# Your Home Town 

# SNOWBRINGS BIG BARGAINS 

Better Community Program Mapped By Local Men


Merkel 20 Years Ago


This Happened in Merkel Forty Years Ago taken from the 1914 files of the merkel. mail



Bank lncerases Dollar Day Values Capital Stock AtAmual Meet Bigger Tuesday Than Ever Before

vivithan Ever Before

School Census
Now Being Taken
By C. A.Farley






THIS IS "DOLLAR-DAY" AND JANUARY CLEARANCE AT MELLINGERS. VALUES HAVE BEEN FORGOTTEN; WE MLST CLEAR OUR SHELVES AND GREATLY REDUCE OUR HEAVYSTOCK.

TAKE OUR ADVISE; SHOP EARLY FOR BEST SELECTIONS.
ALL DOLLAR DAY PURCHASES MUST BE FOR CASH.

## Drgsi sis ink    every color you can think of FOR DoLLAR DAY ONLY

 1-3 0FFDRESE SHIRTS


\$2.49 each


$\$ 1.99$ each
BOY' JACKETS



1.3 0FF

MEN'S and BOY'S
SPORT SHIRTS
Postively none are reserved.
Every shirt is to be sold. and
you may choose from gaberdine. rayons, cottons, and corduroys.
Colors: black, pink, charcoal.
grey, brown, tan, yellow, and many others. Sizes sMALL,
MEDIUM and LARGE. FOR 1.3 off

SHORTS \& VEST choice of either knaved briefs
with elastic bands that are cel lophane wrapped and fast celor
and sanforized shorts in either

2 for $\$ 1.00$
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2 for $\$ 1.00$
MENS and Boys
SPORT SOCKS SPORT SOCKS
Beautiful colors, Durene
elastic top sport socks.
knit, elastic
Sizes 10 to 1
DAY ONLY
3 pairs $\$ 1.00$

|  |  | \$3.58 per pair |
| :---: | :---: | :---: |
|  |  | fLewemp |
|  |  | 39 c per yard |
| \$3.99 each ${ }^{\text {P }}$ \$4.99 each | 1.00 each |  |
|  |  | yds for $\$ 1.00$ |
|  | \$4.99 per pr. |  |
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|  | \$2.99 per | 2.7 |
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| $\$ 3.00 \$ 4.00 \$ 5.00 \$ 6.00$ |  |  |
| LADIES FALL C0ATS |  | 1-2 PRICE |
|  | \$3.99 per pr. |  |
| CHILDRENS FALL COATS |  |  |
|  | $\$ 2.99 \text { per pr. }$ |  |
| This sale includes every girl's coat in stock. FOR 1-2 Price |  | $\$ 1.50$ each |
| BLANKET SALE | $5 \mathrm{yds.9} 1.00$ |  |
|  |  | 3 for \$1.00 |
| 1 |  |  |
|  |  |  |
| Max Mellinger | 3 O \$1.00 |  |
|  | 10 for \$1.00 |  |

## CHENILLE BEDSPREADS very popular item in a quality spread. Double bed nice vuality spread. Double bed size. FOR DOLLAR DAY ONLY <br> $\$ 3.50$ each

 BIRDSEYE DIAPERS diapers. FOR DOLLAR DAONLY

## \$1.79 perdoz.

BED SHEETS Type 128 white bed sheets-
seamless and
wrallophane
wrapped. FOR DOLLAR DAY $\$ 3.58$ per pair

## PIECE GOOD SPECIAL

 122 PRICE 12 RICE
## R00FING

 Roofing Co, make your
estimate to
reroof residence or building. Rubberoid Materials
LYDICK - HOOKS ROOFNG $\mathbf{C 0}$.
AbILENE, TEXAS


THE MERKEL MAIL


State Rangers and Department
of Public Safety officials are try.
ing to locate a telephone caller ing to locate a telephone caller
who threatened the lives of Attor-
ney General Shepperd and State ney General Shepperd and
Capitol Reporter R. Brooks.
Capitol Reporter R. Brooks.
"A bullet in the back of his
head" was promised each man "in
head wint proy off the land busi-
he did
ness." Wives of both men received
ness." Wives of both me
the calls at their homes.
Rep. Joe R. Pool of Dallas has
prepared a bill having penalties prepared a bill having penalties
up to five years imprisonment for

## FIRST again!

# $\varepsilon_{s S O}$ Extra $_{\text {for }}$ 


An emitimely NEEV gasoline

Now vour car-any manke or mindalelbemefits fromm the immproved performanice of a mew grasolime specially blemaleal ror the mew 1955 engimes.
New Esso Extra for '55 reaches new highis in:

- Quick Starting
- Anti-Knock Performance
- Mileage
- Pick-up
- Clean-Burning Characteristics
... and you profit from:
- Longer Battery Life
- Gasoline Economy
- Fewer Repair Bills
- Better Control-Safer Driving
- Solid Satisfaction with the Performance of Your Car
No. ${ }^{\text {IIn Texcas }}$
The new gasoline that improves the per--any make or model.


## January Clearance

CONTINUES ALSO INCLIDED ARE THE FOLLOWING

ENTIRE STOCK LADIES' SHOES
 PRiCE CHILDREN'S SHOES
 PRICE

JUMPING JACKS NOT INCLUDED MENS CORDUROY SHIRTS BROKEN SIZES
CLOSE OUT \$2.95
ONE LOT BOY'S LONG SLEEVE SPORT SHIRTS Regular $\$ 2.95$ NOW $\$ 1.95$

JUST RECEIVED A NEW SHIPMENT OF BEAUTIFUL NEW SPRING MATERIALS

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| Song, Dance, Fun Race Through Film At Queen Theatre <br>  and clown their way through o of the most hilarious stories ev conceived for the screen in "Ath |  | THE MERKEL MAIL |  |
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|  |  | \% $=4.4$ |  |
| We Do <br> GREASING <br> Also have Gasoline and 0il for Sale <br> WE FIX <br> Your Business Will be Appreciated <br> PERRY CONOCO STATION |  |  |  |
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James H. Chaney
Chiropractor

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priced cars with the greatest choice going of engines and can 90 when you so Chevrolet!

You can have the new 162 -h.p. V8-or you can take your pick of two new sweet-running 6 's.
Then there's Super-Smooth Powerglide, new Over rive (extra-cost options
chro-Mesh transmission.


NEW "TURBO-FIRE V8
WITH OVERDRIVE


NEW "TURBO-FIRE V8"
WITH POWERGIDE


NEW "Blueflame 136" WITH OVERDRIVE

Higgins Blacksmith and Welding Shop

| Acetylene and Electric Welding Completely Equipped Come to Us With Your Machinery Troubles |
| :---: |
|  |

Phone 91 MERKEL
Night Phone 9043F21


More than a new car... a new concept of low-cost motoring!
 Motoramic Chevrolet CHEVROLET

# DOLLAR DAY 

 SPECIAL PRESTONE $\$ 2.50$ Per GallonMERKEL CO-OP. STATION

## NOW <br> MORE <br> THAN <br> EVER

REPLACEMENT values of building and oostents are going up. Have you increased the amount of your insurance accordingly?

If you have any doubt about the adequacg. of your insurance - better make sure! Ask this Hartford agency to check your policies Now. Just call
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