



The Hermleigh Herald



"The Richest Land and the Best Farmers in All West Texas."

VOLUME 2.

Hermleigh, Texas, Thursday, Oct. 3, 1929

NO. 51

The Herald Will Install Linotype Machine

SCHOOL PAPER CREATES GOOD SCHOOL INTEREST

The comparison of the Cardinal, the new school paper, with other school newspapers, has caused many of our people to place a higher estimate on the real value of our school than has been placed upon it in the past.

Not only is the Hermleigh school a better school than many have thought but the town and community at large has in like manner been minimized. We place no worth while estimate on ourselves nor on our opportunities.

The Herald is trusting that the Cardinal will succeed in helping to create a better public spirit in our community.

Third Winners At Fair

The German School Booth, arranged by Messrs. Mize, Pagan and Coldewey, won third place at the County Fair last week. Good for these. Mize said he was going for the prize, and he returned with it.

The German Community men are wide awake and on the job. There is no better group of citizens in Scurry County than are these.

Mrs. John Coston Buried Here Last Thursday

Mrs. John Coston who died at a sanitarium in Waco last week, was buried here Thursday. The funeral service was conducted at the Methodist church, the Rev. Hudson having charge.

Mrs. Coston was a sister-in-law to the Coston family here, a sister to Mrs. Roy Coston, and an aunt to the Leslie children.

Her death followed close after that her sister, Mrs. Leslie who was buried here only a short while ago.

To Move Into Superannuate Home

The Rev. and Mrs. Hudson have recently bought the resident across the street north of the J. I. Chorn home, are remodeling it, and will move into it about the 1st. of December.

Rev. and Mrs. Hudson are loved by everyone and their making their home here makes us all feel good.

SATURDAY the 5th, at 3:00 p. m. the Portable Player will be given away. Be present and see who is to be the lucky one.

--C. W. McQuaid Grocery

Send us a DOLLAR the 15th.

D. A. COLLUM HERE WITH BIG PRODUCE HOUSE

After much loud speaking and many years of anxious waiting Hermleigh has a modern exclusive produce house. The produce business has grown so much here in recent months that there is need of better marketing facilities.

The Western Produce Co., with Abilene as our headquarters will make it possible for us to offer the very best market for produce. The Company declares that if they get the business, that they can pay the price; and our people think that if the price is offered for produce that the business will easily be forthcoming.

Mr. D. A. Collum of Hamlin will be the local dealer here. Mr. Collum is a live wire produce man, and it is expected that a big produce business will be built up here.

One of the country's greatest needs is to develop the produce business. It has been too greatly overlooked here in years past.

Hermleigh To Have Broad Publicity

The legal test of the Hermleigh City Incorporation was tried in the District Court here, was appealed to the District Court of appeals at Eastland, was confirmed there, and has been appealed to the Supreme Court.

Whatever may be the decision of the Supreme Court, Hermleigh will get more publicity from this incorporation test than she has ever had at any time in her history.

Should the lower courts be confirmed by the Supreme Court, Hermleigh will have the reputation of establishing a precedent of law which shall serve all towns and small cities for all time to come.

Supt. and Mrs. Kerr are the proud parents of a fine baby boy, Frank Newton, born Monday Oct. 1st.

S. B. Spikes who has been suffering from an injured knee, is slowly improving.

Roy Spikes Making Rate Of Five Bales Per Acre

Roy Spikes brought in stalk of cotton Monday which had near 60 grown boles on it. It is said that a good stand of cotton with 12 boles to the stalk will produce a bale per acre. On this basis Spikes' stalk is producing five bales per acre.

Mr. Spikes is one of the county's best farmers. When there is anything made, Spikes makes it.



Cotton Pickers Are Surprised At Yield

Those who have picked over their cotton the first time and pronounced it gathered, are going back the second time with the same success as before and the third picking promises to be fairly good, it is being reported by those who have been picking over the second time.

This year, like all dry years, is proving quite an agreeable surprise to cotton pickers and ginners. The gins are humming along smoothly and regularly. The fields are all white where the pickers have not recently been over them.

The estimate for the county continues to be raised. There is good spots in many fields, while there are bad ones in all of them.

GERMAN COMMUNITY MAN INTERESTED IN HERALD

Our good friend, J. M. Pagan, who was the first man to canvass his community in interest of the Herald two years ago, was in the office here Wednesday. When he was told of our plans to collect subscriptions and invest the money in a composition machine, said: "I was for you to begin with, and I am still for you."

These kind of friends will help to put a newspaper on its feet. Thanks, Mr. Pagan. We may have many friends just as true as Mr. Pagan who lack only to make their good interest known.

The fact that we have stuck to our bush and have pressed forward, seems to have merited favor with the town and community at large. Everyone is willing to help the fellow who tries to help himself. We have labored against difficulties, but can see our way through to better things. Thanks.

Bob Etheredge passed through town Saturday morning driving his Chrysler with a trailer attached and with a pair of mules tied behind the trailer. To the historian this represented the ages of history. The Chrysler represented the Modern Age, the trailer represented the carts of the Mediaeval Age, and the "long eared donkey," represented the Ancient age.

COTTON WAGONS NOW TURNING THIS WAY

At this time last year the roads leading away to other cotton gins were full. This year the wagons are all turned this way and the mules and trucks are running in high gear.

This is a result of the new hulling machines which our gins have installed this year. Last year ginning service was bad here, but this ginning season we challenge the best gins and ginners in the whole country.

It looks good to see a road full of cotton wagons going backward and forth from the gin. It looks like prosperity.

People who have been feeling blue are all feeling better. Every man in the country has had the blues this year except Joe Roemisch. Mr. Roemisch has contended all along that it would be well in the end. Roemisch has proven himself a sage in this test. He is the most optimistic man we have. W. C. Fargason is his close second.

BECAUSE

Because we were out of town Monday; because Justice Court scared us out Tuesday; because our nerves were not in place Wednesday; because we couldn't do a week's work in one day Thursday; because no man can write about a composition machine with hand-spike type, and just because we didn't get out on time we are late with the Herald this week. At any rate it is hard to do 10 days work on a weekly and meet the rush of the U. S. mail.

Ed Hendrix In Town Here Tuesday

Edd Hendrix's voice was heard in town Tuesday. Mr. Hendrix has been hit the worst of any farmer in the country the past two years. Last year the boll worms literally destroyed his cotton crop, and this year he was the worst hit by the drouth of anyone. He also suffered a severe case of pneumonia this year.

Glad to see you feeling good, Mr. Hendrix.

Coldewey-Noulin Nuptial

Mr. Leonard Coldewey and Miss Othel Noulin of Tahoka were quietly married at the bride's home in Tahoka last Sunday morning. They hurriedly motored to Big Spring where Mr. and Mrs. Coldewey were attending an Episcopal Confirmation Service and returned with them for the night.

They returned Monday morning, will be at home near Tahoka.

FINGER SET COMPOSITION TOO SLOW FOR HERALD

When the Herald first visited in the homes of Hermleigh people two years ago, little did we think that within two year we should be installing a linotype machine. Our progress in newspaper business has exceeded our expectation.

A newspaper is a community enterprise, and being unchangeably inclined to want to render community service, we have chosen this business-avocation. We have gone as far as we care to go with only our present of print shop equipment and so we lunge forward with a much bigger proposition, than we have ever undertaken.

It may look unwise to make this investment in a town the size of Hermleigh, and it is certainly unwise to attempt the publication of a newspaper without the necessary equipment. We have succeeded in our first attempt here, and we feel it will be easier for us to make the second grade than it was to make the first one.

Hermleigh has a future, we believe. We believe it strongly enough to make this investment in a community newspaper here.

We hope to have the machine on the floor by the first of November of this year.

Carry Horned Toad To Kansas

Messrs. Hy. Schniederjan, John and Frank Kantach of Kansas, brother and friends to Mrs. H. J. Schulze, were much impressed with the Texas horned toad. They crated a pair up and will carry them home with them.

They were interested to read the write up concerning the Eastland Toad, but there was not a copy of the paper available.

They will start a toad family in Kansas upon their return.

Merket Turning Cotton His Way

The editor was over the China Grove road Monday and found the cotton gin there busy with the road full of wagons carrying cotton in from all directions.

The China Grove community has a sort of a sandy soil and which has been very productive of cotton everywhere this year. They have a fair crop this year.

China Grove is a nice community center.

Mmes. F. A. and Will Werner were Sweetwater shoppers Tuesday.

Send us a DOLLOR Oct. 15th.

THE HERMLEIGH HERALD
R. S. NORMAN, EDITOR

Published every Thursday at
Hermleigh, Scurry County,
Texas.

Subscription price \$1.50.

Entered at the postoffice in
Hermleigh, Texas, as second
class mail matter, according to
Act of Congress, March 3, 1897.

Display advertising, 25c per
column inch; line ads and local
readers, 7 cts per line, first in-
sertion and 5 cts. per line each
succeeding insertion.

A Dissatisfied Customer

Quoted by the Rule Review as
a letter from a Tennessee moun-
taineer to one of his creditor:

"I got your letter about what I
owe you. Now be pachunt. I
an't forgot you. Pleez wait. As
soon as some fool pays me, I pay
you. If this wuz judgment day
and you wuz no more prepared
to meet your Maker as I am to
pay this sccount, you sure would
go to hell. Trusting you will do
this, I am Yours truely."

Statement of Condition

Of the Hermleigh Herald pub-
lished weekly at Hermleigh, Tex
as for October, 1929.

STATE OF TEXAS,
COUNTY OF SCURRY.

Before me, a notary public in
and for the State and county
named above, personally appear-
ed R. S. Norman, who, having
been duly sworn, according to
law, deposes and says that he is
the publisher of the Hermleigh
Herald and that the following is,
to the best of his knowledge and
belief, a true statement of the
ownership, management, etc.,
of the aforesaid publication for
the date shown in the above cap-
tion, required by the Act of Aug-
24, 1912, embodied in section 433,
Postal Law and Regulations,
printed on reverse side of form,
to wit:

1. That the name and address
of publisher, and business man-
ager are:

Publisher, R. S. Norman,
Editor, R. S. Norman,
Business Manager, R. S. Nor-
man, Hermleigh, Texas.

2. That the sole owner is R.
S. Norman.

3. That there are no bond-
holders, mortgagees, nor other
security holders.

R. S. Norman, Publisher
Sworn and subscribed before
me this the 2nd. day of October
1929.

W. A. Louder, Notary Public

Mr. and Mrs. Hugh Clift of
McCauley were week end visitors
here, guests in the Clift home.

Bill Caffey was in town Tues-
with his energies time down
slow enough to patiently ride in
a farm wagon.

YOUR OWN HOME BANK

Offers its constant service to its home people.

Do you care for your home? then be loyal to your home institutions.

We are here to serve those who are loyal to us.

First State Bank
Hermleigh, Texas

It is time for your fall and winter clothing. Have your measurement taken and clothing fitted at

Werner's Tailor Shop

Your Clothes Pressed While YOU WAIT.



Renew Subscription Help Buy Linotype

"Ask, and ye shall receive. Seek, and ye shall find." This scriptural precedent shall serve us as a bases of what we shall say in our introductory to our third years work in Hermleigh.

It is well right in the outset for us to express our appreciation for the fine co-operation we have had since coming here two years ago. Our Success has exceeded our expectations and we enter the third year with our minds clearly set on greater service in this capacity than we have rendered in two years past.

Two years ago we went face to face with our first readers in this very column and asked them for a mailing list. This request was complied with. A few months later came back before our readers and asked that our mailing list be greatly enlarged, and we met with crowning success through the campaigning efforts of Mrs. L. B. Rea, Mrs. C. S. Suddath of Inadale, Miss Bessie Hoskinson of Pyron and Miss Lula Mae Seale of China Grove.

Our plans have progressed somewhat, and we come back before Herald readers and ask this other favor of them. We think our cause is just; we know our objectives are pure, and we feel that everyone will be glad to fall in line with our plans.

At the first we encountered the difficulty of fear on the part of subscribers that the paper would not be permanent, there may be some of this fear still existing, so we are not asking anyone to pay a single subscription in advance, if such a feeling exists; we are only asking that the

subscription which is a year or near a year past due be paid.

Our purpose in asking this favor is that it might be made easy for us to install a linotype machine which will make it possible for us to render a service which we can't render with our slow process of composition.

We have near 400 subscriptions near a year past due. If every one of these will send us the subscription price, \$1.00 in the county and \$1.50 out of the county, so as for it to reach us the 15th. of Oct., we shall have a machine on the floor here by the first of November, hardly thirty days.

We believe our readers have come to understand that our purpose is to serve our community, and that we well understand that a newspaper rightly belongs to the people who read it. We have been unable to do what we want to do, but with the aid of a composition machine, we shall be able to do it, we think.

Will you not send us a dollar on the 15th. of this month, or if you live out of the county will you not send us a dollar and fifty cents to make this possible? We trust you will.

There are more pessimists in Hermleigh than in any other community center in Texas, it is thought. A pessimistic spirit never promotes anything. Optimism is the mould in which progress is shaped. This is why pessimism never promotes anything.

E. F. Henly renews his subscription to the Herald, Thanks.

\$ \$ \$ \$

SEND US ONE DOLLAR Oct. 15th.

If every one of our subscribers whose subscriptions are due and past due, we shall invest it in a linotype machine which we think will pay our readers good dividends on the subscription investment---you will get more paper for your money!

THE HERALD

Locals

CHINA GROVE

Sunday School and B. Y. P. U. were poorly attended Sunday on account of the 5th. Sunday Singing at Snyder and Loraine.

Miss Thelma Snider has returned home from a visit with her sister in Dallas.

Mr. and Mrs. Douse Maynerd of Little Field were visiting relatives of this community over the week-end.

Mrs. Etta Wilson of Colorado, was visiting her parents Mr. and Mrs. Haywood Allen Sunday.

Mr. Louis Seale and family spent Sunday in Fluvanna guests of Raymond Seale and wife.

W. H. Powers and R. S. Norman of Hermleigh, were in our community Monday on business.

Miss Edna Wilson of Colorado was a caller in the Snider home Sunday.

The party at Mr. Lee Coles Saturday night was well attended and enjoyed by all.

Mrs. Clarence Newby spent Monday with Mrs. George Beene

Mr. Bob Hall and family were in Colorado Monday on business.

The farmers are very busy at this time gathering their crops. The Merket Gin is busy all the time.

Mr. and Mrs. John Newby were week-end visitors with Clarence and Mrs. Newby.

Mrs. Mose Allen who has been sick for some time is reported no better at this time.

Mr. and Mrs. Charley Seale visited the former's parents Sunday afternoon.

Miss Gesna Catton a popular young lady of this community has recently moved to New Mexico. Her friends wish her much happiness in her new home.

Shoes Are Worn Four years

Dad W. R. Sparks is now wearing a pair of shoes which he bought in Hermleigh four years ago. Just after the Rector business was succeeded by the Altman Dry Goods firm, Mr. Sparks bought these shoes, he has been wearing them ever since.

Pay Subscriptions

Ginner Ross and Roemisch are among those paying subscriptions early in the week. Mr. Roemisch is one of the Herald's oldest and best friends, while Mr. Ross is one of our latest and most promising acquaintances,

Send us a DOLLAR the 15th.

Central Baptist Missionary Ladies Met Sept. 23rd.

The W. M. S. met at the Central Baptist Church Sept. 23th. for the election of officers for the following year. Mrs. C. M. Adams, president; Mrs. E. J. Ely, vice president; Mrs. C. Karnes, Secy. and Treas. We also outlined our program for the year. Rev. Parks will meet with us the first Monday in each month, which will be an inspiration to everyone. Every member is urged to meet with us each time and help make a better society. We will meet each Monday afternoon at 3:00 o'clock in the church until futher notice.-- Reporter.

Robert and H. J. Schulze, Hy Schniederjan, John and Frank Kantach visited the great Tavern at Carlsbad last week.

J. E. Blakey, Electric Service manager of Snyder, was in the office here Saturday for a short 'hello' visit.

Send us a DOLLAR Oct. 15th.

MUTTON PREFERRED



He (abruptly)—I love you, my lamb!
She—Let's return to our mutton. What were you saying just before that silly remark?

The new school paper, the Cardinal, is one of the popular things of the community at this time.

J. J. Lee was accused on the street here Saturday of being guilty of picking cotton. He said it wasn't necessary for him to defend himself for no one is likely to believe it.

Remember October the 15th.

B. Y. P. U. Program

Subject, A Christian Service Examination Group No. 2 has charge of the Program.

Introduction, Leader.

The New Birth, Thurman Leech.

Knowledge of God's Word, Scott Patterson.

Knowledge of World's Need, Mrs. C. Rhea.

Developing Skill, Edward Stevenson.

A High Motive, Irvin Gibbs.

Faithfulness, Gaynelle McMillan.

Four Minute Speech on State Missions, Claris Harkins.

Something different at B. Y. P. U. Sunday night.

Six people will take a christian service examination.

Be sure and know your parts.

7:15 U B There 7:15

The Shaw Barbershop has been re-decorated interiorly this week.

Central Baptists Re-organize B. Y. P. U.

The B. Y. P. U. of the Central Baptist Church met Sunday night September 22nd. for the purpose of electing officers. The following officers were elected: Mrs. Chas. Adams, president; Elizabeth Niemeyer, vice president; Clarice Harkins, Bible Reader's Leader; Faye Adams, secretary and treasurer; Elizabeth Niemeyer, corresponding secretary; Naida Gleastine and Valine Leech, group captain. Choirester and Pianist to be elected. Every one is invited to attend, especially the old members and we are always glad to welcome visitors.

Let us all come and take part in a good cause.

Mrs. D. R. Laymon who has been sick the past week, is slowly improving.

Mrs. W. H. Powers and Miss Chlodelle McMillan, attended the singing convention in Snyder Sunday.

You can **DO MORE**

in **Less Time**
with **Less Effort**



by using

More Electricity

HOUSEKEEPING is a delightful game at which every housewife can play with equal pleasure. The cost of using electric appliances today is so low that every one can enjoy their conveniences to the fullest.

A few years ago before inventive genius brought the magic of electric appliances to their aid, housewives worked from early morning until late at night—and their work was seldom finished. Then there were few pleasures for her, and she found little time to enter into them, and was too tired from her work to enjoy them.

Today electricity has made possible an entirely new life for the modern housewife. By the use of electric appliances she does her work in far less time, with less effort—in fact, she can do more work than ever before and feel the strain of doing it scarcely at all. Consequently she has the time and the strength to enjoy many new hours with her family. Modern times have brought her countless new pleasures and diversions. And electricity has made it possible for her to enjoy these things completely.

This Company exercises a rigid policy of selecting and offering for sale to its customers only the most efficient and most economical electric appliances made in this country. It is our aim to give you the fullest measure of electric service possible for the least amount of cost to you.

Texas Electric Service Company
"Your Electric Servant"

The Western Produce Co. Is Coming Here

FRESH VEGETABLES!

SATURDAY SPECIALS

Fresh vegetables at new low prices.

Quality Groceries Every Day

AT

Ely's Cash Grocery

Produce Business Encouraged

With the coming of an exclusive produce house for Hermleigh, with a management whose only business is to buy produce, there will come a more intense produce spirit. Our country is a good poultry and dairy country and these are the two leading phases of our present day agricultural interests.

Every tenant farmer should have sufficient chicken yard equipment to take care of this growing need of the tenant farmer. Chicken houses are as essential to the rented farm to day as the mule shed has always been.

The average tenant farm has sufficient equipment for one or more dairy cows but this should be given more attention. If the tenant farmer does well, the landlord will do well; if the tenant fails, he will fail the landlord.

GROCERIES!

We have the nicest, freshest stock of groceries to be found anywhere, It is fresh because of quick turnovers. It is complete because of repeated calls for the best. It is convenient because we have made it convenient.

Harkins Grocery

Trade Solicited

Years of experience in the drug business, and convenience which is second to none, makes it easy for us to render the people of this community a most acceptable service.

Our stock of prescription medicines is complete, our drug sundry stock is clean, fresh and ready to use.

See our beauty preparation supplies.

INSTANT SERVICE!

"Prescriptions Carefully Filled."

Hermleigh Pharmacy

SATURDAY

SPECIALS

Corn Flakes, Kellogs	11c
Shreaded Wheat, Kellogs	11c
Soap, P & G, six bars	25c
Soap, Palm Olive, 3 bars	20c
Coffee 3 lbs., SanTone	\$1.15
Coffee, 3 lbs., Breakfast	\$1.25
SUGAR, 25 lbs. cane,	\$1.55
TERMS, Regular,	\$ c
TRADE	APPRECIATED

Fargason Bros.

Hardware, Grocery, Implements

Locals

Ginner E. C. Ross had his name placed on our mailing list this week, saying: "I am a citizen of your town, and I am for her every institution and enterprise." That is the way we like to see men act who come to town

By request of a number of citizens, I have had telephone put in my residence. The number is 62. T. N. Mims, Marshal.

Bill Der Says

The man who won't stop gets farther than the man who want
START

W.B. Phifty



OUR STEADY AIM

Better values in High Grade Dependable HUNTING SUPPLIES

You'll bring back more than ruddy health and a hearty appetite if you go equipped, with our hunting requisites.

Keeping a vigil in blind, covering a brace of setters, stalking in the big woods--we have the things you'll need, moderately priced.

You name the game you're after and we'll stock you with ammunition as we carry a full line for rifles and shotguns.

HIGGINBOTHAM BARTLETT CO.

LUMBER

"Everything to build anything."

Mr. A. A. McMillan is going to feed hulls and meal to his cattle this winter for the first time, he says.

Mrs. R. S. Ragsdale and Shad Jr. of Rotan visited here this week.

Claud Cox of Midland visited in the E. C. Cox home here Sunday.

Jimmie Charles and his father, G. E. Chorn were in the office Friday afternoon.

Mrs. E. T. Vernon left Wednesday night for Spurr to be with her uncle, Sterling Griffin who is seriously ill.

Mother Coston returned to Cranfil Gap with her son, John, whose wife was buried here last Thursday. Mr. Coston will make his home here as soon as his business can be arranged to favor a move.

Mrs. J. W. Wemkens writes from Austin: "I enjoy the Herald Send it to my address here with a statement of subscription attached." Thanks, Mrs. Wemkens

Mr. D. A. Collum and family of Hamlin moved in and become residents of our town Wednesday. We are glad to have these fine folk.

Mr. and Mrs. L. M. Lewis have announced the arrival of a baby girl at their home in Tahoka. Congratulations, dady Lawrence.

N. J. Sealy had the misfortune of losing a finger by accident while working at the Planter's Gin this week.

Mr. J. P. Hale, engineer at the Shell Station, was a very pleasant visitor in the Herald office this week.

Misses Joyce and Sloan of the Grammer School were in the office here Wednesday. Miss Joyce was in school here her first two school years, and her second year to teach, she is teaching here.

Mr. F. J. Kasper met us with a long smile just this afternoon, handing us a dollar for a subscription. A tired printer is made to feel good by these acts of appreciation.

CARD OF THANKS

We wish hereby to thank the good people of Hermleigh for their kindness shown us in the recent burial of our dear wife and mother.

J. E. Coston,
Jewell,
R. D.,
John F.,
Monroe,
Jeralden.

Number of Bales To Date

Last year our gins were in the rear of other gins in the county, but the scene has changed. We are in the lead of every other ginning center except Snyder, and we have ginned twenty five per cent as much as our county seat town. The total of bales ginned to date are 657.

Mrs. Chas. J. Lewis will leave to-morrow for Tahoka where she will visit with her little granddaughter, the new baby girl of Lauren e and Mrs Lewis.

Supt. Mize was in and saw a proof copy of this issue, seeing the subscription suggestion, "pay a dollar" on a linotype, paid two subscriptions. Thanks Mr. Mize. Who will be next? We are counting on you!

Mr. Lipham of Inadale was in the office here Friday afternoon.

"The fellow who does the mos work, gets the least pay."
—Jack Caffey.

Mr. Hopper was seen driving down toward the gin with a bale of cotton this afternoon.

Russ Jones was selling cotton on e streets here to day.

The editor and W. H. Powers made a hurried trip to Wink, Texas and Jal N. M. last Sunday

County Attorney Warren Dodson was a pleasant visitor in the Herald office early this morning renewing his subscription while in. Thanks, Mr. Dodson.

Mr. Chas. Heitt and family of Santamonica, Cal., spent Friday and Saturday with his aunt, Mrs E. C. Adams.