

# The Hermleigh Herald

VOLUME 1

FRIDAY OCTOBER 28: h. 1927

NO. 6

## Reserved For Editorial Suggestions.

## The Great Power Hermleigh Has Of Publicity

Things work strangely in our American society. The man whose name is most often seen in print or heard spoken from the platform is the man who soon will become the first man in all the affairs of our society. It is not so much what a man is as it is his ability to attract attention to himself that counts with us Americans. Calvin Coolidge became President of our government because he was made popular by being written and spoken about. Dan Moody became our governor as a direct result of advertising—"Dar's the M. n' got results. J. Frank Norris (the Herald is neither for nor against Norris, although it is watching him with interest) is becoming a very popular clergyman because he is being broadly written and spoken about. The man who is kept constantly before the public is the man who is advancing in every phase of American society. We are all for the winning man and against the man who is losing. If an American can't get his money out of the bank he wants it, but if he can get it, he doesn't want it. Strange folk we Americans are!

The article of merchandise most broadly advertised is the most popular one. We are often heard to say: 'that is a broadly advertised article,' meaning to say that it is sold to them by the popularity it has gained by publicity. The company that is able to broadly advertise its goods is the company that sells them. The thing which is kept constantly before the eye is the thing which attracts us to it. This is psychological.

The principle of this accounts for the fact that from 85 to 90 per cent of all business enterprises fail. They fail many times because of the lack of popularity; they are not popular many times because of the lack of publicity. The American folk are all for the winning man and the popular thing. Every thing has its day in the civilized world. Today is the day of the public press. People at large have quit 'listening' and turned to reading. The scripture, "What is written in the law, and how readest thou?" is a very popular text these days. The platform and pulpit have less power today than ever before since the days of Demosthenes and the Church Fathers. American society is drifting with the swift current of the public press. Any psychologist will tell you that it is easier to reach the intellect through the eye than through the ear. "We are slowly drifting with the tide."

The principle of things above mention is true, the Herald knows it and is ready to give publicity to everything that looks forward to the best interest of our people. We are glad to mention your name, doings, your business and yourself.

## Hermleigh Has Good Future

Hermleigh has one of the prettiest and most complete lumber stores in all of West Texas. The Higgin-Botham Bartlett Lumber Co. yard here is an absolute beauty. It attracts the attention of every body who passes this way. There are few lumber stores in all the country that will compare well with it. Its credit not only to the town but to the country at large.

We also have as many or more good, well built and outstanding looking brick buildings as any town the size of ours in all the country. Our street, with but a little improvement, would do credit to a much larger place than this. The paved highway running through the center of town with a railway station on either side, gives the town an unusually neat appearance.

We are badly in need of an adequate water system. The Herald doesn't know whether it is practical to have water here or not, but it does know that not having water is standing in the road of the town's progress and the convenience of the people.

With the large territory of

## Minor Robbery Friday Night

An unknown person of a daring disposition broke into the Louder Cafe last Friday night robbing a register of between \$40.00 and \$50.00. Louder had stepped across the street to the picture show when the petty thief emptied the machine and made his get-a-way. All evidence indicates that some one who was familiar with the place and machine did the minor robbery, but no trace of him has been found as yet.

The Church never failed in any age except when it failed itself. "The gates of Hades shall not prevail against it", but indifference on the part of church folks will.

## Notes From The Hermleigh High School

Radio messages from Japan, Africa, Holland, and the far North, were heard, and in each place the announcer described the life and custom of his country. A Gypsy fortune teller was next introduced, who told the fortunes of the members of the faculty.

The Devotional exercises were conducted by Mr. R. S. Norman. In the brief, but very interesting talk which he made, he stated that science is a study whereby man learns nature, and nature being God's, the study should not be considered destructive to Christian faith.

Miss Giles and the fourth and fifth grades offered a very original and interesting Chappel program last week. It was impossible to mention it in the paper last week. Quite a bit of originality was shown in the selection of the numbers, some of which were the "Rope Walking Act" and "The Geography Song."

Mrs. Patterson's class will give a program the first week following the Institute. This day is being looked forward to with high expectations, as music is always popular. Students of the tenth and eleventh grades realize that it will take hard work to equal the last few programs, and are already making preparations for their week, which follows Mrs. Patterson

Examination day is over for a while, but it left many students with that haunted look characteristic of those who fail. A large percent of the pupils have been absent a good bit of the time making it hard for them to make their grades.

We expect a better attendance this month and students are working hard to get their names on the honor roll

Misses Rainbolt and Martin of the High School faculty visited home folks in Merkle last week-end.

The faculty is not boasting; the board is not complaining; the school is going nicely.—Ed.

## Mrs. McCombs 100 Years Old

Grandmother McCombs celebrated her one hundredth birthday at Hobbs last Sunday. This is a very long life. And if by reason of strength there be four score years yet there'll be labor and sorrow, and we pass away." Grandmother is now twenty years beyond the limit of human endurance, and is still living.

At lunch hour Grandmother was led out to a large table filled from lunch baskets in the center of the table was a huge cake on which were 100 burning candles reminding her of the five score years she has outlived.

About 250 persons attended this centennial celebration among whom were Mr. Elmer Gardner and family and little Zoe Mobley of the city.

## Notes From Community Correspondents.

### PYRON

Mr. David Kinney and family spent Sunday visiting relatives in Sweetwater.

Mr. Willard Hooper from Trent, Texas has been visiting relatives here recently, but left Sunday for his uncle's near Snyder where he will pick cotton.

Mr. Bart Harmon and family spent Sunday evening with Mr. Henry Vernon.

A goodly number of people were highly entertained last Sunday by a big tennis game played at the home of Mr. Vick.

Miss Ida Vernon who has a position in Snyder visited with home folks here last week-end.

Messrs Tony and George Vernon were in Roscoe Sunday. Mr. Jim Cox and family spent Sunday with father and mother Cox. The following visiting party were entertained in the in the Carl Martin home Sunday p. m.

## Notes From Community Correspondents.

### INADALE

Sunday School was well attended here Sunday, and after the service every one went to the Convention at Wastella, and returned reporting a real good time and good singing.

Mr. Elmer Ward and family spent the afternoon with Emmitt Griffith and family Sunday; Mrs. W. C. Allen and daughter spent Sunday afternoon in Inadale, and Mr. and Mrs. Kemp spent Thursday night with their daughter, Mrs. H. Roper, in Snyder.

There is quite a lot of cotton being ginned here, both gins are kept busy in daytime, but are not running regular at night. Business in general is improving rapidly.

Chas and Luke Kemp are sporting a Dodge car of late. Mrs. J. I. Kemp was sick last week, little Ira Griffith was sick Sunday, most every one in our community is suffering lightly from fall colds.

Andrew Lee, the little son of Walter Kemp's, was sick Sunday and Monday and A. M. Kemp who has been suffering for four or five years with pellagra and stomach trouble is improving slowly.

Mrs. Tom Ward visited in Snyder Saturday. Miss Helen Jones was a supper guest of Miss Lucile Miller Sunday night. J. D. Kemp of Snyder visited his uncle, A. M. Kemp and family, Sunday. Just Inadale!—Reporter.

## Radios Radios Radios!!

### Six Tube Atwater Kent Radio

The best Radio on the market for only \$97.50, complete and installed in your home.

## Tune in on the Big World With an Atwater Kent!

### T. W. Windle

Hermleigh, Texas

## Mister Farmer

Invest Some of your Surplus Funds in Another Good Milk Cow.

She will pay you higher dividends than anything you buy for the same money.

Sell off your Scrub Cows, the old "Star-Brooders" and the Small Producers--add a little difference while you have the money and buy good milk cows.

You want miss the money much at this time, and the cows will make it back for you by the time you need it next summer.

You should have at least three GOOD cows--Six would not be too many. You need them.

Feed and take care of them----- They will take care of you. And you have no idea how it will improve your credit rating.

## First State Bank

Hermleigh, Texas

SAFETY :: SERVICE :: SILENCE

## Program Fifth Sunday Meeting

The fifth Sunday Meeting of the North Colorado Association will meet with the First Baptist Church here beginning tonight at 7:30.

### SATURDAY MORNING

9:30 Introductory. Bro. Curb.  
10:00 Devotional, Bro. Hale.  
10:30 How May We Make Our Fifth Sunday Meetings the Most Profitable?  
Round-Table Discussion.  
11:00 Sermon. J. M. Joiner.  
12:00 Dinner, On Ground.

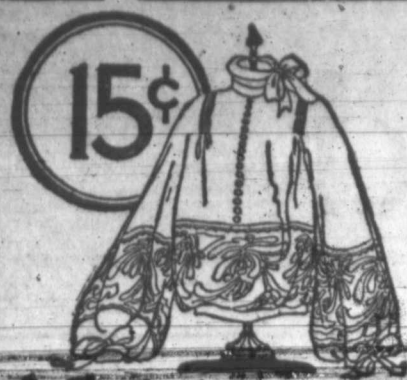
### SATURDAY P. M.

1:30 The Origin of Deacons and Their Duties. By Revs. Rudd, Shepherd, and Hogue.  
2:30 The Greatest Need of All Our Sunday Schools and Churches. By L. H. Beene and J. W. McGaha.  
The Evening Service Will Begin at 7:30 Preacher to Be Supplied.

### SUNDAY MORNING

10:00 Sunday School.  
11:00 Missionary Sermon. C. R. Meadows of Dallas. The afternoon will be given over to the Community Singing.  
Every Body invited to attend. All Churches urged to send messengers. Come for first service and stay until the close.





### A Stylish Blouse

It's color these days, that makes a garment stylish! With a fifteen-cent envelope of Diamond Dyes, you can make an old or faded waist smart as any on display. Keep all your clothes stylish through the quick magic of home dyeing.

Beautiful dyeing or perfectly gorgeous tinting is easy, if you'll only use original Diamond Dyes (true dyes). Brighten the house, too; curtains, spreads, etc., are Diamond dyed in an hour or less; right over other colors. FREE: Your druggist gives you the Diamond Dye Cyclopedia; valuable suggestions, easy directions, actual piece-goods color samples. Or write for illustrated book Color Craft, post-paid from DIAMOND DYES, Dept. N16, Burlington, Vermont.

### Diamond Dyes

Just Dip to TINT, or Boil to DYE

#### Inherited Tendency

Grocer—My son—the one that used to help me in the shop here—has gone in for boxing. Won a championship, too!

Customer—Aye, I remember him. I suppose he'll have won the lightweight championship?—Tit-Bits.



See Oak over the old, worn floors. It's the best for floors, walls, and furniture. It's the best for floors, walls, and furniture.

### OAK floors

add value to your home They tone up every room, and make the house modern. Economical, permanent, beautiful. Save housework. Write for free descriptive literature.

OAK FLOORING BUREAU 1293 Builders' Building CHICAGO

#### In the Way

"I suppose you saw beautiful scenery out in the hill country?" "We looked for it, but the hills cut off our view."

The charm of a bathroom is its spotlessness. By the use of Red Cross Ball Blue all cloths and towels retain their whiteness until worn out.—Adv.

#### Very Practical

"Is there anything in this affair of yours with the headdress?" "Certainly. There's millions in it, I hope."

Safer not at your own town. No towns are perfect.

### Butter Color Depends on YOU

Don't blame the feed or the condition of your stock if market men grade you low and customers complain on account of the color of your butter. You can keep your butter always that golden June color which brings top prices by using Dandelion Butter Color. It's purely vegetable and meets all State and National Pure Food Laws—used by all large creameries for years. It's harmless, tasteless and doesn't color buttermilk. Large bottles, 35c at all drug and grocery stores.

Write for FREE SAMPLE BOTTLE—Wells & Richardson Co., Inc. Burlington, Vermont

### PILE REMEDY Guarantee

Every 75c tube with pile pipe and every 60c box of P.A.Z.O. OINTMENT is sold by all druggists with the understanding that money will be refunded if it fails to cure any case of itching, bleeding or protruding piles. Why not try it.

### K-R-O Kills Rats Only

Kill rats wholesale Get rid of them safely. Here's a new sure way. K-R-O, a fine non-poisonous powder, kills 'em off in a hurry. Made from squill bulbs, the new safe way urged by government experts.

Safe for poultry and pets Actual tests proved that it killed rats and mice every time but other animals and poultry were not injured by the largest doses. This is what that means to farmers and merchants.

Not a poison The K-R-O freely. Place it around your home, your barn, your granary or farm-yard. Contains no arsenic, phosphorus or barium-carbonate. At your druggist 75c. Large size (4 times as much) \$2.00. Or sent direct from us postpaid if he cannot supply you. Satisfaction guaranteed. K-R-O CO., Springfield, Ohio

W. N. U., DALLAS, NO. 44-1927.

## GIRLHOOD TO MOTHERHOOD

Iowa Woman Found Lydia E. Pinkham's Vegetable Compound Always Helpful

Vinton, Iowa.—"When I was seven-teen years old I had to stay at home from school."



I finally had to quit school, I was so weak. I suffered for about two years before I took Lydia E. Pinkham's Vegetable Compound, then I picked up one of your books and read it. I began taking the medicine. Now I am a housekeeper with six children, and I have taken it before each one was born. I can not tell you all the good I have received from it. When I am not as well as can be I take it. I have been doing this for over thirteen years and it always helps me. I read all of your little books I can get and I tell everyone I know what the Vegetable Compound does for me."—Mrs. FRANK SELLERS, 519 7th Avenue, Vinton, Iowa.

Many girls in the fourth generation are learning through their own personal experiences the beneficial effects of Lydia E. Pinkham's Vegetable Compound. Mothers who took it when they were young are glad to recommend it to their daughters.

For over half a century, women have praised this reliable medicine.

### for Flu, Colds SWAMP CHILL & FEVER TONIC

### RENEW YOUR PEP ForceTonic

### BABIES LOVE MRS. WINSLOW'S SYRUP

### Sweet Innocent

### Boschee's Syrup

### Soothes the Throat

### DONT EXPERIMENT ON YOUR EYES MITCHELL EYE SALVE

### Bilious?

### NR TO-NIGHT TOMORROW ALRIGHT

### CARBUNCLES CARBOIL

### For Pipe Sores, Fistula, Poll Evil Hanford's Balsam of Myrrh

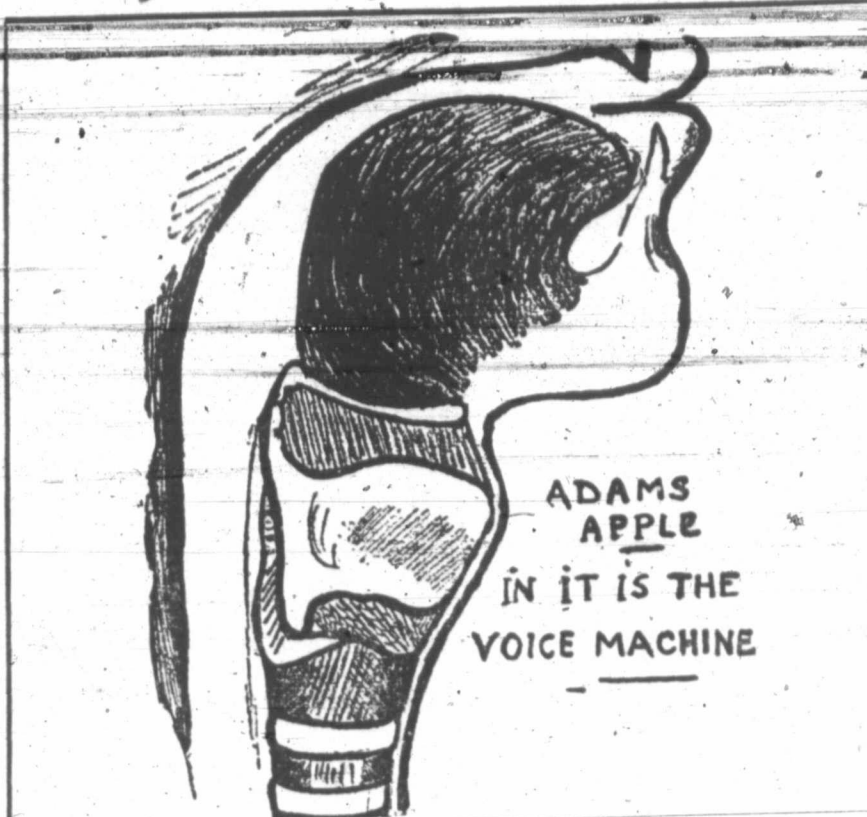
### Grove's Tasteless Chill Tonic

### For Pale, Delicate Women and Children.

## YOURSELF and YOUR BODY

By WILFRED T. GRENFELL

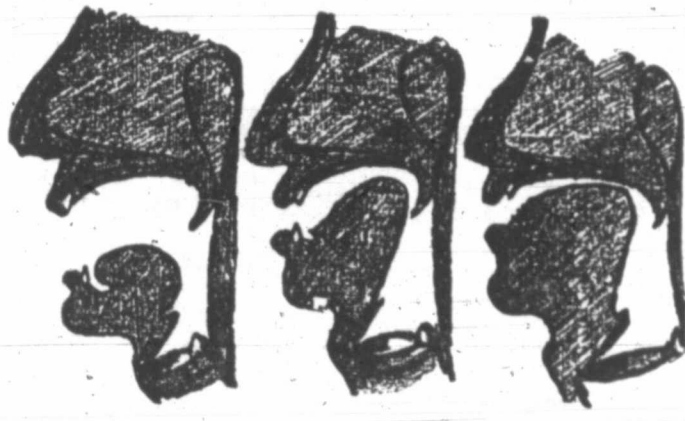
### THE TALKING-MACHINE



ADAMS APPLE IN IT IS THE VOICE MACHINE

TWO WE SAY THE VOWELS.

A (AR) U (OO) I (EE)



"M"AN is a talking machine. At least, he talks more than any other animal, even if he doesn't sing better than a nightingale. "But how does he do it, father?" "Oh, he is a wind instrument. Like an organ pipe, he uses his air pump to blow wind through a hole between two reeds in his throat." "Oh, father!" "It's true. Two reeds or strings are stretched from front to back in the wind pipe, as it passes through 'Adam's apple.' That is the lump you feel in your neck beneath your chin. If you take an old air tube after a man has gone and left it and blow wind through it it makes a fine noise; or if I take this instrument and look down a man's throat through it I can watch his voice strings moving as he sings. (See picture.) "When a person gets diphtheria this narrow part of the wind tube gets filled up, and several times I have had to make a hole lower down in the pipe and put in a tube, or the person would have suffocated. Then he couldn't talk at all, because the wind escaped below the strings. "The lungs are our bellows, and our throat and chest and belly muscles all help us to blow harder or softer as we like. If the strings stay the same length, the harder we blow the higher the pitch of the sound. You can't make any noises without you blow hard enough to hold up the weight of a column of water ten inches in height, and to make a very high note you must blow four times as hard. Most people can only make 16 notes, and the limit is 24." "But how do you make the different notes?" "That is the marvelous thing about these reeds. We can make them shorter or longer at will." "But what does that do?" "Look at this fiddle. Now twang this long string and listen. That is the same note as this one on the piano, isn't it?" "Yes." "Well, that is called C. It means that the wire I am hitting in the piano is making as many up and down movements or waves in a second as the string which you are twanging. It happens to be 256 in a second. Now twang it again as I shorten it. Listen. It is the same note again as this one I am striking eight notes higher up on the piano." "Yes, father." "Well, that is the octave and means that the wire and string are now each making 512 waves a second, or just twice as many as before. That is all there is to it—isn't it easy?" "But the really amazing thing is the way in which we can shorten and lengthen the strings so cleverly, and at the same time regulate the wind pressure so accurately as to always sing the right note." "How do we do it, father?" "Well, we can't unless we practice—and then we can't always—just as I can't play the fiddle or piano like Kreisler and Paderewski, or sing like Caruso. But when they were born they couldn't play better than I could. All that any one of us four could produce then was a yell." "A man's throat is bigger than a woman's and therefore his cords are longer and larger to begin with. His are a little over half an inch long, hers are a little under, so his voice is deeper. That is why Wilfred's voice is so horrible. It is cracking. It only means his throat is very quickly growing larger just at present. The range of the voice is exactly like that of a string—it depends on its length. "Now with my instrument we will look down the throat. It shows how the machine acts. The big ring is the case around the machine down the throat, and the tip in front is the top of the lid that closes when we swallow, and shoots our food over instead of into our talking and breathing machine. The same air is used to breathe and to talk. There is a beautiful little sack above the cords, right around. It is full of oilers and greasers. The flap above it is called the false cord. The thing like a swastika or boomerang is made of hard gristle. It is balanced on a ring of bone below the 'apple' bone or thyroid, and it can turn like a swivel. The whole bone and swastika together can also be tilted back to stretch the voice strings. By means of these the strings can also be pulled wide apart or pulled close together, so that lots of air can come in and out, as when we run hard and get 'short of wind,' or when we want to make 'low notes. There is, however, also another marvelous little arrangement to shorten the amount of the voice cord used. It is done by little muscle-cells inside the flap from the cord to the side of the bone, and that 'stops' it, exactly as we move our fingers up and down a banjo or fiddle string to alter the note we need. "It is very hard to keep the same note accurately getting louder and louder (called 'crescendo' by singers), because it means that you must blow harder and harder and harder and at exactly the same time gradually slacken and slacken and slacken the strings. The real marvel is not that so many cannot sing well, but that so many can. All the same, good singers are very rare, and have to be paid huge sums of money. Though the width and length and tightness of the string alter the notes, really the sounding-box is the mouth and throat above, and the cavity of the nose. Your singing master tries to teach you to use those sounders rightly, so that you may sing sweetly. The vowel sounds are made by wind that is not interrupted by anything. (See picture). Only the shape of the mouth is altered. But the consonants are made by stopping the air with the lips, teeth, and tongue. Thus, a snake hisses by pressing its tongue against the front of the roof of its mouth and blowing air between them. 'L' is the same, only you allow the air to pass each side of the tongue. 'R' is the tip of the tongue (or edge of lip or point of soft palate) blowing to and fro in the wind. 'Th' is made by placing the tongue against the teeth and blowing. "That is all. Run away, and when you are half a mile off try singing through, first, the back of your throat, and then 'in the front of your mouth, and then 'in your nose—then with your tongue against the roof of the mouth or in your cheek. "Scout!"



## MAKES BAKING EASIER

—than you ever thought possible. The always dependable quality of Calumet enables you to accomplish better results with less effort. Try it.

LESS THAN 1¢ PER BAKING

DOUBLE ACTING

## CALUMET THE WORLD'S GREATEST BAKING POWDER

SALES 2 1/2 TIMES THOSE OF ANY OTHER BRAND

#### Mean Trick on Justice

Justice of the Peace Francis J. Cunningham of Sparks, Nev., believes he has reason to relinquish his faith in human nature. When he married a Los Angeles (Calif.) couple a check was tendered in payment for his services. The slip of paper was returned from bank marked "No funds."

#### King George's Titles

The title of the king of England is "By the Grace of God of the United Kingdom of Great Britain and Ireland and of the British Dominions Beyond the Seas, King, Defender of the Faith, Emperor of India." It was recently stated that the English status of the British dominions necessitated a change in the title of the king. So far as we know, however, no official action has, as yet, been taken.

### Loosen Up That Cold With Musterole

#### Just Rub It In

Have Musterole handy when a cold starts. It has all the advantages of grand-mother's mustard plaster without the burn. You feel a warming like as the healing ointment penetrates the pores, then a soothing, cooling sensation and quick relief.



safe relief

Made of pure oil of mustard and other simple ingredients, Musterole is recommended by many nurses and doctors. Try Musterole for bronchitis, sore throat, stiff neck, pleurisy, rheumatism, lumbago, croup, asthma, neuralgia, congestion, pains and aches of the back or joints, sore muscles, sprains, bruises, chilblains, frosted feet, colds of the chest. It may prevent pneumonia and "flu."



Better than a mustard plaster

#### Busy Sextons

Tips, rumors and hunches dig the graves of millions of easy-go dollars every year.—American Magazine.

There had to be boots when there were no decent payments.

### Does Weakness Detract from Your Good Looks?

Paris, Texas.—"I was suffering with woman's trouble and after trying several different remedies without receiving any benefit to speak of, I decided to try Dr. Pierce's Favorite Prescription. I was told that it was the best, and so it proved to be. I had taken only a few bottles of it before I was perfectly well." "I also took two bottles of Dr. Pierce's Golden Medical Discovery after an attack of the flu and it built me up in health and strength wonderfully."—Mrs. Gertrude Nation, 161 Graham St. All Dealers.

Official people think there "ought to be an organization" to act as auxiliary, to the Resurrection.

Children's handkerchiefs often look hopeless when they come to the laundry. Wash with good soap, rinse in water blueed with Red Cross Ball Blue.—Adv.

One can't save at the spigot and waste at the bung and buy a bung-hole.

Most men would be glad to pay a large income tax for the sake of having that kind of income.

## Keep your summer health

# SHREDDED WHEAT

12 Oz. in Each Standard Package

Gives you vim and energy Easy to digest A treat for any meal,



### The Best Laxative He Ever Tried

Mr. W. J. Dorion, New York, writes: "Sick headache, indigestion and constipation have troubled me for years. I tried everything but I can truthfully say your CARTER'S LITTLE LIVER PILLS is the best laxative I have ever used. I find that they are small, easy to take and their action does not hurt me. They keep me regular and knowing, due to my experience in laboratory work that laxatives, containing Mercury, Calomel and other poisonous drugs are injurious." CARTER'S LITTLE LIVER PILLS are sugar coated, small, easy to swallow, and everyone in the family can take them in confidence as they are a doctor's own formula. CARTER'S LITTLE LIVER PILLS in red packages 25c.

(© by the Bell Syndicate, Inc.)



The BABY



Why do so many, many babies of today escape all the little fretful spells and infantile ailments that used to worry mothers through the day, and keep them up half the night?

If you don't know the answer, you haven't discovered pure, harmless Castoria. It is sweet to the taste, and sweet in the little stomach. And its gentle influence seems felt all through the tiny system. Not even a distasteful dose of castor oil does so much good.

Fletcher's Castoria is purely vegetable, so you may give it freely, at first sign of colic, or constipation, or diarrhea. Or those many times when you just don't know what is the matter. For real sickness, call the doctor, always. At other times, a few drops of Fletcher's Castoria.

The doctor often tells you to do just that; and always says Fletcher's. Other preparations may be just as pure, just as free from dangerous drugs, but why experiment? Besides, the book on care and feeding of babies that comes with Fletcher's Castoria is worth its weight in gold!

Children Cry for



Repaid Hospitality

Twenty-four years ago a hobo stopped at the home of Mrs. Sarah Haughton, Myrtle Point, Ore., and asked for a handout. Mrs. Haughton gave the man a nice, fat sandwich. She has just received a letter from him inclosing two \$1 bills and requesting her of her hospitality.



This Man Can't Catch Cold!

If a sneeze or sniffle says you're threatened with a cold, you can head it off every time without "doping" yourself, or the least inconvenience.

Everyone has suggestions when you have a cold, but here's one that works! Pape's Cold Compound in simple, pleasant-tasting tablets. Even when you've let a cold get into throat and lungs—or even turn to "flu"—Pape's will knock it out.

Why daily with a slight cold, or suffer from one that is serious, when the smallest drugstore has this real relief—for thirty-five cents!

PAPE'S COLD COMPOUND

WINTERSMITH'S CHILL TONIC

For over 50 years it has been the household remedy for all forms of Malaria Chills and Fever Dengue

It is a Reliable, General Invigorating Tonic.

Makes Life Sweet

For seven generations the Nations Household Remedy of Holland for kidney, liver and bowel troubles has helped make life brighter for suffering men and women. Begin taking them today and notice how quickly your troubles will vanish. At all drugstores in 3 sizes.



FORMAL ROBES OF VELVET; TUCKS RUN HELTER-SKELTER

WITH every tick of the clock the mode grows more resplendent, more ornate. The days of simplicity are but memories set down in the diary of fashion. The new feeling is for the formality of "grande dame" modes rather than for the naive of flapper styles. Fabrics which lately dealt with their sumptuousness are being worked with a complexity of detail which is amazing—all this at the command of the mode, which declares for a season of greater elegance.

The exquisite transparent velvets which have made their appearance

Streamers of colorful velvet ribbon clasped at the shoulder with a brilliant jeweled pin, beautify the jaunty black velvet frock.

Most of the new velvet frocks have either a coat or a jacket to match, and the latest Parisian idea is that of the velvet "ensemble" frock, which often match the velvet frock, for costumes of one-color scheme are very

What pranks tucks are playing in fashion's realm this season! No more of "the straight and narrow path for them!" Possessed with a feeling of "wanderlust" tucks are run-



Ornate and Queenly.

this season have set the whole fashion world agog with excitement. The woman who does not yield to the temptation of a velvet frock this season—where is she?

The transcendent loveliness of the new sheer velvets is, however, no more challenging than is the artful fashioning which they are receiving at the hands of those who are designing these gowns and wraps for the autumn and winter season.

As an instance of the exquisite styling which marks the velvet mode, consider the magnificent evening coat and evening gown in the picture. The Fashion Art League of America gave this handsome velvet ensemble cognizance among their choicest showings during its recent semi-annual exhibition.

Elaborate hand embroidery, accomplished with tiny pearls, imparts distinctive charm to the gowns. The lining of the coat is a poem not in words but in shimmering white chiffon which displays a delicate tracery of hand-embroidery. For the luxurious fur at the neck and at the front opening of the coat it required two skins of snowy white fox. No lovelier in-

ning helter skelter over frock and coat and blouse. Not that their erratic meanderings detract from their decorative, on-the contrary the wonderful feats which tucks are performing are adding a decidedly ornamental touch to the mode.

It is not merely that "tucks in tucks" this season, they are more than that—they play a decorative part entirely "different" from what has gone before. Consider the tucks which are plaided on this little frock of green wool georgette in this picture. These tucks trim the entire dress in a most arresting fashion. It is the manner of Twentieth century tucks to register novel effects such as this.

Perhaps the most fascinating innovation introduced by tucks this season is their sun-ray groupings. Clusters of tucks radiating from a center like spokes of wheels have become a pet hobby with the fashionist. Diagonal tucks, too, dart across many a blouse and skirt these days. Sometimes, like people, tucks take to "moving about in a circle," or many circles, if you please.

Now that designers have found out the possibilities of tucks, they are



Tucks in Pretty Confusion.

terpretation of the black-and-white theme which fashion continues to favor, can be conceived of than is evidenced in this altogether exquisite ensemble of black and white.

This is a season wherein black velvet will impartially adorn youth as well as its elders. The younger set are glorifying the gown of black velvet with clusters of dainty silk flowers handmade and extremely "Frenchy."

JULIA BOTTOMLEY. (© 1927, Western Newspaper Union.)

Improved Uniform International

Sunday School Lesson

(By REV. P. B. FITZWATER, D.D., Dean Moody Bible Institute of Chicago.) (© 1927, by Western Newspaper Union.)

Lesson for October 30

AMOS DENOUNCES SIN

(World's Temperance Sunday.) LESSON TEXT—Amos 3:2-12. GOLDEN TEXT—Seek good and not evil, that ye may live, and so the Lord the God of hosts shall be with you as ye have spoken.

PRIMARY TOPIC—The Punishment of Sin. JUNIOR TOPIC—What God Thinks of Sin.

INTERMEDIATE AND SENIOR TOPIC—Why the Drink Traffic is Prohibited. YOUNG PEOPLE AND ADULT TOPIC—Intemperance and Associated Evils.

Amos, a shepherd and tradesman (Amos 7:14, 15) was called to prophesy for God. He was neither in the prophetic line, nor trained in the prophetic schools.

1. The Sins of Judah (2:4, 5). In the first part of the book Amos sets forth judgments upon the surrounding nations. The aim, doubtless, was to show that there is no escape from God's judgment. The nation or individual that sins shall surely be judged (Num. 32:23).

1. They despised the law of the Lord. To despise means to spurn, to disregard. To despise God's law is a sin directly against God. There is no escape from judgment for such as do this. (Heb. 10:28, 29).

2. Failed to keep the Lord's commandments (v. 4).

Disobedience logically follows the despising of God's law. It not only robs of blessings in this life, but results in eternal destruction (II Thess. 1:7-10).

3. Lies caused them to err (v. 4).

Because they despised God's law they fell into lying errors. Doctrine and conduct are inseparable. Thinking wrong precedes doing wrong.

4. Judgment upon Egypt (v. 5).

This was literally fulfilled a century and a half later in the capture of Jerusalem by the Chaldeans.

II. The Sins of Israel (2:6-8).

The message of the prophet now comes directly to the northern kingdom.

1. "Sold the righteous for silver" (v. 6).

The judge, for a bribe of silver, declared the innocent to be guilty.

2. "Sold the poor for a pair of shoes" (v. 6).

Likely this refers to the practice of selling into slavery the debtor who could not pay for a pair of shoes which had been sold to him on time.

3. "Pants" after the dust of the earth on heads of the poor (v. 30).

The word "pant" means to eagerly desire. So avaricious had these men become that they even grasped after the earth which the down-trodden poor cast upon their heads in mourning because of their misery.

4. Turned aside the way of the meek (v. 7).

These grasping rich men turned aside the meek; that is, those who would not stand up for their rights.

5. Licentiousness (v. 7).

So notorious were the immoralities practiced that they were even guilty of incestuous prostitution. This was not merely the case of falling into venereal sin, but was indulged in with the definite purpose of insulting God provoking His holy name.

6. Idolatry (v. 8).

They not only frequented the place of idolatrous worship, but lay down on the clothes taken from the poor, and drank wine bought with money extorted from the poor in unjust fines.

III. God's Goodness to Israel (v. 9-12).

God's manifold blessings and His goodness are now presented in contrast with the base practices of the nation. In order to heighten the picture of their ingratitude.

1. Destroyed their enemies (v. 9).

The Amorite stands for all powerful peoples whom God removed from Palestine to make room for Israel.

2. Delivered from cruel bondage (v. 10).

God set them free from the cruel slavery of the Egyptians. Every redeemed one has been set free from a more cruel bondage than that of the Israelites at the hands of the Egyptians (John 8:34-36).

3. Led them for forty years in the wilderness (v. 10).

The wilderness wandering is a most wonderful story, showing the tender and faithful leading of God.

4. Raised up the prophets (v. 11).

God not only bestowed great honor upon them in this, but favored them in raising up prophets from among their own offspring. The awful sin and guilt are here shown in that they not only turned the prophets from their lives of separation but gave them wine to drink.

Faith

Faith never refers to self, but always to the Word of God. There are many who want to feel that they are believers before they have believed the truth, and to feel that they are safe, before they trust in Jesus.

Our Faith

When the devil tries our faith it is that he may crush it or diminish it; but when God tries our faith it is to establish and increase it.—Marcus Rainsford.

MOTHER

A Cross, Feverish Child is Bilious, Constipated

Every mother realizes, after giving her children California Fig Syrup, that this is their ideal laxative, because they love its pleasant taste and it thoroughly cleanses the tender little stomach, liver and bowels without griping.

When cross, irritable, feverish, or breath is bad, stomach sour, look at the tongue, mother! If coated, give a teaspoonful of this harmless, "fruity laxative," and in a few hours all the foul, constipated waste, sour bile and undigested food passes out of the bowels, and you have a well, playful child again. When the little system is full of cold, throat sore, has stomach-ache, diarrhoea, indigestion, colic—remember, a good "inside cleansing" should always be the first treatment given.

Millions of mothers keep "California Fig Syrup" handy; they know a teaspoonful today saves a sick child tomorrow. Ask your druggist for a bot-



tle of "California Fig Syrup," which has directions for babies, children of all ages and grown-ups printed on the bottle. Beware of counterfeits sold here, so don't be fooled. Get the genuine, made by "California Fig Syrup Company."

You get a new angle on many a subject by the questions a small boy asks.

Black Walnut Waffles. 1 1/2 cups flour, 1/2 level teaspoons Calumet Baking Powder, 1/2 level teaspoon salt, 1 cup milk, 2 eggs, 1 tablespoon melted butter, 1/2 cup chopped black walnuts. Sift flour, measure and sift three times with baking powder and salt. Add milk gradually, then yolks of eggs well beaten, butter and then whites of eggs beaten stiff; then add nuts. Bake on greased hot waffle iron.

Every woman is likely to be in the wrong until she begins to cry—then she is all right.

Fortunate is the man who doesn't step temptation.

Profitable Business at Home

Men and women, \$15 to \$25 daily. One article costs 6c, sells \$1. Details free. Write quick. Tropical Specialty Co., Box 103, Miami, Fla.

START A BUSINESS OF YOUR OWN

Can put you next to 24 new business opportunities. If you are a wage slave be sure to write. G. M. HAMILTON, P. O. Box 123, NORTH BIRMINGHAM, ALABAMA.

Manufacturer of Food Products Will Start you in profitable business for yourself, selling to Dealers and Agents. EVERYDAY CO., Box 369, Lima, Ohio.

Moral suasion is a fine thing, but who wants to do all the missionary work?

Figure that every gun is loaded, no matter how playfully it is pointed at you.

Law's delay is the lawyer's meat.

Sure of Himself Now!

So Clean Inside, No Fear of Perspiration Offense, However Over-Heated



Once a person realizes the wonderful properties in cascara, no other laxative in the market would ever be considered. It's no trick to "clean out the bowels." Dozens of things will do that. But a little natural cascara purifies the system clear through. Cleanses every pore of your skin. Renders perspiration as inoffensive as so much dew! The old-fashioned way was "sals." They get action, but they take the mucous membrane along with the waste matter! Mineral oils are gentler, but they leave the bowels with a film of poisons for the blood to carry off through the pores. But when you cascade the system, you get rid of all the poisons by normal muscular action of the bowels.

If you have the habit of taking medicine for constipation, or even for auto-intoxication, stop it. For a candy cascara is a delightful form in which to take cascara; children love them, and the taste tempts most grown-ups to have "more."

And what a comfort to know you are in that clean, wholesome condition that does away with any need of deodorants, even in warmest weather! Try a cascara tonight—see how you feel next day, and for days after! With the skin fresh and fragrant. All druggists, 10c and 25c.

CASCARETS

Maybe it requires more fortitude to meet trouble, sober, but fortitude is a good thing to cultivate.

We don't necessarily clamor for the truth if it is indecent and we have heard the same thing before.

There are two sides to every question—your side and the wrong side.

Life is the greatest good and death the worst evil.—Heine.



ASPIRIN

SAY "BAYER ASPIRIN"—Genuine

Unless you see the "Bayer Cross" on tablets, you are not getting the genuine Bayer Aspirin prescribed by physicians and proved safe by millions over 25 years for

Colds Headache Neuritis Lumbago Pain Neuralgia Toothache Rheumatism

DOES NOT AFFECT THE HEART

Safe Accept only "Bayer" package which contains seven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists. Aspirin is the trade name of Bayer Manufacturing of Monacopolis (Germany).



The Hermleigh Herald. Published every Friday at Hermleigh, Scurry County, Texas.

R. S. Norman, Editor.

Subscription price \$1.50

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

Missionary Ladies Have Joint Meeting

There was a joint meeting of the Missionary Ladies of the Methodist and Central Baptist Churches Monday afternoon, Mrs. Kinney was the hostess.

Refreshments consisting of punch and cake were served to the following, Missionary personnel, namely: Mesdames Bralley and Bralley, Patterson, Gardner, Ely, Bragg, Randals, Hudson, Werner, Rector, Sayde, Ragsdale, Rea E. C. Patterson, and Ward.

P. T. A. Program.

Thursday, 4:00 p. m.:

- 1. Business Session. 2. Introduction. Mr. Gramling 3. Piano Solo. Miss Alta Kemp. 4. One Hot Dish At Lunch. Mrs. Patterson. 5. Duet. By Milford Davis and Dorris McMillian. 6. Why Have Pictures On the School Room Wall? Mrs. K. B. Rector. Adjournment.

B. Y. P. U. Program

- Song. Prayer. Reports and Business. Bible Quiz. Mrs. Stevenson. Special Number. Introductory. By Verdell Gleastine 1. John Elish. Miss Giles. 2. David Brainard. By Mr. B. F. Kelly. 3. Isaac McCoy. Lillian Cox 4. Our Home Board's Indian Work. Merritt Stevenson. Song. Prayer.

Bud and Exa Patterson who have been attending the school here have returned to their Fluvanna home, school having begun there Monday.

Mesdames Randals and Arnett of Lorraine spent last week-end with their daughter and sister Mrs. S. C. Randals here.

Mrs. Forrester and daughter, Miss Pearl, visited their sister and aunt, Mrs. Burroughs, in Colorado last Saturday.

Bill Hoskinso and wife are entertaining a baby girl in their home since Monday morning.

Mrs. Oscar Coston of Caps Springs was a guest Monday in the home of Mrs. Melvin Vernon of the city.

Misses Lieta Henry and Ina Neal Coswell, Messrs Taft Patterson and Banard Gleastine were home from school last week end.

Misses Minnie Lee Williams and Laura Shipman left Monday for Glenrose where they will take treatment.

J. R. Coker motored to Ft. Worth Saturday and returned Monday. The Mrs. who has been visiting their daughter and new grandson there, returned with him.

Alton Barfoot, who has typhoid fever, is convalescent, it is reported.

Drope Higginbotham has installed a new pump at his ranch well to insure his cattle gainst low winds.

Weather conditions are certainly changing in West Texas. -Ed.

J. L. and Mrs. Lynde were guests in the home of Rev and Mrs. Annis in Lorraine last Sunday.

Mrs. Patterson and son Finis of Plainview were in Hermleigh Sunday.

Sam: "Say, George, how do you keep that old ancient Model Lizzy running so smoothly? My 26 just hops along."

George: "Why Sam, that is easy. I use nothing but Texico gas and oils. You try TEXICO one time and take notice how much better your car runs. Highway Service."

Love Gifts

While you are thinking about that "Love Gift" this fall, and while it is fresh on your mind and you wonder what it shall be, come in and talk with us. We are planning big things along this line and will be able to help you in making your choice and selection OF:

The Good Year's "Love Gift."

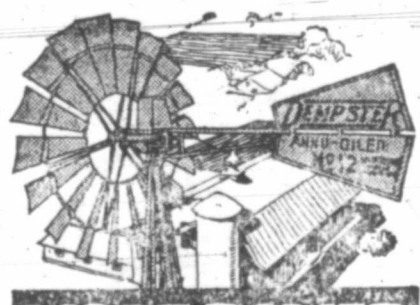
Hermleigh Pharmacy

"The Heading-in Place"

Hermleigh, Texas

Wind Mills!

The recent light winds are sufficient evidence that we need to use it.



MORE POWER from Light Winds

That's what the Dempster Windmill does! It gets more power out of the light winds! Runs easier. Runs smoother. Lasts longer.

The reason is the superior construction of this mill. The Dempster is the only mill having Machine Cut Gears, Timken Bearings, and Oil-It-Yearly feature. Some mills have one or two of these great features. But the Dempster has them all.

If you want the utmost in service and satisfaction, you want the Dempster. Come in and see its many features besides the ones listed above.

DEMPSTER ANNU-OILED Windmill

Higginbotham-Bartlett Company.

"Every Thing to Build Anything"

Do your Brakes Hold? Better be "Safe than Sorry." We carry a complete line of Genuine Raybestos that is sure to hold. Why accept inferior brands? Insist on the best, that is what we have. Highway Services Station.

Gleastine Bros.

"Where You Like To Trade"

We have a nice line of Staple and Fancy Groceries. Fresh Vegetables and Fruits every Tuesday and Friday.

We are daily expecting a shipment of fresh meal and flour.

We appreciate your favors shown us in the past, and thank you in advance for any consideration shown us in the future.

Our Service Is Your Service.

"The Ladies Shop"

Come in and visit our shop. We shall be glad to show you through. We carry a full line of Ladies-Ready-To-Wear.

Our Ladies Dresses afford a splendid price ranging from \$1.98 \$21.75. Hats from \$3.00 to \$10.00. Ladies and childrens hose.

Your Acquaintance, Friendship and Trade Coveted.

Golden and Taylor

Hermleigh, Texas.

Service AND Quality "Our Motto"

The Completeness of our stock puts us in a position to render the greatest service possible in both Hardware and Groceries.

Give us a chance to supply your Needs.

Fargason Brothers.

Turkeys Turkeys

Mr. Turkey Raiser:- Don't forget to bring your Turkeys to the H. & E. Produce Co. where you get the Highest Price and Best Grades Market opens the 28th.

Harkings & Etheredge

Look Your Best

Suits Made to Measure. \$21.75 to \$60.00

These Suits are Guaranteed to fit. Cleaning and Pressing.

Werner's Tailor Shop

Mobley's Barber SHOP

Clean, Prompt, Courteous SERVICE

Baths, Hot and Cold Bring your Laundry here For Prompt Delivery.

We Please The Most Exacting Appetite

Eat Here and Be Happy.

It will be a pleasure to SERVE YOU

Macks Cafe

Dr.

W. H. Ward.

Physician and Surgeon.

PHONE

Office 3 Res. 2

Hermleigh, Texas

A GOOD PLACE TO EAT

Quick Service

Short orders

Cooked

Right

Louder Cafe

Church CENTRAL

Sunday School every 1st and 3rd. B. Y. P. U. meeting at 7:00.

H. T. G. Broughton

FIRST BAPTIST

Sunday School at 10:00 a. m. on the 1st. Sunday morning and on fore. Every body come.

The Fifth Sunday of the North Baptist Association will be at the First Baptist of Hermleigh beginning the 28th.

L. H. Be... C. E. Leslie

METHODIST CHURCH

Sunday School every day at 10:00 a. m. every 2nd, 3rd. and 5th days in each month.

J. R. Coker M. H. Hudson

CHURCH OF CHRIST

Bible Study Every Day Morning at 10:30. Union Service at 11:30.

T. W. Atchley

Want Ads.

GROCERIES

Try us for your next Groceries. We will treat you right. Drop in.—J. L. ...

FOR SALE

1926 Ford Roadster, rubber, in good repair, except leak in radiator. at the Herald office.

HAVE ARRIVED

The Wonder Boxes have arrived. See them at Golden's Store and place your Xmas order for paint and oil at wholesale price. O. B. Bass, County Manager

FOR SALE

One Span of Mules, harness and wagon. Price \$200.00 See J. T. Adams

If BATTERIES are all you need to tune in your RADIO we can fix you up.

Highway Service Station

We Charge Batteries.

Highway Service.

We try to carry a full line of Genuine Ford parts.—When in need of these, see us.

Highway Service Station.

NOTICE

This is to notify the former customers of Altman & Bennett that Mrs. Wilsie Bralley has all its accounts for collection. Please see her and settle account. - E. W. Altman.

Being old ourselves, we interested in our farmers to the variety of age not sure the value of the looking forward community's best interest. The variety of seed planted is important, why a variety of cotton? The worth of cotton already proved should not be to us. If it is man money it other man production staple for one it for a who supposing the same the cotton. The better the sown the better will be. The bad cotton market the beginning to aridation risk if it is soil is unife to be the thing in the ment.

L. C. D. Fr

The Herald letter-f Greenhill he had the Herald Mrs. E. commentograph that the a fellow the way from the Groceries looks e You are tion sp or wor He c ous m ter. here a but it direct him. our't sayin cash one; chec H of F W

T the vic an m su th tr ir o e y f