


# Gre Greatest Sensation of Americas Greatest Industry/ 




New and Marvelously Beautiful Fisher Bodies -a host of Mechanical Improvements-New Features found only on the costliest cars

## Plus An Amazing Reduction in Prices

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been the automotive sensation of all time! Here is a car which in beauty, luxury, quality and modern design challenges the costiest creations of the day
Here, in a price class where average standards have been the rule, is now offered a car so far. beyond all expectation that comparisons cease to exist.

Seven superb models styled as low priced cars were never styled before and offering such marks of fine car distinction as: full crown one-pece fenders, buliet type lamps and "fish tail" rear deck modeling! New and supremely beautiful bodies by Fisher! And, above all, infinitely finer quality the result of a host of additional improvements such as AC oil filter, AC air cleaner, coincidental steering and ignition lock, larger 17 " steering wheel, asoline guage and many, many others!

All this is combined to a supreme degree in the long famous leader of the Chevrolet line - the Coach. It would be a brilliant achievement for any manufacturer merely to design such a car at ANY reasonably low price. But to This one price reduction alone would suffice to center world-wide attention on Chevrolet. But due to economies of tremendous production plus the vast reChevcolet. But due to economies of tremendous atriking price reductions on other models.

For years Chevrolet has led the world in providing Quality at Low Cost. But now with a new and more beautiful car-with a car infinitely finer in quality and greatly lower in price, Chevrolet stands supreme and unchallenged in dollar-for-dollar vaiue.
No matter in what price class you intend to buy or whether you plan to spend more or less than the price of a Chevrolet, come in today and see the most beautiful low priced Coach ever designed. Admire its marvelous style and grace! Mark its many new fine-car features! Learn for yourself by peronal inspection why, at its new low price, it is the greatest sensaun of

## LOWE-BRACKEEN MOTOR COMPANY

Merkel,

CHEVROLET DEALERS
Texas QUALITY AT LOW COST

| Local Teacher Weds During Xmas Hlidays <br> The friends of Miss Kathleen Sudderth were surprised to learn of her marriage to Mr. David Wright, which took place at her home in Leonard, Txas, at three o'clock, on December the 25 th. The wedding was beautiful in its simplicity, only the immediate members o: the bride's family were present and Mr. and Mrs. Wright left almost immediately enroute to Dallas for a short honeymoon before each returned to their respective duties, Miss Sudderth is head of the History Department of Merkel High School, and before coming to us she was an honor graduate of C. I. A. in the summer of 1926. She has made many friends here who are most enthusiastic over her return and in their hopes for her future happiness. Mr. Wright is connected with the United States Rubber Company, his home being in Celeste, Texas. |
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$\frac{\text { Try a Classified Ad for Results }\left.\right|_{\text {midst. }} ^{\text {izenship regrets to lose thm from our }}}{\text { NO. 7481 }}$

## The Farmers \& Merchants National Bank




## Jones Dry Goods

Announcing the Arrival this week of

## New Spring Hats

New Spring Coats

## New Spring Dresses

and a big assortment of
New Spring Dress Goods

## Jones Dry Goods

W. J. Sheppard, Mgr.



LAUGH-BE HAPPY AT CHRISTMAS TIME $\mathbf{I}_{\text {would }}^{\mathrm{F} \text { ITere poess bile the Randals }}$ I Would have been unhapps. because



 convinced my rectuse that tappoiness
wass permentung the very ammosphere
of that home of that home
N.:Now, James



 set she says she can't have a happy
Christmas because of our many re.


 Welh Rose, quit soor haughng and
rend that letere, or tell It to me.



 | Wonder shte's on skinvy $\begin{array}{l}\text { Wortyng } \\ \text { about ust } \mathrm{Jm} \text {, weve never had a }\end{array}$ |
| :--- |



 seem to bose but Christmas doesn't
lean, lean, Judying tron
"Iay. Jamess, lers bhe them down tor cirrsmas and show them what
wondertal time people ean have llving
 overhead in the servants' 'quarters-
have to make use of it in some way,
ho have to make
tor we
another Paya.
Yor we May
another
thin
Hop to it.
"top to tit dear. You always do
the proper stunt the proper stant at the right time. 1
think we shal ent
the





 and James well, sorulu be happy and
thank you are orosperons whether you are or not, so null tean my to sou is-



## Cozy Theatre

FRIDAY and SATURDAY, Jan. 14-15
FRED THOMPSON
and His Marvel Horse, SILVER KI
"HANDS ACROSS THE BORDER" AN ADVENTURE PICTURE "FIGHTING WITH BUFFALO BILL" Chapter Three-"THE BLAZING ARROW" Starring Wallace MacDonald and Elsa Brenham "The Lick Penny Lover" MONDAY and TUESDAY, Jan. 17-18 Metro-Goldwyn-Mayer Present LILLIAN GISH and JOHN GILBERT "KING VIDOR'S LA BOHEME" WITH AN aLL-STAR CAST An Adventure Picture JACK DAUGHERTY and MARGARET QUIMBY "THE RADIO DETECTIVE" From the Famous Craig Kennedy Story in Boys Life Chapter 5-"THE RADIO SECRET" Also Universal COMEDY and International NEWS WEDNESDAY and THURSDAY

## RIN TIN TIN

"THE NIGHT CRY" Also 2-Reel EDUCATIONAL COMEDY


## IN 1927

When you think of genuine Ford Parts, Auto Supplies, Tires and Tubes Jimmy the Accessory Man should come to your minds immediatel.

## West Company

## 

## - 1 S.

## C. S. Higgings Garage Located North of Post Office

 Gieneral Repair Work Used Parts far sale All Mechanical Work Guaranteed liood Work at Absolutely Lowest Prices Mrs. W. B. Stevens. Facts of interst. about question. years, Iris Garrett. World's Champion on three different counts: Part I, Mrs. Warren Smith. Part II Fannie Belle Boaz.
Part III, Bob Mayfield.
Answering the great question, Bill
Haynes.
A new son weighing nine and a
half pounds arrived on the 9th at the
home of Mr. and Mrs. E. L. Turner.
Misses Willie Swann and Christine
Collins visited in Snyder this week. ब

## Open for Business Hollowyy's Sait

will open for business again about Monday, Jan. 17, with new and up-to date fixtures and equipment,

Everything Nice and Clean and to our many friends and customers, will say that we sincerely appreciate your former patronage and will appreciate the continuance of same. Believing that we will be better prepared to serve you more satisfactorially than ever before.

We also invite and appreciate any new patronage given US.

## Hoiloway's Cafe

J. F. [Shorty] Holloway Proprietor
from Loraine to Merkel, and will be located in the building formerly occupied by Patton's Variety Store, on Kent street

## SATURDAY MORNING

## January 15th.

The Store Will Open for Business at 9:15 o'clock
Between the hours of 2:30 and 3:30 on the OPENING DAY we will sell 100 BOXES
Wrapped and tied, each containing valuable merchandise, worth 50 c or more, and there will be no empty boxes.

## A LINE OF NEW

## SPRING HATS

 ${ }^{\text {and }}$ COATSWill Also be on Display for this day Everybody in Merkel and the surrounding territory is invited to call and inspect our stock.


## By the President of

 Dodge Brothers, Inc.Within a few months, Dodge Brothers, Inc., will introduce a new line of motor
cars, in bo way conflicting with the market for Dodge Brothers present types, but occupying a considerably higher price field and produced in limited quantities. Cumbining Dodge Brothers well known dependability with exceptional performance and striking beauty of appointment and design, these distinguished vehicles,
we believe, will instantly set a new and we believe, will instantly set a new
higher standard in fine car practice.
Dodge Brothers will continue to produce their present line in maximum quantities to meet a demand which, during the year just ended, has called for an impressive total of 330,000 tor cars.

## (B)

## REDUCTION IN PRICE

ON ALL

## Chevrolets

> Notwithstanding the fact that General Motors, the largest manufacturer of Gear Shift cars, is constantly improving the Chevrolet, a reduction in prices ranging from $\$ 20$ to more than $\$ 50$ has been made effective Jan. 1, 1927. This was made possible because of the ever increasing volume of business.

Would be glad to have you visit our show room.

## Lowe-Brackeen Motor Co.

Chevrolet Dealers
merkel, texas

## For 30 Days Only Starting jan. 7, 1927

We are giving a
25 per cent Reduction on all sizes of portraits

Come and see our new styles. We are always glad to have you pay our studio a visit.

## \%)

ONE DAY SERVICE
KODAK FINISHING
Mail Orders given special attention
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# PAINT--PAPER 

HEADQUARTERS

We are headquarters for Paint and Paper. We can supply your wants for our stock is always complete. If you want cheap paper, we have it; if you want goods paper, we have it. Why bother about ordering when we can sell you just as cheap. We cary a large stock of Paper and Paint for your convenience. We pay taxes on this stock which goes to help support your schools and city. Why send your money out of town where you nor your neighbors can ever expect returns from it in any way. Think this over before you buy.

Barrow Furniture Co.

## WAIT FOR ME!

## I have some amazing startling news for you

Only 98c for a giant 11 oz . bottle of Watkins Quality Vanilla, Vanillin and Coumarin! Why pay more when you can get real Watkins for only 98 c . An amazing discovery in the pure food laboratories of The J. R. Watkins Company makes possible the above bargain prices. Skilled chemists availaufacture that keeps the price down and the quality up.
REMEMBER--Vanillin and Coumarin keep the Vanilla Flavor from baking out.

| 98 c |
| :---: |
| WATKINS |
| GIANT |
| VANILLA |

Remember my Waterless Cooker offer. This is an exclusive Watkins offer. The American Waterless Cooker is not sold through any retail, hardware or department store.

## A. WHITELEY

MERKEL, TEXAS WAIT FOR WATKINS---IT PAYS


## Brown Proved Quite

Unable to See Joke Two bachelors, Smith and Brown.
were seated in the tat of the latter. Smith - Would you like to kD
name of your future wife?
Brown-I certalnly would. Dame of your future wife
Brown-I certanly woul
Well, ril guarantee to
and name by arithmetic.".
"That's Impossible." "That's impossibie."
"Well, you take a plece of paper
and work out this sum: Write down and work out this sum: Write down
the year in whlch sou were bor, sub-
tract the last two figures from the tract the last two figures from the
first two. Now wuiltiply what remains
oy the date of the month oy the date of the month in which sou
were born. Dlvide your answer by were born. Divide your anss
(wo, and tell me the result."
Brown, after Brown, after a lengthy stroggle and
much thought, at last works oot the
proble much thought, at last works out the
problem and hands his friend the resuit.
sulth
s. Smilth-Now these figures obviousiy
Indfcate that the name of your future
wife Indicate that the name of
wife will be Mrs. Brown
Brown Brown and Smith are no tonger Roads Laid Out by Animals There is an Idea become current
of late that none but a man of sclence, bred in a school, can lay of
road. This is a mistake. There is class of topographhcal englneers older
than the schools and more unerring than the schools and more unerring
than the mathematics. They are the
wild animals. They triel wild anlmals. They travel thousands of
willes, have thelr tolfes, have thelr annual migrations
backard and forward, and never
miss the best and shortest route. These are the first engineers to to lay out
a road in a new country; the In.
alans follow them, and bence a buffalo leand becomes g warpath. The firs
roand
white hunters follow the white hunters follow the same tralls
in pursulng thetr game, and atter that
the buffalo road becomes the wagan in pursumg their game, and after unat
the buffalo road becomes the wagon
road of the white man, and fnally the ralliroad of the sclentific
Senator Benton of Missour Mr. and Mrs. A. A. McGehee are happy over
January 2nd

Try a Classified Ad


TO THE FARMERS OF THE MERKEL COUNTRY:
We will buy Cream and pay the Highest Market Price. Will open for business on

## SATURDAY, Jann, 15

 W. F. Hamblett Grocery Store BRING US YOUR GREAM Mistlato CrammaryROFESSIONAL DR. W. M. GAMBILL -X-Ray Diagnosis-

Office on Front St.; Boney Bldg M. ARMSTRONG, M. D.
Office Over Farmers Office Over Farmers State
Bank
Res. Phone 12. Local Surgeon T. \& P. For Last Furnish Drugs From Office. T. C. WILSON JEWELER ${ }^{116}$ Chestunt Street Abilene
OR. R. I. GRIMES

Hours 10 to 12 a.m 2 to 5 p.m. Phones 105-163 Res. 165

DR. S W. JOHNSON. Surgeon Dentist
Office Jver Farmers State Bans Office Phone 306

## PAULINE JOHNSON



Real Estate, Fire, Accident ane
Tornado Insurance Agent.

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| s. | DR. MINTON T. RAMSEY |
| s. | DENTIST |




