## THE MERKEL MAIL

## Exterior View New Merkel Hotel



## GRIMES NAMES 12 COMMITTEES FOR LIONSCLUB

 taylor colnty

BUILDERS SUBMIT PLAN AND ANNOUNCE READY BEGIN WORK IN 30DAYS

## $\mathbb{K E E P I N G} \mathbb{U}$ WITH TEXAS



Modern Fire Proof Structure of Four Stories is
Assured Merkel When Citizens Complete Fund cf $\$ 12,500$ Bentis, With $\$ 10,000$ of That Amount Already Pledged; Builders Ready to Act.

## "HOTEL MERKEL

That is the name and above is a picture of the new hotel as
agreed upon by the local committee, of which R. O. Anderson is chairman, and Mrs. Elva Harrington, who has proposed to build the hotel and operate it if given a bonus of $\$ 12,500$ by the citizens of Merkel.
Mrs. Harrington was in Merkel the first of the week, accompanied by F. R. Young of Fort Worth, manager of the Hascom Comhowalter of Big Sprine plans for the Hotel Merkel, and also by M. R.


nounced that they were ready to pro-
ceed with construction of the hotel under the terms of the $\$ 12,500$ bonus an
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Plans have been announced for a
modern creamery at Memphis to cost
$\$ 20,000$.
Mrs. M. B. Cunningham of. Fort
Worth was severely burned
hillips Petroleum Co. Gets Well on Winters Tract, and Roberts No. 8 Grayson Has Good Show ing Oil and Gas




Business Phone 21 Residence Phone 181 SECRETS OF
TOMORROW
Tomorrow never tells you what is coming. All may be well but all may not be well. Tomorrow holds no worries for the man whose home, property, valuables and business are fully insured. We cannot tell you of the secrets of tomorrow but we can protect you against tomorrow's possible misfortune.

Ask us today.
W. O. BONEY

REAL ESTATE, FARM LOANS
FIRE INSURANCE
MERKEL, TEXAS
Consult Your Insurance Agent As You Would Your Lawyer

## To My Friends in Merkel and Taylor County

$$
\begin{aligned}
& \text { I take this method of announcing that I am now con- } \\
& \text { neted with the Security Abstract and Title Company, loc- } \\
& \text { ated in rooms } 3222-23 \text { Citizens National Bank Bldg. Abilene, } \\
& \text { Texas, being associated with my son, Clyde Beasley, and } \mathrm{R} \text {. } \\
& \text { W. Grimsley in the Abstract business. We have a complete } \\
& \text { set of Records pertaining to all land titles in Taylor County, } \\
& \text { Texas, and will appreciate a reasonable share of your ab- } \\
& \text { stract business. } \\
& \text { When in Abilene call at our offices and we will give } \\
& \text { you the best services possible. }
\end{aligned}
$$

W. E. BEASLEY

## MERKEL WINER OFCOUNTY TTLLE

 Fights Its Way Into District Elimination Race.

Merkel High School for the second successive season will represent Tay-
lor county in the basket ball eliminalor county in the basket ball elimina-
tions of district 8 , Coach Davis' Badg-
ers retained their ers retained their championship when
they subdued the Lawn five Saturday night, 21 to 12 , in the final match of
the county tourney, played Friday and Saturday in the McMurry college gymnasium.
The Badge win from the Lawn team, which had mowed down all previous opposition
with An early Merkel lead obtained by
field goals from Cade, Tittle and field goals from Cade, Tittle and
Sloan apparently demoralized the Sloan apparently demoralized the
Lawn offense, and it bumped helpLawn offense, and it bumped help-
lessly into the three taller members
of the Merkel squad, Beene lessly into the three taller members
of the Merkel squad, Beene and Tit-
tle and Kelso, for the tle and Kelso, for the rest of the
evening. evening. was the star of the Merkel
Tittle wits, scoring four field goals for
victory, victory, scoring four field goals for
point honors, and getting himself
into the middle of every advance that point honors, and getting ance that
into the middle of every advance
Lawn made toward the bel Lawn made toward the basket.
So well did the Merkel defense So well did the Merkel defense func-
tion that Lawn tallied only twice from tion that Lawn tallied only twice from
the floor. Merkel to a certain degree
and asual style for school boy play, al though it has gained rapidly in
ularity with college quintets in cent years.
At the end of the first quarter center, having accounted for Lawn's
lonesome scratch. Lawn kept even Ionesome scratch. Lawn ept eve
with Merkel in the second quarter mage by C. Grant, while Merkel was mage by C. Grant, while Merkel wa
making three points on a gratis throw by Cade and a two-pointer from Sloan.
Scoring continued low in the third
. Scoring continued low in the third
period, but both sides limbered up in period, but both sides limbered up in
the fourth to raise the figures from the fourth-7 to $21-12$.
14.
The game wa
ercise for the day. In the morning
the South Then the South Taylor countains won their
semi-final tussle with Bradshaw by semi-final tussle with Bradshaw by
the decisive count of 26 to 12 . Burns, who starred consistently for his clut
throughout the tournament, was high

## Merkel $\quad$ FG FP PF TF TP




TOTALS
Body Missing Laredo Newspaper Reporter Found in Rio Grande
Laredo, Texas, Feb. 21,-An international hunt for Harry Williams,
Laredo reporter, ended here Monday when a body found in the Rio Grande
was identified as that of the was ident.
old man. American Consul Stephen Aguirre graphed Washington for permission to allow officers and secret service
men to enter Mexico and search for men to enter Mexico and search for
Williams' assailants. Although the body was so badly deeomposed it was difficult to establish Williams had been slain, officers said they inclined
toward that theory since there were toward that theory since th
no indications of suicide. no indications of suicide
Williams' body was
cus Wormser, prominent onion grow-
er. Investigation er. Investigation revealed a letter in
a coat pocket, from Los Angeles, dressed to Williams. Two watrhes, a
wrist watch and a pocket watch, the former stopped at $1: 10$ and the latter $\xrightarrow[\text { WINTED }]{\sim}$ Your chickens. Highest market
price. You will find my coop back of pob Martin's Store and I will be in the store.


The Old Reliable has always advocated DIVERSIFICATION and is glad to assist in a program which will invariably reflect a profit to the farmer regardless of the sea sonal success or failure of the cotton crop.

WE WILL HELP YOU

## THE OLD RELIABLE Farmers \& Merchants National Bank

MERKEL, TEXAS
"For the past quarter century"

## National Demonstration Week!

## Drive the Chevrolet Six

Chevatter how closely you inspect The Outstanding ate what a wonderful achievement it is wnel you sitat the wheel and drive. So this week has been set aside as National Demonstration Week, and you are cordially invited to come in and drive this sensational automobile. Not cnly is the new six-cylinder valve-in-head motor $32 \%$ more powerful, with correspondingly higher speed and faster acceleration. . not only does it provide a fueleconomy of better than twenty mies to the gallon-but that you aimost forget there is a motor under the hond! Regardless of the car you may now be driving-come drive this mew Chevrotet Six. Come in today -a Six in the price range of the four!

s595


BRACKEEN-HUGHES CHEVROLET CO. MERKEL, TEXAS

QUALITY AT LOW<br>COST

## CUSTOM HATCHING

For Big Hatches and Fluffy Chicks, give us a trial.

Baby chicks, all varieties, standard bred.
GET OUR PRICES BEFORE YOU BUY See our line of Brooders and Chick Supplies.
We have a nice Variety of Pets; also a Full Line of Bird Supplies,
Abilene Hatchery \& Seed Store
318 Mesquite St.
Phone 7492

Before you Build a Home See

## CLAY LUMBER CO

We can help you finance it, can give you service, furnish you with best grade of any kind of material and save you money. WHY NOT TAKE ADVANTAGE OF THE SAVING AND BUY FROM
CLAY LUMBER CO

# Reduction In Electric Rates 

Lower rates for electricity for domestic and commercial purposes have been made voluntarily by the West Texas Utilities Company. The cost per kilowatt-hour has been reduced.

## The New Rate For Residences

13 Cents net per Kilowatt-hour for the first four kilowatt-hours used per room per month.
9 Cents net per kilowatt-hour for the next four kilowatt-hours used per room per month.
6 Cents net per kilowatt-hour for all energy used in excess of the above amount.

Minimum Monthly Bill $\$ 1.50$ Per Meter.

## Determination of Number of Rooms

The room count is based upon the ordinary real estate rating, and in making the count, alcoves, unfurnished attics, bathrooms, cellars, hallways, laundries, closets, pantries, open porches, garages, barns, and outbuildings will not be included. Premises with less than three rooms, real estate rating, will be classed as 3 -room premises; those with more than seven rooms will be rated as 7 -room premises.
THE NUMBER OF OUTLETS AND APPLIANCES USED DO NOT AFFECT THE RATE.

## Table Showing New Net Rate and No. Kilowatt-Hrs. Each Step

| SIZE OF RESIDENCE | First Step 13 Cents Per Kilowatt Hour For First | Second Step 9 Cents Per Kilowatt Hour For Next | Third Step, the New SIX CENT RATE |
| :---: | :---: | :---: | :---: |
| 3 ROOMS OR LESS <br> 4 ROOMS $\qquad$ <br> 5 ROOMS $\qquad$ <br> 6 ROOMS $\qquad$ <br> 7 ROOMS OR MORE | 12 Kilowatt-hours <br> 16 Kilowatt-hours <br> 20 Kilowatt-hours <br> 24 Kilowatt-hours <br> 28 Kilowatt-hours | 12 Kilowatt-hours <br> 16 Kilowatt-hours <br> 20 Kilowatt-hours <br> 24 Kilowatt-hours <br> 28 Kilowatt-hours | For all Kilowatthours used each of first and second steps, per kilowatt-hour |

You will note how few kilowatt-hours per month need be used before you reach the new low SIX CENT price.

## COMMERCIAL RATE

13 CENTS net per kilowatt-hour for the first 30 hours of maximum demand.
10 CENTS net per kilowatt-hour for the next 60 hours use of maximum demand.
5 CENTS net per kilowatt-hour for all energy used in excess of the above amounts.
The new rate makes liberal use of electricity for all purposes in commercial establishments inexpensive. Mimimum monthly bill $\$ 1.50$ per meter.

Further explanation of the rates will be given gladly upon request.
These rates were effective in Merkel on the first day of December, 1928.

## West Texas Utilities Crmpany

THIE MERKEL MAIL J.HUUTCHISON, Editor sUBSCRIPTION RATES
Tayber and

## 

 Mrs. Berta Millerof Nubia Community
Died Here Saturday


PHILATHEA BANQUET. The Philathea class of the Metho dist church entertasined the Betho-
class with a lovely three course banquet on Valentine evening in the par--
lors of the church. The red and white
color scheme was artistically carried color scheme was artistically carried
out in table decorations and the menu.
Ralph Duke was the toastmaster for


## Personal Mention

## Mra. Claude Young spent last week- <br> Mra. Claude nd in Abilene.

Miss Louise Booth visited in AbiGeorge week-nd.

Mesdames Warren Smith and Earl
Boze returned Monday night from
Boze returned Monday night from an
automobile trip to Fort Worth.
Mr. and Mrs. Homer Mangus of
Dallas were the guests of Mr. and

Mrs. Lige Gamble this week.
Miss Pauline Chinn is spending this week in Dallas making purchases for
the Boston Bargain Store.
Friends of Mrs. Frank Sears will
be glad to learn that she is very much
improved after an illness of several
weeks.
Mrs. H. B. Hill, who has been visit for several weeks returned Sunday to her home in San Antonio.
Mr. and Mrs. H. A. Brueb

for
eve
M


## N

Better Homes

are built with better lumber-and that doesn't mean

$\qquad$
Carey's Blue Ribbon Paints and Roofing-none bet

## Builders' Hardware. Galvanized Roofing, Every

## Merkel Lumber Co.

## Announcing CLLARENCE PERRY Shoe Shop

First Class Boot and Shoe Repairing.
Half Soles-Rubber Heels Harness Work
EVERY JOB GUARANTEED


An Extensive Showing of Beautiful BEDROOM SUITES

## At The Barrow Furniture Company

Every suite is priced according to QUALITY, STYLE, and BEAUTY, in a price range within reach of every one. The quality is built into these suites-you can see the Style and Beauty.

4 -piece bedroom suites, consisting of bed, chest, vanity and bench, in Cafe A Lait finish

Pretty 4-piece bedroom
bench in walnut finish s8500

4 -piece genuine walnut bedroom suite in a beautiful new style. This suite consists of bed, large chest, vanity and
bench, decorated with hand-carving $\$ 112^{50}$

Beautiful. 5 -piece suite in combination Green and Cafe A Lait appreciate at
s135 ${ }^{\circ 0}$
SEE OUR WINDOWS THE REST
OF THIS WEEK FOR THESE SUITES:

## Barrow Furuiture Co.

Funeral Directors \& Embalmers Merkel, Texas



## That Has Fourteen LIVES!

WW fiat a giant of power is the steam locomotive as it thuaders up the grade. Yes of living sicam that go to waste.

In the generating stations of the West Texas Utilities Company are power giants of another kind-softly humming turbines with the strength of a thousand locomotives on their shafts.

Not so much as a wisp of steam escapes. Rather, each jet of steam is made to multiply its power fourteen times. Not until the last ounce of its energy is exhausted is it released, and even heat is used to warm the water for the boilers.
. . . Every detail in the operation of this company is planned to yield the utmost in efficiency and economy. That is why the modern electric motor can pull the load of other engines many times its size at but a fraction of their operating cost.

West Texas Utilities Company


## DryCleaningy



## =Gafton =

TODAY, FRIDAY, FEB. 22nd
"SOME ONE TO LOVE"
"tarzan the mghty"

Rin tin tin-wonder dog with a strong sup
"LAND OF THE SILVER FOX"

BIG TIME MID-NITE MATINEE Sunday February, 24th
"THE LAST WARNING"
Sequel to "The Cat and the Canary" with a
headed by Laura La Plante
This Picture direct to you from Broadway where it ran at
$\$ 2 .$. per seat probably the year's greatest
.. per seat probably thriller.
mystery theat

MONDAY AND TUESDAY "BRINGING UP FATHER"
With a great cast. See Jiggs and Maggie, in person on the
screen. Very funny comedy drama.
Also Comedy


Noted Speaker For $\mid$ February, is the outatendice $\alpha$ Lecture Week, Abilene Christian College
$\qquad$

$\qquad$
rroyed the A. C. C. administration
buiding and adotioriu.
The leetureship which is held at $A$

## Q U E EN

FRIDAY AND SATURDAY TIM McCOY IN

## "MORGANSLASTRAD"

MeCoy brings $t$ life the stirring days of the Civil War
romance! The famous Morgan romance! The famous Morgan raiders ride again! Swift,
exciting drama follows their daring trail! And what a love
story! You must see this one!
Also the best Serial of the year, "Tarzan The Mighty"
And a good two reel Comedy "Hold That Monkey"
MONDAY AND TUESDAY D. W. GRIFFITH'S GREAT PRODUCTION, 10c "The Battle of the Sexes" 30c

Jean Hersholt, Phyllis Haver, Belle Bennett, Sally O'Neil,
This great picture surrounds the home life and love of the American people. It takes in, and explains the eternal triangle that comes to many homes, true to life, and so real hrough it all. Don't miss it.
Also a good comedy, "The Spanking Age," and News Reel.

WEDNESDAY AND THURSDAY "HERO OF THE CIRCUS"
speecial cast
the Big Top.
FREE Chinaware. CHINA NIGHT. Don't Forget

COMING
The greatest picture ever produced in Texas "THE WIND"


A Melaram, $\mathrm{H}^{\text {rian }}$

Perfect ALL TaLiskivg Picture
INTERFERENCE" I Mans and pis EVELYN BRENT-CLIVE BROOK Doris Kenyon - William Powell



## हलग्र <br> Martha Lee Bearuly Week <br> 

Feh. 25th. to March 2nd.

We will have with us a Toilet goods specialist direct from the manufacturers of Martha Lee Toiletries who is of practical experience.
SHE WILL GIVE TO YOU-WITHOUT CHARGE OR OBLIGATION SKIN ANALYSIS ALSO FRENCH PACK FACIAL

She will also suggest the proper and correct method of treatment for your particular type of skin and advise you upon the latest and most charming arts of personal ity make-up. You are urged to avail yourself of this unusual opportunity.
TO AVOID WAITING PHONE OR CALL OUR STORE FOR AN APPOINTMENT
PRIVATE BOOTH ARRANGED IN OUR STORE WHERE THESE FACIALS WILL BE GIVEN REMEMBER: YOU ARE NOT OBLIGATED.

Phillips Drug Store
Reduction on all sizes of Portraits during the month of February.

Now is the time for that Portrait of Mother and Dad or that family group you have been thinking of.

WE WILL BE RUSHED-MAKE YOUR APPOINTMENT EARLY

## RODDEN STUDIO

 <br> \section*{LAST WEEK OF <br> \section*{LAST WEEK OF 25\% 25\% <br> Schools of Taylor County Get $\$ 20,492$ <br>  $\left|\begin{array}{l}\text { their scholastic population: Hamby, } \\ \$ 310 ; \text { Colony Hill, } \$ 132 \text {; Cedar Gap, }\end{array}\right|$}$\qquad$



Dry Cleaning | "The coot |
| :--- |
| atired |
|  |

 Rem mant,

If you've observed the com-
mon cat industriouly mon cat industrionsty com-
ening his
his ening his gloss coat, you'll
noticin that he pratices dry notice that he practices dry
cleaning. He has no use for soapy suds-he never uses wate. He's far more careful of his duds than man

MODERN DRY CLEANERS Phone 3 Across from Postoffice Youtllike the plan of Deep-
per Dan per Dan: The clever Clean.
ing-Dyciny mant

## It costs a thousand dollarsmione

 to equal CHRYSLERPerformance in any other car


HRYSLER engineers from the outance standards and all other performnce standards and all other design.
They set themselves to establish defintely the most modern principles and funcamentals of enginecring and The same processes which based the new Chrysler style on the canons of classic beauty worked step by step to
provide performance unlike anyother in the industry -founded on a new and fresh interpretation of the basic principles of engineering design.
New Chrysier "65"-Siix bod styles, 51040 to $\$ 1145$. New Chrysier " 75 "--Nine body

## MAVERICK

 MOTOR COMPANY