new year.

MY POLICY: A fair and square deal.

MY CONTRACT: Is for you to give me a fair and square deal. You list your land or property with me at your lowest cash price and agree to pay me a commission if you sell it for less. I promise to give my buyers as good or better deal than they can do from you and make my word good. If I am willing to spend my time and money in an effort to sell your land I should have the best deal you'll give. If you will not do this you do not want to sell for I can earn and deserve my little commission.

EXCLUSIVE LIST: In the new year I am going to conduct an extensive advertising campaign and will make a special effort on genuine bargains listed with me exclusively. I will do as much as any agent on your deal anyway but if listed with me exclusively I will do more. This is not to deprive others of your proposition but to protect me so that I can afford to advertise your proposition and get the commission in the event I sell it. That's all.

Come to see me and let me know if I can do you any good.

JOHN G. JACKSON

Office Next to Postoffice at Merkel

CHRISTMAS PRE.

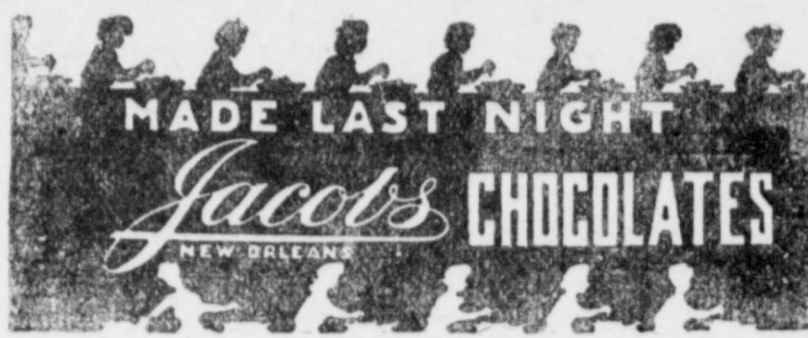
An opportunity offered you to buy appropriate and useful presents for a nominal price--Gifts that will

HOLY BIBLES

The best revised and latest editions, Old and New Testaments, full references, etc., in cloth and leather binding, small to large print. We bought direct from publishers and sell 25 to 30 per cent below regular price. **\$5.00**
Our price 15c to

FANCY STATIONERY

We have just received the swellest lines of Stationery in Christmas boxes ever shown in Merkel and nothing will be appreciated more by your relatives, lady **\$1.50** or girl friends. Special prices from 25c to



Our line of sweets are fine and fresh, the highest grade of candies in Merkel. Our Holiday Boxes make them specially **\$1.50** attractive for the season. Price 5c to

We are closing out every article so cent on every purchase will have to hurry. We have rings, bracelets, and a few more articles gifts. Price 25c to

X-Mas Cards &

The swellest line in town, the They make cheap but useful presents. Price 5c to

ARMSTRONG DRUG COMPA.



FOR RENT.—Two farms, 60 acres in cultivation on each. Apply to T. J. Toombs, Nubia, Texas. 15t3pd

FOR RENT.—Half section near Leuders; two good houses; one field of 150 acres other 70 acres. Apply to J. G. Jackson, Merkel.

LOST.—Ladies old gold breast pin. Finder please leave at Scheidler's and get liberal reward.

REPAIR WORK—Automobiles, gasolene engines, motor cycles, bicycles or any machinery. All work at reasonable prices and guaranteed. Merkel Garage. tf

ZERO TEX—Made by Texas Co., best lubricating oil on market. Merkel Garage. tf

KEROSENE—Order Familylite or Chrystallite oil of your grocer and you get the best. Merkel Garage. tf

GASOLENE—One auto owner who uses Texas Company oil and gas has traveled 4500 miles and never had a dirty spark plug. It's best and we meet any competition as to prices. Merkel Garage. tf

LOST—Plain gold initial stick pin. Finder please return to Robert Hicks at F. & M. Bank and get reward.

When your feet are wet and cold, and your body chilled through and through from exposure, take a big dose of Chamberlain's Cough remedy, bathe your feet in hot water before going to bed, and you are almost certain to ward off a severe cold. For sale by all dealers.

Misses Kittie Clyde and Alma Parmally of Caps and Lacy Howerton of Abilene will visit Miss Lucille Sutphen during the holidays.

Our moving picture show is a new but successful enterprise. The young men in charge are live and progressive and are making entertainment for our people.

Misses Kittie Clyde and Alma Parmally of Caps and Lacy Howerton of Abilene will visit Miss Lucille Sutphen during the holidays.

Free air for tires. Merkel Garage. tf



New Year's issue will be something new.

EXTRA SPECIAL

Extra Addition to Our Big DEC. CHALLENGE SALE

For we are determined not to carry over a man's or ladies suit, and in order to close quick, we are going to cut the price from

One Half to One Third

On all men's and ladies suits and Ladies Long Coats. Below we give you prices and you can't afford to miss **THIS THE GREATEST OPPORTUNITY**

EXTRA SPECIAL ON MEN'S SUITS

\$25.00 Hart Schaffner & Marx suits, one-third off	\$16.70
22.50 Hart Schaffner & Marx suits, one-third off	15.00
20.00 and 18.50 Hart Schaffner & Marx suits, one-third off	13.25
16.50 and 15.00 Hart Schaffner & Marx suits, one-third off	10.95
12.50 Hart Schaffner & Marx suits, one-third off	8.55

ONE-HALF PRICE ON LADIES SUITS

\$25.00 suits, December price	\$12.50
22.50 suits, December price	11.25
20.00 suits, December price	10.00
16.50 suits, December price	8.25
15.00 suits, December price	7.50
12.50 suits, December price	6.25

LADIES LONG COATS ONE-THIRD

\$6.50 Long Coats, less one third	\$4.35
7.50 Long Coats, less one third	5.00
8.50 Long Coats, less one third	5.70
10.00 Long Coats, less one third	6.65
12.50 Long Coats, less one third	8.35
16.50 Long Coats, less one third	11.00

WOODROOF BROS.

Miss Jessie Sutphen, who is teaching at Nubia, will be home for the holidays and will have for her holiday guests Misses Laura Winters of Hodges and Miss Margaret Tandy of Abilene.

"I had been troubled with constipation for two years and tried all of the best physicians in Bristol, Tenn., and they could do nothing for me," writes Thos. E. Williams, Middleboro, Ky. "Two packages of Chamberlain's Stomach and Liver Tablets cured me. For sale by all dealers.

Kelly Hogg arrived here this week to fill the place as third trick operator at the T. & P. depot during the vacation of J. Hester, who left to spend Christmas with homefolks.

LOCAL AND PERSONALS

J. B. Jones was an Abilene visitor Tuesday.

Buy your oil and gas from the Merkel Garage.

Mrs. W. C. Reid left Tuesday to visit her sister, Mrs. J. A. Joiner, at Tye.

We have just received a shipment of automobile accessories and will appreciate your patronage. Merkel Garage tf

Miss Lacy Leonard of Abilene will visit Mrs. W. H. Dickson Christmas week.

Miss Valeria Dye will spend the holidays with Dr. and Mrs. G. H. Klutts in San Angelo.

Paul Leeper of Waxahachie will spend the holidays with his mother, Mrs. Geo. L. Hamilton.

G. T. Massey and wife of Roswell, N. M., came in to visit relatives here during the holidays.

Mrs. Mary Lindsey left Tuesday for her home at Itasca after several weeks visit here with the family of Jno. W. Wheeler.

Come in and look at our Xmas stock and remember we will give you votes for the ring contest with every 25 cent purchase. West Texas Hardware Co.

Miss Lillian Saunders of Sweetwater visited her sister Miss Josephine Saunders here the latter part of last week.

If you want to be pleased get the service of skillful tailors. Work courteously accepted. C. L. Cash.

Gas in the stomach comes from food which has fermented. Get rid of this badly digested food as quickly as possible if you would avoid a bilious attack; HEBBINE is the remedy you need. It cleanses and strengthens the stomach, liver and bowels, and restores energy and cheerfulness. Price 50c. Sold by H. C. Burroughs.

Holiday goods at Burroughs Drug Store.



Merkel Trade Day Jan. 6. Bargain Week Jan. 6 to 13.

DIAMOND JEWELRY

Schorsch-Christian Company OF ABILENE, TEXAS

Announce ready for your inspection the largest stock of Diamonds, Watches, Silverware and Jewelry that has ever been shown west of Fort Worth. Their diamonds are bought direct from the cutters, and as diamonds are constantly advancing are a good investment for any one to make. Their stock of watches comprises all high grade American and Swiss makes. Their prices are in line with the largest houses in the country and in many cases lower, as they buy at the lowest prices and their expense of doing business is not as high as in the larger cities. When in Abilene you will miss a treat if you fail to call and inspect their magnificent assortment of diamonds and jewelry. Holiday gifts to fit every purse from 25c to \$1000 can be found in that store. Remember the place

Schorsch-Christian Company Both Phones, 118 Pine Street, Abilene, Texas



Smart tailored gowns for the Winter Season.

Simple frocks for all occasions—for little ones as well as grown-ups. Novel transfer designs that may be used in making dainty Xmas gifts.

ALL IN THE BUTTERICK FASHION SHEET FOR DECEMBER

Get a FREE copy when you visit our Pattern Department.

Special Offer

In order to create a bigger demand for Butterick Patterns we will give FREE one year's subscription to the Delineator to any customer whose purchase amounts to \$25.00 from now until Dec. 23. Your purchase don't have to be made at one time. Save your bills and when they amount to \$25.00 we will take our subscription FREE.

This will make a nice Xmas present for some friend. Subscribe now and let the subscription begin with the Christmas number.

The Merkel Dry Goods and Grocery Company

Abilene Steam Laundry

H. M. WARREN, Agent

Baskets shipped Monday, Tuesday, Wednesday and Thursday, returned Thursday, Friday and Saturday. Work called for and delivered promptly or received at the City Barber shop. I will appreciate your patronage.

H. M. WARREN

Phone 48 In City Barber Shop

We can use several loads of good headed maize or kaffir corn at \$1.00 per hundred pounds. Merkel Dry Goods & Grocery Co.



MRS. W. H. DICKSON, EDITOR

Wedding Anniversary.

The prettiest and swellest affair of the season was carried out Wednesday evening Dec. 13. Mr. and Mrs. J. W. Daniel celebrate the twenty-fifth anniversary of their marriage. The date also marked the forty-fifth marriage anniversary of Capt. and Mrs. J. T. Tucker, parents of Mrs. Daniel.

The reception rooms were beautifully decorated. The color scheme, pink, white and green, was effected in wreaths of cedar, clusters of mistletoe and chrysanthemums. The mantles were banked with the gay Christmas greenery that trellised the stairway and the arches where pink and white chrysanthemums played a prominent part.

Miss Jessie O'Briant sang: "Belove, it is Morn" after which Miss Bigham played the wedding Processional. At the first strains Miss Annie T. Daniel the maid of honor and Mr. John R. Daniel best man entered leading the way to the altar followed by their parents Mr. and Mrs. J. W. Daniel and grand parents Capt. and Mrs. J. T. Tucker.

Rev. Saffle met them at the altar where once more the most sacred marriage vows were renewed that were given in 1886 and 1866 respectively.

After congratulations and best wishes were showered on the happy couples who were as happy as newly weds, the guests passed in and out admiring the beautiful collection of silver gifts that had come from far and near, while Mrs. Samuel Means of Barstow, Misses Jessie O'Briant, Annie T. Daniel and Willie Bigham favored the guests with choice music, voice and instrumental.

Misses Annie Lou O'Briant, Zora Coggin and Annie T. Daniel assisted in receiving and entertaining the guests. E. L. Collins of Pecos and daughter Mrs. Samuel Means of Barstow, brother and niece of Mrs. Daniel, and Mrs. Guy Crouch were out of town guests. The guests were served an elaborate buffet luncheon in the dining room.

The members of the XX Century Club were guests of Mrs. Otho Williams at her home on Elm street Saturday afternoon Dec. 16.

The lesson, the fifth act of "As You Like It," followed by a general discussion was greatly enjoyed, each member taking a special character and giving a reason for their preference.

The next play to be studied will be "Much Ado about nothing," with Mrs. Dickson as hostess and Mrs. Otho Williams as leader. Let every one be present Saturday Dec. 30. Don't forget the date.

Mrs. G. H. Adams was a much welcomed visitor. After the club adjourned Mrs. Williams served a delicious and tempting salad.

Buy your groceries and dry goods from the Merkel Dry Goods & Grocery Co. this month and get voting coupons for the diamond ring contest.

Red Cross Christmas Seals.

The "Really" Santa Claus places Red Cross Christmas Seals on all presents. You can get the seals at Armstrong's drug store, Burroughs' drug store, McClain's drug store and Rust & McCauley's drug store, or from the Merkel chairman, phone 64.

Buy Red Cross Christmas Seals and help to prevent tuberculosis. In the early stages it can be cured if the proper means are used. So let us all work for this hospital home by buying the seals. Only one penny a piece. Use them on your statements, on the back of your private and business letters and Christmas parcels.

How's This?

We offer One Hundred Dollars reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. Cheney & Co., Toledo, Ohio.

We, the undersigned, have known F. J. Cheney for the last 15 years and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm. Walding, Kinnan & Marvin, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c per bottle. Sold by all druggists. Take Hall's Family Pills for constipation.

Notice, Farmers.

Commissioner Banner asks us to state that the condition of the crossing at Mulberry on the Merkel-Tye road makes it almost impassable for loaded wagons. A temporary crossing will be built but he advises all loaded wagons to go north at a point this side of Tye and come to Merkel by way of the Salt Branch community. Light and unloaded vehicles are safe in crossing Mulberry on the main road.

Wins Fight for Life.

It was a long and bloody battle for life that was waged by James B. Mershon, of Newark, N. J., of which he writes. "I had lost much blood from lung hemorrhages, and was very weak and run down. For eight months I was unable to work. Death seemed close on my heels, when I began three weeks ago to use Dr. King's New Discovery. But it has helped me greatly. It is doing all that you claim." For weak, sore lungs, obstinate coughs, stubborn cold, hoarseness, la grippe, asthma, hay fever or any throat or lung trouble its supreme. 50c and \$1.00. Trial bottle free. Guaranteed by H. C. Burroughs.

Joe Winter, Bob and Mark Malone, Rapp Green and Lon Martin were transacting business in Abilene Monday.

Heartburn is a symptom of indigestion. Take a dose of HERBINE in such cases. The pain disappears instantly. The bowels operate speedily and you feel fine, vigorous and cheerful. Price 50c Sold by H. C. Burroughs.

Stubborn Case

"I was under the treatment of two doctors," writes Mrs. R. L. Phillips, of Indian Valley, Va., "and they pronounced my case a very stubborn one, of womanly weakness. I was not able to sit up, when I commenced to take Cardui.

I used it about one week, before I saw much change. Now, the severe pain, that had been in my side for years, has gone, and I don't suffer at all. I am feeling better than in a long time, and cannot speak too highly of Cardui."

TAKE CARDUI The Woman's Tonic

if you are one of those ailing women who suffer from any of the troubles so common to women.

Cardui is a builder of womanly strength. Composed of purely vegetable ingredients, it acts quickly on the womanly system, building up womanly strength, toning up the womanly nerves, and regulating the womanly system. Cardui has been in successful use for more than 50 years. Thousands of ladies have written to tell of the benefit they received from it. Try it for your troubles. Begin today.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 152

E. F. Vantrease in conversation with a Mail reporter last week stated it was his intention to leave for Wheeler county in a few days to make his future home. We believe Mr. Vantrease is making a mistake by leaving the Merkel country, though our best wishes follow him.

The long looked for six inch rain. Five and ten gallon and barrel syrup just received. We have a large stock of groceries and want to reduce the stock by the 1st of January to save trouble of invoicing. Can save you money and will appreciate your patronage. Hamlet & Rogers 2

Mrs. W. R. Walker spent Saturday and Sunday in Abilene the guest of her son Jack Walker who is a student at Simmons college.

Special prices on all dry goods, millinery, suits coats and groceries from now until Christmas. We will begin to invoice next day after Christmas and want to reduce our stock. Merkel Dry Goods & Grocery Co.

Miss Eva Craddock left Tuesday night for her home at Watertown, Tenn., after a two months very pleasant visit with her aunt Mrs. J. W. Bland.

Every family has need of a good reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.

Silverware, jewelry and cut glass at Burroughs Drug Store.

O. F. McMASTER
DENTIST
Terms Cash
Office over F. and M. Natl. Bank

EYES PROPERLY TESTED. Glasses Correctly Fitted. All Work Guaranteed.
DRS. ADKISSON & MILLER

Dr. W. V. CRANFORD
Office at
Rust & McCauley's Drug Store
TELEPHONES
Office 4-3 Residence 2-7-6

C. D. MIMS
ATTORNEY AND COUNSELLOR-AT-LAW
Practice in State and Federal Courts. Land and Collection Law a specialty.

OFFICE OVER FIRST NATIONAL BANK

W. W. WHEELER
Real Estate, Fire, Accident and Tornado Insurance Agent
Notary Public.
Office up stairs in First National bank building

H. C. WILLIAMS O. W. JOHNSON
WILLIAMS & JOHNSON
Real Estate, Fire, Life and Accident Insurance Agents
Respectfully Solicit Your Business
Notary Public in Office
Office over Farmers & Merchants National Bank
Merkel :: Texas

W. H. LANEY, THE BUTCHER
Fresh meats of all Kinds.
Always pay top prices on fat cattle and hogs.
Phone 77—Front street, Merkel, Texas

December 14 to Dec 14

GROCERIES GREATLY REDUCED IN PRICES BUT NOT IN QUALITY

We are going to discount everything 10 per cent sold for cash during the Holidays. We are not giving it to one person but dividing it equally with every one who buys a bill from us. This is not a stock-reducing sale and one to get cash that we need to pay our bills with before the 15th.

10 PER CENT DISCOUNT

Baker Boy Flour \$3.00 per 100, less 10 per cent... **\$2.70**
 Sugar \$1.85 per 25 lb., less 10 per cent... **\$1.66 1/2**
 Silver, Crescent Coffee \$1.10 can, less 10 per cent... **99c**
 Maxwell House \$1.00 can, less 10 per cent... **90c**
 John Bremond \$1.25 bucket, less 10 per cent... **\$1.12 1/2**
 Chase & Sanborn Circle Blend 30c, less 10 per cent... **27c**
 Chase & Sanborn Corona 35c, less 10 per cent... **31 1/2c**
 Chase & Sanborn Com. Mocha 40c, less 10 per cent... **36c**
 10 lb. Cottolene \$1.25, less 10 per cent... **\$1.12 1/2**
 10 lb. Jewell Com. \$1.00, less 10 per cent... **90c**
 10 lb. Velva Syrup 75c, less 10 per cent... **67 1/2c**
 10 lb. King Komus 75c, less 10 per cent... **67 1/2c**
 10 lb. Auto Syrup 70c, less 10 per cent... **63c**
 10 lb. Airio Syrup 60c, less 10 per cent... **54c**
 10 lb. Blue Flag 65c, less 10 per cent... **58 1/2c**
 10 lb. P. & F. 60c, less 10 per cent... **54c**

These are staples that are used every day. You can't buy too much at these figures.

10 PER CENT DISCOUNT

10 lb. Red Top Sorghum 50c, less 10 per cent... **45c**
 10 lb. White Ribbon 50c, less 10 per cent... **45c**
 10 lb. Wild Rose 45c, less 10 per cent... **41 1/2c**
 Van Camps st. sugar corn \$2.50 case, less 10 per cent... **\$2.25**
 Van Camps standard \$2.00 case, less 10 per cent... **1.80**
 Van Camps ves. No. 3 Tom. \$2.50 case, less 10 per cent... **2.25**
 Van Camps ves. No. 2 Tom. \$2.00 case, less 10 per cent... **1.80**
 Van Camps No. 1 P. and B. \$1 doz., less 10 per cent... **90c**
 Van Camps No. 2 P. & B. \$1.65 doz., less 10 per cent... **\$1.48 1/2**
 Palmetto No. 3 Peaches \$2.40 doz., less 10 per cent... **\$2.16**
 Palmetto No. 3 Apricots \$2.40 doz., less 10 per cent... **2.16**
 Consul No. 3 Apricots \$2.00 doz., less 10 per cent... **1.80**
 Post Toasties 2 for 25c, less 10 per cent... **22 1/2c**
 Shredded Wheat 2 for 25c, less 10 per cent... **22 1/2c**
 5 lb. Oat Meal 20c, less 10 per cent... **18c**
 All 25c Baking Powders 20c, less 10 per cent... **18c**

These are only a few of many articles we can save you money on. Everything less 10 per cent for cash.

B. C. GAITHER & SONS

LOCAL AND PERSONAL

Eyes tested and glasses correctly fitted. Prices right. Mrs. Rust.

Dr. G. Graham of Essie returned from Trent Monday morning.

Not only toys but lots of fine presents for every member of the family at the Elite.

Judge W. T. Potter and J. N. Teaff were Abilene visitors Monday.

Light Crust Flour is better. For sale only by Merkel Dry Goods & Grocery Co.

Your car needs washing and polishing and we are prepared to do the work. Merkel Garage.

Miss Claire Tate of Abilene will visit Mrs. W. H. Dickson the last of the week.

Silverware, jewelry and cut glass at Burroughs Drug Store.

Mrs. Obither of Odessa visited Mr. and Mrs. J. W. Daniel Friday.

We give voting coupons with all cash purchases of 25c or more at Merkel D. G. & Gro. Co.

Mesdames Williams and Callahan of Shiloh were shopping in Merkel Monday.

We pay top prices for eggs, butter and chickens. Merkel Dry Goods & Grocery Co.

Mrs. F. A. Whitley who is visiting relatives at Trent was shopping in Merkel the first of the week.

Buy from the Merkel Dry Goods & Grocery Co. and save money. Also get voting coupons for diamond ring contest.

Lame back may come from over-work, cold settled in the muscles of the back, or from disease. In the two former cases the right remedy is BALLARD'S SNOW LINIMENT. It should be rubbed in thoroughly over the affected part, the relief will be prompt and satisfactory. Price 25c, 50c and \$1.00 per bottle. Sold by H C Burroughs.

Mrs. Ada Adkisson of Decaturville, Tenn., who has been here visiting the family of Dr. J. A. Adkisson is visiting relatives in Ranger this week.

Sickly children need WHITE'S CREAM VERMIFUGE. It not only destroys worms, if there be any, but it acts as a strengthening tonic in the stomach and bowels. Price 25c per bottle. Sold by H C Burroughs.

Why carry gasoline at home, carry the risk and do the work when you can get what you want day or night at the Merkel Garage? Give us a trial.

A. H. Hazlewood was among the business visitors here the first of the week from Cisco.

Bring your clothes to Kent St. Tailor Shop, first class work and reasonable prices. J. E. Martin.

Mr. and Mrs. E. E. Donham left the latter part of last week for Carbon their future home.

wheezing in the lungs indicates that phlegm is obstructing the air passages. BALLARD'S HOREHOUND SYRUP loosens the phlegm so that it can be coughed up and ejected. Price 25c, 50c and \$1.00 per bottle. Sold by H C Burroughs.

Mr. and Mrs. W. R. Russell are rejoicing this week over the arrival of an 11 1/2 pound girl Sunday night.

Will appreciate a share of your trade. Kent St. Barbers.

OUR CORRESPONDENCE

Butman Community.

Dec. 18.—Well the weather has been very cool for the last few days so the farmers can't pick the scattering cotton.

D. D. Coats spent Sunday at the home of J. A. Dulin.

Misses Willie and Addie Dulin are spending the week at the home of J. A. Dulin before going to Sweetwater to make their future home.

Mrs. L. A. Dulin has gone to Bell county to make her home.

The school at Butman is progressing nicely with a large attendance.

J. A. Dulin and D. D. Coats went to Abilene Monday.

Mann Dulin has returned home.

Lee White was a pleasant caller at Mr. Franks Sunday.

Mr. Costephens spent Thursday in Merkel.

E. E. Patterson was in Merkel Friday.

Miss Willie Dulin and Kiah Spears were at White Church Sunday.

Mr. and Mrs. White were visiting at Mr. Davidson's Saturday night and Sunday.

The party given at the home of E. E. Patterson Thursday night was enjoyed by all.

Miss Addie Dulin and Miley Burrus attended preaching at White Church Sunday.

Miss Lillie White was a pleasant caller at J. A. Dulin's Saturday.

Well I will come to a close as Xmas is coming.

Xmas Gift.

White Church Items.

Dec. 19.—The weather has been so bad the last week that everybody had to stay in the house.

Joe Bailey is home from Stamford to spend Christmas.

The party at Mr. Franks Wednesday night was very much enjoyed by all present.

Mack Perkins was a pleasant caller at Mrs. Noel's Sunday.

Lee White was a pleasant caller at Mr. Franks Sunday.

Misses Willie and Addie Dulin

spending this week at the home of J. A. Dulin.

Kiah Spears visited Miley Burrus Saturday and Sunday.

Pat Hutchins was a pleasant caller at Mr. Pannell's Sunday.

Mrs. Coats and children visited her father Mr. Pannell Monday.

Alvin Hutchins and Andy Brown were pleasant callers at Mr. Hicks' Sunday.

Mr. and Mrs. Bickley and daughter Annie were in Merkel Monday.

If Santa Claus don't get surprised there will be several weddings in our community about Christmas.

Santa Claus.

A Dreadful Wound

from a knife, gun, tin can, rusty nail, fireworks, or of any other nature, demands prompt treatment with Bucklen's Arnica Salve to prevent blood poison or gangrene. It's the quickest, surest healer for all such wounds as also for burns, boils, sores, skin eruptions, eczema, chapped hands, corns or piles. 25c at H C Burroughs.

Good Positions.

A written contract containing reasonable conditions will be given to secure for you a good position if you attend Draughon's Practical Business College. Abilene, Amarillo or El Paso.

A TEXAS WONDER.

The Texas Wonder cures kidney and bladder troubles, weak and lame backs, rheumatism and all irregularity of the kidneys and bladder in both men and women, regulates bladder troubles in children. If not sold by your druggist, will be sent by mail on receipt of \$1. One small bottle is two months treatment and seldom fails to perfect a cure. Send for Texas testimonials. Dr. Z. W. Hall, 2926 Olive St., St. Louis, Mo. Sold by druggists.

Read my ad; think some and then act. Jno. G. Jackson, Real Estate.

OUR NEW YEAR ISSUE

All of our development stories are crowded out of this edition and will appear in our New Year's Issue, Jan. 6th.

In that issue we are going to try to give some idea of the opportunities offered in our town and country for men with brain and brawn as well as men with means and money.

It is not our idea to exaggerate or overdraw any article. We know there are failures as well as successes here, the same as in any town or country, but the stories of success will give encouragement and show the possibilities of our country.

This is a proven agriculture and stock country and no section offers better opportunities at this time. We will try to show you this in our New Year Issue and we modestly suggest that you make arrangements so that you will be sure of one copy and may be several more to send to friends in other parts of the state.

All extra copies ordered by our subscribers before Jan. 1st, for this purpose will be furnished and mailed free of charge to you.

Send us the names and addresses.

Work Will Soon Start

after you take Dr. King's New Life Pills, and you'll quickly enjoy their fine results. Constipation and indigestion vanish and fine appetite returns. They regulate stomach, liver and bowels and impart new strength and energy to the whole system. Try them Only 25c at H C Burroughs.

200 votes Saturday night with each ticket, 10c.



TO all our customers, and all the other good people whom we wish were our customers, this is a New Year's Greeting.

We hope everybody who has done business with us during 1911 has found it profitable; the goods satisfactory, our service agreeable. We shall try to serve you better in 1912 than in 1911; we shall try to have better merchandise than ever before, and sell it to the better advantage of our customers than ever before.

Hart Schaffner & Marx

clothes will be our chief line; the best possible reason why you should buy clothes here. We want you to feel that if any dealings with us in the past have not been wholly as you expected and as you wanted or in any way not satisfactory, we should be glad to know about it, and do what we can to make it right.



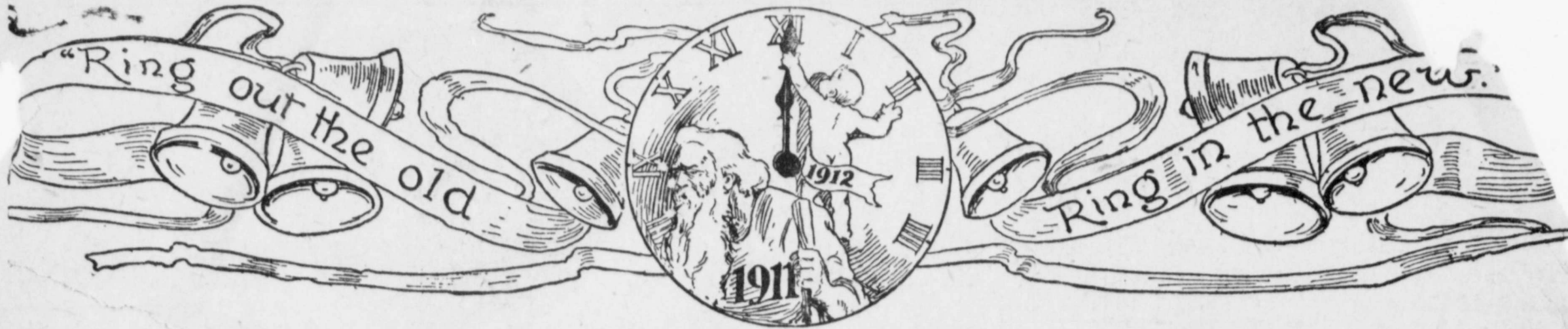
WOODROOF BROS.
ONE PRICE-THE LOWEST



THE MERKEL MAIL

Vol. 23—NO. 44

MERKEL, TEXAS, FRIDAY, DECEMBER 22, 1911



Christmas and New Year Greetings

OF OUR ENTERPRISING ADVERTISERS FOR OUR GOOD READERS

West Texas Hardware Company.

In spite of the dry season the year has been a good one for all of us and we should feel grateful.

We do and especially to our friends and customers who have stayed with us "through thick and thin," and to them and all others we speak our appreciation and sincere good wishes. Our policy of fair dealing, the best goods at the right prices and always liberal accommodations has built our business to its present size. In the New Year there will be something doing every week down on the corner and we invite you to call and see us.

Yours cheerfully,
West Texas Hardware Co.
W. A. Scott, Manager.

Hamblet & Rogers.

Allow us to thank the good people of Merkel and the Merkel country for their liberal patronage and hope for a continuance.

We are here to do a straight and legitimate business and to make good everything that is put out. We have been here four hard years and yet we are in better shape to handle and take care of the needs of the people than ever before. With dry weather until February and then another 6-inch rain and then let it come; we will accept it just the same.

We are not wanting nor figuring on setting the woods on fire in a business way but want your business. Be sure to come around to see us before you buy your Christmas confections or anything else in the grocery line.

Wishing you a merry X-mas and a bumper crop next year, we are and want to be,

Your grocers,
Hamblet & Rogers.

Burroughs' Drug Store.

We wish for you an enjoyable week, good New Year and extend the customary compliments of the season. We appreciate your favors and patronage and give you the best drugs and service possible. Visit our store often as you please and buy as seldom as you choose.

H. C. Burroughs.

A New Store and New Year.

We have a new store and new stock for the New Year and wish to make you a new customer and new friend. Give us a share of your trade now and during the next year.

R. L. Bradshaw Grocery Co.

Your Insurance Men.

Here is greeting to our friends, patrons and those to be. We greatly appreciate the business you have given us or will give to us, and bespeak a continuance of our pleasant relations during the year 1912.

What helps our business in the insurance line is also a protection to you. We remain your well wishers in all that is best.

Williams & Johnson.

Banner & Son.

This card is to exchange greetings for the season and to remind you that we always appreciate your trade and want to serve you more next year. We will treat you right J. L. Banner & Son.

Our Customers, Our Friends.

Once more we greet you in the Xmas Mail.

In the past year we have done our best to make your cotton and produce bring the best prices possible and sold you good groceries at a very small profit. It

is our style and our policy. A fair deal for everybody but special favors for our friends. We want your trade and to make a friend of every customer.

We will always do our part for our town and country and our trade. If you are not our customer give us a trial. Your Reliable Grocers.

B. C. Gaither & Sons.

P. S. All groceries at ten per cent discount until the 28th.

Dry Goods and Groceries.

In the customary manner I thank one and all who have contributed to my success the past year and ask that you give me a share of your business in the coming year. After the first of the year my business location will be across the street in the Nobles building where I invite you to call and visit me. Wishing you good luck and prosperity.

Your friend,
J. T. Dennis

Phillip Pettit made a business trip to Trent Wednesday

Closing Out Sale.

I am going to sell my stock of groceries at cost. I am going out of business. Thanking my many friends and customers for their trade for the four years that I have been in business and wishing them a merry Christmas and a happy New Year, I am,

Yours respectfully,

W. L. Diltz.

Request of Our Readers.

We kindly ask that after you have read this issue you give or mail it to a friend with a few good words about our paper and our country.

We have printed this issue 1250 copies and there are an average of five readers to every subscriber. This makes 6,250 who will read this paper. If you will grant our request this number will be doubled, 12,500.

Do this much for us and our country and when we can do you a favor, just pull the string.

Lost large plain signet stick pin with "V" engraved. Finder please return to this office. t1pd

Merkel Mail Message.

It's one of love, affection, friendship, good will and good wishes.

We are glad we are living and nowhere but Merkel and the Merkel country. We are nothing if not patriotic and this because we have the best town, best country, best people and best paper. We love all of our delinquents and when they shuffle off this mortal and mundane sphere we will balance their account and write "a good man gone somewhere else."

We thank you for the money to buy our paper, ink, pay postage and something to eat. We feel grateful to advertisers, subscribers, readers, postmasters, rural route carriers and all others who are our friends. We have been doing our best but we are going to work a little harder, make your home paper better, and better and do more good for our town and country.

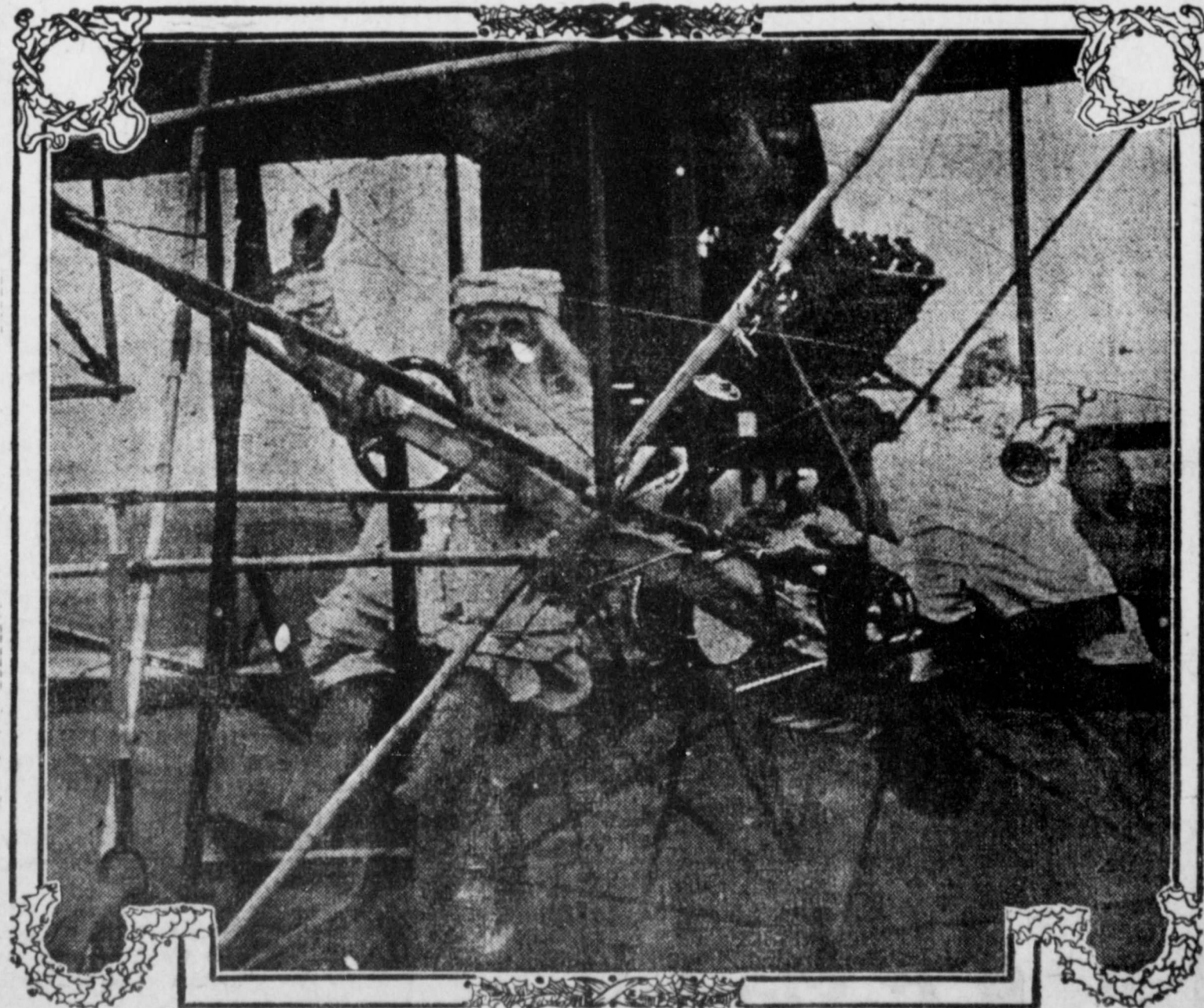
Your paper and friends,
THE MERKEL MAIL.

The Stockholders:

J. G. Jackson, Editor,
Mrs. W. H. Dickson, Society,
Ben T. Merritt, Bus. Mgr.
Henry T. Merritt, Foreman,
Chas. A. Fryar, Printer,
Tracy Barlow, Printer,
Rufford Evans, Extra.
"Just Bill" Merritt, Indispensible,
and Harry Merritt, "Devil."

Christmas Tree.

The Presbyterian school will have Christmas tree Saturday seven o'clock. So be there. Every Presbyterian School all other Sunday school even if you do not attend day school, please bring a contribution. Send prizes to the school. Will be located at the school.



SANTA CLAUS UP TO DATE — GROENE'S STUDIO UP TO NOW

Our Christmas Greetings and New Year's Wish

May the best day you've ever known, prove the worst yet to come

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1904

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Merchants National Bank

OF MERKEL, TEXAS

of Comptroller, December 5, 1911

RESOURCES

Cash	\$ 89,917.97
U. S. Bonds	6,250.00
Premium on Bonds	200.00
Real Estate, Furniture and Fixtures	4,197.25
Five per cent Redemption Fund	312.50
Cash Sight Exchange	113,840.74
Total	\$214,718.46

LIABILITIES

Capital paid in	\$ 25,000.00
Surplus and Profits	25,794.06
Circulation	6,250.00
Borrowed Money	None
Deposits	157,674.40
Total	\$214,718.46

The above statement is correct.
T. A. JOHNSON, Cashier.

Under One Management Since Organization.
OLDEST BANK IN MERKEL

BOARD OF DIRECTORS

T. J. Warren C. P. Warren G. F. West
Ed. S. Hughes Henry James
J. T. Howard T. A. Johnson

Let us All Rejoice and Make Me

We bespeak for our customers and all the people of the Merkel country the most enjoyable Christmas and the happiest New Year they have ever had. From a financial standpoint our country can equal ours. Her resources are the most stable and her citizenship cannot be called. Our people and our country have been tested by every crucible. They have been weighed in the balance and have not been found wanting.

Safety

Courtesy

Liberality



Service

Reliability

Conservatism

As for ourselves, "Business is Always Good Down at the F. & M." 1911 and all the other years have been pleasant and profitable ones for us. From an humble beginning years ago we have grown from the smallest and youngest to the largest and oldest bank in Merkel. **CASH RESOURCES OVER \$214,000.00; DEPOSITS OVER \$157,000.00** all subject to check; no time or interest bearing certificates issued. All kinds of Cash. We have just declared our 14th regular semi-annual dividend—we have never missed one—and in addition our surplus fund has grown until today it stands at **OVER \$25,000.00.**

But we do not claim all the credit for ourselves. This growth and this success has been made possible by the patronage and co-operation of the sturdy citizenship of the Merkel country who appreciate **Good Banking Methods** and who get **Good Banking Service Every Day in the Year Whether it Rains or Not.** We have over 1500 patrons at this time and we want more. We enter the New Year with no misgivings. The future looks bright and rosy to us. Look over our statement herewith closely and then come to see us.

NO BLUES HERE

With our best wishes,

J. T. WARREN, Pres. T. A. JOHNSON, Cashier

NEW MANAGERS OF OPERA HOUSE

D. S. Whitaker and A. L. Leer of Hale Center, owners of the Merkel Opera House arrived here last week and purchased the moving picture machine and outfit from Turner & Coryell and now have charge of the Opera House. They have come here to stay and state they will move their families to Merkel and make our little city their home. We presume they will give Merkel plenty of entertainment by bringing a number of very interesting experienced opera plays as well as showing splendorous pictures every night. Play given Saturday with special men interesting to and the house at two shows the third was

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Christmas Toggery for Men and Young Men

"Everything New That's Good," and if it's anything "late," we have it.

Shoes, Hat
Cap, Shirt
Trunk, Suit Case
Hand Bag, Gloves
Traveling Slippers
House Slippers
Night Robe, Pajamas
Bath Robe, Smoking Jacket, Union Suit
Knit Gloves

Dress Gloves, Collar Bag
Traveling Set, Silk Reefer
Knitted Reefer, Sweater
Sweater Coat, Silk Hose
Silk Suspenders, Link Sets
Tie Retainers, Watch Fobs
Full Dress Stud Sets
Evening Accessories, Neckwear

Come to see us, we will appreciate your trade

MINGUS BRO'S. & CO.

Abilene, Texas

(Men's Quality Outfitters)

THE ELITE

Sends Compliments of the Season and best wishes for its many good friends and customers during the coming year. Your favors are appreciated and deserving of our best efforts during the New Year.

N. C. Sinclair

Canyon Items.

Dec. 18.—We are still wading the mud in this part of the Canyon and they are enjoying it.

Health of our community is good except bad colds.

M. M. Alldridge who has been visiting relative in the Canyon has returned to his home in Fisher county.

Ira Stanley and wife visited Mrs. Stanley's parents Mr. and Mrs. Spears last week.

There was quite a crowd working the road near Center Point Monday.

Misses Gertrude, Bertha and Ona Stanley were shopping in Merkel last Monday.

The singing at Mr. Doan's Sunday night was well attended and all report a nice time.

Jim Richie and E. M. Blackburn made a business trip to Merkel Monday.

Jim Mayfield is the depot agent at Blair. We wish him much success in the work.

Farmers are most all ready to go to plowing as soon as the ground gets dry enough.

Well as news is scarce I will close by wishing for all a merry Xmas.
Simon Simple.

THE FARMERS BANK MOVES TO MERKEL

Arrangements have been made for the removal of the Farmers State Bank from Trent to Merkel about the middle of next month.

This will be a new enterprise for Merkel's X-mas stocking and a valuable one. This bank is organized under the state law and operates under the "Guaranty Fund" feature.

The new bank will be located in the building now occupied by W. L. Harkrider, which place will be improved and arranged for a bank. President J. S. Swann is a Merkel citizen and R. O. Anderson in active charge is too well known for an introduction. He is a successful banker, a progressive citizen and has many friends in town and the country.

The Mail bespeaks for the new bank success and directs your attention to their statement on the back cover of this issue.

Noodle Notes.

Dec. 19.—Well, well, it just keeps raining and the farmers bog up every time they get out of the house.

Olly Sosebee got his leg broken Sunday. His horse slipped and fell on him.

Miss Lillie Herring burned her hand very badly with some hot candy.

Misses Birdie and Queenie Carpenter left Monday for Floydada.

We will have the Christmas tree Saturday night. Everybody invited to come and bring presents and put them on the tree.

As news is scarce I will ring off and give Shiloh room to write.

Happy Jack.

Telephone 202 for oil and gas.

Good Health And Happiness

Our prescription you and your
need anything we have buy it here
good for our trade and you

Armstrong Drug Co.

OUR GOOD READERS' 12 The Old and The New

In another place we stated that
last week or ten days has
our banner subscription
business and here is the proof.
In consideration of the very bad
weather which makes it impos-
sible for many of our farmers to
get to town this is a record-
breaker and we believe beats any
country weekly newspaper in
the state

The following are renewal and
new subscribers since our last
report:

Merkel and Rural Routes: R
H Collins, Southern National
Bank, Hamp Campbell, R A
Martin, H Turner, Chas. Hughes,
Dr. O F McMaster, Dr. W V
Cranford (5 years), J E Mc-
Gaughey, W E Shouse, John
Elliott, L W Cox, J W Hardy, Jr.,
Jim Eff, Chas. Orr, G J Robbins,
G W Brady, W B Farmer, J A
Meeks, A B Harris, Joe Winter,
H N Mashburn, S S Smith, J N
Teaff, J W Dowdy, H M Rain-
bolt, R D Allen, O B Boden, E
L Ash, J W Sibley, J M Dunagin,
H H Prater, C A Higgins, J E
Paylor, J N Shelton, J S Bickley,
J E Costephens, B E Dalton, Ed-
gar Elliott, A L Hogue, E C
Shannon, W T Sherrell, Geo. D
Richie, W T Daniel, Jno. S
Hughes, J W Teaff, Mrs. P B
Casseaux, W C Kennedy, E L
Rogers, Capt J. T. Tucker, J A
Collins (5 years), J A Brown, J
R Hester, C R Rogers, E E Pat-
terson, Rev. C B Smith.

Foreign and Others: W J
Faucett, Abilene, (by J E Fau-
cett); G B Adcock, Groveland,
Tenn.; Mrs. R T Pence, Marshall,
Mo; Jake Calhoun, Bloomfield
and D M McMillen, Birmingham,
Iowa, (by E P McMillen); C W
Holcomb, Fort Worth; Rev. G F
English, Glen Rose, (by J V
West); Jas. Prater, Dayton,
Tenn., (by H H Prater); J S
French, Amity, Ark; C P War-
ren, Atilene; J. M. Teaff, Troy
(by J N and Ed Teaff); A
Stamps, Esq., Prairie Grove,
Ark; E Burroughs, Canyon City;
A A Wisdom, Dublin; R W Witt,
Sparta, Mo; V D Jones, Bagwell,
(by R H Collins); Miss Delia
Chilton, Seymour; E W Pollock,
Moro; J M Cranford, T J Cran-
ford, Otis, La., (by Dr. W V
Cradford); R A Haley, White
Flat, (by W E Britain); W S
Ellis, Temple, (by R A Ellis); S
P Rister, El Paso; L R Hogg,
Lafayette, La; W E Hall, Cov-
ington, Tenn; Mrs. J O Calvin,
DeKalb; Guthrie Allen, Andrews.

This is the paper the people
read.

A most beautiful and valuable
Christmas gift was that left at
the home of Mayor and Mrs. C.
D. Mims. She is a girl and our
good wishes are for you, "Miss
Merkel," and may you never fa-
vor your dad.

Mrs. Victor Harris and little
daughter, Ruby, left the first of
the week for Dallas to spend
Christmas with relatives.

Xmas goods.
Burroughs Drug Store.

The Burrus Mill and Elevator Co.

Makers and Exporters of High Grade Flour

Fort Worth, Dec. 2, 1911

Mr. J. S. Blasingame,
Rt. 3, Box 84, Merkel, Texas.

Dear Sir:--Answering your letter of Nov. 30 beg to
advise that we never ship less than a carload of flour under
any circumstances. We are pleased to advise you, however,
that the Merkel Dry Goods & Grocery Co. at Merkel, Texas,
have our LIGHT CRUST flour in stock at all times and they
can sell it to you cheaper than you could buy it in Ft.
Worth and pay local freight on it to save your life. Do
not expect them, however, to sell you LIGHT CRUST as
other so called good flours are sold in that market.
These people are paying us from 20c to 30c more for our
flour than they can buy our competitors flour for. They
are doing this because they want to give their customers
the very best flour to be had. If you have used it, you
know that it is better than the other grades. If you do
not know it, a trial will convince you.

We pay premiums in order to get fancy wheat, employ
experts who have devoted their lives to the business and
when we take these precautions, we have to have more money
for it than people who buy anything that is offered and
make price their chief salesman. The difference you will
pay on the flour you use will amount to very little in the
course of a year and you will find that there are more
loaves of bread in a sack of LIGHT CRUST than in any other
flour offered, besides being of a much better quality.

Trusting that you will get your wants supplied by the
Merkel Dry Goods & Grocery Company and thanking you, we are,

Yours very truly,

ETF-HS

BURRUS MILL & ELEVATOR CO.

MERKEL

New Bridge Over Mulber-
ring over Railro.

IMPROVEMENTS PER

Judge T. A. Bledsoe and Commis-
sioner Go over Matter and Give Ma-
Promise for Our Readers.

A bran-new practical
steel bridge over Mulber-
new crossing over the
Pacific railroad east of Mer-
the Christmas gift of Coun-
Judge Bledsoe and Commissioner
Banner for the people of precinct
two.

Judge Bledsoe and Commis-
sioner Banner in company with
Chas. R Moore, of Austin Bros.,
bridge builders, and J. D. Stamp-
er, of Texas & Pacific, were in
our city last week and this an-
nouncement is the result of their
investigation.

Judge Bledsoe said: "We are
going to build a first-class steel
bridge over Mulberry. The new
bridge will be in line with a new
roadbed directly north of the old
bridge and old road. This gives
a better road and a better site for
a bridge, allowing passageway
for any waters which may be in
the stream in the future. The
bridge will be of the latest de-
sign, and of practically all steel,
for we have long since lear-
that the best in road and b-
work is the cheapest for
county and the people in the lo-
run, and we know sooner or later
the new roadbed will be needed
for permanent improvement of
the roads. The bridge and road
will be on the property now own-
ed by Banker J. T. Warren.
The bridge will be six feet high-
er than the old one, on steel piers
set in concrete with steel girders,
one of the best and strongest in
the county.

"The material has been order-
ed and the work of construction
will begin as soon as it arrives."

Crossing Over 7 P.

The railroad ma-
out to a point ne-
cemetery and sho-
ty of a crossing a-
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The Spirit of the Season

prompts us to extend to you our sincere wishes

for a very

Merry Christmas and Happy, Prosperous New Year

Rust & McCauley Jewelry Co.

Mrs. E. M. Rust, Manager

Merkel, Texas

LOCAL AD

Opera
colate.
a business
Tuesday.
ght at Opera
ow in the toy line

... Bell county
Sunday to see his sis-
J. N. Shelton while en-
route to his new home at Sweet-
water. "The old lady was spry
as when she was sweet sixteen
when she saw it was her brother,"
said Mr. Shelton.

Bud Denton and family moved
to Jayton this week to make their
future home. We are very sorry
to lose Mr. Denton from our ter-
ritory but our good wishes follow
him just the same.

Your choice of our \$17.50 and
\$18.50 suits for \$15.00. These
suits are guaranteed all wool and
hand-tailored. Harkrider.

M. C. Patterson and family of
Gatesville passed through our
city Friday enroute to Maryneal
where they will make their future
home. They are old friends of
E. V. Ellis who lives north of
town.

A \$25.00 Kirschbaum hand-
tailored suit for \$19.50. W. L.
Harkrider.

The new firm of R. L. Brad-
shaw Grocery Company will be
open Saturday in the old Pipes
Bros. stand on front street. They
will appreciate a share of your
trade.

If you want fresh groceries out
of an absolutely new stock visit
our store. R. L. Bradshaw Gro-
cery Company.

E. E. Nugent was in the city
from Trent Tuesday. He was
accompanied by his mother Mrs.
F. D. Nugent of Temple who re-
turned to her home Tuesday
night.

Buy your groceries and dry
goods from the Merkel Dry Goods
& Grocery Co. this month and
get voting coupons for the dia-
mond ring contest.

Mrs. J. M. Norris and children
and Mrs. N. E. Norris returned
to their home at Abilene Satur-
day after visiting the family of
A. J. Tucker and other friends.

**Just received a car of
Studebaker buggies. Anchor
Hardware Company.**

J. H. Whitehead a former citi-
zen of this place was here last
week looking after business, re-
turning to his home at Clayton-
ville Monday.

Everything in stock fresh and
new at the R. L. Bradshaw Gro-
cery Company.

W. M. Rasbery of Brownville,
Tenn., surprised his daughter
Mrs. R. E. Bowles by coming
here to visit her. She was not
expecting him and it was a glad
surprise to her.

**Just received a car of
Studebaker buggies. Anchor
Hardware Company.**

Henry Wiggins was in the city
from Blair Tuesday leaving on
the noon train for Seymour
where he will visit his brother
Ashley Wiggins.

We have the largest stock of
holiday goods in Merkel. See
them before buying. Burroughs
Drug Store.

Get a fine dinner at the Nobles
building on Edwards street Sat-
urday. The ladies will appre-
ciate your help for a good cause.

Buy your groceries from the
new grocery on Front Street.
R. L. Bradshaw Grocery Co.

Dinner will be served Saturday
in the Nobles building on Ed-
wards street by the ladies of the
Methodist missionary society.

We have a nice line of silver-
ware and cut glass of the very
best. Burroughs Drug Store.

Saturday night is always big
at the Opera House.

Try the delicious hot drinks at
Burroughs Drug Store.

Icy hot bottles. Rust & Mc-
Cauley.

G. C. Lowry is in Merkel this
week visiting his aunt, Mrs. J. P.
Hamm.

We can use several loads of
good headed maize or kaffir corn
at \$1.00 per hundred pounds.
Merkel Dry Goods & Grocery Co.

Buy your coal from a home
dealer who sells it the year
round. J. B. Bell & Son.

R. Spicer of Abilene was in
our little city on business Mon-
day.

Beautiful designs in cut glass.
Nothing better for Xmas present.
Rust & McCauley.

Merkel has more friends than
any town of its size in the world,
for everybody loves a good, live
and hustling little city. Trade
at Merkel.

Read announcement of extra
prizes in the diamond contest.

Mr. and Mrs. W. W. Wheeler
spent Sunday and Monday in
Abilene visiting Burl Wheeler
and wife.

R. L. Bradshaw Grocery Com-
pany is the name of the new
firm locating on Front street this
week.

The business in our town is not
confined to the stores, for even
the local real estate agents re-
port some nice little and big deals
recently.

Dr. J. H. Warnick, G. W.
Johnson, R. C. Young and D. O.
Huddleston were transacting busi-
ness in Abilene Monday.

Watches, fobs, chains, cuff
and collar buttons. Solid gold
and filled. Rust & McCauley.

Eyes tested and glasses cor-
rectly fitted. Prices right. Mrs.
Rust.

Read my ad; think some and
then act. Jno. G. Jackson, Real
Estate.

Read announcement of extra
prizes in the diamond contest.

Notice, Farmers.

In my work and advertising,
articles written for our local and
foreign papers and magazines, I
have the opportunity to use any
and all of the time the personal
experiences of the farmers of our
country.

If you have anything good to
say about our country write out
your experience and send it to
me. Tell when you came here,
what you had then, what you
have done and how you did it,
what you have made and saved.
Tell how many good crops, short
crops and failures, if any. Tell
what you made this year, on how
much land and at how much ex-
pense. Tell nothing but the
truth and what you think about
our country and our opportuni-
ties in comparison with those in
the east where lands are valued
at \$100 to \$200 per acre. I want
this from every man who will
write and mail it to me and every
progressive citizen should be
glad to do that much for his town
and country.

Please do this for me right now
and I will use many of them in
our Christmas edition and many
papers in the east before the be-
ginning of a New Year. If we
could but get proper credit for
what we have and do there would
be a notable improvement in the
general conditions which would
be a benefit for every citizen who
has any interest in the Merkel
country. Do it today.

Yours Sincerely,
Jno. G. Jackson.

Special Prices On GROCERIES

Now is your opportunity if its prices and quality
you want. You don't have to pay for anything but
the goods. We give you the benefit altogether of the
discounts we are able to make.

We quote a few prices:

100 lbs. Blue Ribbon Flour, none better.....	\$2.90
100 lbs. Granulated sugar.....	6.75
10 lb. bucket Cottolene.....	1.00
10 lb. bucket Snowdrift.....	1.00
10 lb. bucket White Cloud.....	1.00
10 lb. bucket Pure Lard.....	1.25
10 lb. bucket P. & F. Syrup.....	.55
10 lb. bucket Velva Syrup.....	.65
10 lb. bucket Karo Syrup.....	.40
5 gal. Good Oil.....	.40

Clark & Allen

Phone 195 Next door west of Rust & McCauley

New Store and New Stock BRADSHAW GROCERY CO.

We beg to announce to my friends and the public that
we have arranged to open and operate an exclusive
grocery business at Merkel. Our stock will be new and
fresh and our prices right. We will be located in the
old Pipes Bros. stand on Front street where we will be
pleased to have you call. Call on us and give us a
share of your business. We will treat you right.

Bradshaw Grocery Co

R. L. BRADSHAW, Manager

A New Grocery Store.

A new store with clean and
fresh stock is added to our list of
business houses this week, the
Bradshaw Grocery Company.

The new business will be in
charge of Mr. R. L. Bradshaw,
who has been in our little city for
eight years and is an experienc-
ed man in the business. They
will occupy the J. H. Thornton
building on Front street where
they invite the visits of their
friends and all others who ever
eat anything.

The Mail bespeaks for the new
store success.

Eastern Star.

There will be a meeting of
Merkel Chapter No. 212 O. E. S.
Monday night, Dec. 11, for initi-
atory work. All visiting mem-
bers are invited to attend.

Mrs. Aggie Hall, W. M.

We have dolls for everybody.
See them before buying. Bur-
roughs Drug Store.

Toombs-Campbell.

J. J. Toombs and Miss Fannie
Pearl Campbell, a well known
young couple of Nubia were hap-
pily married in Abilene Wednes-
day. Both of the contracting
parties have a host of friends in
the Nubia community and also
in Merkel, whom the Mail joins
with best wishes for a long and
happy life.

Notice.

A Masonic supper and enter-
tainment will be given by the
Merkel Lodge No. 710 A. F. &
A. M. Saturday Dec. 16th begin-
ning a 6 o'clock p. m. in the
Thornton building on Kent Street.
All Master Masons and their
families, all widows of Master
Masons and their families in the
vicinity are invited to attend.

L. Brown, W. M.

Brass chafing dishes, coffee
percolator, carving sets, salt and
pepper sets. Rust & McCauley.
Christmas postals one cent
each. McClain's Drug Store.

Great Showing of Christmas

It is time you were making up your mind as to what you are going to give the different members family and your friends for Christmas. The time is short, Christmas is almost upon us. So every you can save will be worth something to you. The best way to settle the question is to pay this visit and see how very well each stock is provided with gift goods for one and all. No matter what you want to pay, be it 25c or \$100.00, we have it here. Next to presentation of gifts, greatest pleasure comes from selecting them. It is almost useless for us to suggest the advisability of immediate buying before the big rush begins, as it is self-evident fact that the early buyer gets the best price from each and every and can make their purchase with some degree of comfort and leisure. In the forenoon is the best time to shop from now until Christmas. We know it is hard to get down town in the forenoon's, yet you will be repaid if you will so arrange your shopping. Any purchases made now will be labeled and held for you until Dec. 23, should you not want to take them at the time you purchase. We will also furnish Xmas boxes for most all little notions, and will wrap and seal any bundles to be sent out by mail or express.

Ladies' Dresses, Suits and Coats

What would be more beautiful for a Christmas present for mother, daughter or sister than a nice suit, dress or coat? These are something that do them some real good, and don't cost any more than many folks spend for foolish presents. We will make some extra special prices on all suits, dresses, coats and skirts from now until Christmas.

\$25.00 Evening dresses	\$17.50
20.00 Evening dresses	14.85
17.50 Dresses all kind	13.50
25.00 Hand tailored suits	17.50
20.00 Hand tailored suits	14.85
15.00 Hand tailored suits	11.50
12.50 Hand tailored suits	9.35
20.00 Ladies fancy reversable coats	15.00
18.00 Ladies fancy reversable coats	13.50
15.00 Ladies coats	11.50
10.00 Ladies coats	7.50
12.50 Braided veil skirts	8.50
10.00 Braided veil skirts	7.50
7.50 Braided veil skirts, high waist	5.50
6.00 Braided veil skirts, high waist	4.50
7.50 High waist skirts, heavy mixed goods	5.00

Willow Plumes for Xmas Presents

Willow Plumes make excellent Christmas remembrances for lady or young lady.

\$25.00 Willow plumes, black and white	\$17.50
20.00 Willow plumes, black and white	14.50
15.00 Willow plumes, black and white	10.50
12.50 Willow plumes, black and white	9.50

Millinery

All millinery regardless of kind go at half price.

\$10.00 Pattern and tailored hats	\$5.00
8.00 Pattern and tailored hats	4.00
6.00 Pattern and tailored hats	3.00
5.00 Pattern and tailored hats	2.50
4.00 Hats, all kind	2.00
3.50 Hats, all kind	1.75

All millinery supplies will be sold at big reduction.

Ladies silk hose, in individual Christmas boxes for 50c, \$1.00, \$1.25 and \$1.50.

Men's plain and fancy silk socks in Christmas boxes for 25 and 50 cents.

Men's ties, suspenders and hose supporters in Christmas boxes for 25c, 50c and \$1.00.

Extra Special

Outings, light and dark colors, in fancy teazledown outings, pin stripes, checks and novelty plaid. Regular price 12½c a yard, this week marked 8½c

Extra Special

Zephyrs—hundreds of styles in zephyr gingham, woven checks, plaids, stripes and solid colors; leading values at 12½ and 15c a yard; marked 11c

Extra Special

Domestic—splendid offer for the following two weeks. Friendship bleach domestic, the family favorite, 36 inches wide; marked per yard 8c

Extra Special

Blankets—Nobby plaid blankets in pink, light blue, or tan combinations, also fine white blankets, 11-4 size, worth \$8.50, now \$5.85

Extra Special

Comforts—fine cotton comforts, ranging in price from \$1.50 to \$3.50, now 25 per cent off.

Extra Special

Towels—Extra size bleached bath towels, 50c quality, now 40c

Extra Special

Table Linens, 72 inch, pure table linen, worth \$1.00 for 78c

Extra Special

Christmas boxes—Christmas boxes of all sizes, class and kind for 2½c, 5c, 10c and up to 25c each.

Extra Special

Smoking Jackets—Men's smoking jackets in nice Christmas boxes for \$3.50, \$5.00 up to \$7.50

Extra Special

Kimona—Pure Japanese silk kimona, worth \$10.00 for \$5.00

Extra Special

Art Squares—We are closing out this line of goods, will not carry them after we have sold our present stock. 9x12 Smith's Axminster, worth 25.00 \$19.00

Extra Special

Leather suit cases, 10.00 leather suit cases \$7.95

Clothing for Christmas

What would do father, son or brother more good than a good suit or overcoat? We have an elegant line of Alfred Benjamin clothing which has no equal for style, fit and tailoring. Just the kind of clothing you buy in city stores but our prices are much cheaper than city prices. We want to cut our stock down all we can before we invoice and will offer special inducements for you to buy your suit from us.

\$25.00 Benjamin suits with fancy vests for	\$20.00
22.50 Benjamin suits with fancy vests for	18.50
20.00 Benjamin suits with fancy vests for	17.50
15.00 Litchfield suits with fancy vests for	12.50
12.50 Litchfield suits	10.00
10.00 Litchfield suits	7.50
\$8.50 Knickerbocker suits for boys	6.50
7.50 Knickerbocker suits for boys	5.50
6.50 Knickerbocker suits for boys	5.00
5.00 Knickerbocker suits for boys	4.00
4.00 Knickerbocker suits for boys	3.00

Men's and Boy's Overcoats

We have a big line of these that we will sell at almost half-price.

Young mens long overcoats worth \$20.00	\$10.00
Young mens long overcoats worth 15.00	7.50
Boys overcoats worth \$10.00	5.00
One lot of men's overcoats all small sizes we will close out at exactly half price.	
\$25.00 Benjamin Overcoats	\$20.00
20.00 Benjamin Overcoats	16.50

Shoes For Christmas

This is something everybody uses. Don't you think it is more sensible to give something useful and serviceable than to give some foolish something that is no service whatever? Our shoe stock is the pride of our store. We can suit and fit you in most any kind of a shoe you could ask for. We have them in all sizes, styles, prices and kind and will make special prices on all shoes from now until Christmas.

Back combs, barretts, collar pins 25c, 50c and \$1.00

Aviation caps and head scarfs in Christmas boxes for 50c, 75c, \$1.00 to \$3.00.

Ladies' gloves in silk and kid, long and short for 50c, \$1.00 to \$4.00.

EXTRA SPECIAL ON GROCERIES

We've the largest stock of Groceries in this part of the country. We sell both at wholesale and retail. Our stock is now full to overflow in all lines, and in order to reduce our stock before invoicing time, we will make special prices in all lines of groceries. We also give voting coupons on all groceries. Make your grocery bill with us this month and save money and vote for your choice in the Diamond Ring Contest. We will give voting coupons on all cash purchases for 25 cents or more from now until Christmas. Come see us for your little wants in CHRISTMAS GOODS AND GET TICKETS FOR THE DIAMOND RING CONTEST

MERKEL DRY GOODS & GROCERY CO.

FURNITURE NEWS SPECIAL

big and little store; big stock, little expense; big business, little profits. We buy in big shipments, and sell in little quantities for cash. We can save you money on any item in our store but we do not take our word until we have shown you. Our advice to everybody is to buy where they can do the most for that money. We will always meet competition anywhere and most of the time go them one better. Read the following and note carefully the prices for we guarantee everything we say to you in print or person and our interest in you does not end but begins when we sell you. Our satisfied customers are best friends.



THE BEST CHRISTMAS GIFT

Is one of lasting value, something that is a constant source of pleasure and usefulness to the recipient.
As illustrated plain oak.....\$9.00
As illustrated quartered oak...\$10.50



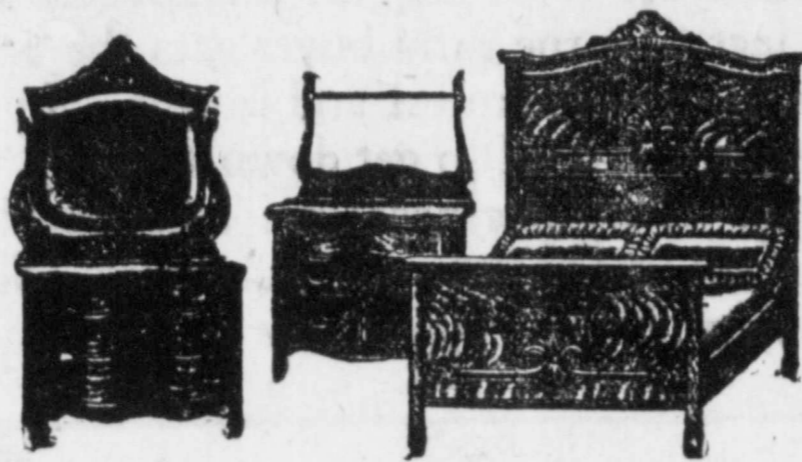
Can't Buy a Better Christmas Gift

No room is complete without floor covering. A well chosen rug will brighten and cheer the whole room and make life worth living. Let us help you to this result. Fine selection of new patterns came in this week. All sizes from the cheapest to the best.



ROCKER FOR CHRISTMAS

Nothing you can give will make a better or more acceptable gift than one of our pretty rockers. Rocker shown in cut only.....\$3.50.
Prices from \$1.75 up to.....\$18.50



Christmas Special

We offer this \$40.00 3-piece bed room suit, high gloss finished, dresser full serpentine front, French bevel plate mirror 22x28,

dresser top 21x42. Bed has full roll foot board, which is not shown in picture. Slats with each bed. Christmas special for the 3-piece, only \$32.50



Don't Waste Your Life in the Kitchen

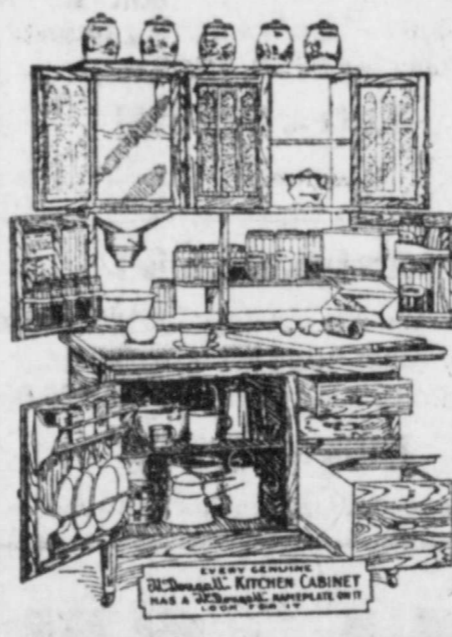
It's no longer necessary to spend half your time in the kitchen. You can save two to four hours of hard kitchen work each day if you really want to. You can devote the time to pleasanter things that you now have little or no time to enjoy with a

M'DOUGALL KITCHEN CABINET

Free tickets each day on the

\$25.00 Rug
\$15 Rocker

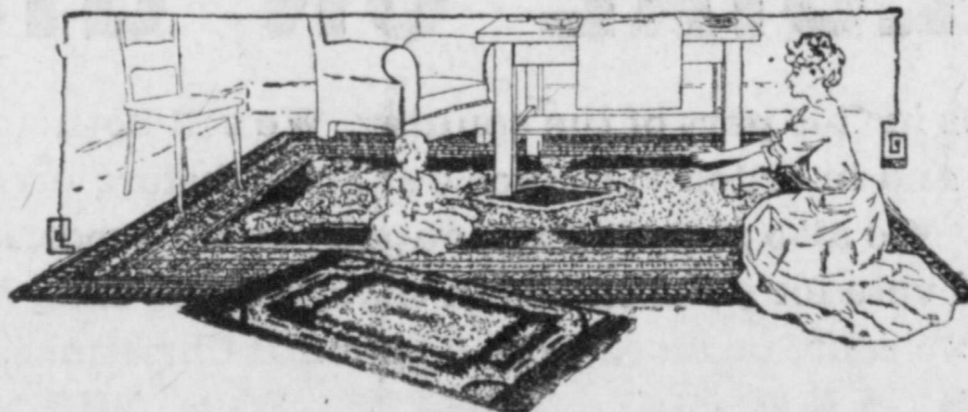
You may be the lucky one. Ask for tickets.



Don't forget date

Drawing takes place Dec. 22

Friday afternoon 3:30 p.m.

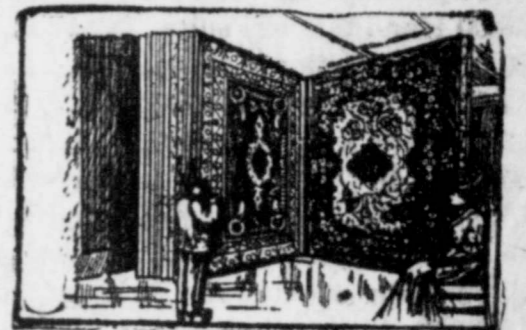


Good floor covering is cheaper than a doctor's bill, and makes home comfortable. Let us figure on a good warm rug for your living room, Linoleum on your kitchen floor. Saves work in kitchen

FIX UP YOUR ROOM WITH NEW SHADES FOR CHRISTMAS

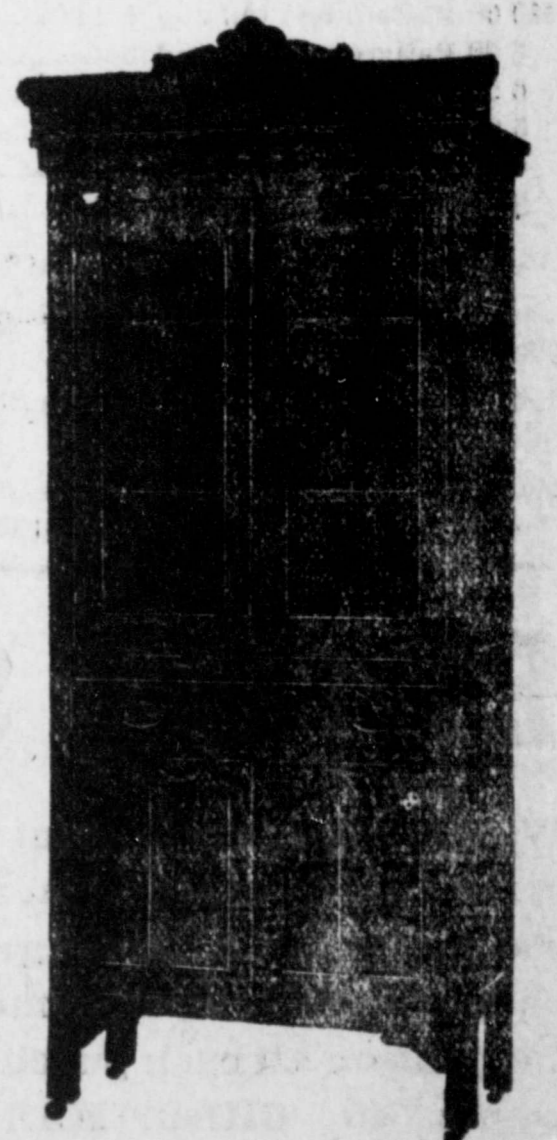


Victor Handsome Shades, all sizes and colors. Prices on inquiry.



Special Christmas Prices on all Rugs Until January 1

Sizes 9x12
\$22.50 Rug special.....\$20.00
25.00 rug special..... 21.50
16.00 Seamless Brussels.. 14.00
14.00 tap Brussels..... 12.50
Special tapsters Brussels... 11.25
12x15 seamless Ingrain \$10.50 to 14.00
9x12 Matting rugs..... 3.75



This Cupboard is put together with bolts; American quartered oak finish. Can not come apart, only.....\$7.

Behrens-McMillen Furniture Comp'y