THE MERKEL

ALL THE AUTHENTIC OIL NEWS OF THE NOODLE CREE K FIELD

VOL. 38-No. 50.

MERKEL, TEXAS, FRIDAY, FEBRUARY 25, 1927.

Largent Well Ready To Drill In; Huddleston Looking Good

the further fact that it was only last ington. September 7 when the first well came dry hole.

the fact that the Phillips Company, lions. Definite reports already have quarter page advertisement in this They will make an announcement in the pioneer company operating in the come from Berlin, London and Paris field, is making preparations for an of clear receptions of the address, extensive drilling campaign this with more distant points yet to be REMAINS OF MRS. J.V. WEST MORE NEW HOMES FOR spring. They are building a most gi- heard from. gantic warehouse, a modern camp, In the United States, a radio netwith which new and handsome cot- work extending south to Atlanta, tages, boarding houses, etc., in fact north to Detroit, east to Portland, it is rumored that they are to soon Maine, and west to Spokane, Wash., start many new tests on their lease distributed the President's voice to in and around the proven territory, every section. It was estimated at in acreage.

Again one must consider that preparations are under way for an extensive and wides-pread wildcat drilling campaign by a number of companies, which when under way will completely surround the city of Merkel.

Humble Assembling Material The Humble Oil & Refining Company has already begun the assembling of material on their block of sev-

eral thousand acres for a test on the Mrs. C. E. Jacobs land three miles due east of Merkel. Rig Up on Henslee Ranch

On the Henslee ranch some twelve miles south of Merkel, the rig is up and drilling expected to start soon.

Jack Latimer to get Test

Anothr test will soon start on a of Mr. Frank Weeden, friend of the block secured by Sloan et al. on the groom, at five-thirty Saturday after-Jack Latimer farm beyond Nubia. noon, with only their intimate friends that for this test is now being present. We are very happy to have ed and the contract calls for Mrs. Cox return to us for the remainimmdiate and continued drilling on der of the school year. She is at pressame. Largent Holds Most Interest Among the number of wells now nearing the pay level, the Largent for her all the happiness possible well by Johnson & Bigson, located 3 through the years. miles north of Merkel, is at this time by far the most interesting, as the drill had reached a depth of 2,325 feet Wednesday night, when oprations ceased, possibly, according mans Missionary Society had a very to reports, to prepare for storage and interesting lesson from the Mission drilling in. ____ Auddleston Looking Good ____

VOICE OF COOLIDGE LITERALLY IS HEARD AROUND THE WORLD

WASHINGTON, Feb. 22 .- In

Notwithstanding the fact that marked contrast to the horseback things are a little quiet, and some of courier who carried news of the lec- the big gasoline mileage contest be- per that he and a nephew, Mr. W. S. the finances received and expended our citizens are somewhat pessimistic tion of America's first president, a tween owners of the late improved Conner, of Hamilton, Texas, have by the Secretary and Treasurer of Rodden Studio Monday evening, Febin their expectations regarding the radio hookup that reached across the Ford cars in this community, under contracted for the purchase of the the Merkel Chamber of Commerce activity and runsh hoped for and ex- continent and the seas was used Tues- the supervision of Mr. L. B. Scott, J. N. Carson & Son Grocery located during the past six months. pected as the result of oil develop- day by President Coolidge in leading local authorized Ford dealer, will on Front Street, and will take charge ments near here, one must consider the nation in tribute to George Wash- start from the company offices on on March first. main street.

His voice speaking through a sinble in in what is now the famous "Noodle microphone Tuesday was believed to are all completed and interest in the this city for many years, and is well of same in this issue, but the report Crek Field," only six months, and have literally been "heard 'round the contest is waxing warm, a large num- known throughout the community and will be published in our next week's the following officers were elected: there are today nine producing wells world," on the National Broadcasting ber having already registered for no doubt the new firm will enjoy a issue. in the field proper, and not a single Company hookup of forty-two sta- entrance in the contest. tions. His voice was picked up in Eu-

Then let us take into consideration rope and broadcast to countless mil-

Following a short illness, Mrs. J. V. West, 76, one of this community's as well as some wildcat tests on close- least 20,000,000 Americans listened in Wednesday afternoon. In addition to local broadcasting,

pany, through stations KDKA at Pit- church, conducted by the pastor, Rev. on two more larger and better homes tsburgh, and WGY at Schenestady, Ira L. Parrack, assisted by Rev. O. B. put the program on a short wave Tatum, with burial immediately after rica and Australia.

MISS MELLIE GILBERT. HIGH SCHOOL TEACHER WEDS J. H. COX, Jr.

left to mourn her going, as follows: The wedding of Miss Mellie Gil-Mr. Chas. West and Mrs. J. H. breath to Mr. J. Holland Cox, Jr. Clark of Merkel, and Mrs. Beulah which was solemnized in Greenville Tipton of Wichita Falls, all of whom last Sunday came as a complete surwere present.

prise to her friends here. Mr. and Mrs. Cox were married in the home

Big Ford Gasoline C. E. and W. S. Conner **Mileage Contest Be Buy Old Carson Gro-Stagd Here Saturday** cery on Front Street

At 2:30 o'clock Saturday afternoon Mr. C. E. Conner informs this pa-

nice business in their line.

For full particulars concerning the Mr. W. S. Conner will soon move TRENT BOYS AND GIRLS contest we call your attention to the here with his family from Hamilton. paper by the Merkel Motor Company. this paper next week.

ARE LAID TO REST TODAY HAYNES-MOODY ADDITION

Mr. John S. Hughes, the wide-a-

in the near future.

length that was picked up in Europe in Rose Hill Cemetery. Business hous- property, well located and no doubt and was believed to have extended to es were closed for the occasion and is a coming section of the city's resthe Arctic. South America, South Af- one of the largest crowds ever assem- idence district. If you contemplate bling for a similar occasion here was buying a building site he would be mans Missionary Society of the Pres- sey, C. Armstrong, O. F. Weidenpresent to pay respect and tribute to glad to figure with you. Or he will byterian Church will give the Page- bach, Lloyd Elliott, R. A. Tarbutton, build you a home in this beautiful ant, "Send The Light." Some few years ago deceased's addition.

> only one son and two daughters are ELDER CYPERT TO PREACH HERE SUNDAY AT ELEVEN

> > Elder W G Cypert announces that on next Sunday morning at the eleven o'clock hour he will preach at the North Side Church of Christ.

> > He cordially invites every one who will to hear him.

ciation, and held at the Grammar P. T. A. PROGRAM FOR

CHAMBER OF COMMERCE REPORT APPEARS NEXT WEEK IN THIS PAPER

MAIL

This paper has received for pub-

lication a full and detailed report of, Secretary L. R. Thompson brought

this report to this office Thursday The former Mr. Conner has been before noon, but a rush of work and Mr. Scott informs us that the plans connected with the grocery stores of lack of space forbid the publication

PLAY MERKEL CAGERS AT ARMORY TONIGHT Thompson.

It is expected that the Trent High school boys and girls basket ball teams will play the Merkel High Lige Gamble. School teams at the Armory building in Merkel tonight.

Since the visiting teams are rated pioneer, best known and beloved cit- wake owner of the new Haynes- as among the best in the entire dis- M. Armstrong, Dr. Hulsey, Bob Mcizens died at the home of her daugh- Moody Addition to the city of Mer- trict it is expected that the games to- Donald, F. H. Latham, W. D. Hutchpaper that he has just completed two largely attended by local fans as well Thos. Durham, Robert Hicks, P. A.

PRESBYTERIAN LADIES TO GIVE PAGEANT; NEW OFFICERS ARE ELECTED

Several musical numbers will be given. Monday afternoon at 3 o'clock the

Society will meet for the study of the and Ross Wheeler. fifth chapter of the Foreign Mission Study Book.

ing year are as follows: Mrs. Henry ion with the Chamber of Commerce. West, President; Mrs. Chas. Jones, Mr. L. R. Thompson was appointed vice president; Mrs. W. M. Elliott, to purchase the necessary office sup-Secty. Treas.; Mrs. John West, Sec- plies and to employ a stenographer retary of Literature and Associate to assist him in his work.

members. Mrs. Tucker, Secretary of A motion was made and carried, Light Bearers; Mrs. James West, that anyone other than business men, might become a member of the Chamber of Commerce by paying the min-LET'S COOPERATE imum fee of \$1.00 per month. The meeting was very enthusiastic and A large and enthusiastic meeting everyone agreed that they would attend the meetings and cooperate in had at the Rodden Studio Monday every way with the secretary and his assistant toward carrying out a proevening. Some firms of the town were gram of progress for Merkel. not represented, but a very large ma-Several who had not subscribed jority of them were. Besides the sent word that they intended to be stores in Merkel there were a num- members and the roster of directors' ber of stores in this territory which will not be complete until all have signed as it is intended that a representative of each firm who shall betail Merchants Association. come members, shall be a member of We are in hopes that every busi- the board of directors. We want this "A College Town" is the title of a ness firm in town will take member- list printed on the booklet which is comedy play in three acts given at the ships, not for any profit that will in- now being compiled and which will Cozy Theatre Thursday evening spon- ure to us, but rather that the town do much towards advertising Merkel and its trade territory. Mr. Thompson wished to retire when the election of a Secretary-treasurer was behigh school choral club and little business firms, are working harmon- ing considered, but it was the wish Misses Nell Durham and Willie Eve- lously together for the betterment of of all present that he remain. He was lyn Boaz in a comedy act, Sallie and the town. Of right, every property unanimously re-elected and promised Sie at the circus. The large crowd owner here should be a member of greater cooperation than he had been accorded in the past.

Chamber of Commerce Elects Officers and Employs Secretary

5c PER COPY

A call meeting of the Merkel Chamber of Commerce was held at the ruary 21st, at seven o'clock, for the purpose of electing officers and directors for the ensuing year.

Thomas Durham was elected Chairman of the meeting, Herbert Patterson, Secretary.

Motion was made and carried and President, R. O. Anderson; vice presidents, W. O. Boney, A. T. Sheppard, L. B. Scott, O. R. Dye and Lige Gamble. Secretary and Treasurer, L. R.

Advisory Board, R. O. Anderson, L. R. Thompson, W. O. Boney, A. T. Sheppard, L. B. Scott, O. R. Dye and

Directors: W. O. Boney, A. T. Shep pard, L. B. Scott, O. R. Dye, Paul Stanford, H. L. Propst, R. I. Grimes, eson, W. F. Golloday, J. A. Collum, Diltz, Chas. Jones, W. B. Petty, Eli Admission will be 25 and 35 cents. Case, Booth Warren, Emmett Grimes, Sie Hamm, T. G. Bragg, L. L. Wills, C. K. Russell, W. P. Banner, C. T. Derrick, Bill Sheppard, Geo. Woodrum, M. Boney, Frank McFarland, W. M Elliott, J. C. White, A. R. Sunday evening at 7:30 the Wo- Booth, C. M. Partridge, J. T. Dar-J. W. Schindler, Max Mellinger, J.E. Richardson, A. A. McGehee, B. N. Hancock, W. J. Sheppard, Tom Vernon, J. F. Holloway, O. R. Rodden

A motion was made and carried unanimously that a Merchants Associ-New officers elected for the ensu- ation should be organized in connect-

ter, Mrs. J. H. Clark, at 1:00 o'clock kel on the southwest, informs this night will be very interesting and

Funeral services were held yester- nice new homes in this addition and as a large delegation from Trent. the Noational Broadcasting Com- day afternoon at the First Baptist expects to start work immediately

Mr. Hughes has some excellent

The Grisham & Hunter No. 1 D. A program from the Missionary Voice down below 2,100 feet with an abun- lous parts: dance of salt water and considerable gas pressure. Latest reports are that it is expected that the six-inch pipe before further drilling.

Haynes Below 2,000

The Johnson & Gibson's Haynes-Hamilton well, three miles west of Geo. Brown. Merkel is reported drilling at around 2,000 feet.

Reports are that the Mason No. 2, deep test, is swabbing around 75 bar- in Africa," Mrs. Tom Largent. hels per day. It is also stated that all efforts have so far failed to shut out the salt water that is found mixed with the oil coming from this test. This, however, the Marland Company expects to overcome soon.

There is also a report current on the streets today to the effect that another showing has been found in thee John Wheeler deep test four miles northwest of the proven field.

To Drill on Swann Ranch Mr. J. S. Swann, local banker and ranchman, informs this paper that material is being assembled on his ranch by the Marsten Oil Company of California, for a test to start at once. The Marsten, it will be remembered, have large acreage near and right up close to the proven field, and are now drilling on the Howell tract, three-fourths mile south of the discovery.

A CORRECTION

Due to an oversight on our part, an error was unintentionally made in dvertisement of the Merkel Mot r Company in last week's issue. ze of \$1.00 in gold was listed winner of the mileage contest sed Ford car. It should have "\$100.00 in gold to the winner losed Ford car.

THE MERKEL MAIL.

ent engaged as a member of the faculty of the High School and her many friends in school and in town wish

Womans Missionary Society

The members of the Methodist wo-Study book at the meeting Monday, fication of the school grounds. afternoon with 12 members present.

O. Huddleston, near Mt. Pleasant, 6 has been arranged for the next meetmiles southeast of Merkel, is reported ing with the following taking the var-Program.

1. Song. Prayer.

2. Bible Study: The God of Loving will be set to cut off the salt water Kindness, Hosea 2:19, Mrs. McCar-

Missionary Topic: "Africa".

3. World currents in Africa, Mrs.

4. The value of the African Assets, Mrs. V. N. Ellis.

5. "Mission of the Christian church

6. Africa, Religions and Languages, Mrs. R. I. Grimes.

7. Little Glimpses of World Opportunities, Mrs. W. A. Whitely.

8. News from Missionary Bulletin, Mrs. Armstrong.



me t'day an' he's only seen "Abie's Irish Rrose" three times an' wuz

never on a bicycle. That Russian avss Ruby Johnson of Trent visit- lator that committed suicide must er sister, Mrs. John West, last have been in an awful hurry. (Copyright John F. Dille Co.)

School building Thursday evening, was an amusement success. Remines cent of the days of bouffant skirts and powdered hair, it was a veritable song feast of the beautiful old melodies, featured in solos, duets, quartets and chorus. Reading of corresponding sentiment were given. Even the Minuet was never danced more beautifully. The proceeds of this delightful program go towards the beauti-

husband preceded her in death and

OLD FASHIONED GARDEN

The old fashioned Garden, spon-

sored by the Parent Teachers Asso-

this esteemed lady.

MERKEL BAPTISTS

All regular services Sunday and through the week. Sunday School beginning at 10 a.m. with a special number in the main auditorium for the adults, young people and intermediates. Other attractions in the other departments.

Preaching by the pastor at 11 a.m. and 7:40 p.m.

Morning subject: "Weighed in the Balances". Evening subject: "Home". At the evening hour the pastor will discuss a subject near to the hearts of all men. An especial invitation is extended to those in our community the Home of other days. Fathers and mothers of the community will do well to come to the service and resolve that their children shall be fortified in life by memories of the home of their childhood.

All B. Y. P. U's meet promptly at 6:45 with a union for all ages. Officers and teachers meeting Monday evening 7:30. At this meeting the general secretary will have a report covering the month of February. We Mr. and Mrs. H. M. Rainbolt. will check up on all points of the Standard School and see how we are running. Each department will be ited Mrs. Frank Golloday last weekasked to report the names of all pu- end. pils making 100 per cent grades for the month, these will be recognized in the service on the first Sunday in March.

A cordial invitation is extended to every one that will come to the services at the church.

IRA L. PARRACK, Pastor.

Married on 17th.

Flora Reese were happily united in week. marriage at the home of the brides parents, Mr. and Mrs. J. E. Hendricks on the 17th.

Rev. W. G. Cypert pronounced the marriage ceremony in his usual ap- friends. Mrs. Tipton Bud's father is ninetypropriate and happy manner.

> Mr. and Mrs. Earnest M. Mimms f Abilene visited in the home of Mrs. Mimms' parents, Dr. and Mrs. S. W. Johnson, last week-end.

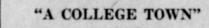
WEDNESDAY, MARCH 2 Secretary Missionary Education.

The following program will be ren-

dered at the meeting of the Parent-Teachers Association on Wednesday March 2, at the Grammar School of the Chamber of Commerce was building at 3:30 p.m. Invocation, Rev. Parrack.

Selection by High School Quartette. Reading, Tom Simpson. Duet, Mrs. W. L. Diltz and Chrisine Collins.

Reading, Willie Evelyn Boaz.



present heartily expressed their ap- the Chamber of Commerce.

Jane. Jimmy won.

Misses Mary Eula and Boog Sears, students in McMurry College, Abilene, spent last Sunday here visiting their

mother, Mrs. Amy Sears. Miss Hazel Lee Rainbolt spent

last Sunday here visiting her parents,

Mrs. E. T. Busbee of Abilene vis-

constructed home.

Misses Gracie Lee Cranston and jously for every interest of Merkel Lula Hampton both of McMurry, Ab- and her trade territory.

week for a visit with home folks and the advantages of Merkel in an at-

Mrs. Luther Swafford and daughter, Doris, arrived this week from their home in Kansas City for a visit with the former's parents, Mr. and

wish to become members of the Re-

sored by the Baraca and Philathea classes of the Methodist church. Between act numbers were given by the of its citizens, and more especially its

preciation of the play by loudly Personal differences are matters of cheering each act. Jimmy, the feature small concern compared to the larger character, although caught in some interests of the town. The secretary trying difficulties, was always aided wishes to work impartially in the that find themselves a long way from by "aunt Jane," first the assuming interest of every firm in Merkel. At aung Jane and later the real aunt the last meeting it was decided to McMurry College of Abilene to be have a representative of every member firm on the executive committee

and to hold weekly meetings until we have accomplished something worthwhile.

Let us become cured of our pessimism and vision Merkel as a town

substantially and permanently built with our population doubled or thribbled.

This can be done easily if we but work together; but it cannot be done if we dole out pessimism and fail to support those who are trying to bring here for a visit with his parents Mr. about improvement at a sacrifice of and Mrs. W. L. Blair, who reside in effort and capital. Democracy is the the Blair community south of Merkel.

fying and preserving his splendid majority are in favor of continuing home in south Merkel with a coat of the Chamber of Commerce and the

give it the appearance of a newly Association; of building a good modern hotel; of unitedly trying to secure industries, and working harmon-

Chamber of Commerce you should be- Texas Bankers. These gntlemen all Mr and Mrs. Ellis Q. Warren, of name will appear on the folder soon timistic view among the visiting

tractive, and, we hope, a very profit-

Worth this week.

HERBERT PATTERSON, Sec.

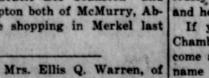
L.R. Thompson has been asked to serve as a judge in a debate between Phillips University of Oklahoma and held March 2nd, 1927.

Mr. and Mrs. B. C. Hancock and Mrs. N. Hancock were called to Sulphur Springs to attend the funeral of a brother-in-law, Phil Smith, who died in that city on Friday. The deceased was a printer by trade, and formerly lived in Merkel, working on the Merkel Mail many years ago.

Mr. John L. Blair of Matador is Mr. Herbert Patterson is beauti- rule of the majority, and a very large We are thankful to John for a subscription to the Mail.

Messrs. Booth Warren and Owen Ellis, of the Farmers & Merchants National Bank, and Messrs R. O. Anderson, J. S. Swann and W. L. Dilts. J., of the Farmers State Bank, returned Wednesday from Fort Worth, Mr. C. E. Westenhover and Mrs. ilene, were shopping in Merkel last If you are not a member of the where they attended a meeting of the bankers upon the occasion me

> Mrs. George Mount of Or ble way. A. J. Tucker is visiting in Fort Vorth this week. Try a Classified Ad in The Mail. be were as Mrs. Woodroof, and a her home in Morkel Ser many you Her visit has been much apprecia-by both relatives and friends.



Knox City, were over first of the to be published which will set forth

Mrs. C. M. Largent.

paint, which when completed will establishment of a Retail Merchants

able way.



WARREN NEWS

(By Rose Ellington) The farmers are all busy putting Odis and Wilbur Thompson, Robert

up their land.

is on the sick list this week.

Mr. and Mrs. Emmett Patterson visited in Abilene last Wednesday. Mr. and Mrs. Floyd Hutcheson's McCoy.

home was destroyed by fire on Tuesday afternoon.

Miss Helen McCormick spent last ents of Merkel. Friday night with Miss Vera Jones.

last week-end with her parents down Stith community a while Monday south of Merkel. Mr. Marlow and Theardo Douglas

Foster.

Mr. and Mrs. Ted Kelso and Miss

On last Saturday night Mr. Odie Johnson, last week-end. Jones and Miss Willie Newman were quietly married by Rev. McCarter, pastor of the Methodist church of ed her sister, Mrs. John West, last Merkel. Their many friends join in week. wishing them a long and happy life.

Foster and Mr. and Mrs. Heagan Parasite remover used in the drinking visited Mrs. Reagan's parents of the water will rid your poultry of Blue Noodle community Sunday.

night with his mother, Mrs. S. H. antee by W. F. HAMBLET. 11t6p Hobbs

Mrs. Hollis McCoy visited in Trent Sunday aftrnoon.

Mrs. Walter Frazier spent Tues- interest. day with Mr. and Mrs. Frazier of the Warren community.

Thos who enjoyed a 42 party at Mr. your business. We handle fresh and and Mrs. Hollis McCoy Monday night cured meats at all times

Sumpter, Claud Ellington, Mr. and Health of this community is not Mrs. Emmett Patterson, Mrs. Ellingvery good at present. Mr. Bob Canon ton, Mrs. Dobbs, Mr. and Mrs. Odis Jones.

were Misses Lena Mae and Ruth

Chancey, Azline Sumpter, Rose and

Cordie Ellington, Messrs. Boyd Dobbs

Mrs. Juanita Hutcheson spent Sunday afternoon with Mrs. Therman

Mr. and Mrs. Emmett Patterson spent Monday afternoon with his par-

Mr. and Mrs. T. C. McCormick vis-Mr. and Mrs. Noil Harvell spent ited Mr. and Mrs. McCormick of the night.

Mrs. Ester Canon Spent Tuesday spent Saturday night with Mr. Otis night with Mr. and Mrs. Odis Jones.

Mr. and Mrs. Earnest M. Mimms Azline Sumpter spent Sunday with of Abilene visited in the home of Mrs. Mr. and Mrs. Ellington and family, Mimms' parents, Dr. and Mrs. S. W.

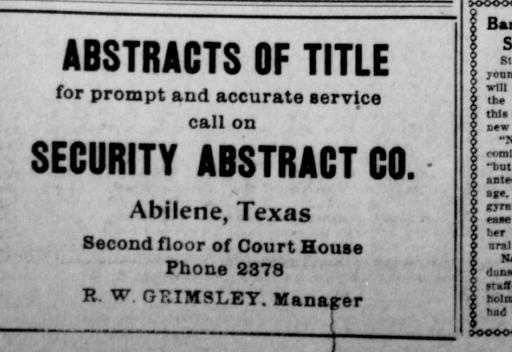
Miss Ruby Johnson of Trent visit-

Bugs, Lice, Fleas, and all other in-Mr Bob Hobbs spent Saturday sects. Sold under a money-back guar-

> W. O. Boney can make you a loan from 5 years to 33 years at 6%

tf

Baker & Wheeler will appreciate



came. The boy drowned, however, before help came.

One Man Spends Time in Collecting Odd Names

Tacoma, Wash .- Speaking of names, **LARREN**ERIE D. W. Clapsaddle declares he has found many others as bad or worse than his own. For twenty-five years he has carried a book in which he jots down names of people whose nomenclature is unusual, and it contains a Whiteleather, Turnipseed, Waggonwheel, Leathterberry, Grindstone, Shears, Brickbat, and Whetstone, The shortest he has heard of is Ek.

Hall of Fame Project Delayed by Quarrel

The first bronze tablets in New York's hall of fame were unveiled as recently as 1901, yet 100 years ago a New Yorker began the movement for just such a commemoration of the nation's great. He even offered to make the busts himself and, indeed, did so in a number of cases, only to have his plan rejected, to lie in the discard 75 years. He was John I. Browere, who in the early part of the Ninteenth century was recognize,' one of New York's best sculptors There were many who took to his icea of a hall of Miss Nora Foster and Mr. Homer ATTENTION Poultry Raisers Z-I-P fame from the start and urged its adoption. It even reached congress, with high hope of an appropriation to carry out the plan. However, one little incident ruined its prospects. Congress decided to look up Browere. William Dunlap, then considered an authority on art, had written its history. Browere had incurred the displeasure of Dunlap and was not mentioned in his book. So congress thought he couldn't amount to any. thing. -Philadelphia Public Ledger.

Ban Bobbed Hair on Swedish Opera Stage Stockholm, Sweden. - Only young dancers with long hair will get front-row positions at the Royal opera of Stockholm this season, Mrs. Lisa Steier, the new ballet mistress, has ruled. "Not because bobs are unbeoming to young girls," she says, but because most of the operas antedate the jazz and shingle age, and no ballet dancer can gyrate with the same abandon. ease and grace with a wig on her head as with her own natural locks flowing about." None of the three premier danseuses of the Royal opera

staff-Ebon Strandin, Sir Oster holm or Elly Holmberg-have had their hair shorn.

HOW MANY MILES WILL YOUR FORD CAR RUN ON **ONE GALLON OF GASOLINE?**

We know that you and every Ford owner will be extremely interested in this contest for it tells you how you or some other owner of one of the late IMPROVED FORD CARS can win \$112.50 without any expense to you.

At 2:30 Saturday afternoon, February 26, AT THE MERKEL MOTOR COMPANY, Merkel, Texas, we are going to put on a FORD GAS-OLINE MILEAGE CONTEST, OFFERING \$25.00 in MERCHANDISE AND SERVICE to the winners of this contest.

We want a large number of our customers owning the late IM-PROVED FORD CARS to contest.

\$12.50 in merchandise or repair work is to be given to the person making the most mileage on one gallon of gasoline in a closed FORD CAR, and the same amount to the person making the most mileage in an open FORD CAR.

On Wednesday, March 2nd, AT ABILENE, TEXAS, the two winners of the contest, together with two winners from each of the following places: Abilene, Winters, Stamford, Tuscola and Hamlin, will hold a GRAND FINAL CONTEST. At THE GRAND FINAL CONTEST \$300.00 IN CASH WILL BE GIVEN AS FOLLOWS:

\$100.00 in Gold to the Winner in a Closed Ford Car.

\$100.00 in Gold to the Winner in an Open Ford Car.

\$ 50.00 in Gold to the Winner of the Second Prize, in a Closed Ford Car.

\$ 50.00 in Gold to the Winner of the Second Prize, in an Open Ford Car.

Naturally, we want you to enter and win the Elimination Contest, so that you may be eligible to go into the Final Contest. With this in mind, we want you to call at our office, register your car and get full details of the contests.

If you cannot call in person, phone or write us to enter your car, as this is going to be a real opportunity to win some easy money.

MERKEL MOTOR COMPANY PHONE NO. 84

SPECIAL FOR 1 WI	EEK
Shampoo and Marcel	\$1.25
Shampoo and Finger Wave	
Shampoo and Hot Oil Treatment	\$1.25
Shampoo and Round Curl	\$1.00
Le Mur Permanent Marcel	\$8.00

Hair Bobbing a Specialty

MARINELLO BEAUTY

Phone 105

SHOPPE In Merkel Drug

PLAINS LAND FOR SALE

Best Farms in Lubbock County, located on state high-way; contains 5 sections, 14 miles from Lubbock, two miles from Shallowater; 2,000 acres in cultivation, fenced_ has 10 houses and 10 wells and mills; best bargain on the South Plains. Must sell by March 1. Wildcat well drilling on land adjoining this property.

Why pay \$35.00 for raw land when you can buy improved land like the above at only \$32.50 per acre, and on good terms. Address:

GARRISON & HOLT

in Care of MERKEL MAIL

A Plot of this land may be seen at the Mail office also.

Senior B. Y. P. U. Program Program for Senior B. Y. P. U., Sunday, Feb. 27, Msisionary Meeting: "Making Our Churches Missionary." Leader, Iris Garrett. Introduction by leader. Believe Missions, Else Reject the	Mayneld. Makes the Missionary Meetings Al- ternative, Mrs. Neece Hancock. Stress the Christian's Obligations	If you w tle of 'Lor from McDo Troubled your next phone 44.	
Bible, Mrs. Warren Smith. Shall we give to missions while	Push a program of Mission Study,	A. J. T Worth this	

White Church Cemetery

THE MERKEL MAIL

Since we were elected as trustees by the members of the White Church Cemetery Association, we have tried to be and to do what you have expected of us.

In selecting dates for our meetings we have tried to choose a time of the seasons when your field work or your business duties would be easiest to leave undone for a day.

We have selected for our next meeting, the first for the new year, Wednesday, March 9th, 1927. Tell each other of this meeting and be making preparations to come. If you have a friend or relative whom you are in doubt as to their seeing this notice in the Merkel Mail, send them the paper or a card or letter requesting them to meet you at the cemetery with something to work with on the above date.

The road leading to the cemetery is now a public road and we wish to express our appreciation to Mr. G. L. Shuff for securing the right-of-way and completing the work of opening up this road.

Now remember the date, March 9, 1927, get it established in your mind and tell your neighbor who may be interested in the work of cleaning up our cemetery and setting out shrubs. Dillard R. Snow, Secretary and Treasurer.

Adult B. Y. P. U. Program

"A Missionary Program," Part 1, Mrs. T R. Lassiter. Part 2, Mrs. Teaff. Part 3, Mrs. Parker. Part 4, Mrs. C. M. Largent. Part 5, Mrs. Ashby. Every Baptist has a hearty welcome to hear a good program on Church Missions and Foreign Missions. We want every adult Baptist in the B. . P. U. We welcome you to B. Y. P. U.

Come Sunday at 6:45 p.m. and hear a good program. Special opening number arranged by the seniors. "A place for every one".

Byers Petty, Director.

want real polish try a botne Star Furniture Polish," onald & Collum.

d with soot-try Diavolo coal order. SWAFFORD,

Tucker is visiting in Fort week.



THE MADRIER WARDEN TO THE SHARD THE REAL PROPERTY AND THE REAL PRO

It is time to start gardening. You should see our Garden and Lawn Hose, Garden Fence Garden Plows, Garden Rakes, Garden Hoes, Garden Trowels, Garden Cultivators, Garden Forks. We have everything you will need to make gardens, if you have the ground (except the labor and the seed to plant it)

Come in and see our Poultry Supplies We have just received a new shipment

BASE BALL SUPPLIES of all kinds and boy our prices are right

Plumbing Supplies of all kinds

Our stock is complete in most all lines

Liberty Hardware Co. "If It's Hardware We Have It"

MARCELLS 50c

LIGHT HAULING

THE BLAIR HOTEL Is now doing business under new Management. Nice, Clean Beds; Good Eats served family style; Meals 50c. Rooms and Board by the week, \$10.00. A Clean, Orderly House. Phone No. 42.

AFiner DODGE BROTHERS MOTOR CAR

New in Bounty, Comfort and Performance -Still more Dependable

Now ready for your inspection and personal test-a finer Dodge Brothers Motor Car than ever before, due to many new and vitally important improvements. So important, in fact, that only a personal espection will give you an adequate idea of what further engineering advances and greater production have accomplished in extra values. Read this partial list of the latest improvements and then investigate:

> A New Clutch-Simple, Prompt, Sure and Silent. Softer Pedal Action Easier Gear Shifting New Body Lines-as smart and graceful as any on the boulevards New Color Combinations of Striking Beauty Still Sturdier Bodies Seats Re-designed for greater comfort New Silent-Type Muffler Improved Universal Joint, Propeller Shaft, Differential and Axle Shaft-creating greater sturdiness and resistance to wear "And Many Other Smart New Refinements of Detail.

Remember, too, that all these are in addition to many important improvements recently announced, including the fivebearing crank shaft and the two-unit starting, lighting and ignition system that inspired owners to new expressions of enthusiasm and satisfaction.

Look at these big roomy cars and you will realize that it is not possible to invest more wisely in dependable transportation.

Standard Sedan	\$1045.00
Special Sedan	\$1100.00
DeLuxe Sedan	\$1235.00
Delivered	The second second second

MERKEL GARAGE MERKEL TEXAS

We Also Sell Dependable Used Cars

Marcelling done Right for 50 Cents. Shampoos and Facials. Located upstairs in Boney Building, entrance on Front street.

PAULINE'S BEAUTY SHOP Phone 116 or 274-W

I am prepared to do your light hauling in a hurry; any time, any where: and do it right. Will appreciate a share of your work. Call C. W. SIMPSON at 43. ___25t2

JAS. HOLMES, Mgr. 1tp



and it is also one of the most enjoyable. Garden annuals will grow in any fairly good soil if in a location where there is sunshine the greater part of the day.

> By a little planning of varieties you can have blooms from early summer to late in the fall-and be sure to choose some for cutting, such as cosmos, calendulas, zinnias, sweet peas, nasturtiums, pinks, petunias, asters, etc.

Plant seeds which have a good reputation for producing flowers in profusion and true to type. Northrup, King & Co.'s Seeds have been giving satisfaction since 1884 and no better

Aost Of The

seeds are sold at any price. At Local Dealers NORTHRUP, KING & CO.'S

SEEDS



special mating hens mated to Imperial cockerels; chicks 50 for \$9.00; hatching this season on a brand new Newtown-Giant Incubator, the best incubator that money can buy, and the incubator that hatches the old Try a Classified adv in the Mail Angeles, California.

hen's way. The trays hold 150 to 160 eggs. Terms: \$5.00 per tray, 25 per cent cash when set. Order some of this pure bred stuff and the pullets will begin to pay you back in 4 1-2 100, \$17.00; 300, \$49.00; 500, \$80.00; to 5 months. J. S. TOUCHSTONE, that his treatment is different. 1000, \$150.00. I will do some custom Hawley, Rt. 2, phone 9036F13, Anson, Texas. 8Apr27

The Merkel Mail Printing Co. Thos. Durham, Editor-Mgr. SUBSCRIPTION RATES Taylor and Jones counties \$1.50 Anywhere else\$2.00 IN ADVANCE **TELEPHONE No. 61** Entered at the postoffice at Merkel. Texas as second class "mail. COMING TO ABILENE DR. MELLEN SPECIALIST in Internal Medicine for the Past fifteen years DOES NOT OPERATE Will be at GRACE HOTEL TUESDAY, MARCH 15th. Office hours: 10 a.m. to 4 p.m. ONE DAY ONLY No Charge for Consultation Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Texas. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids. He has to his credit wenderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidneys, bladder, bed wetting, catarrh weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments. Below are the names of a few of his many satisfied patients in Texas who have been treated for one of the above named causes: Mrs. Adolph Burg, Stonewall. Emil Muehl, Seguin. Mrs. Wm. Frederick, Frederickburg J. M. Smith, Bishop. Mrs. O. J. Finley, De Kalb. Miss Nell Egan, Palestine. Mrs. P. W. Rossell, Palestine. Loren L. Wright, Abilene. Remember above date, that consultation on this trip will be free and Married women must be accompanied by their husbands. Address: 211 Bradbury Bldg., Los 25t3pd

Published on Friday Morning by

ANNOUNCING THE OPENING OF THE

THE MERKEL MAIL Section and the section of the sect

MAVERICK MOTOR CO.

Chrysler Sales and Service

Located in the rock building on east Front Street

FREE

All day Saturday, Feb. 26, we will give one quart of Humble Motor Oil with each purchase of 5 gallons of gasoline or more

GASOLINE, OILS, ACCESSORIES **TOWING - REPAIRING - WASHING - GREASING** 24-HOUR STORAGE SERVICE

MAVERICK MOTOR CO.

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CHRYSLER SALES AND SERVICE Front Street Merkel, Texas

DON'T SEND THAT PRINTING ORDER OUT OF TOWN WITHOUT GIVING US A BID ON IT AND LEARNING THE QUALITY OF OUR WORK.

Don't get the idea that we can't print it until you ask us. If we can't print it we can get it done as cheaply as you can. We also take orders for Engravnig, Lithographing, Embossing, etc.

We Appreciate Your Patronage

THE MERKEL MAIL

LOFESSIONAL	Here france and the second	FOR RENT	
DR. W. M. GAMBILL Dentist —X-Ray Diagnosis— Office phone 116 Res. phone 108	FOR SALE	FOR RENT—One furnished bedrood, preferably to a man, and would board if desired. Outside entrance; access to bath. Mrs. E. N. Brown, phone No. 235. 18t2p	
M. ARMSTRONG, M. D. Office Over Farmers State Bank		FOR RENT—Four room house, new- ly papered. See Hollis Haynes. 1t OIL LEASE—Would sell 40 or 80 acres off Grayson Tourist Camp farm near Haynes well. See S. L. Grayson. 18t2p	
es. Phone 12. Office 195. ocal Surgeon T. & P. For Last 10 Years. Furnish Drugs From Office.	FOR SALE—100 bushels cotton seed from certified strain of Kasch. Now stored at Swann gin. \$1.00 per bu. Lee D. Williams, Merkel. tf	FOR RENT-50 to 100 acres, no house, 100 to 300 acres with a four and a five room house and camp. One mile of good school, all eight miles north of Anson. Pastures and water. Lee D. Williams, Merkel, route 2. tf	
JEWELER	FOR SALE—Some horses and mules, cash or good note. Also about 5 tons Maize at Salt Branch. W. E. Price, Route 1, Merkel, Texas. 25t2p	BOARD AND ROOM For one in Private Home. Or would rent room without	
16 Chestnut Street Abilene DR. R. I. GRIMES	FOR SALE—Pure Lone Star Cotton Seed raised on my farms and ginned right. The best you can buy. \$1.00 per bushel while they last. Taylor F. Davis. 25t3	board. New house in south part of town; clean new fur- niture; access to modern bath. See Jack Durham at Merkel Mail office, next to	
Physician and Surgeon fours 10 to 12 a.m 2 to 5 p.m.	FOR SALE or Trade—One 10-room residence in Merkel. Will rent for \$75.00 per month. Also 160 acre farm at Noodle Dome, Jones County, and	FOR RENT-5-room house. See O. Dye at Burton-Lingo Co.	
hones 105-163 Res. 165	320 acres in Red River County. If you are interested see J. C. Mason,	FOR RENT—Furnished apartment, close in. Call 274-W, Mrs. F. Y. Gaither. 1t	
DR. S W. JOHNSON. Surgeon Dentist office over Farmers State Bank Office Phone 306	faction guaranteed or replacement at	Don't fail to attend the big sale now on at Schindler's Variety Store Sale will close Saturday, February 26th. 11	
PAULINE JOHNSON	half price. Higgins Hatchery, Mer- kel, Texas. 25t5p If you want real Polish try a bot-	FOR RENT- Two furnished rooms for light housekeeping. Mrs. R. L. Bradshaw. 1tp	
Successor to G. W. JOHNSON	tle of 'Lone Star Furniture Polish," from McDonald & Collum. 1t	FURNISHED Bed Room-Either permanent or local. One block south 3 blocks west of railroad station. Mrs.	
Insurance—Notary Public wer West Company—Front St. Merkel —:— Texas	for selling. A dandy trade. Address	Lou Looney. 25t2p LIGHT Housekeeping Rooms—I have 2 or 3 rooms furnished for light	
W. W. WHEELER eal Estate, Fire, Accident and	Troubled with soot-try Diavolo your next coal order. SWAFFORD, phone 44. 1t	FOR RENT-Brick building 25x75	
Tornado Insurance Agent. Notary Public. ffice over Crown Hardware Co	FOR SALE-4-burner oil stove in good condition. Mrs. Roy Harrell, Merkel, route 4, phone 9012F3. 1t	on Front street, near Fire Station. Will divide or arrange to suit ten- nant. See L. B. Scott. 25t4 FOR RENT-Cord wood, mesquite	
DR. MINTON T. RAMSEY DENTIST	CITY Furniture Company—Buy, sell and exchange. Large stock stoves, tents and rugs. Joe Garland, prop. tf	and cedar. Also good posts in mes- quite and cedar. F. B. Huddles- ton. 25t4	
X-Ray and Diagnosis 3rd Floor Alexander Bldg. elephone 177 Abilene, Tex		FOR RENT-1 bedroom and 3 un- furnished rooms. M. R. Hail, first house south of Grammar school. tf	
H B. HULSEY, D. C.	bock, 2 miles of Shallowater; 2,000 acres in cultivation, fenced. Has 10	STRAYED— Bull yearling Jersey calf. Strayed first of week. Please notify A. B. or J. A. Patterson. 1t	

Notice To Our Customers

ON SATURDAY, FEBRUARY 26, WE WILL HAVE ON DISPLAY AT OUR STORE A COMPLETE LINE OF

READY-TO-WEAR AND MILLINERY

AT VERY ATTRACTIVE PRICES WILL ALSO HAVE IN CHARGE AN EXPERIENCED MILLINERY AND READY-TO-WEAR SALESLADY.

Don't Fail to Call and See Our Line

SCHINDLER'S VARIETY STORE

tf 26th.

SPECIAL

Chicken Dinner Saturday and Sunday, with all the decorations and home cooking, served family style. Also regular boarders wanted. Good eats every meal. Give us a trial. Price 50c SUDDERTH BOARDING

HOUSE

Kent Street

Send your Kodak Films to **RODDEN'S STUDIO** Roll Developed 10c, Prints 4,5,6c —ONE DAY SERVICE— All Work Strictly Guaranteed Don't fail to attend the big sale now on at Schindler's Variety Store.

Sale will close Saturday, February

Coupon books against the Merkel Ice Company must be redemed at the company office by Feb. 28, 1927. All parties holding coupons are therefore urged and expected to bring in their coupons, which will not be redeemed in either cash or ice after the above

ICE CUSTOMERS NOTICE

Notice is hereby given that all Ice

mentioned date. Respectfully. MERKEL ICE COMPANEL 1002

There is lots of news in the Classi-It fied Columns. Read it every week.



THE MERKEL MAIL

MERKEL AND **TAYLOR COUNT**

Survey Made by Men Experienced in Community Study Shows This City and Vicinity to be a Leader Among Those **Typical American Communities of Texas**

Business Men Speed The Onward March

These Two Indispensable Groups in Every Population Co-operate very door of the farmer. in Making Merkel and Vicinity First in The **Great Expanse of West Texas**

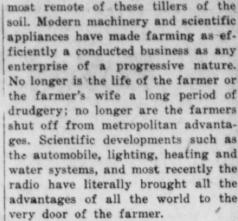
RURAL AND CITY CLASSES JOIN HANDS

Progress the Key-Note of This Live and Wide Awake Community Whose Business and Professional Men Uphold the Highest Standards of Civic Development

Located in the heart of one of the people love their work. The fact that with them. They realize that the conmost prosperous sections of the great- people love their work makes possi- tinued onward course of progress of est State of the Great West, Merkel ble th great progress which this com- the community depends upon the coand community stands without a peer munity has enjoyed and will continue operation of the two groups whose inamong that vast number of American to enjoy This contentment is the recommunities whose population is made sult, too, of a great community spirit. up of people, cosmopolitan in their Leaders in civic life here testify that outlook, and engaged in almost every no people could work together more are determined that nothing shall occupation conceivable among a unitedly than do the citizens of Mer- stop their onward march of progress peaceful populace.

It is almost self-evident to say that putting across any community prothere is nowhere from Atlantic to ject which they attempt. Pacific, from the palm tree to the Modern factories, stores, office points to a period of continued growpine a more contented, forward-look- buildings and an almost unpreced- ing prosperity. Believing that optiing and industrious group of people ented number of fine homes speak mism, backed by an unconquerable dethan one will find right here in this eloquently of the results of this fine termination, is the very life blood of community. Within the city, the community cooperation. Cleanliness, progress, every citizen of this comwheels of industry and commerce picturesque streets and well-planned munity has resolved to continue to do move on unceasingly, pr.viding oc- amusements denote a high civic pride. his bit in keeping up the reputation cupation and activity for the thous- Outside the city lie the rich agri- of being the hub of the most forward ands who have settled here. Each cultural districts. Expanse of fertile looking community in the United Staevening from the store, from the fac- fields dotted with fine country resi- tes. This does not mean ilde boasting. tory, from the desks, these thousands dences supply the city and outside Merkel's achievements speak for go to happy homes, homes made pos- market with their many products. themselves. Nevertheless, in order to sible by honest labor of brain and Many of these homes are as modernly keep on driving, it is sometimes wise brawn.

The universal comment about Mer- tomobiles place all the attractions of of the position we hold, and of the kel wherever one hears it is that the the city within an hour's reach of the people and enterprises which make



Remarkable, too, is the cooperation of the rural and urban populations in this community. Community projects are accomplished not by either of these groups working separately but by the two striving together in enthusiastic cooperation. Business men of this city realize that the farmer is a paramount consideration terests are ultimately the same.

Welded thus into a unitd community, the people of Merkel and vicinity kel and the surrounding country in and prosperity. Fully recovered from , the period of inactivity following the war, every phase of commercial life equipped as the finest city home. Au- to remind ourselves and the world



G.

The Most Chevrolet eaut

in Chevrolet History !

-a host of improvements

Not only does this most beautiful of all low-priced cars offer new paneled and beaded Fisher bodies but also many new fine car features and mechanical refinements such as:

Full-Crown Fenders New full crown one-piece fenders add a note of smartness to the new and beautiful bodies. Bullet-type Lamps Modish new bullet-type head and cowl lamps add a pleasing touch of beauty and style. AC Oil Filter

A new AC oil filter removes all dirt from the oil supply—assuring greater oil mileage and a minimum of motor wear. AC Air Cleaner

A new AC air cleaner safeguards motor parts from excessive wear by removing all dust and grit from air passing through the carburetor. New Tire Carrier A new tire carrier of improved design is mounted on frame -entirely free from body. New Door Handles New remote control door handles—located in center of doors—provide a beauty and con-venience feature new to the low-price field.

amazingly reduced prices!

The Touring or Roadster \$525
The Coach \$595
The Coupe \$625
The Sedan \$695
The Sport \$715 Cabriolet
The Landau \$745
1-Ton Truck \$495 (Chassis Only)
1/2-Ton Truck \$395 (Chassis Only)
Balloon Tires now standard on all models. All prices f.o.b. Flint, Mich.

Come in and see these strikingly beautiful models!

Just Installed MODERN SHOP EQUIPMENT to give the best of SERVICE SOME USED CARS AT A BARGAIN

LOWE-BRACKEN MOTOR CO. MERKEL, TEXAS

CUALITY LOW COST AT

that position possible.

BIRTHDAY PARTY

cream topped with cherries to Willie Evelyn Boaz, Mattie Lou Largent, munity Booster Review" is published.] To celebrate her twelfth birthday Margaret Canon, Mildred Richardson, To our readers we wish to call atten- Nell Durham invited a few friends to Mary Elizabeth Grimes, Ida

CLEAN as a china plate

TUST wipe the cooking top of the J Hotpoint Range with a tea towel and you will say, "as clean as a china plate." The white porcelain top does not stain no matter what is spilled on it. Cooking is cleaner on a Hotpoint, too. The cooking utensils keep bright and clean. There is no soot.

And walls, ceilings and curtains keep clean. The kitchen stays as clean as any room in the house. You save the cost of redecorating every year.

> Come in and let us tell you about the many other advantages of the Hotpoint Electric Range. West Texas Utilities

Company

Hotpoint Automatic Electric

Hopart

Timer. Set the hands for the time cooking should start and stop. Then forget it.

2 Hotpoint Automatic Electric Heat Control and Thermometer. It main-tains an exact oven heat, as desired, all through cooking.



commercial enterprises in this city and community. The readers should ienced and competent newspaper Evelyn Boaz for finding the largest writers who have written them with number of Minature hatchets hidden the primary aim of showing how each about the rooms and to Gerald Derindividual business or enterprise con- rick for successfully pinning a hatchtributes its part to that great whole- et in the propr place on Washington's the community. The publishers wish picture. The white birthday cake with to make it emphatically clear, also, 12 red candles in blue holders further about himself or his business. They ment, was cut and served with ice are the observations of men unbiased in their judgment but experienced in

It is with this aim that this "Com-

the study of community life and the enterprises which go to make up that

With the exception of the support given to the project by the publisher of the paper, the expense of this edition has been mostly paid by the men and businesses about whom arwritten, but the higher aim of showing the business and professional firms.

FREE! FREE! at Schindler's, 500 samples of popcorn will be given away between the hours of 10 to 11 and noon and from 3 to 4 o'clock p.m. next Saturday. You'll have to hurry, boys and girls.

Full Set Teeth \$17.50

No Better Plate Made at Any Price 22-k Gold used in all Crown and Bridge work at \$4.50 and Up Gold Fillings \$1.50 and Up. I Cure Those Old Bad Gums.

NATURAL GUMS

All Work Guaranteed

25 Years Experience

SOUTH SIDE DENTIST

DR.

116 1-2 Chestnut St.

HOUGHTON

nancial institutions, professional and urday afternoon. Games planned to Leach, Nell Durham, Harold Chaney, remember the birthday of George Lynn McSpadden, Harry Boaz, Neal understand clearly, also, that these Washington were played afterward in Durham, Isadore Mellinger, Gerald articles have been written by exper- her home. Prizes were given to Willie Derrick.

that no man has written an article emphasizing the Washington senti- bring surprising results.

tion to the many business houses, fi- be her guests at a theatre party Sat- Derstine, Katherine Duff, Thelma

OIL! OIL! OIL!

Yes we have oil but our prices are the same as before we got oii.-Baker & Wheeler Market.

A 25c classified ad often tf Try a Classified Ad in The Mail.



PAYS YOU BEST

Our office is maintained to serve you, without cost, in all insurance matters Our policies are written to protect you fully and pay you most in cases of loss.

You will find us equipped to give you all forms of property protection insurance, advise you in all insurance matters and serve you at all times. Consider us pleased to give free consultation whenever desired upon insurance.

W. O. BONEY REAL ESTATE, FARM LOANS FIRE INSURANCE MERKEL, TEXAS

Consult Your Insurance Agent As You Would Your Lawyer

Review of Progressive Abilene Business Firms

DRAUGHONS Practical BUSINESS COLLEGE

Located in Abilene at Abney Building, is a Business College of High Standing in This Community-this Enterprising Business College Offers People of this Community Opportunity to Profit by the Lessons Learned by Experienced Business Men Who Have Succeeded. An Unsurpassed Corps of Instructors are in Charge.

ple's experience, an ordinary man by by other people's experience, each his own and a fool by nobody's." individual would work out a new al-This age-old adage has many applica- phabet for himself, a new means of ure has been planned by the architions and is illustrative of many written communication. We use the test who in his sketches gives the distinctive from another lies largely truths. It partially answers the ques alphabet we have because some other public the idea of the composite ef- in the mind of the planner. The tion, too, of the man who wonders individuals of ancient times, after why he should send his son to busi- long years of study found none which ness college. It is a mistake to think is more convenient.

that any business college teaches It is easy, therefore, to see the what cannot be learned in actual fallacy in the argument of "Why go business experience-if a man has to business school when you can learn buildings have been designed by loenough time. A business college, the same thing while you are work- cal architects, who each year add to such as the enterprising college lo- ing? You can but it will take a lot their prestige by new achievements cated in this community, simply gives longer to do it and your promotion in the field of building design. the man or woman or boy or girl who and advancement will not be nearly Prominent in the architectural goes there the benefit of other peo- so rapid in the meantime. experience.

3

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methods taught in this business col- ed subjects. This is illustrated in a thousand ways community.

DAVID S. CASTLE COMPANY

With Modern Offices in Abilene, Located in the Alexander Bldg., is the Leading Architect in this Section and a Man of High Standing in the Community in Which he Lives. He has a Wide Reputation of Being the Best Architect in this section.

The work of the architect is held | towards the realization of more atn highest regard in its relation to tractive and comfortable homes, calls every phase of building endeavor, as for marked skill in both planning it is to its creative ability and of and building. The home owner wishtimes to its artistic skill, that the es to provide the best dwelling pos-"A wise man profits by other peo- (in every day life. If we did not learn realization of a beautiful and useful sible for himself and family. It is structure is accomplished. Before a through the skilled architect and the spade full of dirt is turned or a builder that the provision of these brick laid, every detail of the struct- comforts is made possible.

For its population Abilene is re markable by the many varied and durable buildings Most of these

field both here and through a large ple's experience in the business world This enterprising local school is section of the state is Mr. Castle, who in a much shorter time than that man modern in every detail and method. has been responsible for the designor woman or boy or girl could learn All the subjects taught at a modern ing of many notable latter day struc-

> To build a home is one accompof the advancement of the age is an- mercial prosperity of the city, and in To express the best ideals that the thus making him better known to the

What makes one home so greatly

important in their relation to the

each minute detail the closest attention. Home builders not only want houses that will follow their general ideas, but they want the expert advice of the architect on the latest conveniences and methods of construction.

W. K. MILLER & COMPANY

With a Record of Years in the Automobile Painting Business, Operates the Most Modern and Up-to-date Auto Painting Estab-lishment in Abilene, located at 501 Walnut. Every Facility to Offfer the Automobile Owners the Very Highest Degree of Service in Automobile Painting. The Best Equipped Automobile Painting Establishment in This Section. Mr. Miller, the owner, Is Considered Expert in This Line of Business. "Why Fool with an Amateur-Deal with a Man who Knows." Miller Knows.

Here are experts in the auto paint-, duces a combination that insures the ing business and they can take your car owner getting more years of serold car and make it look like new. vice.

ou know that a man whose shoes are There isn't a house in the country unpolished looks ill-dressed all the that can equal their work and prices. way up. Just so with an automobile. They guarantee every job they turn A shabby top or an unpainted body out. If you find the slightest defect makes the machine look like a second in their work, send back the car and hand piece of junk. they will do it over without question

Don't think that because your car or quibble. That's the guarantee that looks bad, you must get a new one. has built up their business. With the improved facilities of this Take your car to them and they modern paint shop, they can make it will tell you just what it requires and

look so fine you'll hardly recognize it. what the cost will be. Every dollar spent with them will W. K. Miller & Company are well

add ten dollars to the value of your thought of in Abilene and have alwaysshown a progressive spirit and Mr. Miller, who says they have have done their shore in making this been handling a paint brush since he city a more prosperous and better was a boy, is thoroughly acquainted community in which to live. We unwith the best quality of paint for last- hesitatingly recommend them to all

ing appearance and good wear. This our readers as men upon whose word allied with skilled experience pro- you can depend.

LAUGHTER UNDERTAKING CO.

a Well-Known Funeral Director of this Section, Located at 1107-17 So. First Street, Abilene, Which is Conseded to be one of the Finest Funeral Homes in this part of the country. Mr. Laughter, the Manager, Has Done much to Mitigate the Sorrows of Death.

"He was wonderful in life; he is professions. The members of this local Most Discriminating Demands. The Most Beautiful and Satis- even more wonderful in death. It firm measure up to this high stanfactory Car in American Service. Mr. Ellis, the Manager, is was the tribute of the widow of one dard in every detail. People remark Well Known in Abilene and this county. He is One of the Lead- of the country's great men as she at the smoothness and satisfying took one final glance at the mortal quietness with which a funeral serremains of her husband. How grati- vice is carried out when conducted by

fying it is that those very last im- these men. They seem to have the in-

To help lessen the pain at the time censed embalmers. They are recor-

All members of the firm are li-

progress of the age has developed public.

PAIGE MOTOR COMPANY

Is the Popular Paige Dealer in Abilene, located at-Sixth and Pine Streets, With Modern Headquarters. They Selected This car to Meet the Needs of This Community. This Car Satisfies the ers in Community Projects.

Every business man wishes to meet | formance and at the same time at a he public's need. This is his sole cost within the reach of all. So, after pressions shall be glorious even in herent ability for this work. reason and sole justification for ex- careful study, he chose the Paige, be- their tragedy. istence. Furthermore this is his lieving that here was a car which

means of survival; the business man would please at least ninety per cent of the death of our loved ones, to nized throughout this section of the who cannot please the public goes of the available customers. Results see that everything is done that can state as being particularly skilled. down in that list of so many thous- prove that his judgment was not be done to make the last service for The people of this community h

them for himself in actual business business school are taught here-ac- tures of varied types. counting, bookkeeping, management, In other words the facts and the stenography, typewriting and affiliat- lishment. To build a truly pretty and and push so essential to the comlege are simply those which one or a If you are interested in getting a comfortable home that is expressive dealing with him, no mistake will be number of persons have worked out fine start in the business world or in other work of marked superior scope. made. The publisher is honored in

ion

from long and varied successful bus- obtaining a better position than the iness experience. Therefore, given a one you already hold you could do no normal amount of industry and ambi- better than talk over your problem tion you learn in business college in with them. Writing from a wide ac-6 or 8 months what it would take quaintance with business schools all you more than that many years to over the country, the publishers of learn outside and--"the wise man this paper give this one their unqualprofits by other people's experience," ified recommendation. In the work the ordinary man merely by his own. that it does, it is a real asset to the

DRYDEN & BRATTON MARBLE WORKS

Of Abilene, Located at Eighth and Walnut Streets, is a Monument Firm Made up of Artisans of High Class in Memorial Art. Prepared in Every Way to Help the People of This Community Preserve the Memory of Their Loved Ones.

fects embodied in the new building, same material and methods of treatas well as its feaures of construct- ment in general used in one home will fail dismally in another as to gentral effectiveness through lack of detail, contrast, type of design or even minor details, small in themselves,

composite whole. Mr. Castle is in a position to give

Mr. Castle is a public spirited supporter of all measures for progress. He represents that energy

""The paths of glory lead but to the , and many more. Yet the memory grave." Written two hundred years in our hearts is not enough. Over- not so easy to please. Of course, no "The most beautiful car in Ameri- funeral rites with a magnificence time of death. Their long period of ago, the finality of the truth set looking the Potomac is the wonder- one except the corner grocer can hope ca"-this indeed is the Paige. Beau- that is glorious-this is the work of business experience here has made down by Thomas Gray is impressed ful Washington monument, the mag- to carry products which please all the tiful not only in appearance and per- this local firm of dignified yet up- them known to everyone and that is on our minds more and more each nificent Lincoln memorial erected public. There are too many diffirent formance but beautiful to drive and to-date funeral directors. From the undoubtedly a great satisfaction as time we follow the remains of a loved that the people of these United States one to the last resting place. As time and of the world may have almost tions on the type of public to be and women. They are the car su- ery detail of the burial service will be have confidence to conduct the funlightens the pain of the loss, we real- two great figures.

preserving the glory of the memory for the grave of his mother is doing man must please the greater part of And yet moderately priced. The arrangements and carrying them having a funeral conducted in your of that one who has gone on. That in a less pretentious way what the glory, which is not the mere glory of whole world has done for these two material achievement of which Gray men. He is preserving the memory women.

ments, something as indestructible as Bratton Marble Works.

the memory of those who are no It is fitting to reiterate that the bring to the ground.

more: Where is the individual of owners of this company are men well sentiment who does not love to wan- known and well thought of in the der in a graveyard? He likes to be- community. They are daily rendercause on every side stand memorials ing a service to the community in the which time does not destroy nor age | work they love. Quietly but none the less effectively, their work goes on We like to think of the famous from day to day. In the same quiet

personages of the country whose manner they are back of every prohearts of men-Lincoln, Washington | munity.

EXAMPLE AND THE EXAMPLE AND THE AND TH **B**[·] **H**[·] **LANCASTER** LUMBER and RIGS **Building Material, Cement, Paints** Stains, Enamls, Varnishes ALL BUSINESS APPRECIATED No Work too Small for Our Consideration Nor too Large For Our Capacity Estimates Furnished With a Smile PHONE 82 ATTING WOLLS TAILED TO THE WOLLS TO THE PARTY AND ATTAILED TO TAT

ands each year. And the public is wrong. kinds of people for that. Fortunate- ride in. Responsive to every need, time they are called in the hour of everyone knows, in having someone ly community lines put some limita- they are equally the favorite of men death, you may rest assured that ev- whom you know and in whom you pleased. So the question reduces itself preme on any boulevard and the ac- taken of your hands. These men have eral service.

available customers in his particular Paige holds its own anywhere and through perfectly. community.

marble, because there is something memories of the loved ones who have lic. He know that to please the is a leader in civic projects as well as dignity that is required in but few ial service could be conducted. so indestructible about such monu- gone is the work of the Dryden and majority he must sell a car no less in business circles, an individual of than the best in appearance and per- real value in the community.

HARRY S. WILLS SHEET METAL WORKS

Whose Popular Headquarters in Abilene are Located at 838 So. Third Street, are Sheet and Metal Contractors of High Reputation and offer the Best Service for the Lowest Prices Anywhere Their Work is Testimony to Their Ability.

When we see water beginning to that local builders always leave this memories have been written on the ject for the betterment of the com- come in at the ceiling, then it is that matter up to these sheet metal conwe begin to hunt up the trouble and tractors for they know that the work source of the leak. When the cornices will be done right and that they will of our homes wear out and we have never have to worry for fear there tain names stand for certain things. merged their identities and worked an unsightly dirty stream of water will be poor materials, poor work- This is true of every activity of life. together for the good of the whole coming down the side we must have manship or any other trouble. Their This is particularly true with auto- for years-until these men could them repaired. When our sky lights work is of the best and there can be mobiles. And in the automobile world bring out a large car which could leak or when the furnace needs re- nothing better secured anywhere. So there is one man which has stood for meet the same requirements; maxipairing, we seek someone who will it is with the tin work on the roof. reliability, absolute dpendability - mum efficiency with a moderate first give us complete satisfaction at a And parts that must bear the brunt that name is Hupmobile. minimum of cost. Who is it that we of all the weather are subject to the This reputation has not been cost. always go to for these repairs? Ask close inspection of these local men. achieved suddenly. It is the result of Today we have the result-the any man who is the most reliable Here it is that the first trouble is building good cars year after year. Hupmobile Superlative Eight. These sheet metal contractors and without experienced. Leaky ceilings cause This Hupmobile has done. Hundreds sixteen men are now ready to give hesitation he will name these local damage to wall paper and the walls of thousands and millions of Hupmo- their work to a public which has concontractors. We cannot help but themselves, causing them to fall in bile users will testify to this fact. fidence in them that there is a car think of them when we have any many instances. All that tinning work Those who are acquainted with the which will meet all of an eight over metal work that needs to be done. which is so important to the satisfac- automobile industry in every com- a four. To see the car and ride in it Their work has been tried and found tion of home owners is embodied in munity know this. When this agency is to be convinced. to be perfect.

We little think of the metal work known throughout the country for number of years ago the men behind has had no hesitancy in offering this that goes into a house when we see their ability to put in new tin work it determined to do one thing-give car to the people of this community. a new one being erected in our and to repair the old. This seems to the people of this community the He knows that Hupmobile is behind neighborhood. Everything seems to be an uncanny ability to find those most serviceable car which was in it. He knows better than any indigrow naturally on the house and ef- troublesome holes that the average the reach of a moderate income. This vidual user that Hupmobile never ficiency is the rule Within that man never sees and they repair them working center there is a great many so that they never give any more better satisfied customers if they life all other Hups, built practically things that must be planned out. As trouble. This community can conthe house grows, so must the furnace sider itself exceedingly fortunate to be installed with its many pipes. The have the services of men so highly that car was serviceable. Hupmobile, where each part is under the close floors go down and we forget the net skilled as these contractors employ. met the requirements, for indeed this scrutiny of the discriminating Hup work of pipes that are underneath. But into those there must be built a public spirited and do everything for Hupmobile corporation. permanency and quality that will de- the bringing of greater business to our city speaks well for them. Their fy time, heat and rust. It is most interest in all civic affairs is well years. They built them because they because of the men who operate it, important that they should be of the known. No worthy organization is hest material. It is for this reason without their support.

our dead satisfying, to surround the learned to think of Laughter's at the

ize that our only consolation is in The man who buys a monument to practically this: every business knowledged champion on every hill. made a specialty of taking over all If you do not have facilities for home and you care to make it a pri-

yet it not a white elephant of expense. Theirs is a business which only a vate ceremony, this firm has a beau-This is no less a problem of the But this car alone has not been the comparatively few men are prepared tiful funeral home, completely fitted automobile dealer than any other secret of this dealer's success. His to enter. It is not just a matter of for carrying out the funeral cerespeaks, lives on. All that we can do to which to him is the loveliest in the business man. He must sell a product service has been equal in quality with skill, not just knowing the technique mony with the utmost facility. Perremind ourselves of the glory of that world. The marble and the granite which pleases the greater part of his the product he sells. To buy from this of embalming-the successful funeral sons who have witnessed the performloved one makes us better men and is so symbolic of all that she stood public. This enterprising business firm once is to go back when one director must have more than just ance of the last rites over their loved. for in this life. To supply the people man deciding to go into the automo- wishes a new model. His garage and these qualities, he must have the per- ones here, have expressed appreci-Our thoughts turn naturally to of this community with monuments bile business in this community want- show rooms are a place of pride in the sonality, a certain adeptness for the ation for the giving to the communimonuments of stone, of granite and which really preserve the wonderful ed a car which would please the pub- town. But the owner of this company handling of delicate situations and a ity such a home where a private bur-

HUPMOBILE MOTOR COMPANY

Prominent in the Automotive Circles in this Section, and Located at Seventh and Pine Streets, Abilene, are Official Representatives for the New Hupmobile Superlative Eight. A car superior in Design yet Equal in Performance and Moderateness in Cost with all Hupmobiles. Mr. Chas. W. Danford, the manager, is held in Highest Esteem in Business Circles here.

In the vast automobile world cer-, nization-those men who have sub-

the business of this firm. They are was established in this community a For this reason this local dealer agency believed that people would be fails and he knows that here is a car, drove a car within their incomes if entirely in the Hupmobile factory, The very fact that they are so was a part of the larger policy of the

larger car until the Eupmobile orga- every respect.

price and equally moderate operating

engineers.

Such an agency selling such a car is an asset to any community, b Hupmobile has built fours for it is an asset not only in itself, but were determined not to bring out a who are themselves valued citizens in

WESTERN TOP & PAINT COMPANY

Is a Prominent Auto Top Firm of Abilene, located at 128 Chestnut Street, Where They Have One of the Most Modern Up-to-Date Plants in this Section. They are Prepared to Furnish Tops Which are Designed for Any Make or Model of Car. Mr. Fulwiler, Owner and Manager, is known for the High Quality of His Work and the Interest he takes in all Civic Movements for the Progress and Development of Abilene.

Comfort need not be the only con- you decide see them. Get theis estisideration in the building of the pres- | mate and class of work.

ent day automobile top, if this work transforming the car.

Owners of open model cars are becoming familiar with the possibilities effected even with an old and shabby car. A suitable top of good material, a coat of good paint and the 'old bus" are also very moderate. is able to "step out" with its brothers of later design.

one of the most modern and up-to- in view of full value for your money. ies will be given every possible at- whic are also dry. date auto top shops in this part of the top and trimming service. Regardless ed with their complete shop facilities be entirely overhauled. of the condition of your top you will makes it possible to render the best of The Willard Bone-Dry Battery is See this very different battery at line mileage was 27.8 miles per gal- spection. find them ready and able to repair, work. All work in their shop is done sealed to keep it bone dry; charged this Willard Service Station. kind of top you have been wanting.

Of course, the roof of your auto element of appearance enters largely and the back and the little mica win- halfway job. He knew in the first battery is kept bone dry.

They have all sorts of samples of utter folly to employ any other but presence.

Upholstery work is one of their tention. The small job will receive Sealing the cells keeps the battery second, low and reverse gears remov- any war tax, handling, or transpor-

This service includes everything but ent kind of shops. Stalling is not in its life in the car. That's the Willard sider themselves particularly fortu- hour. This only serves to bring out eral in their views and well informed the body and chassis. They build them their line. When they tell you that charged Bone-Dry Battery, and there nate in having such an efficient ser- the claims made for the Oldsmobile on the topics of the day. While not in accordance to the purchaser's spec- so and so can be done in such and is no other automobile battery like it. vice station so conveniently located. and establishing it as a car of service offensive in argument they are able ifications. Frame, canvas, rear win- such a time you may depend upon The life of a storage battery starts The repair work here is guaranteed for all time. dow, recovering, upholstered seats, that work being done at that time. stands out from all the rest. Before their guarantee of satisfaction.

GUARANTY ABSTRACT COMPANY

Of Abilene, With Offices at 124 1-2 Pine Street, is a Modern Abstracting Office that Insures you a Clear Title to Any Piece of Property in the Country. On their Staff is a Corps of Experts Noted for Their Analytical and Painstaking Ability. A Large Clientele Bespeaks Their Popularity. Their Business is a Conservative one, Necessary to Community Progress and Expansion. Mr. Taylor is Thoroughly Capable in This Class of Work and is One of the Most Popular Men in the City.

"We read your title clear". That at hand, the experts in this office is the slogan of this up-to-date take pride in doing the most effiany piece of property. The careful of their work and to take the utmost and painstaking work of this office care with each detail These qualities

THAGGARD BATTERY COMPANY

With Headquarters Located in Abilene at 218 Oak St., Under the Competent Management of Mr. Thaggard, is Becoming Increasingly Popular Because of the High Grade of Work Done. Their Men are Experts on Starting, Lighting and Ignition Systems. Ask About the Willard Charged Bone-Dry Battery.

When the owner determined to battery. Life has started if the bat- automobile sales companies of this with low price. start the starting, lighting and igni- tery is filled or if the insulation is section is the one operated by this, The coupe, for instance, has a Fishis done by the workman of skill. The top is important, but so are the sides tion battery service station, he did no damp. Life cannot start while the well known and popular firm.

seat covers for you to choose from the most expert workmen. This policy | The fact is, that Threaded Rubber

until the battery is filled.

You will find this one of the differ- day it was sold so you will get all well as other battery users may con- erly Hill Speedway at 68 miles per ward in their dealings. They are lib-

the very minute acid or dampness on all makes of batteries. This paper etc. A comfortable, durable, service- Their many years of satisfactory comes in contact with its plates. Nev- recommends this station to all users success-the reasons why more than gage. able outfit which is distinctive and service to motorists of this section is er lose sight of this fact in buying a of batteries.

S. & J. BATTERY STATION

Of Abilene, Located at 1154-60 N. First Street, is a Prominent Storage Battery and Starting, Lighting and Ignition Service

Station. Mr. T. H. Milliorn, the Man Who Heads this Firm, not Of Abilene With Modern Offices at 241 1-2 Pine, are Optometrists Only Knows the Battery Business but He is Well Thought of in with State Wide Reputation. Long Experience and Wide Knowthe Community. ledge Make Them Specialists in Eye Trouble. Mr. F. S. Higgin-

The experienced automobile driver (producing chemical) on the plates. The result is longer life and higher knows the vital importance the battery and electrical system holds in the efficiency.

potham is a Standard Optometrist.

There is no question but that the 1 Their reputation as optical speceyes are the most important sense or- lialists is not limited to this comabstractor who is considered an ex-are men and women who are chosen amount of service he will get from tainer—is a slotted sheet of hard rub-known to all scientists that impres-this section of the state take occasion pert in clearing up all those hazy like public accountants, for their abil- his car. While the elemental principle ber. It retains the solids on the sions are received twenty times as to come in and have their eyes exquestions in regard to the title of ity to analyze carefully every phase of all batteries is the same, the great- plates but gives free passage to the fact through the eye as through the amined with regularity. Their office est merit lies in method and materials current and electrolyte. It prevents ear, the next most sensitive organ. is equipped to fit you perfectly with plate disintegration, and adds 41 per These facts make it a matter of glasses they use only the intest wells

THE MERKEL MAIL

G. L. JENNINGS MOTOR COMPANY

Of 342 Oak Street, Abilene, Are Winning New Customers Every Day for the Service They Render the Public is the Best to be Had in this Part of the State. The Oldsmobile Six, for Which They are the Official Representatives, Combines Sterling Quality, with Six Cylinder Performance.

One of the best and most reliable fine appearance and unusual comfort

The Oldsmobile, for which they passengers. Appointments are cominto this feature. A neat, attractive dow you peep through. They don't place that the installation of the most Now, that is why a Willard Charg- are the official representatives, is a plete, including Fisher body, Duco automobile top is a thing of beauty miss any little detail in making up complete equipment for battery re- ed Bone-Dry Battery can't get old car that has been the source of much finish, velvour upholstery, heater, tops. The side curtains are just as im- pair would pay him best in the long before it's sold; and why Willard Ser- national comment both for its remark dome light, cowl ventilator, door portant as any other part of the top. run. He knew, too, that it would be vice Stations fill this battery in your able construction and dependable lock, etc. Underneath is the 40-horseservice features.

power L-Head engine of highest ef-You've no doubt heard or read of ficiency and a chassis that holds the and their prices on this class of work has been followed consistently, with Insulation makes it possible for Wil- the famous trip made by "Cannon road amazingly at all speeds. the result that this battery service lard to make the only Charged Bone- Ball" Baker from New York to Los Genuine Oldsmobile parts can be They assure you of the very best station without much question ranks Dry Automobile Battery. This exclu- Angeles in an Oldsmobile Six in high purchased from any Oldsmobile dealmaterials and the best quality of first in popularity among motorists. sive Willard Insulation is used dry in gear. The Oldsmobile Six on this rec- er in any part of the United States. Western Top and Paint Company is workmanship. Always one thought Auto owners know that their batter- combination with charged plates ord making run covered 3,764 miles at a standard price established by from New York to Los Angeles with the factory, without the addition of

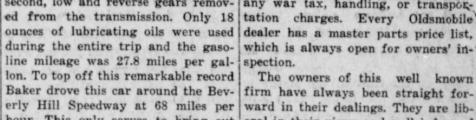
state. They are equipped for the main specialties. Their experience the same careful, painstaking work- dry, retains the charge in the plates ed from the transmission. Only 18 tation charges. Every Oldsmobile handling of every type of automobile and ability in this line of work coupl- manship as the battery which has to and prevents the life from starting ounces of lubricating oils were used dealer has a master parts price list.

lon. To top off this remarkable record rebuild or manufacture a new just the under the most exacting supervision. ready to start the car; filled on the Auto owners in this community as Baker drove this car around the Bev- firm have always been straight for-

10,025 thousand discriminating men

No worthy cause for the betterment and women have already bought this of their home community escapes car-can be summed up like this: their attention and their contribu-Oldsmobile. Six combines sterling tions have measured up to the ability

ABILENE OPTICAL COMPANY



to hold their own in discussions of The reasons back of Oldsmobile any subject in which they might en-

er body with real comfort for four

quality, six-cylinder performance, they have had with which to respond.

may serve to explain its increased make them practically safe and compopularity in this and adjacent com- petent in making up abstracts. No slipshod or careless work gets munities.

The problem of titles to property through this office as its enviable is common to all communities. At reputation in the community clearly the time when land was bought shows.

from the indians or even later not If you are contemplating buying much trouble was taken to keep a a piece of property; if you are not clear record of the title. There were sure about the clear title on the not those close requirements of giv- property on which you live, we could ing deeds and having them recorded recommend nothing better than that

which everyone knows about in this you have this highly efficient office day. This community need no long- look up just such matters. We are er experience difficulty in having certain that there are no more resuch matters cleared up. This enter- liable authorities on these intricate prising abstracting office has all the matters than the experts in this of-

data at its command and almost any They are progressive business men title can be cleared up back to the fice. original sale or the original grant and believe in their work as a confrom the government in a short time. structivce business and as a factor in

the office has available practically all munity They are whole-hearted in their support of any live project for the records for this county.

With every detail of information the good of the community.

PAUL HATLER COMPANY

With Headquarters in Abilene, Located at 1020 Oak Street, Offers a Service to the Automobile Owner of This Community not to be Exceeded in the Larger Cities. Prominently Known Throughout the County as the Store "Where Your Dollars Have More Cents." Practically all Replacement Parts for All Located in Abilene at 1152 No. Second, has Well Merited the name Makes and Models of Automobiles on Hand.

On the day Mr. Hatler started have been avoided had you taken a this business it was his dream to up-to-date auto replacement parts become a big successful Auto Re- half hour off and gone down to this placement Parts Merchandising con- by phone. In their store rooms are station or if you had even called them cern. He had the ambition and ex- parts for almost all models of stanperience which were necessary re- dard makes of automobiles. quirements to make his concern one If one or two parts are broken in of the best of its kind in Abilene. your car in an accident the chances

stands on the thought of always mak- is doing. This is indeed true with the ities. ing good-not excuses. increasing number of automobiles us-

years this house has been meeting the year. has branched out as one of the lead- be adequately made without due men- ue of painted and electric signs in the appeal. in this part of the country.

weeks while waiting for a new axle his business is evidence of the confi-to come from the factory in some dence which the public has in the pour eye because of certain outstand-far-off city? This long wait might far-off city? This long wait might work that he is doing.

used in their construction. "A battery with a reputation," is cent to battery life.

have given the motoring public of the the perfect insulation of the plates; ulty that a man possesses. nation.

the priciple of engineering that has quick delivery of power. strain, and longer service.

like a bridge. It cannot buckle, warp do his part in any good movement for are not too imperfect. or short circuit. It is double lat- the good of the community and its ticed to lock active material (power people.

ABILENE SIGN COMPANY

"Leader". The firm Which Paints the Signs of the Times. A Real Metropolitan Sign Painting Studio. Painters are Real Artists. Invaluable in Their Service to the Community. Members of this firm are Highly Respected citizens.

Today when our historians wish | Mr. Heinz, the famous foodstuffs to trace the lives of Egyptian phar- there were hundreds of thousands of oahs who lived thousands of years manufacturer, a few years ago that out this section as a leader in the it is a novel and interesting sight ago, they accomplish it by laboriously eyes which might be thus attracted building material and specialty busi- to see the various items of woodwork What is the secret of his success are better than nine out of ten that interpreting the signs on the walls of every night at Times Square. As a ness. The tremendous prestige of such as stairs, buffets, breakfast We can explain it in a very few the part can me replaced here. their cities. Other records have gone result, the "Wheat White Way" will their immense volume of business, nooks and kitchen cupboards being words. Buying only high-grade, stan- So if you break your car, don't down under the press of time and the be white tonight because of the lights the experience of years as the prom- fashioned there in their own shops dard merchandise and selling it at worry; call up this auto replacement elements these signs remain. Perhaps of signs. Their value is inestimable. a price fair to all and a guarantee parts station, perhaps it has the part. five thousands years hence when the This firm does all sorts of sign knowledge that has won for them which the rough iumber becomes the "back of every item that leaves his It is evident also that a most ef- historians of that future rate delve work, from the biggest bill boards to the recognition of the country at finished product. Different indeed store. He is an established and go- ficient system of classification is re- into the records of our own an almost the smallest posters, also electric large and the patronage of thous- ordering from a picture in a cataing concern, serving thousands of quired to be able to produce at a mo- forgotten race-they will trace some signs of every description. Their ands, all add to the progress and logue or an almost meaningless bluemotorists with the newest and best ment's notice any part of any model of them by the signs which guided signs are real artistic creations. But prosperity of the community in print. to be had in auto replacement parts. of car. All this necessitates careful people in their daily activity. If such these sign painters are not only ar- which their establishment is located. Experience has taught him the motor- management on the part of the owner be the case, we venture that the signs tists; they are psychologists. They The F. D. Powell Planing Mill is a always worked in the interests of "ists' wants, needs and preference and who is a most careful business man of this popular local studio will be have that understanding of the psy- large and competent manufacturer Taylor county and vicinity, while seenables him to render intelligent and and who believes that he is giving the preserved because of their outstand- chology of attention and association of general and special mill work, ed commercial success that the large capable service. In other words, he public a real service in the work he ing characteristics and artistic qual- to the degree that they have the grasp which includes cabinets, stairs, col- curing for themselves the well merit-All speculation aside, this commun- attention in the individual's mind the of all kinds.

During the flow of the passing ed in this community every successive ity is extremely fortunate in having exact thing that the seller of the pro-

successful business. This publication becoming more and more realized, company are thus rendering a real fussed around for a week or so try-

left rear axle broke and you were the efficient way in which he is serv- that you buy. Why did you but it? business. Time and again they have cheapest. at the use of your car for three ing the public. The rapid growth of Because you saw a certain quality of contributed to the welfare of the Lumber and building material pric- all will admit, deserving of the p

Of the Philadelphia Diamond Grid are some of the best battery and au- sight.

extreme importance that the eyes be es of lens prepared for your partithe trade slogan for the Philco Bat- 3. The quarter sawed hardwood kept in perfect condition, that every- cular eye by expert lens grinders. tery, sold by this highly efficient ser- separator-'s made only from giant thing possible be done to relieve the Back of their work is not only their vice station: The famous diamond trees 1000 years old; quarter sawed awful strain they are placed under in reputation and experience but their grid plate has been responsible for to produce an alternating hard and this modern world of efficiency where guarantee. Their glasses must give the years of service Philco batteries soft grain. The hard grain is for the most is demanded of every fac- satisfaction. If you have children, it is a wine

and the soft grain for the perfect | Some of us inherit eves subject to thing to have a regular examination The Diamond Grid plate, built on penetration of the acid and current- certain defects. Others of us have made of their eyes along with a comtaken bad care of our eyes when we plete physical examination. The old made possible colossal bridges, der- When the manager of this popular were children. Any inherent weak- adage of 'An ounce of prevention is ricks, erestles, is constructed for battery station started this business, ness or any mistreatment of the eyes worth a pound of cure," applies in a strength. The strain on the average he did no half way job. In addition may cause us to need glasses. Because thousand and one ways. This is one battery plate is likely under stress to taking the exclusive agency for the of the delicateness of the eye, no one of the important ways. These specto cause buckling. Bracing both ver- Philadelphia Battery, he also looked but an expert should be allowed to ialists have made a particular study tically and horizontally in Diamond well over the field for the best re- examine and correct our vision. A of the troubles affecting children's Grid plates, makes them equal to any charging outfit on the market. But mistake may mean a handicap for life eyes and they will be glad to give he did not stop there, in his employ in the way of extremely defective you the most expert advice on this matter.

Battery, 41 per cent longer battery tomobile electrical men in this sec- If the eyes have a slight weakness, This publication is glad to recom-By carefully investigating all sources increasing the solidarity of the com- life is guaranteed. The superiority tion. The large business he does, this can usually be remedied if they mend these experienced optometrists of the Philadelphia Diamond Grid speaks for the service he gives. In are given attention soon enough. to all its readers. They are profesbattery is embodied in three points. addition to serving the public in his Glasses serve the purpose of giving sional men of wide knowledge and 1. The frame is diagnolly braced own business, he is always ready to perfect vision to persons whose eyes experience and valued citizens in the community.

F. D. POWELL PLANING MILL

Abilene's Modernly Equipped Woodworking Company With Offices and planing mill at Seventh and Walnut Streets, are large Manufacturers of Inside Woodwork of al Descriptions and also Furnish a Twentieth Century Service Whereby They will Assist You with regard to any of your Remodeling Problems. They Specialize in High Grade Interior Finishes and Handle all Domestic and Foreign Hard Woods.

inent firm in this line, the practical and to watch the various steps by

of just what will bring to the focus of umns, moulding and special wood- volume of business at the establish-

here a sign company which does work duct or the idea wishes to impress; office can figure the millwork from tion and are highly esteemed throughneeds and demands of the trade and No review of this community would of such a high quality. For the val- they know how to make their signs your plans. That is better, isn't it, out the business and social work than turning them over to some one They know the needs of the per ing replacement parts supply houses tion of this very important and very advertising and commercial world is The men connected with this sign who will quote you after he has and provide every modern and s Do you remember the last time the wishes to congratulate the owner on Think of any ordinary commodity service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in their ing to find where he can buy it the ment, efficient and courteous service to the community in the ment of the community in the ment of the community in the ment of the community is the ment of the community in the ment of the community is the ment of the community in the community in the ment of the community in the community in the community in the ment of the community is the ment of the community in the community in the community is the community in the community in the community is the community in the community in the community is the community in the community is the community in the community in the community is the community in the community is the community in the community is the community in the communi

where it is cheaper to build than to commercial and industrial life of pay the current rents.

This company is known through- | To quite a few of their customers

The F. D. Powell Planing Mill has ment evidences. They are well and An estimator right in their own favorably known throughout this sectific improvement at the estab in their office, and thus they an

THE MERKEL MAIL

WARD CLOTHING COMPANY

ocated at 216 Pine Street, Abilene, Is One of the Best and Most Complete Men's Furnishing Stores in This Section With the Biggest and Finest Line of Men's Toggery in the City. They Are Known for the High Quality of Merchandise They Handle. Mr. Ward, the Owner, is a Man of Foresight and Long Standing in the Community.

Distinctive, Snappy, different - of dress merely for the asking. They these are the qualities of the men's will tell him, if he wishes to know, furnishings carried by this most mod- whether this or that necktie maches ern men's furnishing shop. The man- his suit, whether this silk handkeragement of this store recognizes that chief and those hose would look well in the final analysis details make the together, whether this style of collar dress, and this establishment furnish- fits his type of head. It is this peres the men of this community exactsonal service that makes this store ly what they wish in the way of tog- distinctive. If the man can't trust his things that he considers so essential this car leads all other makes of cars. own judgment regarding dress and gery.

Every man who pays attention to most of them can't, he may leave this his dress realizes that his wife, his sweetheart, his friends, know exactly his friends is better dressed and know what sort of necktie he wears, who hats, collars and the score of other details which go to make the completely details match his personality, wheth- Shirts, of all kinds, a choice of under- tion. er they become his and whether they show good taste or not. Every widethan anything else in the world to go to any of his friends or even his wife and ask if his clothes are right. It courteous attention whether he enters somehow injures his pride.

6

4

6.705.00

To meet the needs of just such men curiosity about the details of dress. is one of the chief purposes of this The owners of this tsore are recoglive haberdashery. Every salesman nized in this community as progressin this store is ready to give the cus- ive public spirited business men who tomer suggestions about what he can realize that their highest duty is to best wear in the way of the details serve the people.

MILLER'S DRESSES

Abilene's Home of Styles, Values and Real Service is Admirably Conducted in Abilene at 264 Pine Street. Is a Most Dependable Store, Featuring Ladies' and Misses' Ready-to-Wear and Rendering a Personal and Distinctive Service to Each Individual Patron.

the thoughts of the modern person the luxurious home of a friend rather responsible man is willing to run this can build up a clientle which will be

KINNER FLINT COMPANY

Is Widely Known Throughout this Section as an Automobile Sales Agency of High Standing. Their Headquarters in Abilene are Located at 1122 So. Second Street, Where They are the Official Representatives of the Flint Six. They also Handle the Old Reliable Hood Tires and are the Official Representaives for the Nationally Known U. S. L. Batteries, Famed for their Long Life. They are Leaders in all Community Projects.

The question that looms up in the the best that there are in the world. minds of the prospective buyer is The materials that go into this car where can he secure the best car from are the best that money will buy. The a practical point of view. Where can reputation of the entire Flint Corporhe secure the very best make of car ation is based upon this new Six. That from this most necessary point of this car has met with the unqualified view. He knows that there are numer- expressions of approval of the people this enterprising local distributor fore likely to get out of order? It's ous cars that have the various ad- everywhere cannot be doubted. The found a car of which he could con- true. Thousands of Packard users vantages that he wants but they are sales record is startling to say the out of his reach financially. The least.

things that he considers necessities in All of the many special features of the automobile which he wishes to the wonder car to be seen in the new own are in reality luxuries on all display room of the local agency, need not think twice-the car was to economize on operating costs and other cars. He can secure just those There you will see just why it is that to a good car in the new Flint. He There is nothing that they would like further knows that the best place in better than to have everyone who is this country to secure this car is with interested to ride in this new Flint mirably. That was to set up a stan- Packard. It has been well said that our local Flint agency for there he is Six. Every point is explained in com- dard of service consistent with the women like them for one quality aassured of the very best treatment, plete detail by the experts here. Afing that he won't have to display his courtesy and given the results of ex- ter seeing this new car you will agree The quality of his hosiery is, his shirt, ignorance to his wife or some friend pert knowledge in the automobile in- that it is a privilege to ride in it. dustry. These are the reasons that the The community can well be proud local agency is one of the leaders in of men who take such steps to bring the Packard users of this commun- to another after handling a Packard sales both in this community and with honor and prosperity to it. These men ity and others who have come into is, "Oh, how wonderful they are to dressed man. They know whether such plete than that carried by this store. the national Flint selling organiza- have long been acknowledged as leaders in all projects that mean greater

From the standpoint of perform- success to our city. Their time and ance and quality, there is no car that money are behind every step that ly testify. He has done it because he fied feeling of control-a combinais the equal to this one. It has been means for our advancementt. They enthusiastically believes-and this en- tion desired by every woman in a awake man knows that he is judged collars and the other small articles tested out under the most trying of have given the public a square deal thusiasm has permeated his entire or- motor car by the details of his dress scores of of apparel so essential to every man's circumstances and has come through in all things and they are realizing times each day. Yet he dislikes more wardrobe-all of which bear nation- with flying colors. It has never failed the success of their undertaking in ally known trademarks. The store it- its owners. The Flint engineers are community approval and support.

W. Willi Cox & Cecil Humphrey, Insurance

With Modern Offices in Abilene, Located at 152 1-2 Cypress Street Is an Up-to-Date Agency Ready to Supply the Community With the Highest Type of Insurance Obtainable. All Types of Insurance Offered by this Agency. Mr. Cox, the Manager, is a Man of Highest Standing in the Community.

With American people, insurance | particular kinds of insurance which an eight-cylinder car running per- ing station are considered most valhas become an institution. Today best suit his particular needs any fectly and with plenty of reserve uable citizens as serviceable in their as never before, insurance is recog- medical treatment is good for him. All these things are the works of exnized as one of the essentials which more than he knows what kind of the responsible man cannot get along perts. And it is here where the modwithout. This is probably true because ern insurance agents, such as reprepeople are realizing more and more sents this office, do their work. You that there are certain elements over consult a representative of this office which they have very little or no con- just as you consult your lawyer. You trol. No man can be sure that he may tell him your situation, your resources not take sick and die next week. No and the amount you wish to spend for individual is certain that he is not insurance and he will tell you just going to drive in front of a train. the kind of insurance you need. This "" the approach of each season time one feels that they have entered Fate takes men mysteriously, and no agency believes in this way that it

PACKARD WESTEX MOTOR COMPANY

Ranks High Among the Leading Automobile Firms of This Community With Headquarters in Abilene, Located at 1200 N. First Street. A Distributor Who Chose Packard Because He could Conscientiously Offer it to the People as the Best 365 Days in the Year Car. A Distributing Station Which Equals in Service the Quality of the Car it Sells. Their Re-Newed Packards Are the Best Used Car Values of the Day. This Distributor Will Tell You Why. Mr. Campbell is a Man of Years Experience in Handling Packard and He is Popular in the Automobile Circles.

"There are none better." When | ways pulling at capacity and therescientiously say that three hundred have come to realize that although the and sixty-five days in the year, he first cost may be somewhat greater, took the agency immediately. You you save in the long run by being able a Packard.

This distributor had then but one If there is any car that is a favtask and he has performed it ad- orite with women drivers, it is "a quality and performance of this bove all others: They remain young. "king of the highway." That he Women covet this quality as a mathas performed that task admirably, ter of fact. But one woman's comment contact with this service station and drive." There is an assurance of powdistributing agency will unhesitating- er, of strength and yet that satis-

ganization that there is no other car Then, there is a Packard to suit better than the Packard.

From the beginning, the Packard limousines, sedans, coupes, phaetstandard of quality has set pace for one, roadsters and almost every conthe automobile world. The new ceivable type. model represents the corporation's We cannot say too much about the ideal of what a car ought to be. Peo- personnel of this distributing conple have come to see, too, that the pendability as the car they sell, and Packard is a car for those people of some motor cars can be trusted much moderate as well as of unlimited farther than many men. In the commeans. Did it ever occur to you that munity the owners of this distributpower might be operated with greater civic life as they are in their busieconomy than a four cylinder car al- ness-no more could be asked.

CRAWFORD BATTERY & WELDING CO.

With Modern Plant Located at 330 Chestnut, Abilene, Under Able Management, is Doing Some of the Most Perfect Welding in This Section. Service of Special Value to Autoists and Manufacturers; Modern, Scientific Equipment is used. Work Done at Reasonable Prices. The Owners are Welding Craftsmen of Wide Experience.

on the cost of repairs.

every need-several touring models

naturally turns to clothes for the new season, and in this vicinity that means that they take a new interest in the

under the able direction of people thoroughly familiar with every deevery walk of life who give more than or quality the values offered in their buys and sells all kinds of notes. pearance.

Every department in this establishment offers not only the highest qual- for many. ity, but at the most reasonable price possible.

lishment is perfectly appointed and commercial efficiency. Its manage- a matter to be learned not in a month as good os their bond in the true harmonizes with the exclusive vogue ment is progressive and public spirit- or a year but through long and thor-, sense of the saying. By their honest offered at such reasonable pricings. ed and numbers its patrons by the ough experience. No man engaged in efforts to serve and their square deal-An air of the metropolitan prevades thousands. It is truly a modern and business, or working at a profession ings they have given their businesses the atmosphere, while at the same popular establishment.

LINTON DRUG COMPANY

With Store at Cor. of Chestnut and So. Second Streets, Abilene, is Known as "A Good Drug Store" and Offers the People the Most Accommodating Service in Drugs, Prescriptions, Stationery, Sundries and Specialties-The Most Modern Drug Store in the Southwest, with Special Motorcycle Delivery-The Customers at the Linton Drug Company are "Everwells".

the bedside.

The Linton Drug Co. is known far | The modern soda grill is a feature and wide not only as the pharmacy of the community life in its territory The choicest of ice creams is carried where all pure drugs and chemicals and served from the modern founare kept and gives the best of service, tains. but has attained a wide reputation among the physicians for the effi- times they will send you anything ciency and care exercised in the com- you desire by parcel post if you call poundir'z of prescriptions. them over the phone or write in. This

conduct a complete department in this store form a circle that gives you proprietary medicines, carrying every complete drug store service even to thing in the line.

Cigars, candies and stationery as sundries are here furnished the pub- Jack Linton, who has displayed more lic with the most accommodating ser- than ordinary ability in the conduct

The line of toilet preparations and ed in this review to direct your specs is a very extensive one and ial attention to this store upon the hat will fit your own person- the state and a feature of the busind be distinctive. ness life of the community.

than a mercantile establishment. This risk without insuring his family of far more valuable than a clientele acis not only because the utmost care some protection in case he is killed quired early by so-called high-power and diplomacy has been erercised in or injured. His loved ones are too selling methods. the selection of the salespeople.

In accord with the advances of the

establishment knowing that none of

by asking "what he should wear".

No line of stock could be more com-

wear, hose, handkerchiefs, belts, neck-

ties, hats and caps of standard make,

salf is attractive to any man interest-

ed in dress and everyone is assured of

to purchase or merely to satisfy his

dear to him for that. Here you will find garments for The Willis Cox Agency has loaned your life or simply a plate glass winwomen and misses of all styles. There four million dollars on real estate and dow, you cannot go wrong by conis not another line on the market to- it can be said with pride that they sulting a representative of this agentail of the business, for this estab- day that surpasses them and few have have never had a single foreclosure. cy. He will study your problems just dishment is the mecca for people from been able to approach either in style The W. Willis Cox Corporation also as the successful lawyer studies a

casual attention to their personal ap- line at such reasonable prices. There- There was a time when an insur- your need is and how you can meet fore it is not strange that this estab- ance agent was just an ordinary that need at a minimum cost. That lishment is now the center of interest salesman. That day is past. Today an is his work. He is ready to do it for insurance agency acts in the same ex- you.

It is a pleasure for us to direct your pert capacity in his line as the doctor The owners of this agency are men attention to this store as one of the or lawyer in his particular profession. of particular high standing in the The interior of this exclusive estab- important features of the community Insurance requires close study and is business world. Their word is always

or occupation has time to study in- an enviable dignity. These men are surance any more than he had time recognized, too, as indispensable in to study law. He cannot know the the life of the community.

ABILENE ADJUSTMENT COMPANY

With Modern Offices in Abilene, Located at 219 Clinton Bldg., Of fer a Collection Service that Cannot be Equalled in This Part of The Country, Headed by Mr. W. E. Lessing, Proprietor. Organized as he is With a Modern Information Bureau he Protects his Clients From Loss Through Bad Accounts.

As modern business grows, more | tion on your part. They will get all and more specialists are needed. It that is due without offending anywas not so long ago that every busi- body.

ness was a one-man proposition where They furnish you with strong bank the owner manufactured, sold and did references and other powerful proofs his own collecting, or at least had of their ability to get your money some one in his own organization do promptly. No matter what you think of collection agencies, nor what your

rea. about in any paper, under any can depend on their service. The This concern specializes in commer- business firms of Abilene that is un- the city to the country. organization is rushed to take care using this service are loud in their grade paints, whether the price per of this firm enables it to offer. praise of the work Mr. Lessing, the gallon be large or small. Its com- There is still another distinctive

The time to let them demonstrate the ideal paint.

X.

You want those dead accounts off is right now, today. There is nothing y includes those of Amer- satisfactory service to all of the local your mind, off your book. They to hesitate about. The risk is all highest grade house paint, this com- their advice, confident that the anufacture, but also many of and visiting people, for it has come have a plan that will go right out theirs. Call 695 and have their rep- pany also specializes in paints for know whereof they speak and that pice importations. Here they to be recognized as one of the strict- and get the money for you. At no resentative come over right now and barns and outbuildings. For this pur- they will not try to deceive them. you in the selection of a per- ly up-to-date stores in this section of risk on your part, they will resurrest get list of dead accounts. You will pose the highest requisite of paint The publishers of this paper areyour dead dollars. They will under be glad you did. You'll count it a is wearing quality, not looks. Tests honored in making them better known. take it without the slightest obliga- lucky move on your part.

Probably no greater economy has (estimable expense is saved the motorbeen effected in the mechanical ists in this way on repairs. Even world since the industrial revolution automobile frames are successfully So, whether you wish to insure than that which has been brought a- welded. Not only is the part weldbout through the introduction of ed it is trued and re-enforced so as modern, scientific welding processes. to insure absolutely efficient working It would be difficult to estimate the as a part of the automobile. Needless saving which has been brought to to say, welding is done at a much less this community through this modern cost than would be necessary to purcase. He will tell you exactly what up-to-date welding company which is chase a new part.

> equipped to do all types of welding In addition automobile parts, the by the most recently recognized pro- plant is equipped to do all types of welding of steel, cast iron, aluminum, 292293

> No plant could be better equip- brass, bronze, or other metalic subped with machinery and with men stances of almost any shape or dethan Crawford Battery and Welding sign.

> Company. The manager, who started If an essential part of a machine the business, realized the necessity in a factory breaks today, it is no of being able to meet any and all longer necessary to hold up productneeds in this line throughout the en- ion until a new part can be obtained tire community and he equipped his or the machine torn entirely down. The expert skill of the workmen, establishment accordingly.

> This plant has proved particularly the modern equipment and the high valuable to the automobile owners of quality of work turned out have earnthis city and vicinity. No longer is ed for this shop a reputation which it necessary to send to the factory extends all over this section. The and wait for weeks on a broken part. proprietor ranks among the commun-All these parts can be welded to be as ity's most valued citizens and is prostrong if not stronger than new. Un- gressive in every detail.

SOUTHWESTERN GLASS & PAINT CO.

Operating in Abilene at 434-50 Pine St., is the Largest Retail Paint Dealer in This Section of Texas. Paints Sold by Them Give Pleasing Effect and Protect Surface Against Weather, Wear and Decay. Also Mirrors Re-silvered, Glass Desk Tops and all sorts of Glass Beveling, Including the Small Panes for French Doors. Square Deal Methods Win Public Confidence.

Paints, oils and varnishes. These | paint carried by this firm out-last are the soap and water and the the other brands, and that they are Today it is necessary for each di- past experiences have been, they offer "make up" of the modern farm and compounded in such a way as to give vision of labor to be placed in the you a service different in perform- city home. The day of the unpaint- the maximum protection for the longed and shabby house and outbuild- est period. In other words they are Their Credit Information Bureau ings is passed. The automobile has the paints which appeal to the man No atter what medicine you may store is right here at home and you Company is a direct proof of that. offers a service to the merchants and brought the country to the city and who is in the market for just such a paint at the usually attractive name, you can get it here for they rural route, mail and telephone and cial collections, and their present excelled anywhere. Those who are This company deals only in high prices which the volume of business

There are sledgehammer collection proprietor, is doing in protecting pounds are guaranteed both as to service this firm offers to its patwearing and preserving qualities. A rons at no additional cost. Its clerks well as the long line of druggists' due to the business ability of Mr. the subscriber as well, but the Abi- The Abilene Adjustment Company good wearing paint will keep the sur- are experienced in color compounding. lene Adjustment Company uses the stands on its own record. It is clean. face looking good for the maximum They know just what ingredients hammerless. It isn't so noisy or blus- They make no exaggerated claims length of time; a good preserving should go into the paint to give it the vice. The proprietor is one of those of the store. He is a business man tering but it does the work. It is gen- other than the statement that they paint will keep the surface really desired color effect, the right shade renial and whole souled personalities who has assisted in making the rest tle, free fro mfriction, and puts it know their business thoroughly-and good for the longest period. One and at the same time guarantee the who dispenses good cheer on all occa- of the state sit up and take notice of over, which, as Shakespeare said, is can produce a bankable check for the quality of a poor or mediocre paint. desired wearing and preserving qual-Both qualities taken together make ities. The firm offers the services of these color compound experts at no

While carrying a full line of the additional cost. The buyer can seek

have proved that the grades of barn to the people.

it for him.

hands of an expert in that line. The ance and promptitude. growth of the Abilene Adjustment of all the calls they have.

The great success of this store is methods which not only fail but cost them from loss thru bad accounts. their home community. We are pleas- the "Consummation devoutly to be accounts you have given up as lost. wished."

activity of this popular store, which

