

Publicity is the life of any kind of business.

Advertising is like lightning—none can tell where it strikes. Study the other fellow's advertising ideas; it will brighten your own. Improve upon but never copy others' advertising.

Newspaper space costs money but it's a wise investment and the best in the advertising field.

Originality is the life of advertising—get an idea of your own and keep thinking.

Attract attention and then leave an argument with your advertising matter.

Beautiful language, big words and flowery descriptions do not sell goods. It's plain statements of facts that count.

No matter what your advertising costs; if it brings the results, it's cheap.

The slogan of the successful business man today is the word, "Advertise." As ye advertise so shall ye be known.

Advertising is the door to success. Originality, aggressiveness and system unlock the door.

The more advertising the more business; the more business the more profit; the more profit the cheaper you can sell goods—that's what you are after.

Every merchant, every business and professional man and every enterprise in Merkel should be represented in the columns of our paper every week.

Special contracts for regular advertisers, and now is the time to start your advertising on a regular, systematic basis.

Let us figure with you now.

improved
one of the m.
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article is well wor
we gladly give it space.

Editor Merkel Mail:

So much has been said public prints recently about the Farmers Co-operative Demonstration Work, the Farmers Ind-Congress, and the Texas Growers Association, I think it would be of interest to readers to know something the results of the Farmer Co-operative Demonstrative Work in Nolan county for the year 1913.

To more fully appreciate the results, we should remember the total rainfall for the year kept by Mr. G. V. Black Sweetwater, was 10 1/2 inches. For obvious reasons I shall not give the farmers name, but the figures given are taken from the records of my office and can easily be verified.

First: Mr. W. near Rosamond produced on 5 acres planted cotton, under U. S. Demonstration Method, 600 pounds seed cotton per acre. Other land on Mr. W's farm worked the ordinary way made an average of 200 pounds seed cotton per acre. An increase on the 5 acres of 2000 pounds seed cotton in favor of the Demonstration plan—2000 pounds seed cotton at 4 cents per pound would be \$80.00—some spending money.

Here is another: Mr. C. near Sweetwater, produced under demonstration methods 300 pounds seed cotton per acre, yield on similar land near by with ordinary cultivation was 140 pounds seed cotton per acre. An increase of 160 pounds at 4 cents per pound would be \$64.00. The increase in five years would pay for the land.

Mr. C. produced 8 bushels corn per acre and 20 bushels kaffir.

Here is another: Mr. G. of the White Flat community produced on 5 acres planted and cultivated under demonstration methods 635 pounds seed cotton per acre, the remainder of the farm producing 375 pounds seed cotton per acre, making an increase of 260 pounds seed cotton per acre. A total increase on 5 acres of 1300 pounds seed cotton, at 4 cents per pound would be \$52.00. After calling Mr. G's attention to this he made this statement: "Well I intended to clear some more land, but I'll not do it. I will work what I have and raise a calf or a mule colt on that grass."

Mr. S. near Blackwell, working under demonstration methods produced 583 pounds seed cotton per acre, while similar land near by with ordinary cultivation produced 400 pounds. Notice the increase.

Mr. B. near Hylton, working under demonstration methods produced 1025 pounds seed

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tion must be presented
ng the building.

Merkel Man Returns.

My friends of J. H. McDonald are very glad to note his return to see him on the main, after an absence of 18 months, in Louisiana. During the first part of his stay he suffered to the mischance of being in a gasoline explosion and was severely burned on the face and hands as a result of which he was confined to the hospital for some three weeks before being able to leave for his home. In hearing of the accident McDonald left immediately for Louisiana and remained until the end of the year.

He was deprived of the use of his hands and the burns were so severe that it will be some time before he will be enabled to work.

Auto Sales.

Last week the Anchor Auto Co. has placed a regular Ford autos in the country. One sale was made by Joe McCoy of the Stith and the other sale by Raz McCoy of the same company. The Anchor people also booked other orders for the delivery of cars for the delivery of cars for E. M. F. 3 during the week.

Letter to Merkel Mail.

Lindale, Texas.
Jan., 6, 1913.
I hope you will find check to subscription to the Mail, and I must keep posted what John Tucker, Derstine, and a few others are doing.
Yours truly,
R. A. Miller.

This week has been "plumb weather"—that is good for plumbers.

MERKEL COUNTRY SUFFERS OF COLD

The severe cold spell this week has caused but little monetary damage but it was so sudden that it hurt both man and beast.

The amount of sickness, la-grippe, severe colds, croup and pneumonia is the most reported in several seasons. The physicians of our little city have been very busy and the man who has not had the "grip" is almost the exception.

At the time of going to press the weather has moderated and is much warmer and it is to be hoped that this will make an improvement.

The lowest temperature was about ten above zero and the little amount of snow which fell during the spell was of little benefit and our friends in the country report that we are needing a good general rain.

The rainfall during the winter thus far has been very light, just sufficient to keep a plowing season.

Former Merkel Boy Dead.

Jno. S. Hughes of Blair received a letter this week telling him of the sudden death of Wilber Hughes the five year old son of his brother J. H. Hughes who lived in Merkel for a number of years. The boy seemed to be in the best of health until Christmas day when he was suddenly taken with membranous croup and died the following Friday.

"Grandpa" H. M. Rainbolt was in town with his (1a) grip Saturday. Mr. and Mrs. Chas. A. Fryar of Abilene, the new parents are reported well and happy.

CLASSIFIED ADS

FOR RENT—The old Young Hotel property north of the tabernacle. Inquire at the Merkel Lumber Co.

FIRST LIEN NOTES WANTED—If you have some good vendor's lien notes for \$1000 to \$2000 to sell call and see me. R. L. Bland at Anchor Hardware Company. 5-tf.

WOOD FOR SALE—Wagon hauling. Leave your orders at office or drug store. M. Armstrong. 6t2

FOUND—Bunch of keys, near South-side Hotel. Owner call at this office.

FOR RENT—Choice farm. C. M. Largent. 3tf

FOR SALE—Work stock. Dr. M. Armstrong.

HOUSE MOVING—and Hauling. Telephone 1-77. S. L. Owens. tf.

LOST—During Christmas week, somewhere in Merkel, a brown muff. Finder bring to Mail office and get reward.

WANTED LAND—A friend and reader of the Mail with good force wants to make crop on halves in Merkel country. Address the Mail or see the editor. 102tdh

A Sad Death.

Monday night about ten thirty, Lucien Templeton, the nine months old baby boy of Mr. and Mrs. L. H. King was taken suddenly ill with congestion of which the child died at five o'clock the following afternoon.

The death was a violent shock to the mother, father and friends and took from the home a once perfectly healthy child who lived but long enough to grow into the hearts of those he came to bless.

Funeral services were held at the residence Wednesday afternoon at 2:30, Rev. J. W. Saffle conducted the services. Interment was in Rose Hill Cemetery.

The Mail joins with the many friends of the sorrowing parents in sympathy and expression of condolence.

ABILENE MAN HAS CASE MENINGITIS

Abilene, Jan., 8—Macon Smith is confined to his bed at the family home on Clinton avenue, near the corner of Grape street, with a serious case of meningitis. His condition is considered precarious by his attending physician, Dr. J. D. Magee and City Health Officer Dr. C. M. Cash. Mr. Smith, who is employed in the grocery store of Petree & Timbes on Chestnut street, went home Tuesday afternoon, feeling badly. In a short while he lapsed into unconsciousness. The attending physician, Dr. Magee, called in Dr. Cash this morning and both readily agreed that the affliction was a plain case of meningitis.

A strict quarantine has been placed on the premises, and everything possible done to prevent a spread of the disease. It is the first case to make its appearance within the city limits during the season. Mr. Smith has not been out of the city and so far as is known he has not come in contact with anyone who has been exposed to meningitis.

Notice Tax Payers.

We have arranged at Abilene and Anson to handle your taxes without the necessity of you making the trip. We have poll tax blanks and will take pleasure in favoring you in this respect.

Farmers State Bank.

Begin the New Year by buying a sack of Light Crust Flour. It is better and does not cost any more. The Merkel Dry Goods and Grocery Company.

A BUSINESS LUXURY

CAPITAL AND SURPLUS \$1

A checking account is indeed a business necessity; and he who tries to get along without one is at a great disadvantage.

It is not required that a person should have a large bulk of business in order to open an account.

Professional men, farmers, and even many women, are running checking accounts. If you have never done business this way and are not familiar with the plan, come to us and we will get you started.

We carefully guard the interest of our customers in every legitimate way.

Send to us for deposit the check you get on other banks.

\$1.00 will start an account with us.

MERKEL, TEXAS

FIRST NATIONAL BANK

LOCAL AND PERSONAL

Groene, the photographer; studio open from eight until four. Sherriff T. C. Weir was in Abilene Tuesday.

Dickson is still selling furniture. It's the prices that do it.

Martin was a visitor to Tuesday.

City barber shop for work.

Petty, Proprietor.

of Abilene spent with friends

of the best

Water colors in heads and landscapes. Appropriate Xmas presents, at Newman Bros.

F. W. Reidenbach who lives on route three was in this week to renew paper he is sending to L. F. Allen at Ennis. That's the way to let them know about this lovely country.

WANTED—Farm and ranch man. The right man may secure permanent employment by calling on Sam Butman at his ranch, Nubia, Texas.

Why pay more, when you can get not only 90 fine large cups of Dr. Sloop's Health Coffee from a 25c package, but a coupon on a 25c silvered "No-Drip" Coffee Strainer besides? Look I put them in now besides most



Buy Your Own Paint and do your own painting. By using Rust & McCauley's High-Grade Paints you can paint your house outside or inside your barns outhouses

Mr. Joseph Murphy.

The number of people who suffer from stomach trouble is beyond telling. Often, too, it is the strongest and most robust who suffer in this way. Joseph Murphy, 1726 W. Market street, Indianapolis, Ind., was so afflicted and for years tried everything, but he was not cured until he took Dr. Caldwell's Syrup Pepsin, the great herb laxative compound, which also cures constipation, indigestion and all liver and bowel troubles. It is absolutely guaranteed to do what is claimed, and if you want to try it before buying, send your address for a free sample bottle to Pepsin Syrup Co., 119 Caldwell Bldg., Monticello, Ill. It is sold by Rust & McCauley and H. C. Burroughs at 50c and \$1 a bottle.

spring and made profitable crops of sorghum, maize and June corn. He said: "I have got everything but money and I am going to have that next year without depending on cotton. I will not

C. M. McCAULEY J. A. F.
D. D. S. D. D.

McCAULEY & FUSSELL
Dentists

Office over F. & M. Bank, Merkel,

Isaac N.

Lawyer and Notary

Office in the Taylor
Merkel, Texas

W. W. WHEEL

Real Estate, Fire, Accident and
Insurance Agent

Notary Public.

Office up stairs in First National bank

PH'S STAMPS

MERKEL MAIL

PUBLISHED EVERY FRIDAY MORNING
MAIL PRINTING COMPANY, INCORPORATED
J. G. JACKSON, Editor.

Subscription, \$1.00 PER YEAR, IN ADVANCE
Postoffice at Merkel, Texas, as Second Class Mail Matter

Reflection on the character, standing or reputation of
any corporation which may appear in the columns of The
Mail, corrected upon its being brought to the attention of

TELEPHONE No. 61

Have visitors, or if you know any item which would be of in-
terest to the readers of The Mail, the editor would appreciate a note or a
message to that effect. Or, if an occurrence of unusual inter-
est, a reporter will be promptly sent to get the full particulars

CHAT WITH OUR CORRESPONDENTS

(Delayed From Last Week)

The Mail is this week proud of its page of cor-
respondence. It is the best page ever and we are
feeling good. With the assistance of a good
friend in every community we will publish every
item of news in the Merkel country every week.

And again, most of them reached us on time.
"Brown Eyes" was late with the Essie news but
then she had to report a knocker and her letter
was a long and interesting one. It is the safest
plan to mail the letters on Monday. Then they
are sure to be published that week and can be
ranged together.

This is the most important department in a
weekly newspaper and we ask that you continue
our good work. Write any stories of special in-
terest on any subject and send them to us. We
would like to get the experiences of practical
farmers and any new ideas which would be of
benefit to his neighbors and friends in
the Merkel country.

Mail is published for the
and the most of our readers
men of the Merkel country.
and be of more service next
movement and would appreciate

our letters regularly and advise
of stamps and stationery.

Good Comparison

The following are clipped from the columns
of the Bonham News, a life-long enemy of West
Texas:

present position on the Central West Texas map
but if Merkel is to go forward there must be some
co-operative efforts put forth. If Merkel secures
the new men and money, energy and enterprise
necessary for a substantial advancement it will be
the result of strong efforts and those made
through a commercial organization. If Merkel is
to go forward we must be up and doing for noth-
ing good is going to happen to us by accident. A
revival of commercial club interest and work will
be a good starter.

What the boll worm did to the man with the
one-crop idea was an elegant sufficiency, but the
experience will prove a valuable lesson. Merkel
country farmers will plant mere crops and make
more money. The soil of this section is specially
suited for many profitable crops besides the fleecy
staple, and on the average makes more for the
grower of the latter crop than most any part of
our big state. Stick to your bush.

The man who would become discouraged ac-
count conditions in the Merkel country should
reflect that just a few years ago this was a com-
mon cattle range. Development at a faster pace
would make you dizzy and in a few years more
the Merkel country will resemble one big garden.
Diversification and the development dollar will
do it.

This is a proper and highly opportune time to
start an era of sidewalk building in Merkel. The
recent rains served to demonstrate the necessity
and Merkel's patriotic and progressive people are
contracting for this improvement. It is an in-
vestment sure to increase the value of your prop-
erty.

Merkel business men and Merkel country farm-
ers should remember that confidence begets con-
fidence. It is likewise with distrust and a policy
of honesty and liberality always pays. Go your
limit for your friends, stay with them and they
will stay with you. That's the proper program.

The Merkel country farmer asks no odds of the
business man or banker—just a fair and square
deal and he will pull up to the Merkel market in
1909 with crops of a cash value sufficient to cancel
all of his paper and leave a surplus in his jeans
or credit in his bank book.

Most every store in Merkel is filled with arti-
cles, useful and ornamental, suitable for

X-mas Furniture



At
the
Right
Price

By getting something that will al-
ways be useful to the home as well
as beautiful and ornamental. Come
in and see our complete line of Art
Squares, Rugs, Iron Beds, Library
Tables, Center Tables, Dining Ta-
bles, Dining Chairs and Rockers.
Come and see us before buying.
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Behrens-Mo

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This is the most important department in a weekly newspaper and we ask that you continue our good work. Write any stories of special interest on any subject and send them to us. We would like to get the experiences of practical farmers and any new ideas which would be of interest or benefit to his neighbors and friends in other parts of the Merkel country.

In conclusion, The Mail is published for the benefit of its readers and the most of our readers are farmers and stockmen of the Merkel country. We are going to try and be of more service next year, continue improvement and would appreciate your assistance.

Let us have your letters regularly and advise us when in need of stamps and stationery.

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