## THE MERKEL MAIL

Chrysler Car Sets Double Transcontinental Trip Record


## Big Gasser 40 Miles Southeast of <br> Abilene May Become 0il Producer

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| Baptist Church Will | DADDY |
| Observe Fathers Day |  |



natural gas for winter hoperl Motor Bus Law



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## .Queen Theatre..

Monday and Tuesday, June 20-21
VAUDEVILLE HIT OF THE SEASON "A NIGHT IN A SPANISH CABARET" featuring the alarcon
SPANSH TROUBADOLRS
A Gay Melange Overflowing with Melody, Follies, Frolics and Fashion
SINGERS, INSTRUMENTALISTS, DANCERS

$\underset{\text { ROSA ALARCON }}{\substack{\text { Ronna }}}$
Billy Fitchett, Nut Pianist


Alfred Alarcon-the Boy With the Crazy Feet
Oh Boy-Oh Girl-Everybody it's the Hit! In Connection with Feature Picture Program-
"FIG LEAVES" POPULAR


## She NEW <br> soreal <br> It Will Soon Be Here.

"There is nothing quite like it in Quality and in Price."
"It has speed, style, flexibility and control in traffic."

See the New Ford before you buy any car.

Merkel Motor Company<br>Phone 84<br>Merkel, Tex.<br>Authorized FORD Dealers



## The Place Where Quality and Prices Meet

At this store you can get everything carried in an up-to-date Market \& Grocery. Our stock is complete and our line of Fruits and Vegetables as large as any in town with prices as low as the lowest.

We are offering some fine Cling Peaches at special prices. Come in and get yours while they last.

We carry only the choicest and best meats in our market. Our buyers scour the country and secure only the choicest meats for this market. If it isn't choice we don't accept it. You are as sure to get good meat here if you send a child or phone your order as if you came in person.

We number among our customers the most exacting people in town.

A trial wili convince you
WE ARE GROWING-THERE'S A REASON
Quality Market\& Grocery
The Store That Gives Quality, Quantity, Service and Satisfaction. We Deliver. Phone 249

## Now Is The Time!

## Now is the time to let us do your Plumbing Job

we are more than glad to figure your job and give you an estimate on any kind of fixtures. We try to keep a sample where you can look it over.

We have just received a car of Sewer Pipe. We have two plumbers working now and are trying to keep them busy.

Aermotor Windmills, the kind that run in a bath of oil, pipe and pipe fittings.

A good stock of most anything in the hard= ware line.

See our window announcing a special sale on an article that every family should have. You will miss a bargain if you fail to get one.

## Liberty Harivara Company

"If It's Hardware We Have It"

Making both ends meet sometimes is a serious proposition
and that may be the reason why and that may be the reason why
families are getting smaller and smaller. It sort of makes a man
feel glad that he was born, because if he wasn't, the chances are that he wouldn't be. Your're
taking no chances when equip taking no chances when equipping your car with India Tires. Extra mileage at no greater cost
with even greater riding comfort is their boast.
LOOK WHATS HAPPENING IN MERKEL FRIDAY, JUNE 17 at 9 O'Clock Bragg Dry Goods Company STARTS THEIR BIG MIDSUMMER
,
Our Store Closed Thursday
to mark the prices away down.

SACRIFICE SALE

STORE CLOSED<br>We will be closed Thursday so we can arrange the store for your Convenience.

EXTRA SPECIAL
© Saturday Morning Beautiful selection of 35 and 50c Dress Voiles will be sold at
\% 3 YARDS for 1 25 c 管

Limit 3 yards to a customer. Be on time and get a beautifuel dress for 25 c .

Clark's 0.N.T. spool cotton 7 spools for

All package stamped embroider goods sold at -- haLF PRICE

Best grade 9-4 bleached Sheeting

32 c
36-in. 25 c Percale, English print patterns ...... 15 c
100 Ladies' and Children's Summer Hats .... $\$ 1.00$

50 "Happy Home" house dresses, each ........ec
$81 \times 90$ torn and hemmed Sheets, no limit _... 89c

42x36-in Pillow Cases. 39c 36-in. bleached Domestic, per yard $\qquad$
All 20c and 25c Cretonne go for

36-in. Brown Domestic, per yard

81-3c
All Silk Jersey Bloomers goat

98 c
Ladies $\$ 1.25$ and $\$ 1.50$ hand embroidered night gowns for
Ladies' and children's muslin night gowns, valmes to $\$ 1.25$ 49c Children's 35c to 50c Sow, 4 pairs for $\quad \$ 1.00$ Ali 35 c English Prints 19 c


OUR SHOE DEPARTMENT We have a real Shoe DepartTexas, but we have one of the best assorted of them all. In this deapartment we can fit the largest of men, the lady who wants the newest and the little tiny baby who
needs something cute and serviceable, in fact folks we have "fits" in our shoes.
You will always find our prices
are low whether on Sale or not, are low whether on Sale or not,
but during this sale we intend to but during this sale we intend to
sell shoes fast and furious. Come in and see for yourself.


About Our Many Bargains Bargains to be long remember-
ed are promised you here- it's ed are promised you here -it's a
sale for every one on everything. sale for every one on everything.
Plans carefully made have been carried out and now we are ready
for this epochal event. Care has been taken to have every bargain unbeatable -to have only clean merchandise of best quality an
to "give" wherever possible

## ATTENTION

ed but this one is going to be different. We are putting it on "special sale" man to our custonever before offered to the buying public in Merkel's history. This sale is to be a real bargain
carnival, so don't wait too long and be sorry come the first day

REASON FOR THIS SALE

 We know what it takes to sell goods quickly -it takes prices-and
price and quality are what we depend upon to make this sale eclipse all presprice and quality are what we depend upon to to rake this sate eclipse all ire-
voious efforts so raise money. Make your list and be here Friday morning
at nine oclock.
PLACE THIS OPPORTUNTY BEFORE YOU


30 MINUTE SPECIALS
FRIDAY, JUNE 17th, 1:30 to 2:00 P.M.
75 Ladies and Childrens Gingham Dresses, each $\quad$ 29c
MONDAY, JUNE 20th, 1:30 to 2:00 P.M.
We will sell 36-in Percale for te per yard-You buy two

We will sell 2AY, JUNE 20th, 1:30 to 2:00 P.M.
$\qquad$
TUESDAY, JUNE 21st, $1: 30$ to 2 PM.

## 1 Bleached $\underset{\text { Limit -5 }}{\text { and }}$ 1-3 Yards to a Customer

WEDNESDAY, JUNE 22nd, 1:30 to 2:00 P.M.
$\qquad$
$\qquad$
$\qquad$

UNLIKE OTHER SALES IN EVERY RESPECT
Come see our methods of turn ing merchandise into cash. New ideas crowding out old. Prices so low, value so great, that it would
be difficult to tell them in type; without seeming to cold cerate. We are coming boldly to the front with prices so low that no man or woman in justice to themselves or family can pass these items by. Never before in the history of our business have we ever thrown open to the peepile a sale of such magnitude. But there is a reason. We must clear the decks and turn merchandise into cash. This sale is an unusual the summer season beginning of

## - - - - - -

$\square$
attention Ladies
We realize the futility of an at
emp to put in words a descrip-
wear of our stock of Ready-to-
wear and millinery and shall de-
sist from laying unnecessary
stress upon you by attempting to
itemize these values. We want everybody who wants to be well
dressed and who has the slightest dressed and who has the slightest
intention to economize to visit our store during this sale. These are potent arguments to use to bring you to our store, aren't they? But we can't be too emphatic. Come
here expecting to find Real Barhere expecting to find Real Bar-
gains and you won't be disap-

## THIS SALE WILL ONLY LAST EIGHT DAYS

 From June 17 Until June 25th.$\$ 75.00$ FREE FRIDAY MORNING.
On opening of our doors Friday morning at 9:00 we are going to give the first 75 doors a real surprise pack age Some will contain mar chandise and some money. Just think, 75 wonderful prize es you don't have to spend a cent for. Just be here and get in on this shower of gifts none to children. Telephone your friends and tell your
neighbors to all be here. More fun than a barrel of monkeys.

Mes good 75e Unionsuits goat

220 weight Overalls worth $\$ 150$, sale price $\quad 98 \mathrm{c}$

Good blue work shirt, sale price

Mans good work Shoes worth $\$ 2.50$, at $\quad \$ 1.89$

Good work Pants, sale price
$\$ 1.49$

Mens pin stripe work pants.

One lot of Ladies Shoes worth $\$ 4.00$ to $\$ 6.00$, sale price $\qquad$
One lot mens white broad. cloth collar attached Shirts, worth $\$ 1.50 \quad 98 \mathrm{c}$

One lot Tens Fancy Stripe collar attached Shirts, worth $\$ 1.50$, for $\quad 98 \mathrm{c}$

One lot Yens Musing and Cooper Unionsuits, sale price

All Yens and Boys Suits at BIG REDUCTIONS.


## Special, Monday Special

## 3-Piece Fiber Living Room Suit

Settee and two rockers upholstered in a good grade cretonne. Priced for Monday, June 20th. only $\$ 46.75$


4-Piece BedRoom Suit S $\in$ mi-Vanity, Chest of Drawers, Bed and Bench, finished in American Walnut, priced for Monday, June 20, only $\$ 67.75$

These are special bargains and are good for one day only, terms cash. You will have to hurry if you want either of these bargains.

Barrow Furniture Company


## DE-URBANIING AMERICA

The small town finds electric power a strong ally. As the evolution of in dustry turns into a new and brighter phase, factories are released from concentration in densely populated urban centers. To a substantial extent this has been made possible by the transmission of electric power from advantageously located generating stations, efficiently operated and adequate in capacity, to communities for miles around; sometimes bringing electric sercapacity, to communities for miles around; sometimes bringing elec
vice for the first time; sometimes replacing inadequate local plants.

With the assurance to the small community of ample and economical power industry is enabled to realize the advantages of better and cheaper living conditions for workers, and in many cases closer proximity to raw materials and markets.

Development of the local demand immediately available-the grist mill, grain elevator, waterworks system, street lighting-justifies the initial investment by the utility company, which thereafter cooperates with the community in building up local industries and attracting new ones.

In this kind of healthy development, pparent throughout America the West Texas Utilities Company is one of the most active participanis.

## West Texas Utilities Company

| Chevrolet touring-Good paint and rubber. O. K. mechanically. Maverick | W. O. Boney represents the San Antonio Joint Stock and Land Bank |
| :---: | :---: |
| Motor Co. 1 t | See him for 6\% money. |
| n |  |
| bring surprising results. | Come see. Bro |

## Queen Theatre

| OH BOY! What a Line-up. EVERY Picture a Guaranted ATTRACTION |  |
| :--- | :--- | :--- |
| FRIDAY, JUNE 17 | SATURDAY, June 18 |
| One Night Only |  |

WEDNESDAY and THURSDAY, June 22-23



# - JONES DRY GOODS Announcing Red Hot Specials 

For Saturday and through next week
Big Reductions on all Ready-to-Wear and Millinery

| EXTRA SPECAL 10 Dozen Mens Athletic Union Suits, all sizes 39 c |
| :---: |
| $\begin{gathered} \text { EXTRA SPECLLL } \\ \text { 1000 yards.23-inch dress } \\ \text { Ginghams } \\ 10 \mathrm{c} \end{gathered}$ |

EXTRA SPECLAL<br>Good Grade Yard Wide

EXTRA SPECIAL
A Good Grade 9-4 Sheeting 29c

EXTRA SPECCAL
One lot Ladies all Silk Chiffon Hose, values Up to $\$ 2.25$ 98c

EXTRA SPECIAL
81x90 Bleached Seamles Sheets 79c

## EXTRA SPECIAL <br> One lot Voiles and Rayons, regular $\$ 1.00$ values 59 c

EXTRA SPECILL
La France Ginghams Worth 25 c

17c

## EXTRA SPECIAL

All Challies and Cretones, values up to 25 c 15

## PREACHING AT NOODLE <br>  <br> Methodist Church <br> COSTS YOU NOTHING 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


Kale-Hebron News
The party at Mr. C. A. Marcum's
was attended and enjoyed by a large
as attended and enjoyed by a large
crowd Saturday night.
Mr. Horace Mullins returned home
Thursday from a two

South Texas.

## Spring spent Saturday night with his

 sister, Mrs. Lige Harris. Mr. Miller is to receive medical treatment. Mr. Paul Pannell and Miss Mar-garet Dean visited Barnard and BerMr. and Mrs. O. R. Douglas and Mrs. M. A. Douglas spent Sunday
with Ernest Douglas of the Shiloh


Mrents at Vincent this week.
Mr. Rupert C. Rhines
Mr. Rupert C. Rhines and wif
visited Mrs. H. C. Barnett Sunday. Little Chester Williams returned to his home at Big Spring after havMg spent several day
Mrs. Willie Douglas.
$\qquad$
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$\qquad$
$\qquad$ Mr. and Mrs. Lige Harris and fam--
$\qquad$ gram next Sunday night at the Shiloh hurch. Cordial invitation to be pres-
ness and death way during the ill of son and


## SUMMER REDUCTIONS NOW ON

For the friends far away,
for the folks back home
YOUR PHOTOGRAPH
Photographs Live Forever. RODDEN STUDIO MERKEL, TEXAS

