# THE MERKEL MAIL 

## FOUR NEW OIL WELLS COMPLETED DURING PAST WEEK

EXAMINATIONS IN MERKEL SCHOOLS COME NEXT WEEK

## Will Determine the Progress of Pupils During First Half of Causes of Failures.

 Condition is Critical Followin Condition is Critical Followin
Auto Aceident other Relay
tives Painfuly
Iniured.


KIEEPING UP WITH TEXAS



Condensed Statement of Condition
The Farmers State Bank
Merkel, Texas, Close Business Dec. 31, 1928


OFFICERS AND DIRECTORS:

| J. S. SWANN, President | HERBERT PATTERSON, |
| :--- | ---: |
| R. O. ANDERSON, V. Pres. | Assistant Cashier |
| W. L. DILTZ, Cashier. | DAVID HENDRICKS |

## Man Wanted <br> Capable of Earning $\$ 100$ a Week

You Are Backed By A

## \$10,000,000 Company

The J. R. Watkins Company has been in business for
sixty years and has twelve great factories and branchproducts have been used for three generations. You can earn $\$ 50$ a week right from the start and you don't need, to have any previous sefling experience. Write
or phone at ance. I will be very glad to explain this

GII.IS SASK IUYSEe

## W. A. WHITELEY


CONOHO, SOUTHDATVSONAND
OTHFR

## WHATS DOING In West Texas

 statement and upon our ABILITY to meet your requirements.
.T. Warren
Booth Warren
G. F. West Sam Butman Sr. F. Y. GaitherOwen Ellis
An ywivi

B -say those who have seen the

## Outstanding Chevrolet

 of Chevrolet History -a fix in the price range of the four!

Come in and See these Sensational New Cars-Now on Display. Brackeen-Hughes Chevrolet Co. Merkel, Texas
QU.A'LIT Y A'T LO, W COS T

## THE BADGER WEEKLY

## ublished weekly by the students of Merkel High School and

The Staff:
Editor-in-Chief-J. T. Darsey Jr. Miss
Asst. Editor-in-Chief-Milton Case
Miss.
son.
sent Humor Editor-Willie Harris. Society Editor-Dorice Brown.
Willie Evelyn Boa son.
Senior R
man.
Jnior . n. Sunior Reporter-J. T. Darsey Jr.
Sophomore Reporter-Louise Booth HOW TO ADVERTISE IN THE ${ }^{\text {That Miss Sloan was greatly misse }}$ $\begin{gathered}\text { ANNUUL. } \\ \text { "Advertising is Salesmanship in }\end{gathered} \left\lvert\, \begin{aligned} & \text { That Miss Sloan was greatly misse } \\ & \text { the day that the "flu" kept her out of } \\ & \text { school, as also was Mrs. Young the do }\end{aligned}\right.$ Just what is advertising anyway? Well, it's not publicity, any more than
mere notoriety is fame. Much money


 is wasted every year for lack of un- cause it is probably only one of the | derstanding that distinction. One of | football boys in his new honor sweat- |
| :---: | :--- | :--- |
| the main factors is the "card" ad in | er?-That Mr. Burgess thinks there | previous annuals, whether full pages or fourths, reading as follows: John Jones

Grocer
Front Street Grocer
Front Street
Phent Phone 199
We serve others We serve others,
Why not you? Is that an advertisement? of
course not! It does not carry the true spirit of advertising. If Mr.
Jones could buy the right to talk for five minutes to the assembled student body, about the merits of his grocery store, do you think he would be satis-
fied with just saying, "My name is fied with just saying, "My name is
John Jones. My grocery store is on John Jones. My grocery store is on
Front street. We serve others, why not you." No, indeed; he would try
to have something to say that would to have something to say that would
be special interest to the high school students, t win their ind parent's buying, and to bring their parent's buying, and to bring
them to him when they have homes them to him when they have homes
of their own. And yet, when we sell an advertisement in the school annual,
what you are really buying is just this privilege of talk buying to the studen
body-"advertising is salesmanship Granted that the space will be intelligently and skillfully used, is the
school annual a profitabie medium for school annual a profitabie medium for
advertising? It is. It is even more
so-it is one of the best, if not the so-it is one of the best, if not the
best, advertising medium available to
the business men of this the business men of this community.
And the basic selling problem of ting the personality across." "That
is salesmanship, not of the goods, but
of the store itself as the right, to buy the goods.

= Gafton =

TODAY, FRIDAY, JAN. 11
"THESEA TIGER"
With Milton Sills, Alice White and Mart
SATURDAY
"THELAN OF THERANGE"
MONDAY-TUESDAY
"MORANOF THE Michard Dix with Reth Elde in
$\frac{\text { Mighty Drama of Our Marines. Also comedy, Slich }}{\text { WEDNESDAY-THURSDAY }}$
Jaccie Coogan with a Great Cast,
"THE BUGLE CALL"
Jackie blows himself to fame as a bugler in the days of
WATCH FOR DATES ON
"THE JAZZ SINGER," AL JOLSON

# FARMERS 

Why waste your feed when you can get it ground and get the benefit of all of it with no waste. Makes bet ter feed and goes further.

I have a feed mill installed at my gin and can grind any kind of feed you have.

I ask you to come by and see it work. Will be glad to demonstrate it at any time.

## SAM SWANN



## ALADDIN'S LAMP

## AWAITS YOU

[^0]
## West Texas Utilities Comprony

THE MERKEL MAIL


## MERKEL THEATER

SHOWING GOOD PICTURES IN A GOOD TOWN.
FRIDAY AND SATURDAY
A BIG SPECIAL
SEE IT
MONDAY AND TUESDAY
CLARABOW
"THREE WEEK ENDS"
NUFF SAID
WEDNESDAY ONL
POLA NEGRI
THE WOMAN FROM MOSCOW"
THURSDAY
"MILO'S BROADWAY STEPPERS"
COMING SOON
"MOTHER MACHREE"


Nine producing wells on the Bickles
farm and two more drilling Mr
Bickley was here from his olithem

## Biek home riche



Merkel business men are proud of
the a number have interested them-
selves in an athletic field, adequately
selves in an athletic fiefld, adequately er football season. Such
 ed for its efforts in keeping Merkel's residence streets in good repair.
Graders are working following the Graders are working following the
rains and the drainage is being imrains and the drainage is being im-
proved. Some of these days the proved
Prined
Prem $_{2}$

The club
pertains
active in everything that he town. Get in line with President to "make a good town a better town."

The new hotel for Merkel is on

[^1] and inspected the field.
favorably impressed with Sure and the need for a
as is proposed. If you as is proposed. If you
already subscribed to the
now is the time.


Wanted-To buy maize heads. Try a Classified Ad for Resulta $\$ 18.00$ per ton

$\bigcap_{0}$ matter what some folks say to the contrar), there certainly is a lot of sentiment in business. Friend. stuip, for instance, makes more satisfactory sales than all the cleverness and argument in the world.
$Y_{\text {ou like to trade at a certain store - not because its }}$ counters are arranged in a scientific way, but because the folks who serve you are always friendly and helpful.

Just that very thing-Friendir SERVICE-is the power that draws people together into communities like this, where everybody can enjoy the many benefits of neighborly cooperation.

And Friendly Service is the sentimental reason why you find it very much to your advantage to trade with our advertisers-to buy where you feel at home, where your friends wil! see that you are well satisfied.
Read the Ads in this Paper und ave yourself money by trading at home



Simplicity of cooling system is a feature of the new Ford<br>




| QUEEN |  |
| :---: | :---: |
| friday |  |
|  | Ton prawe som tuen noted |
| "THE BABY | Emil Jannings in |
| CYCLONE" | "THE LAST |
| cex | COMMAND" |
|  |  |
|  | At |
|  | Wednestay \& Thurs |
| wather Timeme ratas | - |
| SATURDAY | "CAMERYMAN" |
|  | To, bection maty mixim |
| $\begin{aligned} & \text { "THE VALLEY OF } \\ & \text { HUNTED MEV" } \end{aligned}$ | man mix mix |
| - | Amin |
| veram mime | chix matrs |
|  |  |





[^0]:    1
    -NSOEAR as performing miracles is concerned, Aladdin and his Wonderful Lamp, which could summon the magic genie to attend his wants, was no more fortunate than are you.

    For while Aladdin rubbed the lamp for his service, you merely throw a switch and the modern genie "Electricity" does your bidding
    He can light your property and buildings, do your housework, your cooking, operate your radio, do your washing and ironing, milk your cows, separate the milk, and operate a multitude of important and labor-saving appliances. It is vitally important to your best interests that you investigate the full powers of this remarkable slave which modern science has created for your use. Seventy thousand lorsepower of wish.

[^1]:    - proposition terest who have made

