## THE MERKEL MAIL



MERKEL, TEXAS, FRIDAY, JULY $17,1931$.

\section*{| IKEEEPING UTP | STERLING FOE |
| :--- | :--- |
| OF REGULATORS |  | <br> WITH TEXAS}



DPFENDS SOMIN DOLIARS YOU SPEND YOUTH HOME FOLKS

| wichita Falls. <br> A live armadillo, which found its | Austin, July 16.-Governor Sterling |
| :---: | :---: |
|  | ewspaper men late Wed |
| to Kansas City in a carload of | he opposed any law which gave |
|  |  |
| the cargo, was sold to an animal store for exhibition purposes. |  |
| Harry Koch, who after publishing | for |
| the Quanh |  |
|  | This has been one of the principa |
| newspaper men, which included GeneHowe, has again acquired the paper he |  |
|  | Em |
|  |  |
| Ginger Rogers, R-K-O-Pathe movie |  |
| player and vaudeville entertainer, was granted a divorce from Jack Culpep- |  |
|  | rese |
| per, vaudevilian, formerly of OakCliff, in 44 th district court at Dallas |  |
|  |  |
| Cliff, in 44th district court at Dallas |  |
| Reduction of Texas' cotton acreage |  |
| by one-half and rotation of cottonplanting are sought in a bill introduc. |  |
|  |  |
| ed before the special session of thelegislature by Senator Oliver Cunning- |  |
|  |  |
|  |  |




| Church Dues Are Being Paid With Bushels of Wheat $\qquad$ | TWO CHILDREN, MOTHER DROWN, LAKE VICTIMS |
| :---: | :---: |

River Mishap Fatal
To Stamford Youth
Alfred Crager of Ballinger has be
trict of Texas to succeed M. H. Boyn
ton, who resigned reently to become
udge of the Fort Worth corporation
ted new coroporations in Texas dur
ing the first hall of
1231931, , compared to
taring the corresonding perion
terwhite-stevenson ooleat of the the Sat
remation
resolution in the House, the governor
said such an inquiry might have taken
Wity Hifer

WHAT DOES IT MATTER?

Early Morning Fire
Damages Buzbee Home

$$
1 \mathrm{Im}^{\mathrm{m}}
$$

ing.
I happened to be chatting with my host, who is a noted man, while he
was shaving, and I noticed how careful he was to use very litte water. was shaving, and I noticed how careful he was to use very little water. "It's seems sort of silly tor you to be so conscientious," remarked.
"After all, the few drops that you conserve wont make any difference." "They don't make any differen
make a lot of difference to me."
When he saw from my expression that I did
he proceded to give me his philosophy of life
he proceeded to give me his philosophy of life. ago, there was a great deal of popular emphasis
emphasis upon so-called "social
Science had begun to introduce wonderful new inventions for increasing human happiness. Men were stirred by the hope of a quick millennium. Young people graduaied with
fort would transform the world.
My friend was one of the most eager of the reformers. He organized, and voted, and agitated, and did all the things that he should. But nothing happened. The good candidates for whom he cast his vote were de feated. The good causes made slow
couragine unwillingness to change.

## couraging unwillingness to change. disill I went through a period of deep to myselt, what's the use of doing ansthing whe

## one's single effort

"One day while I was in this mood I discovered these words of Socrate
iI therefre, II, therefore,, . consider how 1 may exhibit my soul before the
judec in a mealthy condition. Wherefore, disegarding the homors
that most mea value, and looking to the truth, I shall endeavor in reality to hive as virtucusly as I can; and when I die, to die so. And I invite all other men, to the utmost of my power
teest which, a affirm, surpasces all contests here.
"That flashed across my mind like a bolt of lightning," my friend con-
tinued. "It ciarified everything. I realized that I am not responsible for the success or failure of any
gocd cause. All I am responsible for is my own best effort in that cause. Whether my vote be effective or not; whether the amount of water I can save will make any differcnce-these are not
"The only question is: Am I doing my best?
eculd use it in one of your editorians
"Many thanks," $I$ answered. 1 can.

## What A Difference Fifty Years Make



## Hoover Plan Seen As

 Beginning of Revision $\begin{aligned} & \text { structure of the entire worla, since } \\ & \text { it might affect the baiance of power }\end{aligned}$ Of War-Debt Scheme - Hoover moratorium plan as an introduction to the revision of the wholescheme of the war-debt and repara. tion
 of Ameriea to the rest of the world Yul response to our tim bi sale
has been voiced by Dr. A. B. Cox, The Sale continues with big
director of the Bureau of Business Re. Ials for Saturday. Brown's Bar search at the University of Texas. Dr. gain Store.
 e. to its provisions, and its probable re.
sults, and has made a number of addresses before local civic organizations "a one-year recess from reparation
payments standing alone will simply
and
$\qquad$




## 

C. M. PRESLEY Jeweler
Watches-Diamonds-Silv
Abilene, Texas
sprad influence on the economic might affect the biance of powe Nounting to some 815 0000,000 to sit
 tivid ic stability of the whole world." $51-2 \overline{\text { per cer }}$ Better Loans. Longer time, lower due. W. Homer Shanks, Sec'y.Treas. citizens N. F. L. A. Farms, Ranches, Business Property for sale or ex-
change. Room 1, Penney Bldg., Abichange. Room
lene, Texas.
Beautifies


## Instantly Renders

 to vour appearance. The effect is
so diecate and natural. the use of
at oilet pena a toilet preparation cannot be de-
tected. I Lasts thruout the day
without rubbin wited. Lasts thruout the day
showing the effect, streaking of showing the effect of courwis ORIENTAL

## Consider your Odamis Opple!!*

 Don't Rasp Your Throat
## With Harsh Irritants

"Reach for a LUCKY instead"

Everyone has an Adam's Apple-Every man-every woman has one. Touch you Adam's Apple with your finger. You are actu ally touching your larynx-this is your voice box - if contains your vocal chords. When you consider your Adam's Apple, you are consid. ering your throat-your vocal chords.
"TOASTING" expels certain harsh irri rants present in all raw tobaccos. These ex pellod irritants are not present in your LUCKY STRIKE-the modern cigarefte. We sell these expelled irritants to manufacturers of chem ical compounds. Everyone knows that sunshine mellows-that's why the "TOASTING" Proces includes the use of Ulitra Violet Rays. LUCK STRIKE-made of the finest tobaceos-the Cream of the Crop-THEN-"IT'S TOASTED"an extra, secret and exclusive heating process It is this process that expels these harsh ir is this process that expels $\frac{\text { these }}{\text { Irritants. No wonder } 20,679 \text { American }} \frac{\text { harsh }}{\text { physi- }}$ cians have stated LUCKIES to be less irritating No wonder LUCKIES are always kind to your throat. And so we say "Consider your Adam' Apple." Be careful in your choice of cigarettes.

TUNE IN - The Luck Strike Dance Orchestra,
every Tuesday, Thursday every Tuesday, Thursda
and Saturday evening over N. B. C. network

## "It's toasted

Including the use of Ulitra Violet Rays
Sunshine Mellows-Heat Purifies
Your Throat Protection-ogalnst ircitotion-agalnst cough

## "In the Coming Years"

"Economy, thrift and self-denial, character, uprightness of conduct and ability have always been, in truth, our only national standard.
"The lesson we are now learning in its applica tion is as severe as it is universal, and we confidently believe that all of us will be benefitted by our present difficulties.
"The sun will rise, the rains will fall, the flowers will bloom, the birds will sing and the children will laugh and play, God will reign and the Government at Washington will stand through the coming years. We may look to such a future with an abiding and serene faith-the past is gone-the present is brief-the future is eternity.

THE OLD RELIABLE

## FARMERS AND MERCHANTS

 NATIONAL BANKMERKEL, TEXAS
member federal reserve system

dallas lubbock wichita falls abilene, texas
$\$ 150$ A MONTH Our Affiliated Employment Depart ents, in closer touch with thousands ables 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 sill hon Training. Mail coupon for details of this unusual plan today.
$\qquad$

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is like a spare tire. YOU may travel for miles without calling it to your aid, but sooner or later it will fill a very pressing need.
We write all kinds of insurance, backed by companies whose prompt service and dependability are well known.
Better have us write Hail Insurance on this Grain Crop

## W. O. BONEY MERKEL, TEXAS

Farm Loans and all kinds of Insurance Consult Your Insurance Agent as you Would Your Doctor or Lawyery

MERKEL MAL WANT ADS FOR RRSIUTS

## ROWENA RIDES THE RUMBLE

/ßobsy is ent the last minute Little A few miles out Bobby beeomes tearful at being parted from her
sweetheart and Rowena insists
on taking her place in the rumble so that she caln ride with Peter and have him
to talk to about Carter. Rowena gets
Peter to Peter to consent to divide the expense
money each week as soon as it arrive money each week as soon as it arrive
and astonishes Peter by eating too ec onomically.
The three tourists reach St. Louis,
atheasis. through Buffalo and
Chicago. Peter and Rowe Chicago. Peter and Rowena have many
tiffs, while Bobby is enraptured at the tiffs, while Bobby is enraptured at the
way Carter is fuming over her flight from New York.
Now GO ON WITH THE STORY-
There were bound to be ever so There were bound to be ever so
many pleasont, cool, shadowy shortcuts between St. Louis and Kansas
City.
On the way between St. Louis and
Kansas City. Peter asked about Kansas city, Peter asked aton
shortcuts at no end of filling stations
and garages as they went west, bu no one seemed very well informed about by-roads, and for the most
part every one advised against at tempting any such thing.
It was well on toward It was well on toward noon when
Peter found a man in a garage who
thought there really was a short-cut juoug as heter wanted. He wasn't al
together sure it was 2 direct route to Kansas City, but at least t did not
lead back toward St. Louis.
They had driven abous twents miles along this rambling lane, which
at times seemed to turn uncertainl
toward Kansas City and then made a dead run for the Nebraska line, when
they saw a stalled car in the rod
before them. The driver tay

## 8




| lall in all, you are not hale bad tobreeze around with, Peter.""Well, it's all over now," saidPeter."You don't suppose we could pickone up here, do you?-By advertising.The way we got Bobby in the firstplace.,But they both knew it was prettyhopeless."They said good night with some- |
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thing vaguely sog nestive with some.
ate regarection
disappor the this killing,

## Credit Standing

Perhaps today credit standing may not mean much to you-you may pay cash for everything, but some time may come in your life when good credit standing may be a most valuable asset.

One of the best ways of building credit standing is a growing bank account, and payment of bills by check.

# FARMERS STATE BANK IN MERKEL 

Capital \$40,000.00
Paid-in Surplus $\mathbf{\$ 1 0 , 0 0 0 . 0 0}$
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Dave Hendricks, v-president. Jack Anderson, asst. cashier.

DIRECTORS
C. M. Largent, Dave Hendricks, J. S. Swann, Max Mellinger, Courtney Hunt, W. L. Diltz, Jr., R. O. Anderson.


While scaly monsters fought
in PENNSYLVANIA

$\begin{aligned} & \text { Published Every Friday Morning } \\ & \text { Glover and Caple, Publishers. } \\ & \text { TELEPHONE No. } 61\end{aligned}$
$\begin{gathered}\text { Entered at the postoffice at Merkel, }\end{gathered}$
$\begin{aligned} & \text { Texas as second class mail. }\end{aligned}$
Texas, as second class mail.
SUBSCRIPTON RATES
Anywhere
Advertising Rates On Application.
advertising,
GEORGE C. HANDY, PUBLISHER
"When the intelligent and loyat
small town purchaser buys in the
home town store he gets full value for
his money, he has the satisfaction
3 曾

THE MERKEL MAII Published Every Friday Morning
Glover and Caple，Publishers $\frac{\text { TELEPHONE No．} 61}{\begin{array}{c}\text { Glever and } \\ \text { Entered at the postoffice at Merkel，} \\ \text { Texas，as second class mail．}\end{array}}$ SUBSCRIPTTON RATES
Taylor and Jones counties
Anywhere else Advelising Rates On Application． advertising，

GEORGE C．HANDY，PUBLISHER ＂When the intelligent and loy
small town purchaser buys in
home town store he gets full value $f$ his money，
knowing th
townsman
erving pe
音号

## CHILPMES ，

 Protracted Meeting Begins at Tabernacle

## Noctery




## lot more．＂$\overline{\text { the } \overline{\text { texas cotton }}}$

$\qquad$
$\qquad$

 age acreage planted to cotton in Tex－ we planted $16,975,000$ acres．The fol－ lowing facts are obvious：Texas pro－
duees less cotton per acre on the av． duues less cotton per acre on the av－
erage than the balance of the belt．The
vield yield per acre has been constantiy de－
clining as the acreage in cotton has been inereased．
－Along with this the character of
Texas cotton has seriously declined． Texas cotton has seriously declined．
Today we find ourselves producing cot－ Today we find ourselves producing cot－ income－producing a poorer quality at a higher cost on a larger acreage with a lower yiekt per acre．Unless a change
is brought about the Texas cotton far
help the Co-op do it."

THE MERKEL HOME LAUNDRY．
day if work，It will be like your laundry her．We call for and deliver．We want to thank all of our customers．for their iat it if you will tell your neighbors THE MERKLi HOME LAUNDRY． ＂Mrs．S．L．Grayson，Manager．
Mrs．Mary Eliott of Corpus Christi
anded five tarpon in five strikes in anded five tarpon in five strikes in
five hours at Port Aransas Tuesday morning．

$$
\begin{aligned}
& \text { mer has a hopeless outlook } \\
& \begin{array}{l}
\text { mer has a hopeless outlook. } \\
\text { "The Coo-p is organized to correet } \\
\text { such conditions and the farm board }
\end{array} \\
& \text { has been set up by the government to }
\end{aligned}
$$



## Rural Community Correspondence



GOLAN NEWS



BABIES


## Wake Up Your Liver Bile -Without Calomel




The Indianapolis and Altoona races Proved that Germ-Processed Oil will perfectly lubricate motors up to 120 miles per hour

$$
\begin{aligned}
& \text { CONOCO } \\
& \text { GERM }
\end{aligned}
$$

$$
\begin{aligned}
& \text { PROCESSED } \\
& \text { MOtORUOON }
\end{aligned}
$$

Newspaper Ad Recalls Trade
Made at Merkel 22 Years Ago

Wanctid To tratata a seon hand mexer ${ }^{\text {min }}$
yopys.)





Jury Dismissed In Heart Balm Cas Abilene, July 16.-The jury which
for 10 days listened to evidence in Miss Margaret Robertrs $\$ 50,000$ breach
promise suit against $J$. Louis Kee
 was dismissed late Friday and a new the misplacee false teeth of Aldon Free
hearing of the case was expected $\overline{\text { to }}$ be
man, 6 , eceentric set for the near future 5 The jury, it was learned, was 7 favor of Miss Roberts, who claime she was
punching freedend, only to be bejiter fo for
another woman whom Keel married. The jury deliberated from $9: 50$
m., Thursday until after 4 p. m. Fri day.
The ters from members of keels family lers from members of Kee's family
to Miss Roberts, saying they "wel comed the idea of family," held this was conclusive evil dence of a proposal to marry. Use


| PALACE THEATRE SWEETWATER |  |
| :---: | :---: |
| New Summer PRICES |  |
|  |  |
| Vdults 2 til $3 \quad 25$ |  |
| Adults | 3 til 5 |
|  | $5-30$ |
| Adults 5 till $10 \quad 40 \mathrm{c}$ |  |
| Sundays ard Holidays |  |
| Children 10c <br> Adults 40c |  |
|  |  |
| $\begin{gathered} \text { SUNDAY } \\ \text { July } 19 \end{gathered}$ |  |
|  |  |
| Norma Shearer In |  |
| "A Free soul" |  |



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| :---: | :---: |
| $\mathbf{D}^{0} \text { othey harases you by by }$ |  |
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| Chist, put up in |  |
|  | DSMA |
|  | rewars of limatio |
| NERWME <br>  |  |
|  | $\begin{aligned} & \hline \text { You WLL HIND ME } \\ & \text { BLLUE FRONT GARAGE } \end{aligned}$ |
| $666$ | EARL TEAG |
|  |  |
|  | Satisfation Cuar |

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FATS AND LEANS

## SCORE FAT TOTALS

 Out Brilliant Play

BEAUTIFUL
NEW. FORD
De fine
Bodies
town sedan de luxe sedan
CONVERTIBLE SEDAN
DE LUXE TUDOR
Victoria
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The most striking fine car types ever offered at such low prices are now being presented by Ford dealers. These are the six newest de luxe creations of the Ford Motor Company. They are designed and built to meet every need of the automobile buyer whose desire for motoring luxury and outstanding performance is tempered with sound economy

Get the facts about these fine cars., Compare their lithe, clean-cut style with any you have ever created in your own imagination. Learn about the de luxe materials with which each car is trimmed and upholentered, and how carefully these are tailored. Sit and rice in the wide, restful seats and you will realize that just as no restrictions have been put on meghantical performance, so no limits have been placed on comfort and beauty.
There is much to interest the careful buyer-a choice of sparkling colors, a variety of rich mastery materials, Rustless Steel, safety glass, Houdaillo double-acting shock absorbers, one-piece welded steel wheels, slanting windshields, and many other features which make the Ford a happy investment.

## THE RED \& WHITE STORES

## Cooling

 Delicacies
## For Sultry Days

For the usual meals, for the afternoon luncheon and for the outing lunch Red \& White Stores offer a very attractive assortment of foods that are appropriate for the summer season.


| LEMONS | ORANGES |  |
| ---: | ---: | ---: |
| per doz. | 29c | per doz. |

LETTUCE per head $\mathbf{5 c}$ BLACKEYED PEAS, fresh, 3 lbs. for ........10c BEANS, green, No $\mid$ SPINACH, No. 2 2 can, 2 for 25 c can $\quad 14 \mathrm{c}$

LAUNORY SOAP "mme


