## THE MERKEL MAIL

## G. T. MARTIN, AGE 87, CONFEDERATE VETERAN, DIES

## WEDNESDAY FIRST WOOD ASSLMES day of bưfalo GAP ENCAMPMENT CHAIRMANSHIP OF COMMISSION


ment and Young Peoplee conferencel
an Burfale Gap begins Weinestay of First Sessior with New Ferguson Appointee Presiding Ree
"proted "Harmonious;".
"Glady
Elady" Steps Out.

War; Had six years in West Texa.



$\qquad$
$\square$
mils May Secure
Free Text Books for
1ore influence than any member. It
an mpenty honor in a way. Of courseSummer Next Week
8500.000 on June 20. Another 8500 ,-Bank Reform Bill

## .

Massachusetts 11th State to Vote Repeal
Secame the eleventh state to ratify
of rereal delegates by a state wide
maiority of more than 4 to 1 .In ratifying repeal. Massachusests,
oined Wvoming IIInos, Indiana,
New York. New Jersey, Michigan,
62,000 Attend Opera.
MERKEL 20 YEARS AGO
bees enlarged to provide insurance
for deopsits and other features. that
its friens believe will bring a uni-
fied banking system.

| $\mathbb{K E E P R I N G}$ UP |
| :--- |
| WTITM TEXXS |



## DRYSFAVOR 2 ABILENIANSON STATE TICKET

Sres, Sandefer and Hum, colt leee Presidents, Recommend. ed as District Repreematait es: State Xeteting On June 27.
$\qquad$
$\qquad$ of state-wide influW. hantor opremt the dererit an nita tation of en anmantanat to oremeal
 mium of dis tores. in iutitione
$\qquad$
$\qquad$
Tantor, with rare erangelustice gitis: monded tor tom mination at at coneremen-aty's Freight Revenue
Climbs Over Last Year


jects, D. A. Bandeen, West
Chamber of Commerce manager,
Walter D. Cline of Wichita FallsWalter D. Cline of Wichita Falls, new
WTCC president, flew to Washington
Monday.tive mandate, Governor Ferguson has
named United States Senator Morris
Sheppard temporary chairman of theMerkel Girl on JohnTarleton Honor RollStephenville, June 15 .-Names of
fifty-three students were listed on the
John Tarleton College semester honorroll announced this week by Dean J.
Thomas Davis.
The name of Miss Ethel Hamiltonervatory work, majoring
Whent Crop Eatimate Short.
BRUCE BARTON
$\cdots$.oorter of "THE MASTER EXECUTIVE"

POWER IN WORDS.

If you were given the task of advertising to the world that God cares enormously for one human life-no matter how wayward and
wrong the life may be-how could you phrase a message more memorable than the parable of the lost sheep? How simple; how sincere; how splendidly crisp and direct Jesus told it. Benjamin
Franklin in his autobiography--that first great American "sucFranklin in his autobiography-that first great American "suc-
cess story"-tells the process through which he went in acquiring an effective style. He would read a passage from some great maser of English, then lay the book aside and attempt to reproduce the thoughts in his own words. Comparing his version with the original, he discovered wherein he had obscured the thought, or wasted
words, or failed in driving straight to the point. Every advertising words, or failed in driving straight to the point. Every advertising
man ought to study the parables of Jesus in the same fashion,
schooling himself in their language and learning the four big elements of his power.
First of all they are marvelously condensed, as all good advertising must be. Charles A. Dana once issued an assignment to a new
reporter on the New York Sun, directing him to confine his article reporter on the New York pron, inted that the story was too big to be
to a column. The reporter proter compressed into so small a space.
"Get a copy of the Bible and read the first chapter of Genesis,"
said Dana. "You"ll be surprised to find that the whole story of the creation of the world can be told in 600 words."
(Continaed on Page Two.)
$\underset{\substack{\text { Publshed Every Fridy Mornirg } \\ \text { Gilover and Capre Publishers }}}{\text { THE }}$ Glover and Caple, Publishers.
TELEPHONE NO. 61
Entered at the postoffice at Merkel,
Texas, as second class mail. $\frac{\text { Texas, as second class mail. }}{\text { SUBSCRIPTION RATES }}$ Taylor and Jones counties …... $\$ 1.50$
Anywhere else Advertizing Rates On Application. Avert.ing Rates on Application.
All obituaries, resolutions of respect,
cards of thanks, ete., are classed as cards of thanks
aivertising, and Alvertising, and
at te

## Two Most Popular

Stars in "Adorable" Two of the most popular screen
players in the world are co-starred in "Adorable," Fox romantic comed,
with music, coming to the Paramount Abilene, three days starting Sunday.
They are Janet Gaynor and Henry her memerable pertormance in "Tht
Heaven, is admittedly the beet mag-



HigHWAIS ARE ROADS TO HEALTH When they lead to the CRAZY WATER HOTEL. This is home of Crazy Water-a name that has been synonymous with recuperation and health for fifty-four years. This sun:mer let your vacation be valuable to you-Spend a week or two amid pleasure and comfortable surroundings at the lowest cost in many years.
For full information, just mail the attached coupon. You will not in any way be obligated.

Please send me free of charge full particulars concerning a health vacation at the CRAZY WATER HOTEL It is understood that I will not be obligated by this request.

Signed: (Please Print)
Street and Number
Town
The Merkel Mail

## CRAZY WATER HOTEL <br> Mineral Wells, Texas

"WHERE AMERICA DRINKS ITS WAY TO HEALTH"
etive examination for collector of cot-
ton statisties for Taylor county. Applications must be on file with the U. S. Civil Service commission at Wash-
ington. D. C., not later than June ington, D. C., not later than June 27
The salary for Taylor county last year The salary for
was
8584.00
Among other requirements, appli-
cants must have had, within the past five years, at least two years' exper ience in growing or ginning cotton or
manufacturing cotton gods and they must have reached their twenty-first but not their sixtieth birthday on the date of the close of receipt of appli cations.
The Woodmen Circle meets Friday June 16, at the hall at secock. A TEXAS ALMANAC. Leave orders for the Texas Alma nae with us. Price, 60 cents per copy also

Legal eovers at Merkel Mail office Advertise in The Merkel Mail.

Merkel Drug Co., Merkel, Texa R. B. Jobneon, Trent, Tesee

## CNAKENEDA

ELEVENTH installment. Synopsis: Joyce Ashton, poor sten-
orgapher, suffered loss of memory in a skidding taxicab accident in Chicafo. One morning two years later she yoke, after a fall from her horse, her
temory restored, to find herself jemory restored, to find herself as
pills, the wife of Neil Packard rills, the wife of Neil Packard, se determined to tell nobody of her
pidicament but set about learning $\mathrm{w}^{\mathrm{pt}}$ she could of her life in the interval. From the conversation of her
friends and letters in her desk she friends and letters in her desk she
gathered that she had been a heart gathered that she had been a heart-
less, pleasure-loving young woman. One letter that troubled her was from a woman signing herself Sophie, blaming Frills for not giving a home to a
baby Sophie was caring for. Could it be her baby, Frills wondered! She al so found herself involved in an af-
fair with a man named Maitland. In San Francisco, where she went while her husband was away on business
she met Robert Ainsworth, a poe whose work she had always admired
When Joyce returned home, she decid ed to be pleasanter to Neil than Frills
had been. But this line was dinger too, for Neil was pathetically anxious to win back Frill's love.
NOW GO ON WITH THE STORYAt last they were all gone, and cacke back to the living room and began to put out the lights. He
yawned widely. "Gee, I'm sleepy Going to bed now, Frills?" he asked,

pausing with his hand at the las | "Yes |
| :---: |
| $\begin{array}{c}\text { light. } \\ \text { ". }\end{array}$ | couldn't get the words

she meant tope. whe she meant to say casually. Turning she went upptairs, closely followed bedroom ligit for her.
"I sure have missed that sleeping porch. Seems as if I never had any real air in those hotel roys,
maxed Packard when they were maxed bedroom. "Once you get used to
tsleeping out anything else seems 3
date, "Damm! There goes him ejacThen raising his goese the soap!" "Say, Frills, be a good kid and get me the soap, will you? I dropped it
out and it skidded out and it skidded way over into the
bedroom!'" Joyce was petrified by this simple
request request. She was so startled that she
even failed to take refuge in what had been her salvation in other awk-
ward moments ward moments, the conveniently
tempermental disposition of Frills "Well, wait a minute, r 'l Frills.
' 11 get it," she returned, and holding
her silk Coolie coat tightly about her her silk Coolie coat tightly about her
she emerged from the closet, found the cake of from the closet, found she lay and thought over what hat
ondy happaned. This victory was her
on the
enter on the blue carpet, picked it up, and
entering the bathroom, hastily thrust
it in in not feel quite was in sarts
it that she had felt in
 |tions. "I wish he'd hurry," she fumed, $\left\lvert\, \begin{aligned} & \text { heard Packard whistling as hessed and she debated whether }\end{aligned}\right.$ with a sigh of relief that that awk- get up and have breakfast with him heart still thumped wiolently, "I'm
tired. If that shower didn't have a
She got out of bed and listened. tired. If that shower didn't have a a It was so quiet that she concened
glass door I'd go and take a bath
now, I simply can't do it, though," Neil had gone downstairs. She had now. I simply can't do it, though.", Neil had gone downstairs. She ha
She sat down again and listened a dress from a hanger an
anxiously Presently she heard him rubbing of the long mirror when she was
himself vigorously and a few min- startled by Packard appearing.
utes later he appeared in the bed- "Good morning, wife!" he exclaimed,
room in blue pajamas and slippers, "how's the world"."
"Oh! . . Good morning," she responded, hastily pulling the dress of
and watching him apprehensively and watching him apprehensively collar and tie.
"Gee, this is great. Are you going "Gee, this is great. Are you going
to eat breakfast this morning?" he
asked, leaning against the foot of the bed. "We'll give Roxie a surprise, eat $\left\lvert\, \begin{aligned} & \text { ing breakfast togather,", the re. } \\ & \text { marked, as they entered the dining }\end{aligned}\right.$ marked, as they entered the dining
room. "Good morning, Roxie,
 room. "Good morning,
where's my blessed Dickie?"
"Out with Ser "Out with Sam,", responded Roxie
She too smiled, but there She too smiled, but there was a puz
zled look about her face as she did led look about her face as she did so.
"Oh, then I'm going out to get "Oh, then I'm going out eating, I'll be right back," and sh dashed out through the kitchen an
called to Dickie, whom she ing with a bored expression saw ly ing with a bore
the stable door.
the stable door.
"I wonder if he'd get too tired to go along with me if I go out to ride
on Rosita. What do you think? asked Joyce as she began her breal ast.
"Well, I wouldn't take him if you'r oing more than a short ride.
doubt if he's used to long runs."
"By the was, "By the way, I heard that Ma has a new horse," remarked Pack-
ard toward the end of the meal

## Advancing

 Farm Priceswill mean greatly improved conditions on the farm, which should in time be reflected in everything the farmer sells.

Already we have had opportunity to express our satisfaction to many farmers, and we will be glad to talk over with you as well plans for the future

## FARMERS STATE BANK IN MERKEL

OFFICERS

C. M. Largent, Pres.<br>W. L. Diltz, Cashier.<br>Directors-C. M. Largent, J. S. Swann, W. W. Toombe, J.<br>A. Patterson, Jr., W. L. Diltz.

DEPENDABLE INSURANCE

We have what you want-dependable insurance coupled with intelligent service. It may surprise you, but such insurance costs no more than the other kind. Shall we call-or will you?

## W. O. BONEY <br> MERKEL, TEXAS Farm Loans and all kinds of Insurance 

## PROFESSIONAL





FRI. -SAT, JUNE 16-17 Coffee 72 c
PRINCE ALBERT TOMATO JUICE
 Bunch Vegetables TOMATOES
 Squash-Green Beans-Lettuce COMPOUND Enc Tontaos $=76$ CANDY KISSES, per qt. 5 c OATS ${ }^{50}$
 FRUIT JARS AND TIN CAR

Henry Find<br>Glarroum, Kish

June 5, 1933
Lon Price cars vs. cheap cars
We do not build a low-price car: the cost to us of building our car
s pretty high.
Almost every new Ford V-8 car we have built so far this year, has cost more to manufacture than its selling price was. As you buy them difference. o $\$ 610$, we have to depend on increasing volume to make up the difference The "reason for this is simple: - a manufacturer who gives good cannot
must expect to lose money on the first cars first to buy.
But with the purchaser it is different - he cannot afford and keep anything on a car. It must give him full value from the firs.

Two things make possible our combination of low prices and high cos

1. Volume Production
2. Taking only one profit

First, we set our price at what would be fair to the public on the basis First, we enjoy in volume production. Then, in order to justify and maintain our low price we must get volume sales.
low-cost to buy. quality car.

Ford prices are always fixed at a point which makes it profitable for a customer to buy. Good and lasting business mut profit must be, comparatively to the seller.

It pays us to sell the Ford $\mathrm{V}-8$ because it pays you to buy it.




Local CE Society is sunday schout attendan

| Form wemi | SPECAALS |  |
| :---: | :---: | :---: |
|  | COMPOUND m. carton 54c |  |
|  |  |  |
|  |  |  |
|  | Oranges 5 for 15c <br> Apples, 15 for 15 c <br>  <br> Pickles, at. . $\quad 15 \mathrm{c}$ | amphels 12.1 .2 , ounes |
| and was a great shock to and friends of the family. |  |  |
|  |  | Corn, No. 2 _. 10c |
| דxamewnemm |  | Crackers, |
| Attentio LADIES!! |  | Mayonnaise, |
| I have installed a HEMSTITCH- ING MACHINE in the City Dry Cleaners and am ready to do | LETTUCE Large Firm Heads $\quad 5 \mathrm{c}$ |  |
| MRS. P. T. Allday | FLOLR$\text { 48lbs. } \$ 1.20$ | \& Beans, 16 oz - $\quad 5 \mathrm{c}$ |
| wnemmame |  | ares, 2 lbs .19 c |
| FLOWERS | FRUIT IARS |  |
|  | Post Toasties larg $1 / \mathrm{c}$ |  |
| FL | ELI CASE GROCESY |  |
| $\underset{\substack{\text { SHOP Woorrum Hotel }}}{\text { St }}$ | "The Home of Good Groceries" |  |


| Local CE Society is Host to County Union | sunday schoot attendance Attendance at the six reporting Sunday Schools in Merkel last Sun last Sun | church, with Rev. C. Q. Smith of |
| :---: | :---: | :---: |
| Tuesday night the Merkel Chris- | Sunday. on | \% |
| tian Endeavor society was host for the Taylor County union. | Suad | el |
| The program was opened by songs |  |  |
| led by Kate Gainey of Abilene. Gor-don Weir, vice president of Texas |  |  |
|  |  |  |
| Christian Endeavor, told of the In- |  |  |
| held in Milwaukee, Wis., this year and Rev. R. A. Waiker taiked inter atige of what he saw at the Worlas |  | d |
|  |  |  |
|  |  |  |
| Fait. Hanson Granger of Abilene, presi- |  | ly |
|  |  |  |
|  |  |  |
| Christian church of Abilene was se- |  |  |
|  |  |  |
| lectd the meeting place in July <br> Van Roberts had charge of the so cial hour, assisted by Mildred Rich- |  |  |
|  |  |  |
| ardson and Billie Garderer. There |  |  |
| werr 35 present. <br> will jounty union flying squadron <br> inht form Sweetwater Thursday <br> night for an Endeavor rally and coun- <br> il meeting |  |  |
|  | rector. A | IES!! |
|  |  |  |
|  |  |  |
| mpferyteriav ctivatb <br> Sunday School at $10 \mathrm{a} . \mathrm{m}$. The base- <br> ment department of the Sunday |  | Cleaners and am ready to do |
|  |  | Uarant |
| School will present a porgram at, the 11 r'elock hour. <br> There will be no preaching at the eve sing hour on account of the Bap© revival. Praver meeting Wednesday evgning |  |  |
|  | In Mrs. Byers Petty had charge ithe Royal Serviece program in the |  |
|  |  |  |
|  | theme of | W3/W及 |
| J. J. Russell, Jr., Supt. <br> R. A. Walker, Pastor. |  |  |
|  | it the third chapter of Revelations | LOW |
| METHODIST NEWS NOTES <br> The Young Peoples assembly, which |  |  |
|  | Henr |  |
| Tosed at MeMurry college last Friday, was attended by over 400 young | Personality | OCCA |
| people. That is the best attendance on record. |  | ISSI |
| kel, which was the largest group from any single church in the Northwest |  |  |
|  |  |  |
| Texas conference. |  | It Woodrum Hotel |



 NDS OF FAT
For Less Than $\$ 1.00$
"Will say in regards to Kruschen: I
took it to reduce. I lost 18 pounds after using one bottle and feel fine. Just bought one more bottle today and expect to lose 18 more pounds. I now
weigh 148 and feel fine." Mrs. Harry Robinson, Akron, Ohio (Jan 6, ${ }^{1933)}$ Once
Onee a day take Kruschen Salts-
one half one half teaspoonful in glass of hot water first thing every morning. Be-
sides losing ugly fat SAFELY you'll gain in health and physical attractive-
ness-constipation, gas and acidity will cease to bother-you'll feel young.
er-more active-full of ambitoin-er-more active-full of amb
clear skin-sparkling eyes. clear skin-sparking eyes.
A jar that lasts 4 weeks costs but
a trifle at any drugstore in the world -but demand and get Kruschen and if one bottle does
you-money buck.

## SPECIALS

Corn, No. 2 ....10c Crackers, ....21c Mayonnaise, . 17 c

