

WTUC Announces New Building Program of Large Proportions

Abilene, Oct. 2.—An unusually large program of construction work has been planned by the West Texas Utilities Company during the past week, according to an announcement from the general office of the company here. The building program will include extensions and improvements on existing lines, improvement of substation equipment and distribution systems and considerable activity in oil field development.

A new distribution system will be built at Texline, while at Lela, Santa Anna, Knox City, Dalhart and Dumas, extensions and improvements will be carried forward. At Memphis, an extension will be made to furnish power to the Memphis Cotton Oil company.

Extensions planned for San Angelo will be lines to serve the Montgomery Dairy and equipment to furnish electric service to the new Mountain View residential addition. A 2300 volt primary line will be installed to connect new commercial and residential customers in North San Angelo.

At Santa Anna, new single phase lines will be built to serve additional customers, and at Vernon, Ballinger, Rankin, and Shamrock, lines will be extended in order to connect new customers and improve service to present users. At Carey, an extension will be made to supply power to the Jones Gin.

Substations at Big Lake, Robert Lee, Bronte and Mertzton will be improved through the addition of new automatic switching equipment.

Indicating considerable activity in oil field development, new lines have been built into the South Vernon, Pecos county, McCamey and Albany fields. The Grayback Development company and the Waggoner company in the South Vernon territories have required additional service for pumping and drilling. A substation will be

built to serve the Waggoner company's refining operations. In Pecos county, the Mazda Oil company will be given additional service for the pumping of two new wells, and a three phase line will be strung to furnish power to the Shell Pipe Line company. The West Texas Petroleum company in the McCamey field will be served by a secondary line, furnishing power for the drilling and pumping of two wells. At Albany, a 4000 volt primary line will be built to serve pumping demands within the city limits.

City and municipal improvements planned include the installation of new street lighting units at Quanah and Memphis.

Fall Causes Death Aged Indian Scout

Kansas City, Kan., Oct. 2.—Harvey S. Faucett, 86, an associate of Buffalo Bill, Kit Carson and other scouts of the early seventies in the West, died in a hospital here Thursday from injuries received in a fall Sept. 6 at the City Market.

The aged Indian scout, whose body bore marks of tomahawk, hunting knife, arrow and bullet, suffered a broken hip when he was knocked to the pavement by two men in a friendly scuffle.

Known as Arapahoe Harve, the Eagle of the Trail, he served as a scout for Gen. George H. Custer. Faucett had a forewarning of the massacre of Custer and his 276 men on the Little Bighorn river and rode frantically to give the warning, but his pony died after galloping twenty hours over the prairie.

Ladies, Think of it! Full-fashioned Silk Hose for 49 cents Saturday at 3 p. m. Brown's Bargain Store.

NOTICE—Vermin-Nox users you can get Vermin-Nox to spray your poultry now from W. J. Armour, Trent, Texas.

THE TOWN DOCTOR

(Continued from Page One)

This is a good time of year for merchants to re-read the law of good business which says "Business goes where it is invited, and stays and comes back to the place where it is well treated and served best." You can't expect people to do business with you if you do not ask them to—that is just another way of saying "You can't sell 'em if you don't tell 'em."

The housewife who has her own best interests at heart will do well to adhere to a plan of buying her needs from the stores that give her a "reason why" she should buy from them. Price is one thing, but quality and price is another.

Ask the merchant to give you a real reason why you should buy from him in preference to his competitor. If he cannot tell you, if he does not tell you, there can hardly be a reason and without a reason, how can it be a good place for you to trade?

Watch your newspapers. Read the advertisements and see if the merchants give you a real "reason why" you should trade with them—a reason that is to your advantage. If you cannot find an advertisement of the stores where you have been in the habit of buying it may be because those merchants have no reason; or if, having a reason, they are not in-

terested enough in you to lay that reason before you.

Now is the time for all wise buyers to buy it—a few months from now there will be many who will say, "I wish I had bought it when prices were down."

This Town Doctor Article, one of a series of fifty-two, is printed by the Merkel Mail in cooperation with the Merkel Lions Club. (Copyright, 1930, A. D. Stone. Reproduction prohibited in whole or in part.)


Niese Returns From Trip to California

Abilene, Texas, Oct. 2.—R. B. Niese, Jr., director of the news and advertising department of the West Texas Utilities company, returned from Santa Monica, California, early last week, and has resumed duties at the head of his department.

Niese was on leave of absence in Santa Monica organizing a newspaper property, the Santa Monica Morning Sun, in which he had purchased an interest for his son, Elmer. Niese had estimated that it would require from sixty to ninety days to complete organization work, but was enabled to return earlier than expected because of the rapid organization of the paper.

Mail want ads pay dividends.

Imogene Anderson
School
OF THE
Dance
266½ Cypress Abilene
Telephone 3544



C. M. PRESLEY
Jeweler
Watches—Diamonds—Silver-
ware
Abilene, Texas 209 Pine St.

The Farmers and Merchants National Bank of Merkel

Close of Business September 24, 1930.

RESOURCES

Loans, Time and Demand	\$321,619.08
Warrants (City of Merkel)	5,000.00
Overdrafts	92.68
Real Estate on Hand	13,357.79
Furniture and Fixtures	6,750.00
Stock in Fed. Res. Bank	2,250.00
5% Redemption Fund	312.50
Bill of Ex. (Cotton)	\$ 7,355.75
U. S. Bonds (Owned)	30,500.00
Cash & Sight Exchg.	77,939.11
AVAILABLE CASH	115,794.86
Total	\$465,176.91

LIABILITIES

Capital Stock	\$ 50,000.00
Surplus	25,000.00
Undivided Profits	15,499.29
Circulation Account	6,250.00
Rediscounts	18,090.68
Bills Payable	NONE
Other Borrowed Money	NONE
DEPOSITS	350,337.03


Total \$465,176.91

The above statement is correct.
BOOTH WARREN, Cashier.

More than a quarter century of continuous banking experience, hard work and honest purpose has built a substantial business that is your best assurance of safety and satisfaction. We solicit your account, assuring you of our sincere desire to serve the interests of our community faithfully and well, pledging our untiring effort to this end.

DIRECTORS:

- | | |
|----------------|------------|
| J. T. Warren | G. F. West |
| Geo. L. Paxton | Sam Butman |
| Booth Warren | |



The Electric Man Recommends Safety and Convenience Lighting

Initial rate
12¢

2nd rate
7¢

Low rate
4¢ 3¢

"Do you know, I think one of the most convenient uses of lighting is the garage light, the driveway light and the yard light.


"More than likely you've noticed this type of lighting equipment, and have made up your mind to install it at some future date.

"Don't deny yourself such an important convenience—when it costs so little. Under the new rate system, this lighting is possible at a cost of only 4c per kilowatt-hour—3c where service is also used for heating or cooking—and will increase your monthly bill only a few cents; not enough to counterbalance the advantages of good lighting.


"With the new Home Comfort rate, your normal use of service should absorb the first two rates, placing all additional consumption on the low rate.

"You are sure to appreciate the many advantages that Safety and Convenience Lighting will bring you—and now at such low cost, you cannot afford to be without these advantages."

And Remember—You Can Make Your Own Average Rate



West Texas Utilities Company



DON'T DELAY

Are you one of those who must be overtaken with disaster before you realize the importance of Insurance? Don't wait for the costly lesson of experience. Insure today.

Let us help you select the protection you need.
Let us explain our hail insurance on growing crops.

W. O. BONEY

MERKEL, TEXAS

Farm Loans and all kinds of Insurance

Consult Your Insurance Agent as you Would Your Doctor or Lawyer.



DALLAS LUBBOCK WICHITA FALLS ABILENE, TEXAS

\$150 A MONTH Our Affiliated Employment Departments, in closer touch with thousands of business concerns than any other, has evolved a plan that enables many young people, still in their teens, to command salaries of \$1,500 to \$2,400 a year in positions that are golden with opportunities for still further promotion. Hundreds of positions to select from when you master the nationally known Training. Mail coupon for details of this unusual plan.

Name _____ Address _____ Age _____

MERKEL MAIL WANT ADS FOR P

Expert Sees Revival Automobile Industry

Cleveland, Oct. 2.—The saturation point in the automobile industry has been reached, and as a matter of fact the industry is in condition now for a vigorous revival, the Midland Bank of Cleveland has found in a survey.

The facts that there has been a long and drastic period of curtailment and that sales of cars relative to production have been far above normal this year, foreshadow a recovery on a large scale, the report, written by D. C. Elliott, economist for the bank, said. He even looks for the industry to go ahead of previous records.

The chief revivifying agencies will be export and replacement demands, the report said, adding that roughly 24,000,000 cars and trucks will be scrapped in the seven years from 1930 through 1936, making the average annual output for replacement 3,400,000 cars and trucks.

The export market offers a large field for American cars, but there is stiff European competition coupled with recent measures aimed against them, the report said.

Elliott found there has been a definite slackening, recently in the annual increase in automobile output caused primarily by reduction of "new and multiple buying."

The number of new and multiple car buyers has declined from nearly

3,000,000 in 1923 to less than 2,000,000 in 1929, he added.

Manufacturers, as a result of competition, have intended to rely on increased sales to make a profit on low margins, Elliott said, but because sales have not increased, "profits in some instances have been reduced almost to the vanishing point."

Ladies, Think of it! Full-fashioned Silk Hose for 49 cents Saturday at 3 p. m. Brown's Bargain Store.

Observer In Tower.
New York, Oct. 2.—Coach Lou Little is having a watch tower built on top of Baker field stands so that an assistant may watch the play of Columbia from a point of vantage and phone his observations to Little on the players' bench. Little thinks some phases missed on the sidelines may be caught by the tower observer.

Second sheets at Merkel Mail office.

Use The Mail Want Ads.

Abilene Sunday Shows Stopped by Agreement

Abilene, Texas, Oct. 2.—Sunday movie programs and the court battles they evoked are dead issues in Abilene.

This apparently was established last Friday in a wholesale agreement between J. J. Strickland, representing the Publix Theatre corporation, and officials of the city, with Publix agreeing to discontinue Sunday shows in its houses here, to dismiss its injunction suit pending against the city, and to withdraw suits filed against Ed Cornelius, policeman, while the city consented to dismiss all prosecutions now pending against the manager and employees of Publix here.

The action brings to an end Sunday programs at the Paramount theatre, which operated seven days a week since August 3. Al Fourmet, manager of the theatre and members of his staff had faced charges of city ordinance violation after each Sunday showing.

Morrow At Capital.
Washington, Oct. 2.—Dwight W. Morrow, ambassador to Mexico and republican candidate for senator from New Jersey, arrived in the capital Monday for a series of conferences with government officials before resigning his ambassadorial post.

Advertise in the Merkel Mail.

R. & R. PALACE
Sweetwater
Week of October 5
Sun., Mon.
"All Quiet on the Western Front"
Tues., Wed.
"Czar of Broadway"
Thurs., Fri.
"Bright Lights"
Sat.
"The Big House"

INDIGESTION RELIEVED QUICKLY
CARTER'S LITTLE LIVER PILLS
This Purely Vegetable Pill aids nature as a laxative in its digestive duties. Often one of these little pills taken after meals or at bedtime will do wonders, especially when you have overeaten or are troubled with constipation. Remember they are Dr. Carter's formula, young and old can take them. All Druggists 25c and 75c red pkgs.

In the first five months of this year Egypt exported nearly \$65,000,000 worth of cotton.

Office supplies—Mail office.

Legal covers at Merkel Mail office.

SOME BARGAINS IN LAND

340-acres near Merkel, well improved with all mineral rights \$40.00. Had this same land listed at one time at \$100.00 per acre.

320 acres good loose sandy loam land, Fisher county, good house, barn and extra good chicken house, two good surface tanks—a bargain.

320 acres land 1 1-2 miles from Dora, 90 acres in cultivation, pasture fenced with netting, well turfed with mesquite grass; sheep sheds, concrete storage tank, inexhaustible supply of water. Price \$20.00 per acre.

82.2 acres near Stith—good improvements. All in cultivation. Price \$28.70.

566 acres near Dora, 155 in cultivation 1 1-2 miles sheep proof barbed wire fence, balance 3 wire fence, two sets of improvements, most all of it well turfed. Price \$20.00 per acre.

Bargains in Merkel Residences.

Houses for rent. Every kind of Insurance.

L. R. THOMPSON

Phones—Office 101

Home 158W

QUEEN THEATER
Friday and Saturday,
OCT. 3-4
"CHASING RAINBOWS"
With Charles King, Bessie Love, Jack Benny, Marie Dressler, Polly Moran and Eddie Phillips
Second Chapter
"LIGHTNING EXPRESS"
Also Good Two Reel Comedy

? Say ?

We say that we want to do the little repair jobs your car needs. We have THE FACTORY FLAT PRICE ON LABOR, regardless of the make of your car, which assures you of not being overcharged.

NO JOB TOO LARGE, NONE TOO SMALL

We also do re-topping and upholster work. Drive in today for free estimate on your needs.

FOR BETTER SERVICE

BLUE FRONT GARAGE

Joe J. Barron, Mechanic.

WE CARRY

A complete line of Red Wing and Chippewa Bootees, Cowboy Boots, Leather Coats, Riding Boots; V. & B. Button Leg Breeches, large assortment of kinds and sizes. We can fit you where the other fellow fails.

Watches, Elgins, Waltham s. Hamdons, \$5 to \$12.50
Pump Shotguns \$12.50 to \$17.50
Used Double Barrel Guns \$5 to \$9
22 Pump Rifles \$5 to \$7.50

Pistols, all kinds; also ammunition

Good Swelled Fork Saddles \$25
16x16 Army Tents \$20

WILL TRADE WATCH FOR GUN OR GUN FOR WATCH

ABILENE ARMY STORE
Abilene, Texas
915 South First St. Phone 8292

A SPECIAL SERVICE

We Offer a Complete Blanket and Curtain Service to our Friends.

YOUR BLANKETS

After a Blanket is properly cleansed and dried it is then brushed which loosens up all the Nap and makes a blanket look and feel just like it did when new. Send us a trial Blanket and we are sure you will then send us all you have for there is no other process that does the work so well.

YOUR CURTAINS

When we receive your curtains we measure their length and width, insuring their proper size when they are returned to you. This process also returns your Curtains square with no scallops or long corners. We are sure you will be pleased with this service when you have once tried it.

ABILENE LAUNDRY CO.

"Launderers and Dry Cleaners of the Dependable Kind"

Dean Higgins—Merkel Representative
Phone 92

LEST YOU FORGET WE DO



JOB PRINTING

When you are in need of job work, think twice before you send it out of town. If you will have the Merkel Mail do your work, you will get some of this money back.

THIS IS SOMETHING FOR YOU TO THINK ABOUT

PHONE 61

The Merkel Mail

"IT'S A GREAT LIFE IF YOU DON'T WEAKEN" By Jack Rabbit



