

If you went anywhere, did anything, had visitors, got married, got sick, got well or failed to recover, that's news and your friends would like to know about it. Phone your news to the Merkel Mail, Phone 61, Merkel, Texas.

THE MERKEL MAIL

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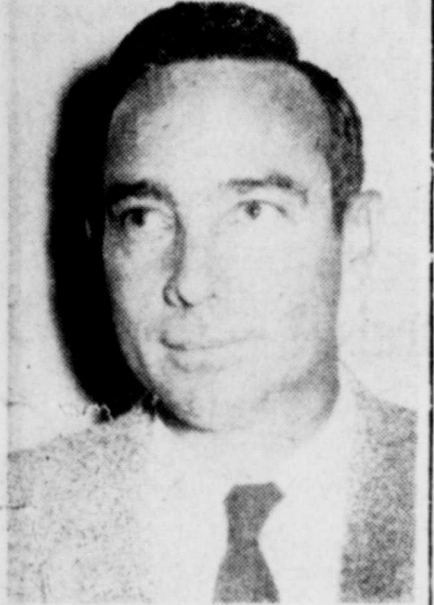
MERKEL, TEXAS, THURSDAY, APRIL 25, 1957 — FOUR PAGES

SPECIAL EDITION

WELCOME CO-OP MEMBERS

Lynn Knight Taylor Electric Co-ordinator

J. Lynn Knight, co-ordinator for Taylor Electric Co-op since



J. LYNN KNIGHT
... co-ordinator

1956, formerly worked for Remington Rand in Abilene.

Lynn is former vice-president of the Abilene Optimist Club, a member of Merkel Chamber of Commerce and manages a Little League baseball team.

Mr. Knight and his wife Margarie live at 1003 Yucca in Merkel. They have one son, Wally, six years old.

Merkel Merchants Sponsor Special Values For Taylor Electric Visitors

Local merchants are extending a special welcome to all REA members and will feature exceptional bargains in their stores for the day as well as donate gifts to be given as attendance prizes for members at the meeting.

In addition to the restaurants in town, food will be prepared by different organizations to take care of the crowd.

Earle Watts Co-Op Advisor

Earle M. Watts electrification advisor for Taylor Electric Cooperative, started working for the company in September, 1955 and advanced to the position of electrification advisor in 1956 succeeding Holt Vaughn.

Mr. Watts is on the board of stewards at the First Methodist Church, member of the Merkel Lions Club, Chamber of Commerce and a former member of the board of trustees, Merkel Independent School District.

Earle and his wife, Hattie Mae have one son, Ned, 18, and a daughter, Nancy, fourth grade student. The Watts live at 1010 Locust, Merkel.

Taylor's payroll last year was in excess of \$114,000. Across the nation at the present time, rural electric members are buying consumer goods at the rate of a billion dollars a year.

Merkel merchants that are donating prizes are: Merkel Drug, Wilson Jewelry, Starbuck Co., Mellinger's, Wilson's Food Store, White Auto Store, Carson Grocery, Bullock's Hardware, and Bill's Garden Shop.

There will be displays of farm machinery, automobiles, and major household appliances at the REA building.

Merchants that will have displays and donate gifts are Farm Machinery Co., Palmer Motor Co. Badger Chevrolet, and John McKenzie Motors from Merkel. White's Auto Store, Mac Andrews Appliance, Sears Roebuck Co., R. A. Bible Hardware, and Implement, and Farm Equipment from Abilene.



HORACE B. HARGROVE
... assistant manager

Hargrove With Taylor Since '52

Assistant manager of Taylor Electric, Horace B. Hargrove, has been with the co-op since March 1952. He was made assistant manager in 1956.

Mr. Hargrove is chairman of State Superintendents Conference in San Antonio, Texas, member of Merkel Lions Club, Merkel Chamber of Commerce and a member of the First Methodist Church.

Horace and his wife Mary have three sons, Gene H., Junior in McMurray College in Abilene, Jimmy, Freshman at Merkel High and Larry, a fourth grader. They live at 712 Locust in Merkel.



EARLE M. WATTS
... electrification advisor

Taylor Electric Organized In '39

The Taylor Electric Cooperative was officially organized in September, 1939 and held its first annual membership meeting in March, 1941.

The cooperative was organized by a group of local rural people who wanted electric service and who were willing to start the "ball to rolling".

They spent a lot of time and effort contacting rural families in the area to discuss the possibilities of an electric cooperative. They had to get the people to sign applications for membership in the cooperative before anything definite could be done.

Taylor Electric now has thirty-six employees and distributes electric energy from a network of almost two thousand miles of line as compared to the three hundred miles they started with in 1941. The line now reaches into eight counties.

The directors of Taylor Electric Cooperative are: H. R. Roberts, president, Ovalo, Texas; C. F. Hill, vice president, Nugent Rt., Abilene; Sam Butman, Jr., secretary-treasurer, Rt. 4 Merkel, Comer Haynes, Merkel; J. J. Anderson, Trent; Oma Thomas, Maryneal; Elmo Jones, Tuscola; Mack Collins, Hawley; O. S. Moore, Nolan, Texas.

Taylor Refrigeration directors are: H. R. Roberts, Sam Butman, Jr., Comer Haynes, J. J. Anderson and John Crain.

Most of the Taylor Electric Cooperative employees are from the local community.

16th Annual Taylor Electric Meeting To Be Held Thursday In Merkel

CO-OP Manager In Civic Work

Lester F. Dorton, general manager of Taylor Electric Cooperative, has been with the organization since May, 1945.

Mr. Dorton became general manager in October, 1951, suc-



LESTER F. DORTON,
... general manager

ceeding Riggs Sheppard. The Cooperative has experienced a healthy, continuous growth under his guidance.

He is a member of the National Insurance and Employee Welfare Committee, Washington, D. C., member of the board of directors of Texas Electric Cooperatives, Austin, Texas and on the board

A record crowd is expected at the 16th annual membership meeting of the Taylor Electric Cooperative, Inc., to be held in Merkel Thursday, April 25th. The meeting will be in the co-op's office building on Highway 80 just west of the city.

A day of entertainment has been planned for the members and attendance prizes will be given throughout the day.

The program for the day includes an informal visit with Congressman Omar Burleson, a western music show, an electronic range demonstration and a 4-H electric demonstration.

The day will begin at 9:30 with registration and the opening of the exhibits. The latest in farm machinery, household appliances, and automobiles, will be on display.

Invocation will be by Rev. Dewitt Chandler, minister of the First Baptist Church in Clyde.

Charles Hogsett, Merkel Chamber of Commerce president, will present the welcoming address.

Election of directors is to be held at a business session in the afternoon.

of directors for Mid-Tex Generation and Transmission Cooperative.

Mr. Dorton has been active in Red Cross work, is on the board of stewards of the First Methodist Church, a member of the board of directors of the Merkel Chamber of Commerce, and past president of the Merkel Lions Club.

Lester and his wife, the former Gloria Bacon of Abilene, have two sons, Lester, Jr. 14 and Mack, 10. They also have a daughter, Pamela who is 14 months old.

Welcome to Merkel

W. T. U. join with the other citizens of Merkel to welcome the

Taylor Electric Cooperative to its annual meeting on April 25th.

Since World War II W. T. U. has tripled the amount of Electric

Power available to serve REA and other customers in West

Texas.

West Texas Utilities
Company



On the Occasion of your 16th Annual Meeting

Our hearty congratulations and best wishes to the Board of Directors, Officers, Manager, Employees and Consumers of

TAYLOR ELECTRIC COOPERATIVE, INC.

for SIXTEEN YEARS of service, progress and expansion in our territory.

It has been our pleasure to serve as your depository thruout all these years.

"The Old Reliable"

FARMERS AND MERCHANTS NATIONAL BANK

Merkel, Texas

Member Federal Deposit Insurance Corporation

Welcome
R. E. A.
Members
Boney Insurance Agency
143 Edwards Street
PHONE 21
Old State Bank Bldg., Merkel
Consult Your Insurance Agent As
You Would Your Doctor or Lawyer

PIECE GOODS
ASSORTED
BATES PRINTS, BROADCLOTHS
3 yds. \$1.00
Misses & Ladies Perky Pumps
Black & Gold — Charcoal & White
229 pair
Welcome REA Members
BEN FRANKLIN STORE
Mr. and Mrs. J. W. Hammond

OVEN - OF THE FUTURE



Alice Walters, Taylor Electric Home Economist will demonstrate cooking of the future at the annual meeting next Thursday in addition to the following schedule:
April 22, Monday—at the Taylor Electric Coop—1-2 p.m.; 2:30 to 3:30 p.m.; 7 p.m. till?
April 23, Tuesday — High School Auditorium—9:30 to 10:30 a.m.; 11:10 a.m. to 12:10 p.m. These will be for school students and teachers, especially
April 23, Tuesday — Taylor Electric Coop — 1 to 2 p.m.; 2:30 to 3:30 p.m.

BADGER CHEVROLET'S
LIDS OFF SALE
ON NEW 1957 CHEVROLET SIX PASSENGER 2-DOOR SEDAN
with Oil Bath Air Cleaner, Heater and Permanent Anti Freeze
BIG BEAUTY WITH SMALL BUDGET WAYS!
\$1788⁰⁰
Your Present Car Will Make The Down Payment
Drive In TODAY For Appraisal
No Obligation!
BADGER CHEVROLET CO.
Your Franchised Chevrolet Dealer
Merkel, Texas Phone 123

For GRADUATION
Give her a
LANE CEDAR HOPE CHEST
THE GIFT THAT STARTS HER FUTURE HOME
Treasures kept in cedar fragrance—safe from moths, dust and dampness.
Lovely modern design chest with a self-rising interior tray. Your choice of select interior woods. No. 7411
\$59⁹⁵
Lane Cedar Chests as low as \$49.95
AS ADVERTISED IN LIFE
A Transitional design in your choice of exterior woods. Has self-rising tray. No. 6731 \$69⁹⁵
Off-the-floor design with large base drawer. Your choice of light or dark exterior finishes. No. 6126 \$89⁹⁵
\$100 DOWN FOR LAY AWAY

VISIT
MERKEL REA DAY

BEST WISHES TO THE MEMBERSHIP OF THE TAYLOR ELECTRIC COOPERATIVE, INC.
from the
DIRECTORS AND EMPLOYEES OF THE
TAYLOR TELEPHONE COOPERATIVE, Inc.
Merkel, Texas

Charlie T. Myatt, President	John Hardesty, Manager
Boles Fry, Vice-President	Jack South, Office Manager
Frank K. Antilley, Secretary	Bobby Owen, Plant Supt.
R. R. Petty	Mrs. Lucille Denton
J. J. Farmer	Mrs. Criff Barnett
Troy Sloan	Derrell Farmer
Clark Perkins	Robert Carey
L. O. Huddleston	Dan Reidenbaugh
J. C. Raper	Willie Whitney

Serving rural communities with modern dial telephone service in 7 counties
from our unattended dial exchanges at

Noodle	Tuscola
Hawley	Buffalo Gap
Hamby	Bradshaw
Potosi	Wingate
Lawn	Nolan
Nubia	

STARBUCK CO.

Welcome

R. E. A.

Members

WOOZY'S

Welcome

Taylor Electric

Members

Burton Lingo Co.

Lumber & Supplies

Merkel

Adelle Elkins
Office Manager



ADELLE ELKINS
... office manager

Adelle Elkins has been with Taylor Electric since 1943 and has advanced from bookkeeper to office manager. She has been office manager approximately six years.

Miss Elkins is a native of Coleman, Texas and is the daughter of Mrs. Barclay Martin, Sr., of that city.

Before coming to Taylor Electric Adelle was employed by the REA in Coleman.

Rural Areas
Supplied Power

In May, 1935 Congress set up the Rural Electrification Administration as an agency of the Department of Agriculture.

The purpose of this agency was to make loans in the states and territories of the United States for rural electrification and the furnishing of electric energy to persons who were unable to get electric service.

At the time the agency was set up only five per cent of the farm homes had electricity in the United States.

Private utility companies declined the offer of loans explaining that electrification of rural areas was not feasible. This left the responsibility of securing electric service for rural America on the people themselves. Thanks to their courage and de-

termination, more than ninety per cent of the farms in the United States now receive electricity.

Taylor Electric is locally owned and locally governed. The directors are elected by a vote of the members (consumers) and must themselves be consumers of the cooperative.

These directors, nine in number, are the legislative body of the Cooperative and have the responsibility of the policy making. The executive duties are the responsibility of the general manager who is appointed by the directors. He appoints his staff and they are responsible to him.

Welcome

Taylor Electric

Members

Sandwiches

Hamburgers

Soft Drinks

Malts

Ice Cream

DAIRY BAR

Just East of
Taylor Electric

Welcome R. E. A. Members

Hasten's Shoe & Work Clothing Store

Visit Us Whenever You Are In Merkel

Congratulations

R. E. A.

16th Annual Meeting

Irven Thompson

BUTANE

Conoco Consignee

Merkel, Texas

ENTIRE STOCK

Spring Coats - Suits

Costume Suits

Were	59.95	49.95	34.95	29.95	19.95
Now	44.75	37.75	26.75	22.50	15.00

ONE RACK

CHILDREN'S DRESSES

1/2 PRICE

ONE RACK

Men's Spring Suits

\$19.95

ONE LOT

Men's Jayson Dress Shirts

\$1.99

Bragg's

Congratulations

Taylor Electric Members

16th Annual Meeting

Whites Auto Store

Home Owned in Merkel

Welcome

Taylor Electric Members

Merkel Farm Machinery

WELCOME

Your Best Buy

PONTIAC

MAGNOLIA

Wholesale & Retail

G.E. APPLIANCES

PHILCO APPLIANCES

INTERNATIONAL TRUCKS

GOODYEAR TIRES

PALMER MOTOR

MERKEL PHONE 159

ABILENE. OR 3-7212

WELCOME

REA MEMBERS

Lunches

Sandwiches

Malts

Milk Shakes

HAMBURGERS

NOOK CAFE

Next To The R.E.A.

WELCOME

Friends and Fellow—R. E. A. Members.

You are always

—Merkel



LADIES' SH

A special group for this consisting of nice comfortable straw; or Nylon Mesh and f dals of leather or straw. BLACK NATURAL, and N to 10; widths AA and B.

FOR R.E.A. DAY

\$2.98 per

COMAL GING

The leader in quality for y ing. 45 inches wide, sanforiz color, and fully mercerized. the outstanding patterns a in this fabric.

FOR R.E.A. DAY

65c per ya



MEN'S SPORT

One big table to choose fro sheers, and other fabrics. prints, strips, and fancies. Leagues". Sizes: SMALL LARGE—EXTRA LARGE.

FOR R.E.A. DAY

\$1.98 eac

MI

Welcome

R. E. A.

Members

**BILL'S GARDEN
SHOP**
Merkel

Welcome

R. E. A.

Members

To

16th

Annual
Meeting

ADCOCK

CLEANERS

Range Of Future Program Highlight

One of the high lights of the program for the annual Co-op day is an electronic range demonstration to be given by Alice Walters, Taylor Electric home economist.

The cooking is done by micro waves on an electronic range and foods not only get done in an amazingly fast time but pots and pans stay absolutely cool.

It takes only four minutes to cook a large baked potato. A four pound beef roast takes 26 minutes and you can broil one-half chicken in only nine minutes compared to the usual 45 minutes.

Taylor
Electric
Cooperative
16th Annual
Meeting

PROGRAM

April 25, 1957

9:30 A.M. — Registration and opening of exhibits.

10:00 A.M. — Bill Mack Show and an informal visit with Congressman Omar Burleson

12:00 — Intermission for lunch

1:30 P.M. — Invocation by Rev. Dewitt Chandler, Baptist Minister, from Clyde, Texas

Welcome—Charles Hogsett, Merkel Chamber of Commerce President

Electronic Range Demonstration

Business Meeting

4-H Electric Demonstration

Adjournment

Bill Mack Show In Merkel For Taylor Co-operative Meeting

The most popular country and western music show from this part of the nation. The Bill Mack Show, is scheduled for an appearance here on the date of April 25th under the auspices of Taylor, Electric Cooperative Inc.

The show is headlined by Bill Mack, versatile star of Starday Records and KWFT Radio in Wichita Falls, Texas. Bill is also proud of the fact that he ramrods the most popular local television shows in this part of the nation. He and his band, The Blue Sage Boys, are seen on two channels once a week and draw thousands of fan letters.

Besides his record, radio, television and stage performances... Bill is also active at composing songs. Practically all of his recordings are his own compositions. These include such hits as "Kitty Kat", "Sweet Dreams,"

"Baby", "The Cat Just Got In Town", "When The Sun Goes Down", "A Fool You Are" and many, many others.

Also featured with Bill Mack on his appearances are his Blue Sage Boys. Included in the show unit are such favorites as Bill Davis and his Banjo, Bill Adams at the Bass-Fiddle, Bobby Boatright and his Fiddle, Howard Barker at the Guitar, Jackie at the Piano and Fungus J. Horstraugh, comedian.

The Bill Mack Show features country and western tunes, hymns, rock and roll numbers and comedy.

Approximately seventy per cent of Taylor Electric employees own their own home here and share in the civic work.

Welcome

Taylor Electric Members

To Your 16th Annual Meeting

LEMEN'S BUTANE

Merkel

SPECIAL
Sorghum
Alum Seed ----- 100 lb. \$3.
Certified
Watermelon Seed ----- lb. \$1.
Toombs - Moore Feed Store
Your Paymaster Dealer

WELCOME

R. E. A.

Members

CITY DRUG

Merkel

Welcome R. E. A.

R.E.A. DAY SPECIALS

STATIONERY

100 Sheets Paper **39¢**
74 Envelopes

DORMEYER MIXERS

Complete **\$19.95**

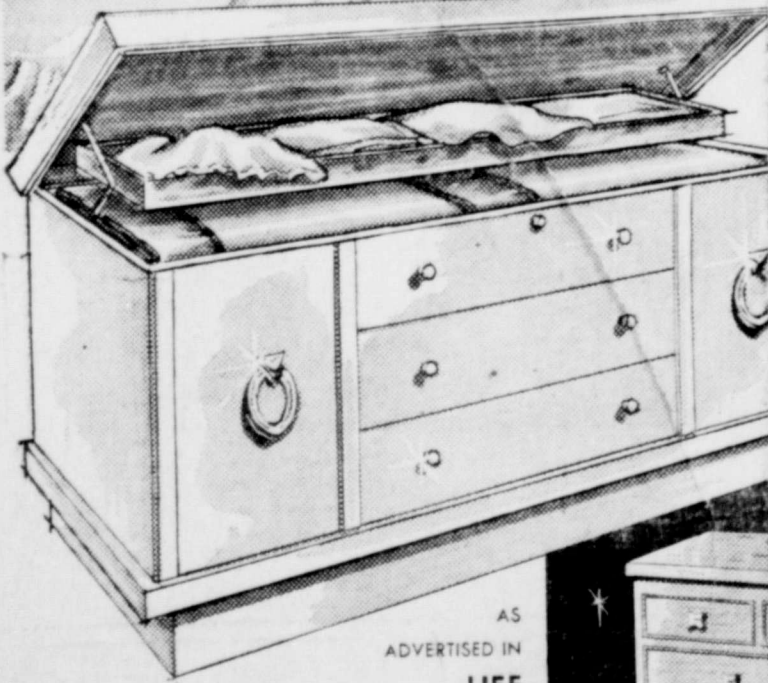
MERKEL DRUG

Your Health Service Store

WELCOME

TO THE **R.E.A.** AND ITS **MEMBERS**

-- **R.E.A. DAY SPECIALS** --



A Transitional design in your choice of exterior woods. Has self-rising tray. No. 6731 \$69.95

STARBUCK

FOLGERS

PEACHES

LIPTON

TIDE

CRISCO

CHOCOLATE COVERED

RED PLUM

COFFEE
POUND

CAN

89¢

Cock of Walk
HALVES - 2 1/2 can

2 for

49¢

TEA
1/4 Lb.

35¢

GIANT BOX

63¢

With Measuring Spoon
3 Lb. Can

83¢

CHERRIES

Box

33¢

Kimbell's
Preserves, Glass 18-oz.

2 for

49¢

WE DO FEEL
THAT WE ARE

A PART OF
THE

REA

Just Home Folks

213 EDWARDS ST. — PHONE 250

WE GIVE PREMIUMS

Carson FOOD STORE

Free Delivery Free Parking

ONE — STOP — SHOP

MANY
MORE
SPECIALS
IN THE REGULAR
Merkel Mail