## THE MERKEL MAIL



FIRST BALE ARRIVES MONDAY; RAISED BY M. E. WEST AT STITH


KEEPING UP
WITH TEXAS VOTE IN 191 COUNTIES


Tabulations by Dallas Times-
Herald Estimate the Sterling
Vote 257,125, Ferguson 210, 070 in Second Primary.

|  |  |
| :---: | :---: |
| Six State Races and Five in County and Precinct to be Decided Saturday. | The chief figures in the smashing, clashing battle for the democratic nomination in next Saturday's run- |
| W 0, Boney, precinct chairman | off primary Wednesday and Wednesday night again were busy carrying |
| - ed his | their pleas to Central Texas, eac |
|  | invading territory just left or about |
| ay all plans for holding the | to be visited by th |
| etion have | James E. Fe |
| be Mr. and Mrs. Sam | the emblem of his wife's candidacy, |
| n, Mr. and Mrs. Holland Teaff, | moving at night to Ennis. |
| Miss Lucy Tracy, Miss Vennie Heizer | Ross S. Sterling, urging his own |
| ter. | ination, spoke at Marlin We |
| The polls will open at 8 a. | day afternoon and at night |
|  |  |
| Eleven contests are the | that increased tab |
| ty ballot, six for state | test vote indicated state preference |
| for county and three for | for Sterling. The Times-Herald's |
| H. H. Jenkins, proprietor of |  |
| y Drug store, announces that | estimate of the trend of the |
|  | in |
| will be bulletined, | fr |
| ne in the first prims and | According to the estimates from 191 |
| $e$ is cordially invited to visit their | counties, the Times-Herald's figures |
| ection party. <br> taylor county ba | were: Sterling 257,125; Mrs. Fergusen, $\mathbf{2 1 0 . 0 7 0}$. The estimates indicated |
| are the | the closest contest in West Texa |
| dates and the | Tuesday Sterling talked at Ter |
| y will appear on the Taylo | and Friday Ferguson will carry his |
| ballot: | appeal to the Marlin voters, ending |
| For Governor: | his campaign in favor of his wife |
| S. STER | re, a short distance from his Aus- |
| FE | tin home. |
| r Lieutenant Governor | Friday night Sterling wilt carry |
| STERLING P. STRONG | his plea to a conclusion at Galveston |
| EDGAR WITT | near his Houston home where Satur- |
| CHARLIE LOCKHART |  |
| JOHN E. DAVIS | Georgetown and San Marcos en route |
| Attorney Genera | gur |
| robert lee bobbitt | In his Marlin speech Wednesday |
| V. Allred | the Houston man smote "Ferguson- |
| or Commissioner of A | m," going through all he said the |
| E. McDonald | term mea |
| A. H. KING | As usual, the speeches continued |
| or Railroad Commissioner | to partake of bitter personal attacks, |
| F GPFGGRY HATCHER | as did that of the next most interest- |
| PAT M. NEFF For Sheriff: | ing campaign, that of James V. All- |
| H. T. o'bar | bobbitt of Laredo for the democratic |
| burl wheeler | nomination for state attorney gener- |
| or Tax Assessor |  |
| J. T. Howad | race for the nomination for |
| Mrs. Florence vance | nant governor continued to be |
| For Public Weigher: | ducted with decorum and without |
| recinct No. 5 (Merkel) | to wh decom ad wit |
| S. A. (SAM) BANKSTON | ties, Sterling P. Strong |
| HOUSTON ROBERTSON | leader, and St |
| For County Commissioner | tor Edgar E. Witt of Waco, wa |
| Precinet No. 2: | none the less active campaigns. |
| RUFE TITTL | In the battle for the nomination |
| PHILIP A. DILTZ | Or state railroad commissioner, W |

## Tominooctota DOCTOR of TOWNS" SAYs

TALK BUSINESS UP AND IT WILL PICK UP.

| In the past few years there has been a new competition for the oldtime storekeeper. To say it is a new competition is incorrect, for it has been in existence for seventy years; but only recently has it been an alibi for failure in business. <br> Everywhere you care to go you can hear that "all over" merchants are being forced out of business by this competition. Every four-corners storekeeper who for any of a dozen sufficient reasons closes his doors, lays the blame for it on either this new competition or "business depression." The truth of the matter is that there are no more people going out of business than there ever was. It could be said here that a man cannot go out of something that he was never in; and as for going out of business, by far majority of those were never in "business." It was because they did not get into "business" that they failed. A man can "run" a store without being in business. <br> To prove further that this "depression" is more a mental hazard than fact, let us consider the selling of a class or particular group. Take the farmer for an example. <br> Not long ago I stood in a first-class retail store in a very good town of average size, when a farmer entered. The owner of the store called the man by name and said: "Weil, Jake, how's things?" <br> And right away Jake started telling just how things were with himeverything wrong from A to Z . The merchant stood there and heard the tale or woe-a tale that he knew by heart-and after many minutes of it the farmer said: "Well, guess I'd better be getting," and out he went. <br> I said to the merchant, "Why didn't you sell him something?" to which he replied: "Oh, he didn't want anything. These farmers, you know, are in a bad way." Without explanation to the merchant I immediately left the store. <br> The farmer was walking down the street and I followed. He went into (Continued on Page Two.) |
| :---: |



IT'S wise to Anion choose A SIX

## Ammprincing a new production record

## 2,000, 000 Chevrolet Sixes now on the road

Since January, 1929, Chevrolet has produced and sold over $2,000,060$ s:- z -cylinder automobilesnearly five times as many as any other manufacture has ever built in an equal length of time. These $2,000,000$ buyers have chosen Chevrolet because it offers many desirable qualities not obtainable in any other car so low in price-
-the smoothness, silence and flexibility of a modern six-cylinder engine-the comfort and roada-
bility of a modern, full-length chassis -and the bility of a modern, full-length chassis -and the style, safety and distinction of bodies by Fisher. Yet, despite these fine car advantages; the Chevrolet Six is unusually economical. Its gas, oil, tire and upkeep economy is unsurpassed. And


The Coach, 556s, fo o, b. PH F factory

any model can be bought for a small down paymint and easy monthly terms! Come in today. Learn for yourself why two million buyers have agreed-"it's wise to choose a Six."

Some Distinguishing Features
50 -horsepower six-cylinder motor $\ldots 48$-pound crankshaft . . . full-length frame . . . four semielliptic springs . . . fully-enclosed four-wheel brakes . . . four Lovejoy hydraulic shock absorbers . . . dash gasoline gauge. . . Fisher hardwood-and-steel body . . . adjustable driver's seat . safety gasoline tank in the rear . . . non-glare VV windshield . . . and, for your protection, a new and liberal service policy.

Delaney-Delmer Chevrolet Co.--merkel daney-Delmer Chevrolet Co. texas MASSEY CHEVROLETEKCOMPANY--TRENT, TEXAS

SIX-CYIINDER SMOOTHNESS AT LOW COST



You can bank as safely by mail as you can by bringing your deposits in person. By proper endorsement on the back of each check, it will be em possible for any other person to benefit by it.

Everyday's mail bears further evidence that more of our customers are availing themselves of this convenience. Upon application we will be glad to furnish you with a number of envelopes already addressed to the bank for your convenience.
the old reliable
FARMERS AND MERCHANTS NATIONAL BANK

MERKEL, TEXAS
member federal reserve system


## DON'T DELAY

Are you one of those who must be overtaken with disaster before you realize the importance of Insurance?
Don't wait for the costly lesson of experience. Insure today.
Let us help you select the protection you need.
Let us explain our hail insurance on growing crops.

## W. O. BONE

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Farm Loans and all kinds of Insurance
Consult Your Insurance Agent as you Would-Your Doctor or Lawyer

dallas lubbock wichita falls abilene, texas $\$ 150$ A MONTH $\begin{aligned} & \text { Our Affiliated Employment Depart- } \\ & \text { ments, in closer }\end{aligned}$ of business concerns than any other, has evolved a plan that enambles many young people, still in their teens, to command salaries of $\$ 1,500$ to $\$ 2,400$ a year in positions that are golden with oppor-
tunities for still further promotion. Hundreds of positions annually to select from when you master the nationally known Draughon Training. Mail coupon for details of this unusual plan today

Name
Address
Age (MM)

TERKEL MALL WANT ADS FOR RESULTS

Miss Hawkins, Now
In Charge of WTCU Home Service Work
Abilene, August 21. Effective August 15, Miss Eudora Hawkins was
appointed home service director and appointed home gervice director and
chairman of the women's committee for the West Texas Utilities company, taking the place of Mra. Mabel Holmes oner, resigned.
Hawkins comes to the company
Texas-Louisiana Power com. Teckenidge. She brings
responsibite Aperience .and an in intense a wealth in wome ${ }^{1}$ - aminittee and home ser
 kins is a West Texan by preference and adaption, , hexan by preference
andived in . Breck
enriges enridge sing
Hom the nen rector, will . teach the wo men employes of the company bow to
use electric
 friendy, neighborly relations between
home-inanagers The 'women's comomittee work wil give every girl a better understand
ing of her job and of the
ed educate each employe to oampany
standing of the principles and eer
nomice nomics of utility systemp, sos and eco
will understand organization they cies, financing, and ali other branche
of the utility business member in safety and first aid meas Itse is expected that under Miss Haw kins able eeadership the home servic
department and the women's commit
tee work tee work will
velopment.
If you h. re any visitors, Pkone or 61.
 awake at night Don't neglect them. They'II
ruin your che ruin your charm end
ailemate youty:
with your friends, intertere

 verient form. Nervine is now made in two forms-Liquid and
Efierevescent Trabet.
Both have
the Efrerevecent Tabiet. Both have
her sime soothing effect on the
nerves.

## NERVINE <br> Piquid

## 

 FOR BLUE BUGS AND CHICKEN MITES IN THEPOULTRY HOUSE ESE MARTiN'S ROOST PAINT, an insec ticide and wood preserver. This
oil is very penetrating and last

MARTIN'S POULTRYTONE that have been exposed toultry sking insects. For sale an
guaranted by:City Drug Store

| Niece To Assist Son Start Paper on Coast | Chevrolet Co. Reduc | prieed from $\$ 495$ to $\$ 715$, while the nine different passenger models in |
| :---: | :---: | :---: |
|  | Prices $\$ 40$ on Thei |  |
|  | Sport Model Sixes | $\$ 49 \mathrm{p}$ to only $\$ 685$, following test reduction. |
| Jr, director of the news and adver- |  | The move of the company comes |
| Utilities company, has been gran | of \$40' on all sport models | drrectly after the announcement that |
| a three months 'eave of absence, |  | ment without extra cost |
|  | J/ Klingler, vice-president | y Chevrolet Six pass |
| California, organiziog a newspaper property in which he has purchased |  | $t$ overlook our sale, Keep your |
| an interest. John L. MeQuigg, assist. |  | d. |
|  |  |  |
| be in charge during Niese's absence. Niese has purchased an interest |  | Read Merkel Mail |
|  |  |  |
| morning daily, for his son, Elmer Niese, and | wer |  |
| will devote the next sixty to, ninety days in making sure that the new | This latest move of the company |  |
| daily gets off to the right start.Twenty-one years of newspaper ex-- | the price ra |  |
|  | the four cylinder Chev | +rl |
| perience, plus three years as director of public information for the West |  |  |
|  | of 1929\% At that time |  |
| Nfese for the task. <br> He left Friday August 15, and wili resume activities with the company at the earliest possible date. . . . 4 . |  |  |
|  |  |  |
|  | INDIGESIION |  |
| Read the adverveetinents. in thi paper. There's a message in every one of them that- may enable you to sav:money. At least you will know wherc to find what you want without doing $a$ lot of hunting and asking questions and you also know the merchants ap solicit your business and make spee |  |  |
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|  |  |  |
|  |  |  |
|  | dis | BENTON COL |
|  |  |  |
|  | Car | er |
|  | $g$ and old can to |  |
| Typewriting and carbon paper at |  |  |



## Wor Dainty Sammer Hefiresthments



Just the thought of clear, pure, sparkling ice cubes, frozen desserts, and crisp, cool salads is like a breath of cool breeze when the thermometer is hovering close to the 100 mark.
The New Frigidaire, with its Cold Control, Hydrator and Surpluo Freezing Capacity, offers the finest in Electrical Refrigeration. Make sure that you are always prespared to play to porfection thie part of hootese.-Investigace the adruacrgen of the Now Frigtdaine woday.

Convendent Tarms

## West Texas Utilities Company

## Go to Headquarters For Information

If it's a money problem, go to headquarters-Your Bank.

We are daily advising many of our depositors and friends in regard to investments, as well as other money matters, and will deem it a privilege and pleasure to serve you, too...

There's always a welcóme at

FARMERS STATE BANK IN MERKEL

Capital $\$ 40,000.00$
Paid-in Surplus $\mathbf{\$ 1 0 , 0 0 0 . 0 0}$

## OFFICERS

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J. S. Swann, v-president. Wargent, President, L. Diltz, Jr., eashier. J. S. Swann, v-president.
Dave Hendricks, v-president. B. L. Hariiton, asst. cashier.
R. O. Anderson, active v-pres. Jack Anderson, asst. cashier. DIRECTORS
C. M. Largent, Dave Hendricks, J. S. Swanm, Max Mellinger, Courtney Hunt, W. L. Diltz, Jr., R. O. Anderson.


NERKEL MALL WANT ADS FOR RESULTS

DOROTHY DARNIT



By Charles Mciammes





## Heroic Bugler Boy Of Boxer Campaign

 Slick of Oklahoma City, known as the
wealthiest independent oil operator in wealthiest independent oil operator in
the world, died early Saturday at the world, died early Saturday at
Johns Hopkins hospital, where he had Johns Hopkins hospital, where he had
been a patient since June 27. He been a patient since June 27 . He
died of an apopletic stroke which followed an operation Aug. 5.
Mr. Slick, who was 46 years old,
often was referred to as "king of the Mr. Slick, who was 46 years old,
oten was referred to as "king of the
wildcatters" in his long career in wildcatters" in his long career in Pennsylvania, Texas, Kansas and Ok-
lahoma. In March, 1929, he sold his ahoma. In March, 1929, he sold his
western holdings to the Prairie Oil and Gas company for $\$ 45,000,000$, but of new pperations in Texas, Kansas hospital.
Mospital. Slick was suffering from thy
Mid roid troubre, it was said at the hos-
pital. He was operated on for pital. He was operated on for goiter,
showed improvement and had planned to leave in a few days when he suffered a setback on Aug. 14. His widow and other members of the family were at his bedside.

fice.
TNDIGESTION
INDIGESTION RCLIEVED

C. M. PRESLEY Jeweler Jeweier
Watches-Diamonds-Silv Abilene, Texas ${ }^{\text {ware }} 209$ Pine St.


## Farm and Ranch Loans

We are in a position to make you a Loan on your farms or ranches. And as we are connected with one of the largest Loan Companies in the Southwest, it does not make any difference how big the loan is just so the collateral is sufficient. Also if you want to buy, sell or trade your farms or ranches, See us.

YOUNG \& PROPST<br>55 ALEXANDER BLDG. BOX 343

teamster to the top of the individual $\mid$ Amherst is Troubled
 ad lived and operated in in reent year. principally in the Oklahoma field.
Bragg Dry Goods Company have
Brace the price of every item in the
reduced reduced
store.

MONEYMAKERS
When you want to trade your land or residence for Abilene home or ther property anywhere, list it with
me. Also have easiest loans on land W. Homer Shanks, Room 1, Penney Bldg., $\qquad$ Amherst, N. H. Aug.
21.-This town, birthplace of Horace Greeley, is engaged in a controversy over an
cient blue laws. Three Amherst citicient blue laws. Three Amherst citi-
zens prevailed upon the selectmen to zens prevailed upon the selectmen to
stop a Sunday baseball game. The
goys retaliated and aned oys retaliated and caused a posto have been presented by the Anti-
Saloon League under the direction of the local clergymen. Complete
Mail office.

## SCHOOL TIME IS APPROACHING

If you have a house to rent-list it.
If you want a house-I have them listed
I have several good trades in Farm property.
I have a good Ranch for sale.
I have a buyer for a Ranch of a certain type and acreage I write Farm Insurance at my desk and deliver the policies.
I write Farm Tornado without the Fire.
Look up your Expiration dates and give me a part of your Insurance business.

All business entrusted to me receives immediate and careful attention.

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| :--- |
| Merkel |

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 15-Plate now Exchange $\$ 11.00$ S. M. HUNTER

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# TIME SAVERS 

The great American instinct is to save time-a lot of time - and then some more time. In the big affairs and the little things of life, time is the most valuable thing at our command.
Limited trains, automatic telephones, special editions of newspapers, sixty-miles-an-hour automobiles, airplanes still faster-we have these things in answer to our demand for speed. And an equally important timesaver in the lives of people today is advertising. Just as surely as any other modern service, the advertisements bridge hours and days for people who have wants to be filled.

Readers of advertisements are the same people who demand the utmost efficiency in communication, in business, in their daily life. They know that a few minute's reading of the advertisements will tell them more about products, values and the intelligent spending of their money than they could discover in days by any other method.

And like the other great time savers, advertisements save money and energy, as well. The reading of them is a genuine economy.
*ำำ
The Merkel Mail

Irent News and
Personal Notes


Sale Opens frilday Áugust 22 ExtraSpecial
6 dozen Ladies' and Children's
Wash Dresses Wash Dresses 2 for $\$ 1.00$

Boys' Wash Suits
2 for $\$ 1.00$
$\overline{\text { Rayon Step-ins and Bloomers, }}$ each
69 c
One rack $\begin{gathered}\$ 1.95 \text { Wash Dresses } \\ \text { choice }\end{gathered}$
98c
A table of Boys and Girls Ath-
letic Union Suits, 50c and
A table of Boys and Girls At
letic Union Suits, 50c and 25 c

Child's Pajamas, 50 c and 75 c
grade, pair
25 c
100 Pairs Children's Sox 25c to
50c grade the pair
$9 \mathbf{c}$
25 Ladies' and Children's Hats riced each
50 c
5 piece Window Curtains priced
69 c
One dozen Organdy Baby Caps and Bonnets, each

50 c
Ladies' $\$ \underset{\substack{\text { priced }}}{\text { Wash }}$ Dresses priced
$\$ 1.95$
\$1.95 Silk Sport Hose 98c
All 98e Rayon Silk Underwear ${ }_{79}$

All 50c Prints
3 yards for $\$ 1.00$

## BRAGG coods $\mathbf{C O}$.

FRIDAY MORNING, AUGUST 22nd, WE WILL OPEN OUR DOORS FOR THE GREATEST SALE IN OUR HISTORY-NOT THE BIGGEST HURRAH SALE BUT THE GREATEST SALE BECAUSE IT WILL GIVE THE PEOPLE OF MERKEL AND SURROUNDING COUNTRY A CHANCE TO BUY WHAT THEY ACTUALLY NEED AT THE GREATEST SAVING EVER OFFERED IN MERKEL

WE MUST HAVE CASH TO MEET OUR OBLIGATIONS. THE PRICE IS CUT AND CUT DEEP. WE ARE HERE TO STAY AND OFFER EVERY INDUCEMENT POSSIBLE TO KEEP MERKEL MONEY IN MERKEL.

MEN'S SUITS, SHOES, HATS, SHIRTS AND WORK CLOTHES ARE PRICED TO STRETCH YOUR DOLLAR. IT WILL GO FURTHER HERE THAN ANYWHERE ELSE BECAUSE WE ARE LOADED ON THIS MERCHANDISE AND MUST UNLOAD AT SACRIFICE PRICES TOO NUMEROUS TO MENTION.

## Everything In Ladies' Ready-to-Wear Cut Half and Less

$\$ 5.75$ and $\$ 4.95$ Linen Dresses priced
$\$ 2.95$
12 Pieces Voile and Organdy while they last, the yard 15 c
\$6.95 Sport Silk Dresses priced $\$ 3.95$
\$1.25 Pastel Colors Silk Voiles, limited yardage 4 Y ARDS FOR $\$ 1.00$

| Boys' \$1.65 Polo Shirts 98c |  |
| :---: | :---: |
|  | Men's 65e Silk Trunks 49c |
| Men's 65e Silk Shirts 49 c |  |
|  | lot Men's $\$ 5.00$ and $\$ 6$ Oxfords, special at $\$ 2.95$ |
| $\begin{gathered} \text { Men's } \$ 7.50 \text { Dress Pants } \\ \$ 4.98 \end{gathered}$ |  |
| Men's $\$ 5.00$ and $\$ 6.00$ Pan $\$ 3.98$ |  |


| Men's 65c Union Suits |
| :---: |
| 49c |
| Men's 50c Union Suits |

Men's 50 c Union Suits
$\overline{\text { Men's Buck Brand Overalls on }}$ sale at
$\$ 1.29$
$\frac{\$ 1.29}{\text { Men's } \$ 1.25 \text { Dress Shirts }}$ One lot Ladies' new fall Shoes,
Medium and High Heels Medium and High He
priced as cheap as $\frac{\$ 3.45}{\text { One lot Men's all leather Work }}$ Shoes priced
$\$ 195$
All Men's Dress Straw Hat HALF PRICE
Men's $\$ 1.35$ Sand Color Work
Shirts on sale at Shirts on sale at
98 s

| 98e |
| :---: |
| Good Turkish Towels each |
| $9 \mathbf{c}$ |

$\frac{\text { 9c }}{\substack{\text { Extra } \\ \begin{array}{c}\text { Heavy Bath Towel, pas- } \\ \text { tel shades, each }\end{array}} \frac{\text { she }}{} \text { (9) }}$ tel shades, each
$19 \mathbf{c}$


All Drapery Goods at
HALF PRICE
$81 \times 99$ Bleached Sheets, only one 98e

JUST ABOUT TWO WEEKS AND SCHOOL OPENS THE WISE PARENT WILL TAKE ADVANTAGE OF THESE UNHEARD OF PRICES AND START THE BOYS AND GIRLS TO SCHOOL ALL DRESSED UP AT VERY LITTLE COST.

## BRAGG DRY GOODS CO.

