

Great Show and Sale of Fall's most Marvelous Creations

A New Low Mark For Prices at The Season's Beginning

HUNDREDS OF EXCLUSIVE PATTERNS, COLORS AND DESIGNS Shown in Every NEW WEAVE AND FABRIC

Never before in the history of our experience in the dry goods business were we so sure of the superiority, style and quality of the goods with which our shelving and counters are so heavily laden. With the added new feature of our Guaranteed Hosiery for Boys, Girls, Ladies and Men we feel that our position with regard to the trade is very much strengthened. Our long practiced policy of "Satisfaction or your Money Back" eliminates all risk on the part of our customers, precluding the possibility of any loss by them. Our policy of "ONE PRICE, SPOT CASH" insures the lowest possible price at which the goods may be sold.



Wunderhose School Days Bring Many Problems

You owe it to your children to see that they are well dressed and comfortable. How can it be done on the least money? Stockings have been the greatest trouble. You know the kind that look well until the first recess. If your boy is the right kind of boy, he plays so fast he forgets all about his stockings. To grow he must play that way. Give him the kind of stockings that take care of themselves—



Leap-frog, hop-sotch, foot ball, and many other games need have no terrors for the mother who has bought her son Wunderhose. Let him scuffle, slide, jump all over the play ground—no strain, no holes, no ravel. These wonderful stockings are made from Wunderyarn, dyed with Wunderdye. Wunderyarns are spun from the largest and toughest cotton fibre known. They are twisted and combed until they have the strength of rope, with the "feel" of silk. Only double threads of Wunderyarn—no single ones whatever—are used in Wunderhose. The heels, toes and knees are reinforced, and remember the strength of re-inforcing yarns does not depend on the thickness. That is one of the reasons why the heels and toes of Wunderhose are so soft and pliable and yet so strong. In Wunderhose families the mother helps her children with their books when other mothers are slaving with the darned needles.

Our Entire Store Building is Filled to Overflowing with The Most Magnificent Fabrics and Values it has ever been our Pleasure to Place on Sale and we cordially invite each and every human being within the trade radius of Merkel to visit our store and permit us to show you through our entire stock and put you next to our **LOW PRICES.**

PARTEN DRY GOODS CO.

The Store for Style and The Economical Buyer

MERKEL - - - - - TEXAS

DO YOU WANT CLOTHES THAT FIT LIKE THESE

You will always look well-dressed in "Superb" garments—and never feel that "the other fellow" appears to better advantage. The most up-to-date styles of the season have just arrived and we will be pleased to show you this high-class line.



Don't buy that winter suit until you inspect the "Superb" clothes. Any of our customers will tell you about the merits of these garments.



MRS. W. H. DICKSON, EDITOR

Mrs. J. N. Routh assisted by Misses Flay Gunn and Venona Hamblet entertained Thursday evening. Tables were arranged for progressive 42 and other games which were greatly enjoyed by those present. The invited guests were Misses Elma Shepard, Isla McDonald, Geneva Warnick, Kittie Pipes, Ruth Merritt, Leno Largent, Fannie Burroughs, Winnie Warren, Jessie Sutphen, Irene Swann, Roxie Moon, Zora West, Edna Roberts of Weatherford, Clara and Murtice Saffle, Gene and Carol Rister, Maggie Roberts, Dethel Jenkins, Virginia and Venona Hamblet, Flay, Mary and Amy Gunn, Annie Smith, Inice Moon, Elizabeth and LaVerna Swafford, Lurlyne Long, Clara Keeton, Faye Allen; Messrs. Carl Evans, Parker and Roscoe Sharp, Otis and Lowe Barnett, Lytton Howard, Taylor Jennings, Sam Swann, Charley Logan, Forest Gaither, Will Joe Largent, Oscar Hasley of Dublin, Frank Smith, Frank Ferrier, Barney Garrett, Ben Merritt, Jesse Ferguson, Charley Jones, Dennis McDonald, Robert Hicks, Tyre Sublett. Vocal selections were given by Misses Leno Largent, Zora West and Murtice Saffle. Miss Amy Gunn assisted in serving cream and cake to the guests.

Miss Zora West gave a 42 party in honor of Miss Roxie Moon Tuesday evening. Music added much to the pleasures of the evening. At the conclusion of the games punch and cake were served to Misses Faye Allen, Murtice and Clara Saffle, Jackie and Mary Jennings, Dorothy Lee Potter, Roxie Moon and Zora West. Messrs. Emzy and H. C. Burroughs, Hugh Tandy of Abilene, Will Joe Largent, Herman Barnett, James and John West.

Miss Annie T. Daniel assisted by her mother Mrs. J. W. Daniel entertained a few friends informally Thursday afternoon in honor of Miss Ollie Kate Harris of Abilene. Bridge proved to be very much enjoyed by Misses Mabel Collins, Agnes Hall, Maude Martin; Mesdames C. C. Cheshire, L. D. Gaither, Lanier Brown, Fred Bigham, Courtney Hunt, W. T. Berry, W. H. Dickson. Iced watermelon was served.

Wednesday afternoon Miss Pauline Johnson hostess to the G.F.F.C. girls. Needlework and music featured in the afternoon enjoyment. Miss Margaret Tandy of Abilene visited the club. The members present were Misses Inice Moon, Clara Keeton, Faye Lowrey, Winnie Warren, Jessie Sutphen, Tennie Brown, Fannie Burroughs, Pauline Johnson. Apricot sherbet and peaches were served.

Miss Jackie Jennings entertained a few friends Wednesday afternoon. They played croquet. The girls present were Misses Roxie Moon, Faye Allen, Dorothy Lee Potter, Zora West, Murtice Saffle, Mary and Jackie Jennings. All report a lovely time.

Program School Rally Sept. 15.
Meeting called to order by chairman. Quartette (Piano accompaniment) selected by Miss Laura Jennings.
Address by County Supt. E. V. White.
Instrumental solo—Miss Cleo Bowler.
Address by school Supt. R. L. Kringbaum.
Reading—Mrs. Sheppard.
Short talks by volunteers.
Dr. J. D. Sandefer of Simmons College and Prof. J. F. Cox president of the Christian College at Abilene have been invited to be present.
There will be a social feature in which every one present can take a leading part.
R. L. Kringbaum,
J. H. Warnick,
I. S. Allen.

MUST READ.

A man may guy,
And a man may lie,
And a man may puff and blow;
But he can't get trade
By sittin' in the shade,
Waiting for business to grow.

Mr. and Mrs. W. A. Franklin are in Abilene this week.

Mrs. Winston of Roswell, N.M., is visiting her sister Mrs. P. Pettit.

B. Y. P. U. Program.

Following is the program for next Sunday 7 p. m.

Subject, The harm of worldly life.

Scripture reading, I. John 2: 12-17.

Leader, Miss Sadie Collins.

Song.

Prayer.

Instrumental duet—Misses Winnie Warren and Lena Rister.

Bible reading—Rom. 12:1-2—

Maggie Wheeler. Matt. 5:1-16

—Floyd Dean. Acts 1:6-11—

Britain Jobe. John 15:18-27—

Geo. Musick. John 17:9-12—

Etheridge Dockery. Rom. 14: 15-21—James West. Rev. 3:20-

22—Ola Sharp.

Song.

Prayer.

Harm of a worldly christian life—Mr. Moore.

Song.

Benediction.

League Program.

Subject, The Supreme Motive Power.

Leader, T. A. Johnson.

Song No. 21, (New Book)

Prayer.

Song.

Scripture lesson, II Cor. v:13-14, John

xiii:34, John iii:16.

Address by leader.

Song No. 168.

Paper, One thing needful—Frank

Smith.

Peculiarities of this friendship—Miss

Tennie Brown.

Paper, Whither?—Leslie McNeese.

Instrumental music—Miss Ruth Mims

Roll call answered by scriptural verse

Miscellaneous.

Benediction.

Notice to Boys.

We have the best and most up-to-date line of knee pant Suits with peg top pants. Also fine line of extra peg top knee pants.
W. L. Harkrider.

J. A. Hamner returned Wednesday from an extended visit with his children in south Texas.

G. B. Tittle has accepted a position with the Anchor Hardware Co. and moved to Merkel.

Are You a Woman?

TAKE CARDUI The Woman's Tonic

Just Returned From Market

Have been very busy all the week opening new goods. We have all the new things in Dress Goods in the new colors from 5c calico to all-wool goods at \$1.00 per yard. A nice line of up-to-date Skirts and new Shoes for the children, ladies and men. Also a nice line of swell Suits and Hats. We have not the time to tell or to price you in this issue but come in and let us show you these goods and price them to you.

J. P. Sharp

Rural Carriers Association.

At Merkel, Sept. 4, 1911.
Business session at city hall 10 a. m. All carriers especially urged to be present at this session.
Regular session at tabernacle 2 p. m.
Welcome address—Mayor Min Response—Mr. Thomas, Tye.
Address—Judge T. A. Bledsoe
Rural service compared with other services—Arthur Slater Clyde.
Good roads—A. B. Chamber Baird.
The patron as the carrier sees him—J. A. Brownlee, Cottonwood
The carrier as the patron sees him—Patrons on routes.
Care of horse—Victor Harris, Merkel.
Everybody invited to come and help us make this meeting a grand success. Especially do we urge the route patrons to be with us at the afternoon session and take part in the discussions.
Price Bankhead
Victor Harris
O. J. A.

Our First Showing of New Fall Millinery FRIDAY AND SATURDAY SEPT. 1 & 2

THE new styles for fall are very pretty and becoming and a complete change from the past several seasons. The soft Felt hats in white and colors are the newest things for early wear. We have a large line of Felts ranging in prices from \$1.00, \$2.00, \$2.50, \$3.00, \$3.50, \$5.00. We will show next week a full line of Gold Medal and King Bee Tailored and Pattern Hats. These two lines of hats need no recommendation as every wearer of good hats knows the superiority of these brands over any other brand of Millinery. Be sure to see these new attractions.

New Goods are Rapidly Coming In

Next week will find most every department in our store filled to overflowing with new goods. We promise the people of Merkel the largest and best selected stock of Dry Goods and Groceries ever brought to Merkel from which to make your fall purchases. A visit from you will convince you and will be appreciated by us. We will make it to your advantage to trade at our store.

Merkel Dry Goods and Grocery Company

LOCAL AND PERSONAL

A. S. Hardwick of Abilene was in Merkel Saturday on business.

B. M. Black of Dora was the guest of his son B. D. Black Wednesday.

Laura Roberts and little son of Nugent are visiting Mrs. J. G. Jackson.

See our first showing of New Fall Millinery at Merkel Dry Goods and Grocery Co.

T. S. Wiman of Stanton is visiting his father and relatives in Merkel.

Mrs. Geo. Brown of Dickens county is visiting her father J. L. Banner.

Mrs. C. M. Largent, Miss Leno and Mrs. Rister were in Abilene Wednesday.

"I have a world of confidence in Chamberlain's Cough Remedy for I have used it with perfect success" writes Mrs. M. I. Basford, Poolesville, Md. For sale by all dealers.

Miss Alice Mangum of Oklahoma City is visiting her uncle B. D. Black.

Tom Sears of Whitewright is visiting his brother John Sears of the Noodle community.

As usually treated, a sprained ankle disabled a man for three or four weeks but by applying Chamberlain's Liniment freely as soon as the injury is received, and observing the directions with each bottle, a cure can be effected in from two to four days. For sale by all dealers.

There will be preaching at the Methodist church Sunday at 11 a. m. No preaching at night on account of Baptist meeting.

Figure with the Merkel Dry Goods and Grocery Company on your dry goods and grocery bill and save money.

Charlie Lou the 3-year old child of C. W. Harris who has been dangerously ill since Sunday is reported better.

Diarrhoea is always more or less prevalent during September. Be prepared for it. Chamberlain's Colic, Cholera and Diarrhoea Remedy is prompt and effectual. It can always be depended upon and is pleasant to take. For sale by all dealers.

W. V. Cranford has traded the Wilder residence opposite the M. Ruste and is a citizen of the neighborhood row.

TO THE TRADE

We have received for the buying public of Taylor county, a new line of unique, seasonable merchandise for the new season that will compare most favorably with any line shown in the largest city department store, and our facilities for taking care of your fall business will be the very possible to obtain.

Our buyers have just returned from a four weeks visit to the fashion center of the East and the fact that we buy for two stores, gives us unusual advantages of the markets best values and while we will offer nothing but the newest ideas and fads for the coming season, the prices obtained on them will convince the most skeptical that we lead in low prices as well as high quality.

Our Silks, Dress Goods and Trimming Department will be replete with the season's newest Weaves, Shades and Patterns, and at prices that will appeal to economical buyers.

We are adding to our Large Store, a swell up-to-now ladies' ready-to-wear department, a department of it's own, featuring the latest creations in ladies' one piece Dresses, Coat Suits, Skirts and in fact every item that go to make up a complete Ladies' Ready-to-Wear Department.

OUR MILLINERY DEPARTMENT

It is with great pleasure that we announce to the ladies of Merkel and the Merkel country that Miss May Massey of Waxahachie will have charge of our Millinery Department this season and you will always find her willing and ready to show you whether you want to buy or not. So come in and get acquainted with her and let her help you plan your winter hat.

Woodroof Brothers



LOCAL AND PERSONAL

J. W. McCollum of Comanche county is visiting his brother-in-law J. L. Banner.

Mrs. Howard and Miss Cleo Bowler of Terrell are in town visiting Mrs. W. A. Scott.

Homer Easterwood who has been in Southern Texas for several months is at home.

For bowel complaint in children always give Chamberlain's Colic, Cholera, and Diarrhoea Remedy and castor oil. It is certain to effect a cure and when reduced with water and sweetened is pleasant to take. No physician can prescribe a better remedy. For sale by all dealers.

Mrs. Hayes of California who has been visiting her sister Mrs. Fredericoen returned home last Sunday.

Swellings of the flesh caused by inflammation, cold, fractures of the bone toothache, neuralgia or rheumatism can be relieved by applying Ballard's Snow Liniment. It should be well rubbed in over the part affected. Its great healing and penetrating power eases the pain, reduces swelling and restores natural conditions. Price 25c, 50c, and \$1.00 per bottle. Sold by H. C. Burroughs.

Dr. J. M. Green, dentist of Houston will be in the dental office formerly occupied by Dr. McCauley over the F. & M. Bank for the next few weeks. tf

Mrs. Mary Smith of Coleman is visiting her son and daughter Mr. and Mrs. B. D. Black.

Best Treatment for a Burn.

If for no other reason, Chamberlain's Salve should be kept in every household on account of its great value in the treatment of burns. It allays the pain almost instantly, and unless the injury is a severe one, heals the parts without leaving a scar. This salve is also unequalled for nipped hands, sore nipples and diseases of the skin. Price, 25 cents. For sale by all dealers.

Mrs. Arthur Rose has returned from an Abilene sanitarium and reports her health very much improved.

Kills a Murderer.

A merciless murderer is appendicitis with many victims, but Dr. King's New Life Pills kill it by prevention. They gently stimulate stomach, liver and bowels, preventing that clogging that invites appendicitis, curing constipation headache, biliousness, chills, 25c at H. C. Burroughs.

Read the Mail—\$1.00 a year.

