## THE MERKEL MAIL <br> THE FRIENDLY TOWN



Rev. Tullock
Delivers Final
Sermon Sunday


Spud MeCloud, right, rancher near Trent, a nd Harold Reynolds, Soil Conservation
Service Technician, looking over rangeland with three years deferment. Predominate
grasses are vine mesquite, side oats gramma, blue gramma, and buffalo.
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| bring it back to a good condition in one or even three years; how ever results on land with three years deferment are most in ouraging. <br> You may have figured that you can't afford to follow good grass you ever stopped to think that you really can't afford not to fol <br> Controlled $\qquad$ management and other good important any time, but many are especially important when drouths seem to come nearly ev- ery year you can't prevent drouth, but | paring cattle production on nine ranches in Starr County, Texas, show how important this difference can be. Five ranchers, who did not follow recommended ually lost' 21 cents per hour. Four ranchers, who did follow sound $\$ 1.28$ per hour. <br> Note that the ranchers who practiced good grassland management had a greater investment have grazed more cows on the same number of acres, as the sec ond group of ranchers did. But they would have lost money, in stead of producing the good profit they did. <br> Here's why the conservation unit conservationist Elias Guer 1. Their cattle had plenty of cheap grass to eat: they stayed much better calf crops than the |
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Member of Tech Judging Team

Pay Your Poll Tax In Merkel

Merkér Man Is Accused of Aiding Break

[^0]| Did you ever stop to think about Herkel retail stores? Wonderful institutions! They assemble goods from sountless sources and in endless variety. They arrange them in orderly manner so that you can make selections with ease; at your greatest convenience. They are the outlet through which flows most of the products of farm and factory; all of the vast industrial machinery of the nations is working to supply you, Mr. and Mrs. Consumer, through these stores. <br> Right here in Merkel, your neighbor merchants are assembling stocks of goods that are fresh and clean, styled according to the latest dictates of fashion, and priced fairly. <br> They may ot have what you want, but chances are about a million to one they can serve you economically to your great satisfaction. Their stores deserve your inspection. <br> Shop in Merkel stores before you journey to distant places to satisfy your needs. You will buy the best merchandise, saving yourself many dollars. |  |
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Trent Ladv
Plunces Off
Capital Bridge


200 PERSONS EXPECTED TO HEAR WHITE SPEAK


Activities of the Merkel Chamber of Commerce for 1955

| CIVIC DEVELOPMENT - One of the first actions of the Merkel in which the Chamber gave prizes for the best theme concerning "MY HOME TOWN". The high school students were asked to complete a questionaire giving their opinion concerning the needs of the community. Later a similar questionaire was presented to other school annual. Selected Merkel Day for the Fort Worth Fat Stock Show. <br> TRADE DEVELOPMENT - Listed vacant houses and apartments and contacted Air Force personnel in an effort to locate more peoCooperated with the Merkel Volunteer Fire Department in playing <br> ked with Merkel Ex-Students in organizing the first Merkel Worstudents Association meeting. Produced a celebration in honor of Purchranged for Sonta on the street and in the stores. Sponsored a Santa Show and Christmas Opening. Sponsored home decoration contest, <br> AGRICULTURE: The Merkel Chamber of Commerce in January 1955 supported the F.F.A. and 4-Club salf sale at Abilene Livestock better gain for their stock sale. In August it sponsored a farmer's meeting to study the feasibility of Bracero Labor to harvest local Chamber of Commerce sponsored this service. In September the cotton ginned in Merkel for the 1955 season. <br> INDUSTRIAL DEVELOPMENT: In 1955 the Merkel Chamber of Commerce mailed out one hundred and twenty one letters of inMerkel as a possible sight for a plant location. <br> Completed an Industrial survey made to the specifications of the Texas Bank and Trust Co. of Dallas. <br> Completed an industrial survey in cooperation with the West Texas Utilities Co. <br> Sent representatives to the industrial conferences in West Texas. HOUSING: Encouraged the organization of a housing develof ment company and the construction of new homes for Merkel. <br> TRADE DEVELOPMENT: Under this heading will come our contact with Air Base. Bringing in new families and new businesses. The production of plan of welcome for the new persons of the town. This heading will also include the organization of a trades-day promotion, naming of holidays, and the city development of special activities to bring into Merkel the purchasing public. Good will tours and other methods of contact necessary to establish customers. <br> MEMBERSHIP: This committee has the responsibility of bringing the membership to proper strength. This committee should make an attempt to furnish the program for every club in town This program should outline the importance and activity of the chamber. They should also welcome any new business people into town, aid them if possible. Contact prospective members and bring them into the organization. <br> GENERAL ACTIVITIES: This heading will include the activities not planned in the program of work. These committees may be appointed as necessary. No expenditures should be made by this committee without the approval of the board. <br> BUDGET COMMITTEE: Work with the membership committee and make a careful study of the membership, and submit to the board the amount necessar |
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New Chevrolet Task-Force Trucks for '56!

## Magio!

REDDY SAVES YOU WORK WITH AN ELECTRIC CLOTHES DRYER


Now there are more reasons than ever why
anything less is an old-fashioned truck!

| An automatic transmission for every series! A super-efficient, short- |  |
| :--- | :--- |



BADGER CHEVROLET CO.
to hang wet clothes on the line. Saves you the ror

Saves You Work because it ends the strain of UFING a heavy basket. Saves your back from strains. And did you ever have the experience of having a line break or a prop fall? Reddy end all this.

Saves You Work becouse it eliminotes the tough hard iob of LUGGING a basket of wot, heavy clothes out to dry and bringing it back in ogain Saves you plenty of steps, too! Best of all, an ELECTRIC CLOTHES DRYER dry clothes froth, wool and clean - like mogicl

West Texas Utilities Comprany


Coma


| 400 Size | Red Seal | Wilson's | Pillsbury | Del Mon |
| :---: | :---: | :---: | :---: | :---: |
| Pink |  | CHOPPED | CAKE MIX | tomato Juice |
| KLEENEX | VIENNAS | BEEF | CHOCOLATE | 300 siz |
| ${ }^{3}$ Pkg --190 | 2 cans - 29c | Can-29 | pkg.-29c | Can-10c |

GREEN BEANS - 2 for 25c
SHHOESTRING POTATOES 2 for 25c U1NEAPPLE TOMATO SOUP - can 10c SPICED
KIWEL Is TUNA - - 2 for 49c

## MEATS

anoorss stir
BAEON - Sliced - lb. 38c
BACON - Sliced - lb. 29c
PICNIC HAMS -
lb. 29 c
SAUSAGE

- lb. 43 c

PORK CHOPS - lb. 45c
FRYERS
CHUCK ROAST - lb. 39c Large pkg. 23e
Wilson's Food Store
VEGETABLES
ORxAs BANANAS - - -.ll. 15 c CARROTS- cellog bag 10c ONIONS - - - lb. 6 e YAMS - - - llb. 8 c APPLES - ll. 18 c ETTUCE - - head 12c

[^1]Boney Insurance Agency

$$
\begin{gathered}
\text { PHONE 21 } \\
\text { 143 Edwards Street } \\
\text { OHd State Bank Bldg., Merkel } \\
\text { Consult Your inourance Agent ao } \\
\text { You Do Your Doctor or Levver. }
\end{gathered}
$$



Your Home Too!


## Ho glves your cer "the once over" every fime you stopl

Not only does your Cosden dealer fill your tualk Whh the Southwest's finest motor oils and motor fuek. He offers
Hrom your car.
He offers more than Cosden Higher Octane or
Cosden Premium Gasoline, and more than Cosden 10 W 30 multi-viscosity or Cosden Heavy Duty motor oil.
He offers to be of service.
He has the fullest confidence in the products he
sells. You can place your confidence in him to
keep your car running smoothly at all times. Each
stop is his opportunity to be of service.
See him soon. Hell make your mileage money go farther!


WASHING - GREASING WE HAVE BATTERY QUICK-CHARGE HIGHWAY 80 WEST

COSDEN STATION

Train-Car Crash Hurts Trent People


Father of Merkel Woman Is Dead


Services Held For Mrs. Martin

##  kel last Tuesday, were hels Turstay at the Calvary Baptis church.

Hospital Note

Badgers Route Mother's March, In Loop Game

## Bar-None Truck

 Stop to Open
#### Abstract

Taylor-Jones To Trent Program to Conduct Singing Benefit 8th Grade 

WE BUY OLD RAGS


THE MERKEL MALL

BAR-NONE TRUCK STOP
Now 0pen 5:30 A.M. to Midnight
eat breakr ist wurtes to
Steaks - Fried Chicken - Chops
Serving Noon Lunches 85 c
Including Soup, Salad, Meat, Two Vegetables,
CABINS FOR RENT
MRS. JULIA LAWSON MRS. BOB SPENCE THE BAR-NINE TRLCK STOP IN TRENT WILL

COME IN AND SEE US


JOHN MCKINZIE MOTORS
8:80 P. M. THURSDAYS KRBC-TV



KEEP YOUR DOLLAR AT HOME
WHERE IT WILL WORK FOR YOU
LOCAL DOLLARS OFTEN have a Tendency TO FLY AWAY TO THE BIG CITY．THEY WII PERFORM A LARGER JOB FOR YOU IF YOU SPEND THEM RIGHT AT HOME BIG CITY
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AUTOMOBILE DEALERS
BADGER CHEVROLET
PHONE 123 OR 124
JOHN McKINZIE MOTORS
phone 84
PALMER MOTOR CO．
pontiac－MAgnolia－general electric BANKING SERVICE
F \＆M NATIONAL BANK PHONE 126 BUTANE AND APPLIANCES

H．W．LEVERS BUTANE
PHONE 169
INA WINTERS BUTANE GAS CO．
maytag dealer
BLACKSMITHING－WELDING
HIGGINS BLACKSMITH
brphat wemong
capes
WOOZY CAFE
VISIT US FOR TOPS IN FOOD
NOOK CAFE
OPEN TILL 1 A．M．
MARTIN STEAK HOUSE
WE SPECIALIZE IN STEAKS AND FISH
DRY CLEANERS
ADCOCK CLEANERS
PHONE 68
macks cleaners
FREE PICKUP AND DELIVERY
CITY DRY CLEANERS
PHONE 189
RAGS DRY GOODS CO．

## PHONE 31

MAX MALINGERS DRY GOODS pHONE 223
dreg store ${ }^{-}$
MERKEL DRUG
REGISTERED PHARMACIST


## Puts more Power where it Counts!

THE SECRET OF PONTIAC'S BLAZING GO
IS IN THE TEAMWORK OF TWO ENGINEERING MASTERPIECES

> mighty Strato-Streak $V-8$ engine and the revolu$\begin{aligned} & \text { mighty Strato-Streak } \\ & \text { tionary new Strato-Flight Hydra-Matic* }{ }^{*} \text { drive. }\end{aligned}$ $\begin{aligned} & \text { You can feel the difference. . . actually feel it. } \\ & \text { Feel it in the response-quick as the flick of an }\end{aligned}$ $\begin{aligned} & \text { Feel it in the response-quick as the flick of an } \\ & \text { eyelash. Feel it in the tremendous thrust-oil }\end{aligned}$ eyelash. Feel it in the tremendous thrust-oil $\begin{aligned} & \text { smooth and effortless, And feel it in that breath- } \\ & \text { taking, almost unbelievable extra burst for the }\end{aligned}$ split-second sprint to safety past slow-moving traffic
> $\begin{aligned} & \text { in your path. } \\ & \text { Here is power and go you dream about ... but }\end{aligned}$ modern power combination on the road A new engine: the brilliant Strato-Streak V-8 with almost 317 cubic inches of displacement for barrel-chested deep breathing. .. with a super-
efficient 8.9 to 1 compression ratio to squeeze the
last ounce of go out of every drop of gas... with high torque for sizzling take-off . . . with a blazing 227 horsepower!
A new transmission: an engineering masterpiece specificaly designed to utilize the full thrust of
that great engine . . . with gears for instant response and crisp, positive acceleration . . . and an amazing liquid-link coupling for a silky-smooth flow of power to the rear wheels.
Test drive this fabulous '56 Pontiac tomorrow -we promise And another thrill is in for a thrill! hear the price! See your Pontiac dealer soon-make it a special point to do it-and get ready for two
wonderful discoveries!

 Palmer Motor Co.

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that no such provision is made
part of the laww
Mrs. Burleson and I had the
pleasure of visiting with the Na.


MODERN BEAUTY SHOP
It's the cut tua makes the
hair pretty, so why not :
Four-Way Cut
Four-Way Cut today?
SHOP CARE. IS
PROFESSIONAL CIRE
SHOP CARE
PROFESSIONAL CARE
Mrs, Dent Gibson
Mrs. Dent Gibson Operators
Phone 201 for appointment
In rear of Merkel Drug

## NOTICE

1955 City of Merkel and Merkel Independent School District Taxes Must Be Paid on or

Before January 31, 1956, to avoid
Penalty and Interest
Penalty applies February 1, 1956, with Interest accuring at the rate of 6\% Per Annum until Taxes are paid

CTTY \& SCHOOL TAX DEPARTMENT
CITY HALL, MERKKL, TEXAS

COLD SUFFERERS

## Your New Repreentative of * 2n <br> LEON HALE Singer Sewing Machine Co.

You Still Have a Chance To WIN $\$ 10.00$ CASH by guessing the closest to time the clock will stop . . . but time is getting shorter. COME IN AND GUESS TODAY

WEST COMPANY

## ELECTRICAL

HARDWARE, AND PLUMBING SUPPPLIES

## QUEEN <br> THEATRE-PHONE


"VIGHT HOLDS TERROR" "LAST OF THE DESPERADOES"




[^0]:    Morris Lee Smith, 33, of Mer-
    kel, who was out on bond on a
    charge of second offense drunk
    driving, has been charged in charge or second offense drunk
    driving, has been charged in
    county court with aiding two priscounty jail.
    transportation for Jay Lee Seams-
    ter, 31, and Harris Lee Ausburne ter, 3 , and Harris Lee Ausburne,
    32, both trustees, after they walked off from a paint detail in the
    basement of the jail.

    ## baby sitter free

    The Chamber of Commerce ha trose who desire to attend forthe banquet at the
    Friday night.

[^1]:    Even if you are careful and watchful of your there are many places where fire can start. CARE helps to prevent fire but Insurance pays for the fire you cannot prevent! Insure your home adequately to prevent financial loss.
    Concult

