## 



## Merkel Badgers Play

CO. AEENT CULLS "MOBE HOME COH. Stephenville Today

HBEIIIS FIOCX TROL"-COOLIDEE
"
nd to say that he is a past-mas-
in this art is putting it
mildy.
After a few most interesting
remarks by Mr. Summerhill, in remarks by Mr. Summerhill, in
which he suggested one way to improve our already splendid special study of this branch
schools is to enlarge the school engineering." schools is to enlarge the school engineering.
district so as to practically take Mr. Masterson stated that he
in the entire Merkel trade ter- has planned to spend much of would have the privilege of en- racing and promoting boys' and joying a full nine months sch
just the same as the town chl merhill stated,
boys and girls in the country
that were ready to enter High
School to do so for the full nine
months, which would save them
from having to go away to get such privileges. The country
schools would also be maintained as they are today, allowing
them to teach the lower grades.
His talk was highly pleasing and present.
Mrs. L. C. Sublett, principal of
the Ward school, spoke very in-
terestingly on the subject "How terestingly on the subject How
Inviting." the School Board, made a most
interesting and enthusiastic talk
on "Appreciating our School." on Appreciating our principaI address of the
The prine
evening was by Dean B. M. Mc-
Keown, of McMurray College, who spoke on "The Value of Ed-
ucation to the Community In-
stitutions." He is a successful, stitutions. He and practical school man,
capable so convinced his hearers by
and
his able address upon this occasion.
The entertainment feature of
the evening was highly appreci-
ated by every one present and
$\qquad$

## High School. Reading bv Miss Lucy Tracy director of Fxnression Depart. director of Exnression D ment of High School.

## $\qquad$


$\qquad$ of Education, inspected the Mer- have lost most of her letter men
kel Schools last week, and gave of last year, including the fleet
a very encouraging report. She footed Poteet who did much of ment. She recommended an ad-
ditional full time teacher for th
high school to relieve the crowd ed condition in the mathmatics
classes. The Merkel Schools are
growing rapidly and every is being made to meet the new erally subscribed to a fund to
conditions.
bring Stephenville here. This was large the Merkel Independent ation out of debt, and the pro-
District. The adjoining districts ceeds from today's game will
should be given every privilege be clear and can be used to pay
of a first class school and we off debts. One of the largest
think Merkel can furnish best that is available. Every bo
and girl in the Merkel trade ter
ritory is entitled to nine month
free schol this accomplished in the near fu- will close during the game. Since
ture. Patrons and friends that it is alledged that many have
have property adjoining and near attended games at home with-
this district can have it placed out paying admission, the ath purposes by application to th
County School Superintenden
local Board of Education an local Board of Education and
passed on by the court commis-
sioners. Let us give every boy
and gind nine months of free school in this trade territory if
they can avail themselves of this
opportunity. It may be that some
can not attend full nine months POPULAR YOUNG COUPLE


ple of this trade territory of any institution of the entire town
and community. We want to serand community. We want to ser e and help everybody. Call on
Respectfully,
J. A. SUMMERHILL, Supt. ry a Classified id in the Mail





 Mr. Geo. P. Bradley and sister,
Miss O. E. Bradley, of Tuscola ere here last week visiting

## IS SEM.FINML <br> CLLASSBGAME

WINNER PLAYS FOR DI
TRICT CHAMPIONSHIP NEXT WEEK

as much revenue as possible pay off past due indebtedness. Agent, held a poultry County Mr. J. R. Masterson, County Washington, Oct. 24-(AP)
Agent, held a poultry culling -The present dey Coach Jackson will open the demonstration Tuesday at the American youth is "mor of the game with his regular line up, farm of Mr. Joe Higgins, and as- control through parental action"
the line averaging 154 pounds sisted in selecting the hens with President Coolidge del and the backfield only 148 lbs . the small egg-laying capacity day in addressing the 42 nd to The defensive strength of the from the individuals with the ternational convention of the club is built around Lester Tittle, marks and parts that determine Young Men's Christian Associ190 pound tackle, punter, pass- high quality birds. Mr. Master- ation of the United States and been stopped by any class B farm, with the poor individuals Mr. Coolidge praised the work team and has thrown some bad culled out, the remainder of the of the association as an effort
scares into Cisco and Abilene. flock represents large egg pro- in that direction at a time when He is called out of the line to ducers, and the hens that have "there are too many indications kick, pass and plunge and he been selected for breeding birds that the functions of parenthood
really is a bulwark of strength will give a large profit on the inreally is a bulwark of strength the men who will probably compose the starting lineup only on
is playing his fourth season while five are third year men
Two are playing their second
year and three are first year
 teams to good scores, Cisco, a
semi-finalist for championship
 Describing the home as the "cornerstone of the nation," the to raise. Barred Rocks nearly president declared that control few flocks in West Texas equal source is preferable "to attempts large picture Higgins Rocks. A in some way," to constantly inHiggins home that is entirely sponsibility for the rearing of filled with ribbons that have children."
been won in sharp Barred Rock "Too many people," he concontests at various state fairs. tinued, "are neglecting the real
Orien Higgins, the son of Mr. well being of their children Orien Mrs. Joe Higgins, has be- shifting the responsibility for
and
come an enthusiastic White Leg- their horn breeder and, with the high supervision for their discipline class blood strain and excellent and conduct to juvenile courts. individuals that have been se- "It is stated on high authority lected as the foundation stock, that a very large proportion of
 The County Agent stated that the advantages of normal party had a flock of poultry like They are refugees from broken gages would be necessary and a cessary benefits of parental love
the cotton crop could be banked. Reviews Activities
 does not prevent hens from sing- ident asserted it recognizes that ing their song of profit to the "wherever there are young men"
14336

## 414432 2160 2 3 3 190

PRESIDING ELDER WILL HOLD 4TH CONFERENCE
A letter to the Rev. T. J. Rea
$\qquad$
$\qquad$
Rev. T. J. Rea, Merkel.










The prat ald
M. C A as one of valued the est "bonds of common interest Stween Canada and the United buted to "a greater harmony of interests between the two neighprices. $\qquad$ returned
$\underset{\text { City }}{2}$
spent one day this week in this
city with the former's brother,
Mr. J. B. Hamblet returned first of the week from an ex-

Mr. S. L. Owens and family The younger Mr. and Mrs. Cy- tended visit to his old home in Mr. S. L. Owens and family
pert were on their way from the state of Mississippi. He re- were down this week from Slaproperty interest in and near the pert were on their way from the state of Mississippi. He re-
city. While here they ordered Kansas City to Los Angeles, Cal- ports a pleasant visit, and also



Do Not Forget The Dates, Nov., 5th. - 6th. - 7th._-Xmas. Is Near It Will Pay You To Buy Now, Watch For CIrculars.


Try a sack of Admiration Dawson Fancy Egg Coal Flour. It's a mighty fine flour. transit; expecting car about Mon Bob Martin Grocery Co. 1 t day. Swafford's Coal Yard, south $\begin{gathered}\text { Sunday school at } 10 \text { a.m. } \\ \text { Preaching at } 11 \text { a.m. and } 7 \text { p. }\end{gathered}$


## COMING IN

 GOING OUTI's a busy time and every one is in a hurry, and of course looking for the quickest and best service to be found-That's what you get when you patronize this firm. At our Filling Station our service is the quickest and best-try it, you'll be pleased. In our Garage our mechanics are experienced and capable and turn our your work in a prompt and satisfactory manner.

Michelin Tires and Tubes-none Better-a trial is all that is needed. Humble Oil and Gas and the Famous Mobiloils.

## Boney's Filling Station

 And GaragePresbyterian Church


## comprere news






Perfect Ford Ignition

Bosch Type 600 Ignition is the biggest value ever offered Ford owners-it adds pow $\in$ r and speed, saves gas, stops all ignition troubles and makes the engine run smoothly at all speeds. It gives automatic spark advance, and makes driving easier. every Ford owner needs Bosch.

Let Us Equip Your Car Today

## WEST CO.



## Salt Branch B.Y.P.U. Program <br> -Notice-

## For Nov. 1, 1925. Subject: "Busy About the King's Busi- business Fride close our afternoon

 ness." Leader, Miss Anna Wal- business Friday afterroon ker. Intraduction by leaderPart 1, Mr. Joe Higyins. Part 1, Mr Joe Higgins. Part 2, Miss Fannie Mae Reeves
Part 3, Miss Fannie Thompson. Part 4, Mr. Houston Robertson. Part 5, Miss Wynona Patto Part 6, Mr. Ollie Higgins. Mr. Austin Robertson, President.
Miss Wynona Patton, Seci

## Thursday, $\overline{\text { Friday }}$ and Satur-

day, Now, 3 th 6 th and 7 th Your chance to save money at HAMM expected Friday Swafford's Coa $\begin{array}{ll}\text { chance to save money at } \\ \text { DRUG COMPANY. } & \text { it } \\ \text { Yard, South Side. }\end{array}$

$\underset{\text { FOARMS }}{\text { FODLESL }}$
 foodeness the cotton crop fails the he South a feedless farms dition. Yet thousands of in the South, according to re cent surveys, are foodless and
 2,500,000 cotton-belt farms show
that 23 per cent have no gar
dens; 37 per cent have no milk 58 per cent raise no sweet potatoes; 79 per cent raise no
white potatoes 33 per cent have white potatoes; 33 per cent have
no chickens; more than half raise no forage, and five out of
every hundred have no stock of every hundred have no stock of
any kind. The survey was made
by the by the Uneted States Depart-
ment of Agriculture ment of Agriculture.
The cotton acreage in the
south is growing by the millions south is growing by the millions
of acres annually while the yiel of acres annually while the yield
per acre is decreasing. The maper acre is decreasing. The ma-
jority of farmers seem to have a mania for cotton to the ex-
clusion of everything else. Some have grown it so long that they
do not even pretend to know how
to grow anything else, while

## When a Cold Norther Hits Merkel

Think of the Army Store, for they can supply you with real clothing and shoes that will give you service and YOU WILL FIND IN OUR STOCK:

Bootees for Men, Women and Children. Shoes, both Dress and Work, $\$ 1.75$ to $\$ 7.50$
Raincoats.
Overcoats
Wool Socks (Geather Coats
Leather Coats
Army Coats and Pants
Wert (All kinds)
Leather Belts ( 25 kinds to select from)
Sweaters (Men's and Boys')
Our stock is now well displayed, and we invite you
The Abilene Army Store
 phousands of landlords refuse to
permit their tenants, to grow
enough feed for a cow or two $\qquad$ without charging cash rent for $\quad$ Farm and Ranch takes the in nearly every community, and view that the day of better with the aid of the county agent, view that the day of better the better-farm program is
farming is already approaching. bound to spread. The South and
Drive through the country, and Drive through the country, and the Southwest have a long ways produce a single commodity at a have been terraced. Better ma- to go, but they are on the way. loss is problematical. The pessi- chinery and more power lend to -From Farm \& Ranch. keep on in the same old way un- tivation. The live-at-home-and- Car McAlister Coal in transit;
hil starvation overtakes them. board-at-the-same-place plan is expected Friday. Swafford's Coal



## Extra special Bargains <br> For Friday, Saturday and Monday

 COAT, DRESS, HAT, AND SHOES



LADIES and CHILDRENS HATS

 LADIES COATS and DRESSES One rack of ladies dresses, silks and woolens, values to $\$ 18.50$, at... $\$ 4.95$
One rack of Ladies Dresses, high grade silks and woolens, very newOne rack of Ladies Dresses, high grade silks and woolens, very new-
est styles, values up to $\$ 25.00$, extra special $\ldots \ldots \ldots \ldots \ldots \ldots \ldots . .11 .85$ One rack of very high grade dresses, values up to $\$ 39.50$, special at. $: \$ 11.75$
One rack ladies coats, all-wool, velour and silks, fur collars, values
 SHOES!=! SHOES!-! SHOES!-! 25 Ladies' Hat Boxes on Sale at $\$ 4.98$${ }^{2 m s}$

$\qquad$
THE NEW YORK STORE


## Anti-freeze

YOUR RADIATOR IS RUINED

Drive around and let us fill it up with ANTIFREEZE, and then you can go in the coidest weather without fear of your radiator freezing.

And it will pay you to use that High Powered, Good Gulf Gasoline which we handle. It makes your car easy to start these cold mornings.

GULF SUPREME AUTO OILS AND MOBILOILS
GOODRICH TIRES AND TUBES

SPECIAL NOTICE-To all who are indebted to us You will do us a special favor if you will kindly drop in and settle your account by November 1st. We havel our bills to pay at this time and you will favor us greatly by paying us. We appreciate your business in the past and solicit your future patronage.


## City Furniture Co.

Buy, Sell and Exchange
THE NEW NESCO PERFECT OIL STOVE IS FAST PROVING ITS WORTH
Store full of Bargains. WANTED-Fifty second-hand wood and coal Heaters.

$$
\begin{aligned}
& \text { Phone } 272^{\text {-We Buy Anything of Value- }} \\
& \text { Joe Garland, Prop. }
\end{aligned}
$$



For sale by MERKEL DRUG C0 Try a Classified Ad in The Mail.


USING ADVERTISING BY JUMPS HURTFUL, IS SAID The following is from the Hoover Company, manufacturers of electric vacuum cleaners of that name, and was given us by Mr. Ira Huss, courteous manager of the local
Company office
A merchant who jumps in and out of the advertising columns of his local paper gets about the
same results as a motorist would same results as a motorist would get were he to pull the sparkplugs out of a couple of cylinders of his four cylinder motor. He
wouldn't enjoy the long, straight wouldn' enjoy the long, straigh
ever increasingly powerful pull ever increasingly powerful pull
of his motor, he would $\mathrm{go}_{0}$ by jerks and stops. And, since ad vertising is the sparkplug that ignites the desire of the prospective customer to keep the mo-
tive power of tive power of the merchant's store pulling steadily, how can
that merchant expect his business to pull straight along if he slips out a couple of advertising sparkplugs every once in a while. Modern merchandising paraliels perculiarly the automobile power plant. Feed a good grade of gas into a properly function-
ing carburetor, let it be efficient ing carburetor, let it be efficient
ly ignited by well cleaned sparkplugs, and the rest of the mechanism is apt to do its work, and not too much of the power producing units will go out of the gas exhaust manifold. Just the same with the retai store. Appropriate a reasonable amount of money for advertis- And has kept things humping in paper, let it "spark" regularly And everyone is calling him paper,
before your buying public, and
the staff behind the counter can the staff behind the counter can
see to it that the stock is turn"dead" menschandise is held at "dead" merchandise is held at a minimum. Small space consistently, continuously and intelli-
gently used, is a better founda tion for retail merchandising than big space spurts and equaly big dead spots in the continuity of your story.
Some Sense in This Nonsense There was an old geezer and he had a lot of sense.
He started up a business The dollar went for stock and The eighty for an ad
That brought in three dollars the first day, by dad:
Well, he bought mo
a little more space,
And he played that system with a smile on his face. The customers flocked to his lit-
And he soon had to rustle for
a regular store
Up on the square, where all the
eople pass,
He grabbed
was all plate glass.
He fixed up his windows with And he told he had,
And he told all about it in the half-page ad.
He soon had them coming, but he never, never quit;
his ads one bit,

And everyone is calling him
"The Merchant Prince."

