# THE MERKEL MAIL 

THE MERCHANTS WHO ADVERTISE APPRECIATE YOUR BUSINESS-READ THE ADS

## VOL. $38-$ NO. <br> Expresioin pro <br> GRAN TOMGHI, P:L5

of Merkel High School, under the direction of Miss Lucy Tracy, is presenting Miss Tommie Durham in recital tonight at the
Grammar School Auditorium. She will be assisted by Miss Inice
Brown, musi and voice Mrs. "Me. act play, will be given by Miss
Durham, while Miss Brown will
be heard in piano and vocal numbers. The public is cordially invited to hear these young artists in this splendid program. These
young ladies have much talent in the arts which they represent,
and should be encouraged in their work by a good attendance. There MOLLY MAKE-BELIEVE Interpretation in Three Parts
gressive young rubber broker
Cornelia, his sweetheart.
The Doctor.
Molly Make-Believe.
$\qquad$
$\qquad$ by Walleshaupt
Berdelle Adcock, Mildred Hamm Faye Golloday
HeCrial i I SHOOL सOITOOUM MON.

ATTEND PRESBYTERY
MEET, AT ROCHESTER
Rev. Chas. H. Litte, the able
nd popular pastor of the Gre Rev. Chas. H. Little, the able
and popurar pastor the thace
Presbyyterian church, accompan-
 egate from ths church, returned
vesterday from a meeting of the yesterday from a meeting of the
thilene respytery at that place
hhis wek
Bro. Little reports a fine meet.

ELEET OFFICERS NEXT SUNDAY

At the regular meeting of the
splendid companies of local Fire- tives of three different lines of
merchandise explain the advan
tages of their line to


On next Tuesday evening the Club will present one of the most beautiful and entertaining pro-
 ar organization in this city, at e Merkel School Auditorium. This fine body of entertainers
is being brought to Merkel by the Hintendent Summerhill and
School Graduating class, and a part of the proceeds will go to help the graduating
class in their efforts to publish the first Annual of the local High School. Owing to this fact alone, besides the fine entertainment, the people of the commun-
ity will no doubt attend. Let's do the big thing-fill the auditertainment is of the highest class, put on by good clean, high
class young ladies, some of them Merkel's own daughters. It will
toxicants. "Some good church Texas, the following have been who will are invited to come and the question of electing teachers entertainment or pref powell, O. R. Dye prean the


MERKEL DEFEATED 27 TO 1 BY ROTAN TEAM TUESDAY

## TRADE TRP TO

COMPEEF TOMOIN


The plans are all perfected and
everything in readiness for the everything in readiness for the
first big trade trip of the sea-
son, which will be made tonight son, which will be made tonight
$\qquad$ xpression, Miss Lucy Tracy. Sublett, principal; Mrs. I. L. Jackson, history; Miss Mamie
Ellis, geography; Miss Maurine Hearn, drawing and reading; harmony of the ensemble numMiss Velma Sterling, writing and bers were a background of music
spelling; Miss Francis McMMurry, and beauty for the entire conenglish. Primary grades: Miss cert. Out of this background
Eunice Russell, low first; Mrs. came several prominent soloists
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& \text { "Pale Moon" and }
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THE OFFICIAL STARTER'

R. O. ANDERSON IS FORE:


## This Bank is for its Friends

to enjoy: to come to when they like, for banking business, for financial counsel, to meet friends or committees, or just for a period of rest during the day's shopping.

Its modern equipment is for your cenvenience.

Its abundant facilities meet all banking needs.

Its ample resources and sound polices assure your profit and protection.

Its homey, cordial atmosphere makes every association with the bank one of pleasantness.
your acgount is invited

## FARMERS STATE BANK

MERKEL
TEXAS
'Where Banking is a Pleasure'


## CENOL

Cenol Fly Destroyer . 50 c and 75 c
Cenol Roach Destroyer . . . 50 c
Cenol Ant Destroyer . . . . 35 c
Cenol Pipe Flush [cleans drain pipes]
We are exclusive agents in Merkel for Cenol Products. Each of the above products sold on a "Money Back" guarantee. If not satisfied we want you to have your money back.

Why not trade where your trade is appreciated
HAMM DRUG COMPANY


BAPTIST PASTOR MARRIES BAPTIST PASTOR MARRIES
TWO COUPLES PAST WEEK Rev. Ira L. Parrack, in his us-
ual happy manner, pronounced the words on last Sunday that
bound in marriage Miss Gladys
Deutschman and Mr. C. E. McDeutschman and Mr. C. E. Mc-
Gehee, both piominent young
people of this city.
The happy couple will make The happy couple will make
their home in Arizona, the groom
having already left for that
state, to be followed by the
young wife later. We join many

from Trent, were united in mar-
riage by Rev. Parrack at the
Will Render Program at
White Church It is announced that the Girls Quartette of McMurry College day afternoon at three o'clock
t White Church. tor, will preach at the Methodist church there in the morning and
afternoon. He cordially invites -MOTHER-

My PEROHERON Stallions, COLLEY, Reg. No. 185391, 4 yr old, and ROYAL (better known as the "Bryom Horse" together with my Mammoth black my Mammoth black
Jack are making the Jack are making the
season at my barn $41 / 2$ season at my barn $4 / 2$
miles North of Merkel. miles North of Merkel.
Terms $\$ 10.00$ when living colt is born or mare is desposed of, or moved.

LEE BAKER Telephone 9004 R3


## 

Out across the prarics they march, over the hill crests ard ir ic the valleys, stalwart and straight and strong, sentinels of civilization, making the pathways of power-the high lines of West Texas.

Along the shinning strands of copper and aluminum lirking together the upreared crests of clean-limed giant poles, there leaps a potent force carrying the strength of ten thousand untamed horses. But a force that is itself not untamed, that is harressed to the will of a pecple , a titanic force so perfectly controlled that instantly at the bidding of its masters it will energize the most delicate instrument in the hands of the physician, or set spinning the ponderous wheels of the greatest factory

High lines; monuments of industry; visible evidence of the mastery of $n$ an in subduing a wilderness and shaping an empire from the raw; unfailing sign of progress; far flung symbol of the age of electricity.

Seven hundred and fifty miles of these $\varepsilon \boldsymbol{r}$ rat power lancs now comprise the electrical distribution net of this company, serving the centers of population in seventeen progressive counties of West Texas; seven hundren and fifty miles of such lines, which cost in the building fcom fifteen hundred to four thousand dollars per mile. Just one it $\in \mathrm{m}$ in the great system organized and built and operated to assure you dependable electric servic.

WestTexas Utilities Company

## REAL ESTATE, FARM LOANS FIRE INSURANGE

## After a Fire=

you'll find no satisfaction in figuring up the amount of insurance you should have had. But there is a lot of satisfaction in knowing that your property as it stands today is fully covered by dependable fire insurance.
Our fire insurance policies are dependable.
W. O. BONEY

мегRRL TEEAS
Consult your Insurance Agent as you would your Lawyer day afternoon when Miss Mary better serve its readers and adEula Sears was hostess to the vertisers, a splendid new castmembers and friends at her ing box equipment for making
home. Bridge was the interest- cuts has this week been installed home. Bridge was the interest- cuts has this week been installed ing diversion of the afternoon. and besides being able to make
Pretty handpainted tally cards our own cuts and those of the Pretty handpainted tally cards our own cuts and those of the
matched partners for the games merchants used in their display Other entertainment enjoyed by advertising, we have purchased the guests was readings and the Meyer-Both Advertising ser-
songs by little Miss Mollie Frank vice, a service that is used by songs by little Miss Mollie Frank vice, a service that is used by
Touchstone and piano solos by most of the larger weeklies as Miss Madge Yoakum.
$\begin{array}{ll}\text { Molos by most as and many daily papers. }\end{array}$ well as mand At the tea hour a delicious We call your attention to the salad plate with iced tea was cartoon service as well as the
passed to Misses Johnny Sears, cuts used in many ads in this Louise Douthit, Madge Yoakum, issue, which were made right Mary Cleo Booth, Ruby Hamm, here in our office from mats. Chistene Collins, Lucy Tracy, Mrs. Sam Butman, delegate George White, Emmett Grimes, from the local Womans Mission-
Sie Hamm, Warren Smith, Jack ary Society, left Tuesday mornSie Hamm, Warren Smith, Jack ary Society, left Tuesday morn-
Durham, Bill Haynes, Earl Baze, ing to attend the annual meet-
Bill Brown and Roy Largent. ing of the Womans Missionary Bill Brown and Roy Largent. ing of the Womans Missionary

> GLASSES FITTED

## EVERYBODY'S PORTRAIT FOR MOTHERS' DAY

In what way can those tender emotions felt on Mothers' Day be so gratefully and happily expressed as by the exchange of portraits between mothers and children.

Make your appointment and have them made NOW A Nice Swing Frame Given FREE with each dozen $4 \times 6$ and $6 \times 8$ Portraits made between now and Mothers' Day.

## Frame Alone Worth $\$ 2.75$

RODDEN STUDIO MERKEL. TEXAS

Thursday Club
On Thursday evening, April 8, the Tharsday Club enjoyed an all-day pienic at the home of
Mrs. Chas. H. Jones. Guests began arriving at 11:30 a.m. lunch consisting of sandwiches, iced tea, fruit salad, fried chicken, potato chps, otives, pickles and pie, was scheduled to be
served at 12:30. The following served at $12: 30$. The following
men, with fire truck, arrived in time to help put away the eats Booth Warren, Dr. Grimes, Jas
H. West, L. B. Scott, Chas. H Hones, B O Anderson . H . Jones, R. O. Anderson, Lige
Gamble. Lunch was served with three iadies and one man to each parted.
"42" was enjoyed until about four o'clock by the ladies, following guests and club members were present: Mrs. Bill Brown Jas. H. West, L. B. Scott, Roy Adams, R. O. Anderson, O. R Dye, Ross Ferrier, Lige Gamble, Dee Grimes, Robert Hicks, Tom Largent, W. J. Largent, Earl Warren,

RESOLUTIONS
Resolutions of Hebron Baptist Church on the death of Willie Whereas, the great and supreme Ruler of the universe has
in His infinite wisdom removed from us one of our worthy and esteen Sunday School, Willie Leverette Garner, March 3, 1926, makes it emminently befitting that we record our appreciation Be is Resolved, that the sudden removal of such a life from cy and a shadow that will be deeply realized by all the memtist church. Resolved, that with deep sympathy of the deceased we express our hope that even so great a for good by Him who doeth all

## things well.

resolutions be spread upon the
printed in the local paper and a

## family.

Dean, Mrrs. Houst
Dr. G. W. Wilson returned Thursday from the post-gradu-
ate clinics of the American optometric association held at Fort delighted with the large attendance and interest manifested and says he derived much benefit from attending the post-graduate clinics. It is like a short course in college. The latest developments in advanced professional practices were demonstrated and illustrated by clinical cases, he says.

## REVEALING SMART APPAREL MODES FOR SPRING



> NEW SHLK FROCHS
> IN A SPECIAL SELLING

A rare opportunity for the careful shopper-w a new shipment of Silk Frocks, each one an amazing value. There are many smart printed silks, in dark and light cclors, and newest patterns in one and two piece styles. Also striking models in plain toned crepe de chine, flat crepe and suits, in all new shades.


Here's Economy

## 2 Pants Suits

2 Pant surnctice of quality of hese suite fiftucd in lis specal selirg a ta vice that sys. "BUY"


Max Mellinger


## "Âutomatic" Week

## AT BARROWS

Refrigerator time has come. Let us help you solve your ice problems. If you want to economize on your ice bill

## Buy An Automatic Refrigerator

the best in refrigerators. We will be glad to demonstrate to you and show you the many advantages found in the Automatic.

Remember:
We carry a complete line of WallPaper, Paints and Oils. Sherwin=Williams Paint, the world's standard, none better.

## THE SOCIAL INSTINCT

Is the world becoming afraid
of solitude in its mad rush for solitude in its mad rush for social columns of the newspapers and Sunday supplements are
rapidly growing in size. Public
dane gll dance halls, which are more in nightly filled to capacity. The theatre prospers. Every where one hears of parties, teas, dinners, balls and smokers. The social life of church and school extends over the entire week. The
public eating places with their public eating places with their many people, bright lights and music are attracting the nation
away from the family dining away from the family dining
table. The social instinct in man is manifestly strengthening it-
self. Many will welcome the trend away from human solitude but not so Shopenhauer, the "divine pessimist" who wrote:
"A chief lesson of youth
should be to learn to enjoy soli should be to learn to enjoy soli-
tude-a source of peace and happiness. In my years of youth I was delighted when the doorbell rang, for I thought now it (the great romantic adventure)
had come. But in later years my had come. But in later years my (feeling on the same occasion had
something rather akin to terror -I thought, there it comes." There have been others who to society. Thereau said: "I love to society. Thereau said: "T love
to be alone. I never found the


TOBY, IS COMING TO TOWN COPELAND BRothers Comedy Players

MERKEL ALL NEXT WEEK STARTING Monday, April 19th. MERKEL FIRE DEPARTMENT
New Plays, Polite Vaudeville, Good Music

Opening Play Monday Night "DEAR OLD PAL OF MINE'

Ladies, with escort, FREE Monday Night
ADULTS 30c
PRICES.
Big Tent Theatre

## CHOSEN FIRST WHEN OUALITY IS CONSIDERED

The steadily increasing demand for "JOHN DEERE" implements proves beyond a doubt that the trade demands Quality.

They are strong and durable. Give everlasting satisfaction to the users, and best of all-
cost no more than the ordinary kind
Our obligation does not cease when you buy an implement. as we take pleasure in working with you, because we stand behind every inch of the tested and provenquality, to this extent"If your plow does not operate to your satisfaction, it's ours"
—_"Ask a John Deere user, he knows".


## Crown Hardware Co.

We Give You Satisfaction ALL The Time And Save You Money EVERY Time"

## TO THE Tire and Tube Buyers

I have a $\$ 2500$ stock of Tires and Tubes, all new merchandise and for

## Ten Days

am going to make

## VERY CLOSE PRICES

If you intend buying any tires soon, it will pay you to get our prices on Balloon and high pressure Tires and Tubes

## Magnolia Filling Station

C. H. JONES

MANAGER
** * *arren notes *. By Vera Jones The rain and hail which fell Friday damaged the
was already planted. The health of the community good at present. Hiss Helen MeCorm:ck Saturday night and Sunday. Misses Shelby Mitchell and
Lottie Gressett visited Miszes Helen and Artie McCormick on Wednesday night. R. Vessrrs Ottis Jones, Oddie, Mr. and Mrs, Fllis Harrisited urday night.
Mr. and Mrs. Medford Jones visited hi parents Saturday night and Sunday.
Misses Helen McCormick and visite Numan and Llois Jaynes Jisited Misses Vela and Vera Jones a while Sunday evening.
Miss Artie McCormick visited Miss Lottie Gressett Sunday evening. Mr. and Mrs. A. F. Criswell, ed Mr. and Mrs. H. Gressett Suned Mr. and Mrs. Gressett Sunday evening. sited ind Mrs. Max Mellinger Sunday afternoon.
Mr. Fred Whittman and famdy of Lubbock spent last week with Mir. and Mrs. Will Sumpter. Mr. Luther Blanton and fam Cof Abilene visited Mirs. J. W. Manscill Sunday
Miss Ruth
Miss Ruth Chancey visite Mr. Boyd Dohths Sunday. Mr. Boyd Dotes and Robert
Sumpter visited Messrs Wilber Sumpter visited Messrs Wilbe
and Wilmer Criswell Sunday. Mr. Jim Burns visited Mr. H. C. Chancey Sunday afternoon.
Mr. and Mrs. C. T. MeCormick visited his parents, Mr. and Mrs. MeCormick of Stith Sunday
afternoon. afternoon.
Mr. and Mirs Ted Killien visited Mr. and Mrs. Ted Kelsoe of MerMr. and Mrs. Floyd McCoy of Merkel vsiited Mr. and Mrs. Hollis McCoy Sunday night. Mr. and Mrs. Floyd McCoy
visited Mr. and Mrs. G. E. Ei-

# OAKLAN D 

B. \& H. MOTOR COMPANY<br>merkel. texas

We are pleased to announce the appointment of this new local dealer-a connection which admirably reflects the high standards Oakland has set for selling and servicing its motor cars. A cordial invitation is extended to you to call on our new dealer and examine the new OAKLAND SIX, the car that is everywhere winning and holding increasing good will.
See also its companion car-the PONTIAC SIX, the outstanding new car of the year.
OAKIAND MOTOR CAR COMPANY; PONTIAC, MICHIGAN

 H. L. Tarvin Sunday.
Mr. and Mrs. Hollis McCoy ex Mr. and Mrs. Hollis Mccoy lab Mr, and Mrs. S. J. Criswell
visited Mr. and Mrs. A. F. Criswell Sunday. Mr. Zebbie Sumpter visited Mr. Thurman McCoy Saturday
night. Messrs. Floyd, and Hollis Mc while Sunday evening.

## ANOTHER CONVERT

The Ford Motor Company, according to Snyder Atwell, advertising manager of the Dallas through with billboard advertising for the balance of this year in West Texas, "Newspaper advertising," says Mr. Atwell, "better carries our message and we will increase the size of newspaper ads and may also increase the number of ads run.
Thus another convert and a pretty important one, too, joins hundred per cent newspaper advertisers in West Texas.
And West Texas is not the only place where this curtailment of billboard advertising is taking place. It's being done all over the country and by many big industries just like the Ford Motor Company.
Ford ads, like those of practically all of the big motor comDaily journal and the fact that
the company officials are pleasthe company offialt with their advertising repre-
ed sentation in the Journal is another testimonial of the fact that Journal advertising pays.Lubbock Journal.
W. O. Boney represents the San Antonio Joint Stock and
Land Bank. See him for $6 \%$ money.


Bring us your bill and let us give you figures on your water supply. The AERMOTOR is not an experiment. The first wind mill made to run in oil was an Aermotor. An old mill on the market with ten years of successful service with the "Running in oil" feature. When there is a better windmill made that runs in oil, Aermotor will buildit.

Plenty of Pipe, Water Hose, Plumbing Supplies and everything for the Spring gardens. Poultry Supplies, Wire etc.

Our stock is complete in most all lines, Give us a chance to serve you.

## Liberty Hariware Co. "IFITT'S HARDWARE, WE HAVE IT"

 FOR SALE or Trade for farm SANITARY GLASS PEN FREE and, well improved sheep and Writes evenly and never fails. oat ranch in Uvalde county, Never wears out. Sent free for 1280 acres at $\$ 12$ per acre. Ap- names and addresses of three ply at Merkel Mail office. tf young people interested in busiIs your subscring. ness training. Send today. Supexpire to the Mail. Look at the Dly limited. Address lene, Texas. 9 at2pTHE HIRED HAND SAYS -
Keep Within The LAW

Driving a one-eyed automobile at night is not only a menace to other motorists, but is a strict violation of the law. Therefore, it behooves "trimmed and burning," but to carry a spare lamp or two for emergencies.

Our stock of automobile headlight bulbs is complete. Only the very highest grade lamp, noted for long life and brilliance, is carried in our stock. And our prices are the lowest to be found.
In fact, if its anything you need to fix up, to paint up, or to doll up your car-here's the place you'l fair prices.

## West Company

## (T) DEPENDABLE AUTO NECESSITIES (T)

We have nothing to sell but

## SATISFACTION

## Everybody's Garage

FRONT STREET

TEN MILES OF SERVICE

TWO BARRELLS OF AIR

PHONE 72

## WE ARE OPEN FOR BUSINESS AGAN

We have opened a brand new stock of

## GROCERIES

located in the OLD POST OFFIOE BLDG NOODLE, TEXAS

Our prices will be in line with any competition

We will handle

## Magnolia Gas and Oif

We will appreciate the patron. age of all our old customers and any new ones
When you come to Noodle, be sure to come in and see our goods=- make our store your 'Stopping Place'
We wish to thank those who so kindily assited us to re-enter business after our loss by fire.

We have purchased a New Line of Dry Goods which will be added to our present stock, and which we expect any time.
COX \& HENDERSON WALDJ GJ: ERUEST HENOERSON


Christian Endeavor Program
Leader, Helen Compton.
Scuild or undermine the Sabbath?
Scripture reading: Rev. 1:9-11
and Mark 2:23-28; $3: 1-6$.
Sunday Joys, Nina Belle Rus-
Sunday Joys, Nina Belle Rus-
sell.
Foes of the Lord's Day, Eunice Russell.
Song; questions; clippings.
The Sabbath and Sport, Mr. The Blue Laws, Christine Rus-
$\qquad$
Exat havelige
Ruve

Legally
Rediftered Pharmacist

Wrarke Drag COMPAN:
D. Gamble, MIgr


## SATURDAY April17th.

We will feature and have an attractive price on three well known quality lines of merchandise

## MERCHANTS GAKES AND CRACKERS DELGADO'S TAMALES AND CHILES PARAMOUNT PICKLES AND SALAD DRESSING

A demonstrator for each line to tell you of the merits any quality of each and to

## SERVE A FREE SANDWICH

Remember we carry a good line of vegetables and a complete line of groceries

## WIL PAY 226 FOR YOUR ECGS

J. T. DENNIS

## any coods amd grocenies

PRESBYTERIAN CHURCH $8: 00$ p.m. NO MORE STAMPS

## Sundays chool at $10 \mathrm{a} . \mathrm{m}$. You will be given a cordial wel

 come to all these services.We the undersigned will disChas. H. Little, pastor. continue giving the "Discount m. and $7: 45 \mathrm{p} . \mathrm{m}$. Junior Christian Endeavor at
Expecting car Diavallo Lump
17th, 1926. Senior Christian Endeavor at Coal any day. Lasts longer-has $\quad$ Bob Martin Grocery Co. 6:45 p.m.
Choir practice Wednesday at ford, phone 44.


To Those Who Judge Quality by Price
The quality of Ford cars cannot be judged by the prices at which They are sold-because Ford prices are made possible by conditions that are absolutely unique in the automotive industry.
From mine to market the Ford car is the work of a single organization. The Company owns and operates the mines and material is carried over Ford transportation routes, fabricated in foduct is sold to the public through Ford dealers.
The following statement, previously made in an advertising
message, is repeated because of its significance to the public:
"If any other man:ffacturer endeavored to produce a
ards of quality in material and workmanship used by
the Ford Motor Company and vith the same tried and
proved design, it would be impossible to offer it at any-
thing like Ford prices. And it is well to note that even
with less costly design they have not met Ford prices",
Original Ford Features that Today Makefor GreatestSimplicity-Durability-Reliability Torque Tube Drive $\underset{\text { Dual Ignition }- \text { Simple, }}{\text { DependableLubrication-MuttipleDisc-in-oil Clutch }}$ Planetary Transmission Totor Thermonse-Syphon Cooling FORD MOTOR COMPANY, DETROIT, MICHIGAN

Nivew Prices


## 0

| सిew Pixices |  |  | FORDOR |
| :---: | :---: | :---: | :---: |
| runabout | touring | TUDOR |  |
| \$290 | \$310 | 5520 | \$565 |




