

## Merkel's Community Fund Begins Tuesday, October 24



Up

The Canyon | by yon |
| :---: |
| Russom | HOMECOMING TREAT - Football fans and Homecoming Exes will be er Stadium. That treat is spelled "Twirlers" with Drum Major, Tim Beasley out in front. Merkel's 1967 Twirlers are, from left, Suzie Wilson, Don-

na Diltz, Christi Lucas, Kathryn Criswell, Kay Tipton nad Pam Walla

## BADGERS MEET JIM NED INDIANS

 FOR HOMECOMING GAME SAT.

THE MERKEL MAIL, MERKEL, TEXAS Page Two
Former Merkel
Pastor Is New VP


Charter No. 7481

Farmers \& Merchants National Bank
IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON
OCT. 4TH, 1967 PUBLISHED IN RESPONSE TO CALL MADE BY OCT. ATH, 1967 PUBLISHED IN RESPONSE REVISED STATUTES.



MERKEL DRUG
"YOUR HEALTH SERVICE STORE"
150.00000
$167,022.4$
1
150.00000
$167,022.4$
1 N00DLE 4 H CLUB
MEETS: ORGANIZES

$\qquad$



## U. L, Blackburn Dies at Age 94

The first permanent Marine detachment of 49 Marines comThe first permanent Marine-
garrison was estalished at Hono- manded by Capt. Albertus W. Cal-
lulu, Hawaii. Feb. 9,1904 by a tin.
Restrve District No. 11 State No. 1398 "HOME STATE BANK" of trent, texas,

| a: the clese of business October 4, 1967, a state banking institution erganized and operatiny under the banking laws of this State and a member of the Federal Reserve System. Published in accordance witis a call made by the State Banking Authorities and by the Federal Reserve Bank of this District. |  |
| :---: | :---: |
| ASSETS |  |
| Cash, balances with other banks, and cash items in process of collection |  |
| United States Government ob |  |
| Obligations of States and' political subdivisions | 27,077.6 |
| 5. Other securities (including $\$ 3,000.00$ corporate stock | 3.0 |
| 7. O.her loans and discounts |  |
| 8. Bank premises, furniture and fixtures, and other assets representing bank premises | 5.600.0 |
| Other asels |  |
| total assets |  |



Merritt Plumbing company Phone 928-5622 Merkel, Texas

# There's more to Wide-Tracking <br> <br> \section*{in a '68 Pontiac <br> <br> \section*{in a '68 Pontiac than meets the eye.} 

 than meets the eye.}}


Wide-Tracking is performance. Wide-Tracking is handling. Wide-Tracking is security. Wide-Tracking is one of the great American sports.

Driving a new LeMans may be even more Or go up to 265 - or 320 -hpV- 8 s .
satisfying than looking at one. The stan- See your Pontiac dealer for a



PALMER MOTOR COMPANY 1208 No. FIRST ST.

# LAST CHANCE T0 REGISTER FOR FREE PONY BIKE 

## HOMECOMING SPECIALS

FOR
DRAWiNG SAT. NIGHT, 0CT, 21 - COME IN AND REGISTER AT OUR MARKET. NOTHING TO BUY - YOU DO NOT HAVE TO BE PRESENT T 0 WIN.

THURSDAY, FRIDAY, SATURDAY OCTOBER 19, 20, 21 Preserves simitic 49، JELLO 1. . 1 Heney Tall $\leq c^{\text {Imperial or Holly } \quad \text { (Limit One) }}$

 ${ }^{\text {Popern }}$ POP CORN 2-Lb. Bag 296 WOKOTHECOOP FROZEN


THE Merkel mail, merkel. texas



NoticE of troperaphical or other errors


## Wedding Plans

MEDEMA-LINEWEAVER

Student World Service secretary ho the Int
national YMCA in Addis Ababa, Ethiopia.
'Happiness' Topic Sophomore Class For Garden Club Elects Officers


## GIANT BAGEL



FARMERS UNION INSURANCES


CAL-TEX FEED YARD NEEDS MID

WILL PAY $\$ 1.80$ FOR MILO TESTING $13.5 \%$ MOISTURE OR LESS.
\$1.75 FOR MILO TESTING 13.6 AND OVER
CAL-TEX FEED YARD
Rt. 2-TRENT
826-2951


eniors, as e we wantact one of the the to be
nicest and best bonfire and pep

fort in promoting the Bar ger ruse. she actually got sick from

This week everyone the stake." | a sentimental time. |
| :--- |
| The Pen Rally and bonfire Fri- $\begin{array}{l}\text { the stake." so everyboriv bring } \\ \text { your cowbells ( and coughdrops) }\end{array}$ |

TC FARM BUREAU ADOPTS RESOLUTIONS

an memes wee therese
 Dive me direct to tend
$\qquad$
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wind entree
CLASSIFIEDS
GET RESULTS

WELCOME EXES howe coming specials to save you MORE ON NATIONAL KNOWN BRANDS

Ladise' Dresses values to st ...0 $\$ 9.99$
big selection Ladies' Purses Latest stiles colors $\$ 2.99$
also minippreses brisked rayon Mini Gown $\$ 4.99$
Ladies' Shes
valuer to se.99 $1 / 2$ Price
 $\$ 5.99$
Jr. Petite Dresses SITEs 3 TO 13 $\$ 5.99$

Jayson Shirts DREss \& sport shirts The Nation's Finest Shirt

## $\$ 4.99$

Sport Coats and Blazers Start at $\$ 20.00$
Men's and Boys' Jackets
wary nompleged WAIN REPEAKERS Start at $\$ 5.99$

## Men's Slacks

PERMANENT PRESS WOOL AND DACRON $\$ 13.00$
Boys' Shirts PERMANENT PRESS $\$ 1.99$

## ${ }_{\text {WaRDs }}^{213}$ Crawford's ${ }_{\text {Phone }}^{\text {Phefin }}$



MUM GARDEN IN BLOOM FOR HOMECOMING - Mr. and Mrs. Raymond Ferguson are
"standing deep" in their garden of mums that "standing deep" in their garden of mums that
are in fuil bloom this week. The garden is ablaze are in fuil bloom this week. The garden is ablaze
with colors of reds, yellows, purples, and mix tures of bronze and brown. Exes are invited to irive out this weekend for a tour of the gar
dens. (Staff Photo)

## MERKEL AND TRENT GARDEN CLUBS HOLD JOINT MEETING

Chrysanthemums Now In Full Bloom


Trent Queen, King Ncminees Named


| Merkel Booster | Club Members |
| :--- | :--- |
|  |  |
| W. R. "Pinky" Cypert | Ray Wilson |
| Ted Smith | W. J. Roddy |
| Joe V. Alves | Bobby Tolliver |
| H. W. Higgins | Mrs. Pat McAlister |
| Ford Smith Jr. | S. C. Dixon |
| Alvin P. Wozencraft | Lon McDonald |
| W. W. Durham | Bobby DuBose |
| Truman Belcher | Hugh Baker |
| Fred Starbuck | Jimmy Leverich |
| J. W. Hammond | George English |
| H. J. Carson | Danny Doan |
| C. Vack Seymore | Lloyd Davis |
| Joe Cypert | Norman Winter |

NEWS ABOUT AREA SERVICEMEN

Trin MERKEL MAIt, MERKEL, TEXAS Page Five Thursday, Oct. 19, 1967 HALLOWEEN PLANS ARE ANNOUNCED


THE RIOJA TOUCH


Is there a special time for serving wine? Some people
enjoy wine aperitifs. Ohersm reservit for the dinner table.
And still others prefer it as a dessert beverage. Actuall And still others prefer it as a dessert beverage. Actually,
according to an ancient Spanish adage, the time for wine is anytime you want to relax,
Hostess ing a bridge game? Then it's time for wine...the Rioja wines from Spain, a a nique, centuries old family of
wines from the onthern Rioja valley. Each Rioja wine has
and a particular personality of its own but all are distinctly
Spanish in character with robust flavor, velvety palate Spanish in character with robust flavor, velvety palate
and stimulating aroma, the perfect wines for a provoca-
tive bridge game. tive bridge game.
With seafood tidbits, serve a chilled dry white Rioja.
With cold meats, select \& rich red Rioia served at room temperature. For a mixed food platter, prefer a chilled
Rioja rose or a semi-sweet white Rioja. You'll find this Ask your dealer to go over his import list with you,
helping you select Rioja brands and types for your private

## FRAZIER and STEWART FORD

## Welcome <br> elcome

MERKEL EXES
WHILE IN MERKEL COME BY AND SEE THE NEW 1968 FORDS NOW ON DISPLAY ND SEE THE WIDE SELECTION OF
A. 1 USED CARS

| $65^{\text {cea }}$ | 61 enerex 395 |
| :---: | :---: |
|  | 63 cmaxtura |
|  |  |
| 63 nommex | 65 |
|  | 62 reememex |
| 62 cemare 1295 |  |
| 59 |  | SEVERAL OTHER GOOD CLEAN USED CARS TO CHOOSE FROM

F. H. DUNCAN IS NOW ASSOCIATED WITH FRAZIER - STEWART FORD AS SALES MANAGER AND WCULD LIKE TO INVITE ALL OF HIS FRIENDS AND CUSTOMERS FROM THE PAST 18 YEARS IN THE AUTOMOBILE BUSINESS HERE IN MERKEL TO COME BY AND FIGU RE WITH HIM ON A NEW FORD OR A GOOD USED CAR BEFORE YOU BUY.

> Sipport Ycur Merkel Badger Team
> FRAZIER-STEWART FORD

ABILENE OR 3-4371
MERKEL, TEXAS

WERE GLAD YOU'RE GOING T0 BE HERE FOR THE 1967

HOMECOMING
AND

## Here's a Sporting Challenge!



Learn the difference between wide-tracking and just ordinary driving!

SEE THE MANY 1968 PONTIACS NOW ON DISPLAY \& - -
PALMER PONTIAC AND GMC
1208 N. 1st
merkel
929.5113


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| :--- |
| $\mathrm{S}^{\text {OF }}$ |}

Sipport Ycar Merkel Badger Team
FRAZIER STEWART FORD
[


STUDY CLUB HEARS DISTRICT PRESIDENT



4-H Safety Award Winner Named
ALL
TYPES

0 F
INSLRANCE
BONEY
TSG Raisers Set Oct 28 Meeting
INS. AGENCY
Phone 8-5151


Fully Quilted King Size Bedspreads -

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Styled by Heritage! Quilted spreads
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the floor styling\mathrm{ with bouffant rounded cor-}
styles to choose from in floral designs or solid
colors. King size 120\times120.100 only to be
sold at this price . . . so HURRYI
dmpar, cth s oek onty
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Stith HD Club Hears Delegate


Elementary Band Elects 0fficers


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Abilene Reporter-News see :UUR LOCAL AGENT 1 Yeor iully onis $\$ 15^{95}$ 1 Year Duity \& Sunday $\$ 1795$

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WESTGATE SHOPPING CAPITOL featuring rca victor tvs, stereos, portable radios AND GENERAL ELECTRIC APPLIANCES

D\&W extends a special invitation to Merkel - area people o shop at their new Shopping Center for their appliance neads - TVs, Portate RäO

 color fuse gives you
the most vivid color
ever. Foweriul "New Vista Viff tuner ... Solid sfate UHF funer Automatic Chroma Control ond Permo Chrome assure you of a greot coior picture. Availsbie in styilish woinut or mahogany
cobinat! 1 YEAR WARRANTY ON ALL PARTS 90 DAYS LAROD

> "The 2 Minute Laundry" 1 to load, 1 to unload! 1.0\%O Combination


FREE - 100 MILE DELIVERY

THE MERKEL MAIL, MERKEL, TEXAS
$P_{\text {?ge Seven }}$


West Texas Firemen and Fire
Marshall's Association meeting held in Clyde this past Saturday. The stht semi - annual meeting
was attended by some 250 fire: was attenced by same 250 fire-
ment. and hoster to Etom Shel.
nut., chief of the clyce Fire De. partment. In the Saturday afternoon race
Merkel, Rotan ard Snyder weim Tops in speed competition
Merkel winning the two compeeition.
cher
A barbecue for the firemen and
their ladies concluced the one-day their ladies concluced the one-day
meet.

Fort Worth Star-Telegram



S U D D E N L Y
it's the
VAN HEUSEN Collectien

One of America's Most Famous Shirt Lines Has Been Added to the Men's and Boys' Department at Bragg's.

Van Heusen Dress Shirts and Sport Shirts, with Contour - Crafted Styling for the Neat, Tailored Look, Feature Vanopress.

Van Heusen Shirt is Permanently Pressed the Day it is Made - and It Will Never Need Pressing Again. This Shirt Dries to a Perfecty Smoot
Wrinkle Free Finish.
Van Heusen Shirts and Paiamps Feho the Elegance and Fine Quality Braggs' Customers Expect.

CONE IN AND TRY ONE TODAY

"EXCLUSIVE BUT NOT EXPENSIVE"

WE WELCOME TO OUR FAMILY OF READERS

## HUNDREDS OF NEW

## SUBSCRIBERS

ADDED DURING THE PAST FOUR WEEKS YOU HAVE BOOSTED

## THE MERKEL MAIL

READERSHIP TO AN

## ALL TIME HIGH

A DVERTISERS . . . WE INVITE YOU TO TAKE NOTICE of THIS EXCTING NEW SALES OPPORTUNITY

NOW YOU WILL BE able to reach many more READERS REGULARLY . . HERE IS WHAT THIS NEWSPAPER'S TREMENDOUS EXPANSION MEANS To you

## THIS NEW CIRCLLATION IS RIGHT WHERE YOU WANT IT

Practically the entire campaign gain of The Merkel Mail has been made in the trade area within reach of Merke marchants. New families of readers hvae been added all over the area. Each of these new readers mean a new door has been opened, hundreds of new prospects located, for business men advertising their merchandise and service in the Merkel Maii. As buyers of this newspaper, they have demonstrated their interest in Merkel and the merchandise and service offered here.

THE MERKEL MALL IS HELPING TO BULLD A BETTER COMMUNTTY!
This sudden and dramatic circulation increase represents a step forward, not only for the Merkel Mail, but for the Community as well.

The Merkel Mail went to great expense to put on the circula tion campaign and expand its reading audience. While these
costs will be written off over a period of years, the investment itself represents confidence in the community and in the business firms that use newspaper space ot reach their customers.

We believe our investment and faith are well placed. Merkel's future has never looked brighter. And we pledge our full cooperation in every effort that is aimed at making our community a better place in which to live.

## WELL RECEIVED

Compaign Workers heard many good words for the Merke Mail wherever they went new - many new ones had aited for a campaign worker to call. It is most important that people of Merkel and surrounding trade territories get a newspeper that "covers" the important news and provides a fine balance of adverising, general news, features and pictures from week to week.

## THANKS

TO OUR

## CAMPAIGN WORKERS

## THANK YOU

Without the constant and spirited work of the Merkel Mail compaign candidates these big circulation gains would have been impossible. They have placed the Mail subscriber leaders among all other papers in this area.

Again we say THANK YOU to all the candidates who have worked so hard to make this campaign a success.


