## THE MERKEL MAIL


$\qquad$ THE MERKEL MAII


## A Big Selling Event

of Beautiful and Distinctive Wash Frocks



| Special Notice! |
| :---: |
| beginning saturday. Jan. 21 We start one of THE BEST SERIALS EVER MADE- |
| "HAWK OF THE HILL" |
| with allene ray and walter miller |
| Frontier Days in the Rocky Mountains. News \& Comedy. |
| all children with parents admitted free Saturday matinie and night. NEWS and : CMEDY |




## TSTS YOU NOTHING PAYS YOU BEST

jur office is maintained to serve yod, without cost, in all insurance matters Our policies are written to protect you fully and pay you most in cases of loss.
You will fand 1 sequipect to give poun all forms of property protection insurance, advise you in all insurance matters and serve you at all times. Consider us pleased to give free consultation whenever desired upon insurance.
W. O. BONEY

REAL ESTATE, FARM LOANS FIRE INSURANCE MERKEL, TEXAS

## Consult Your Insurance Agent As You Would Your Lawyer

JAMES CRUZE
Director of Feature Photoplays, writes:


The Cream of the Tobacco Crop "The growth of LUCKY STRIKE Cigarettes is a because Ibuy the Tobaccofor LUCKY STRIKE. Ibuy The Cream of the Crop, that mellow, swee scribes as I have described it above. The quality of LUCKY STRIKE Cigarettes is telling. It is natural that the brand should show the tremen dous growth that it is showing today,"

## Celpuemin

It's toasted"
No Throat Irritation-No Cough


Chrysler PRICES
Effective January 10, 1928

| W |  |
| :---: | :---: | Chrysler " 52 , Twodoor Sedan 670 Coupe

Roadster Roadster Touring : Fourdoor Sedan Four-door Cedape DeLuxe Coupe
DeLuxe Sedan Great New
Chrysler " 62 Business Coupe ${ }^{s} 10$ Roadster Touring Two-door Sedan Four-door Sedan Landau Sedan

Illustrious New Chrysler "72" Two Pass. Coupe 1545 Royal Sedan - 1595 Sport Roadster - 1595 Four-Pass. Coupe 1595 Town Sedan - 1695 Convertible Coupe 1745 Crown Sedan - 1795

## New 112 H.P.

 Imperial "،8." Rent $8{ }^{\circ}$ Five-Pass. Sedan Fe-Pass. Sed Town Sedan Seven Per 2995 Sedan Limousine 3495


## Sensoutioñal NewLOWER PRICES!

## Quality

Unchanged

## s70

## 40 Body Styles

Chrysler's sensational ings which only Chrysler rise from 27th to 3rd Standardized Quality can place in sales in 42 phenomenal public preference that has continuouslydemanded a recordbreaking volume of quality motor cars.
Chrysler's tremendous production and rapid production and rapid growth are the direct tion of values and sav. provide.
You will then instantly recognize why Chrysler cars - by the most astounding price savings which result from a huge and rapidly growing pubic demand - are today
more than ever the most marvelous motor car values in their respective price groups.

Maverick Motor Company
Front Street

CONTINENTAL OIL COMPANY Call 72-Everybody's Garage
mack blzbee, agent

## L. R. THOMPSON

District Agent
Peoria Life Insurance Company
Every Policy sold on its merits and liberality of benefits. No Safer Company in the United States.
If you are thinking of LIFE INSURANCE see us
Life--Health--Fire--Tornado and Wind= storm--Hail, Accident, Property Dam= age and Personal Liability. Every kind of Insurance. Prompt personal service to all business entrusted to me.


Apple Tree's Monument
Counted Out

## MERKEL GARAGE ANNOUNCEMENT

As we have bought the above named garage we want to say to the public that we will be prepared to serve you at any time and in any way, as we will have the equipment to do the work, satisfaction guaranteed.

We will also have a complete steam vulcanizing outfit, Battery and radiator work.

Tom G. Wallis and Frank Wallis, workmen. Try us onceyou will come again. Our motto is to do right and to treat you right.
We handle Magnolia Gas \& Oils


Chevrolet Electrifies Americe: with a Great New Motor Car
"Prices Reduced!" THE COACH $\$ 585$

The Roadster $\$ 495$
The Touring $\quad \$ 495$
The Coupe $\quad \$ 595$
The 4-Door Sedan $\quad \$ 675$
The Sport Cabriolet $\$ 665$
The Imperial Landau _ $\quad \$ 715$ Light Delivery

(Chassis Only) $\quad \$ 375$ Utility Truck $\quad \$ 495$ | (Chassis Only) |
| :--- |

A new automobile so sensational as to electrify the nation!
With marvelous new Fisher bodies offering all the distinction, beauty and luxury for which Fisher crafts-
men are famous! With performance men are famous! With performance that is a revelation to owners of even
higher priced cars! With 107-inch higher priced cars! With 107 -inch
wheelbase-four inches longer than wheelbase-four inches longer than
before! With four-wheel brakes and many additional mechanical achievements!
And... prices that demonstrate And....prices that demonstrate
again Chevrolet's ability to provide the utmost in modern motoring luxury at the lowest possible cost! The engins of this great new car is of the improved valve-in-head design. With alloy "invar strut" pistons ..ectialiv designed hydroroom rype valve tappets . . . . and and complete new steel motor enclosure-it provides a type of motor operation so thrill. ing that it must be experiCoupled with this thrilling Coupled with this thrilling
acceleration and speed is a

pe of riding and driving comfort almost unbelieveable in a lowthe previous Chevrolet chassis . . swung low to the road.... and with four semi-elliptic shock absorber springs - the Bigger and Better
Chevrolet holds the road with a surety that is simply amazing, surety that is simply amazing,
and rides in perfect comfort at high speeds over the roughest stretches of highway.
And never before was a low-priced car so easy to drive-for the worm and gear steering mechanism is fitted with ball bearings throughou . . . even at the front axle knuckies. All these spectacular new mechanical advancements are, of course, in
addition to the host of notable feal addition to the host of notable fea-
tures that Chevrolet has previoudiy pioneered in the low-price field. Come in and see this latest and greatest General Motor everywhere the subject of everywhere the subject of
enthusiastic comment - why
everywhere it is hailed as the world's most luxurio
priced automobile.

BRACKEEN-HUGHES CHEVROLET CO.
MERKEL, TEXAS

## MASSEY-WOODS CHEVROLET CO.

Q U A L I T Y
A T
L 0
COST


## Brag'g Dry Goods Co. Removal Specials

## All Winter Merchandise Marked Way Down.

Five pair wool blankets left, 1-2 price All wool sweaters, 1-2 price.
One table white goods consisting of sheer linenweave, Batiste and madras, with values up to 75 c , the yd 19 c .
10 yards curtain marquette for 69c.
Ladies $\$ 1.25$ and $\$ 1 .{ }^{35}$ outing gowns 98c One rack ladies', misses' and children's wool dresses--Special $\$ 1.98$.
8 Ladies' Winter Coats, priced $\$ 2.98$.
All Ladies' Shoes priced special.

## BRAGG DRY GOODS CO.

FEELS FINE NOW
Gas From Oil Wells

## Palace Theatre

MONDAY AND TUESDAY
"RUBBER HEELS" with Ed Wynn and Chester Conklin

WEDNESDAY and THURSDAY "MOON OF ISRAEL" starring Marie Corda and Arletta Marchal With a Cast of 50,000 . The Mightie. Love Story of the Age! also "SPLASHING THROUGH"

## COMING-

"TWO ARABIAN KNIGHTS" with Vivian Boyd and Mary Astor watch next week's paper for date


