

THE HERMLEIGH HERALD

VOLUME 1

FRIDAY DECEMBER THE 30th. 1927

NO. 15

The Herald And the New Year 1928

We wish at this season of the year to thank the people of Hermleigh for the reception and cooperation they have given us in connection with our business adventure. We were told when we came here that we might expect that it would be hard to circulate a newspaper out of Hermleigh on account of the failure of all our predecessors, but we shall acknowledge that our efforts have exceeded our expectation. Approximately two hundred have fallen in line with us to date and no special effort has been put forth. We appreciate this very much.

We believe that every body within our reach will co-operate with us in this when they have given it consideration. Our special rate of \$1.00 will hold good for the next few weeks and we shall be glad to have every one who is not on our list already send in their name to us as early as possible.

With the paper we are going to represent what we consider the best interests of the people of Hermleigh and Scurry County, and as an individual citizen we are going to stand firmly for a clean and progressive society. Our New Years resolution is that: "As we better learn our new work to better serve our new people." When in town call in and see us.

Churches Asked To Have Rally January the 15th.

Sunday, January the 15th, has been set aside by the Anti-Saloon League of Texas, for the purpose of commemorating the event of national prohibition. Every church community is being asked to have a general rally on that day with the view of encouraging law enforcement. This is certainly a time when all warring elements of the church will turn their armies from the battle lines of prejudice, preference and church dogma, to the mutual interests of a sober society.

It is hoped the pastors of town will get together at once and arrange a community service in Hermleigh joining all the other churches in the state on that day in a great campaign for public sentiment against the sale and use of intoxicating liquors. If our laws are not enforced, what has the American Church or Government to boast of more than any other nation?

Mrs. C. H. Grace returned Saturday from a six weeks visit with friends and relatives in Benton, Paragould and Blytheville, Arkansas, Memphis, Tenn., and Sikeston, Mo.

Mrs. Grace reports a very enjoyable time through out the extended visit, and especially the visit with parents in Paragould and grand parents in Blytheville, Ark.,

New Year 1928

Before another installment of this department of the paper is exposed to the cruel light of day, the year that now is will have passed into history and the figures in the date line will show that the world is working under a new span of Time. We reckon our ages and date our little transactions by years, so when a sufficient number of journeys have been made by the earth around the sun, Time moves up a cog and the world is a year older. There remain but a few more days of nineteen twenty seven. The sand in the glass is running out, and the embers in the grate are burning low and losing their radiant glow.

The death of a year brings a tinge of sadness to those who pause and reflect. They see, of course, in the passing of the year the death of hopes that found no fond fruition, while on every side ghosts of neglected opportunities stare and mock. But the passing of a year comes as a friend to those who use its last hours for sober, earnest reflection. 'Tis true that many of the things we hoped to do in nineteen twenty-seven we have not done, and will not do ere the winter's winds sing a dirge over the year that is no more. 'Tis true that many of our schemes went adrift, that many of our plans failed, that many of the golden apples of promise turned to ashes on our lips and that many a rainbow of hope was obscured by clouds of darkest hues. It will do us no harm to recount our neglected opportunities and our disappointments, neither is it harmful to sorrow over them a little, if we keep our sorrow from the darkness of despair and refuse to permit melancholy to have dominion over us because of our sins and failures. There is a sorrow that nerves the arm and steels the soul for combat, and happy are we if we enter into it. Opportunities have been neglected, but opportunity is not dead. Failures we have made, but the will to dare and the strength to do remain. A New Year comes and opens the gates anew, and the challenge comes to every one to try again. We are soon to gaze upon the embers of another dying year. May we see in these fading embers the passing of every disappointment, as we hopefully look for the New Year's golden dawn.—Ex.

NOTICE

The public will please take notice that until further notice we will close each afternoon at four o'clock. Please arrange to transact your business between the hours of nine and four. On account of numerous bank robberies, we consider it necessary to take this action as a measure of precaution. Unless it is an emergency matter, please do not request to enter the bank after four o'clock.

First State Bank
Hermleigh, Texas.

Hermleigh Is Growing Slowly

Since the re-establishment of the Herald here in September a number of other businesses have established themselves, namely, a \$15,000.00 water system, a ladies ready-to-wear store, a general dry goods store, a general feed store, the organization of a P. T. A., a Chamber of Commerce, a one variety cotton club; the general spirit of the town has been improved to the extent that most of the Hermleigh people have about decided that they are to have a town yet.

As an agricultural town, may we continue to repeat, there is little in Hermleigh's way. The only thing which may hinder us is our own inactivity. If our men wake up, we can do this thing. It takes a lot of good brain matter and electric energy but we have them, only if we shall use them.

Mr. B. H. Adams of Waco, Rev. Shuttlesworth and wife of Breckenridge. Mrs. J. T. Holloway and sons of Commerce spent Christmas with their mother and grandmother Mrs. E. C. Adams.

Mr. and Mrs. B. H. Coston and little daughter Jaunita of Slayton, spent Christmas with the former's parents, Mr. and Mrs. J. F. Coston.

Grafford-McCrighth Adcock

The bells of the cupid rang loudly this Christmas eve. They awoke Contractor H. G. Grafford in Mena Arkansas. He got himself arope in his Dodge coupe and crossed over six hundred miles of Arkansas and Texas country for the pretty Miss Dorris McCrighth Adcock, his Golden Possessor. They were married in Hermleigh Friday the 23rd, the Rev. Hudson reading the ceremony.

Mr. Grafford is a civil engineer and road contractor at Mena Arkansas.

The pretty bride is a sister to our own Mrs. L. A. Hill north of town who is a bride of only a few months. She belonged to the church and social circles of the town here and all unite in wishing her much happiness in her new relationships.

The happy bridal party left immediately for Sherman, Texas where they will spend the Holidays with the groom's parents Judge and Mrs. Grafford.

They will make their home in Mena, Ark. for the time-being.

The front end of the Joe Stray horn brick building in Snyder fell out Wednesday morning. Dr. and Mrs. Ward had removed their car from the front of the building only five minutes before the brick fell. The Dr. thought he had only narrowly escaped death.

Important Notice

In looking over our books for the year just closed, 1927, we find that our losses have been enormous. These accounts are small, but they are exceeding numerous and unpaid. We can not afford to charge these losses to our good customers.

Therefore we, the undersigned service stores in Hermleigh, have definitely decided to sell for cash only. In doing this we can give better service, sell for less money and make our business pleasant and profitable. After January the 1st, we will sell only for cash.

We thank you in advance for any business you may give us during the the new year, 1928.

Signed:

King-Eagle Garage.
Highway Service Station.

Pep Garage
Ford Garage
Stephens Bros.



A Happy
and Prosperous
NEW YEAR

RESOLVED That, We Will

- B**oost Hermleigh and its business enterprises
- A**ssist in promoting and financing better farming conditions and safe farming in this community
- N**ever stand in the way of progress
- K**now our customers and their problems better and protect their interests at all times.

First State Bank

Hermleigh, Texas.
Safety, Service, Silence

Safety, Service, Silence

Miss Thelma World entertain-

Mr. Pick Bowen is thinking

Hermleigh.

The Hermleigh Herald.
Published every Friday at Hermleigh, Scurry County, Texas.
R. S. Norman, Editor.
Subscription price \$1.50.

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

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation will be cheerfully corrected upon being brought to the attention of the management.

Friday Dec., 30th. 1927.

The Sound Of The Hammer

There is only one institution or structure in all history which was completed without the sound of a hammer. King Solomon's Temple is said to have been erected without the sound of any metal of any kind, and yet in connection with its erection the inspired prophet said: "The stone set aside by you builders will in time become the head of the corner of all institutionalism."

This stupendous edifice was three times destroyed and of the third structure the Prince of mankind said: "See the beautiful Temple! behold, the day is coming when one stone shall not be left upon another." We have only sweet historic recollections of that lone structure which was completed without the sound of a hammer.

The hammer is an essential element in human progress. The Herald's chief objective is to promote the best interests of both Hermleigh and Scurry County, and when we think it necessary, you will hear the sound of our hammer. We shall boost when boosting will move things, and holdly hammer when things get out of plum or need nailing together.

A certain club was organized in town recently which has all

ear marks of a small town organization. The first move made by the organization was a suggestion to have envelopes printed by a federal publishing concern, thus boycotting the home printer whose bread is bought of home grocerers. Donkey, donkey, donkey! That's right boys, save yourself a dime and lose your town a hundred dollars! This kind of co-operation is the small town's most serious handicap. We must get out of it for the sake of the town for which no

"First cast the beam out of your own eye, and then you can see clearly how to cast the mote out of thy brother's eye." We have some difficulties of this kind to overcome. We can do it, cant we?

Now concerning the misconception of 'saving a dime' in which you loose a hundred dollars, we may say: "With what mete you measure, it shall be measured to you again." Every statement of the Bible is true in whatever sense it is used. Your disloyalty to home enterprises breeds similar disloyalty in a number of others, until in the final analysis of the thing, it is all disloyalty. Disloyalty to home interests is a 'brick wall fortifying a town against all progress!'

Rome must again learn that a compact between each of her seven hills is to the very best interest of each individual hill. When ancient Rome was thus organized, all roads began to point toward her, and she became the mistress of the world. If you live in Hermleigh, trade in Hermleigh and become a part of the society of your home town.

Perryton, Texas is one of the most progressive and rapidly growing towns in all north west Texas, and it is almost considered a crime there for any one to manifest disloyalty to home interests. This should prevail here. What do you say about it?

A new motto for the coming new year is this: "Work well, love well, laugh well and do well." This done and you are ready for the next degree "be well."

"A moral coward is a nuisance."

According to those who believe in the old 'twelve days' signs, there will be falling weather all through the early part of the year. The recent heaviness of the atmosphere and the light precipitation is helping the soil and the wheat crop greatly.

"Keep the money closer home."

PRINT SHOP FABLES



Is the Citizen Angry? Well, Rather! He has the Habit of Calling Regularly for a Copy of the Paper, which he Pays For with Thanks. Just Now it was Suggested that he Pay For the Paper. Why, the Ideal! Insulting a Regular Reader like Him!

PRINT SHOP FABLES



Hoy Hoy! What a Nasty Man! Has he been Setting Fire to the Orphan Asylum? Nope! He just Stopped His Paper outa Spite. And Will the Editor cut his Throat, leaving a Widder and Eleven Starving Orphans? Again, Nope. The Editor is Rich and Don't give a Darn.

S
a
t
u
r
d
a
y

You can buy an Orthophonic Victrola out of your weekly envelope

A MODERATE sum, paid out of your income, will place an Orthophonic Victrola in your home. Such an investment will yield daily returns... entertaining you and your guests with the finest in reproduced music of every kind.

Come in and see us the first chance you get. There's a comfortable chair and a wide selection of the sort of music you like best. And when you're here ask us to tell you about our convenient payment plan. Drop in—today!

You can buy a Phonograph, as above stated, but you can get one FREE at our Store Saturday the 31st, by guessing closest to the number of keys in the jar at our store.

Don't miss Guessing!

Every body has a guess coming!

Don't fail to be Here!

Hermleigh Pharmacy.

What Would You Wish

From your mortician? We have attempted to put ourselves in your place so that, should the time come, we could see that our service held all the things that you would wish from the mortician you called.

During the many years we have been serving since 1907--as a matter of course--we have been learning to render a service that anticipates every desire, takes care of every detail leaving nothing to be wished for. Our service is probably not perfect--but is as nearly so as we can make it.

Barrow Furniture & Undertaking Co.

Funeral Directors and Embalmers

Call

O. D. Weathersbee or B. N. Davis.

Rotan,

Texas.

Church Mu

W
The fundamental the church will hav and advance some reats in favor of origin. The Leop murder, the la bantly slaughter t cent scenes which staged in Scurry very weighty arg mawing mave- from a very low o No-beast was ever orous than the tal no monkey could expected stunts pulled around h

Just

Ca

Let u

ing you

We

Bo

We

If Mrs. the 31st, dise FF

Fa

Hardw

Ar

I wish

taken c

Theatre

D. Hoo

our dis

ness. I

same ir

past, ar

shown

We a

Roug

also M

Safe

Church Must Wake Up

The fundamentalist element in the church will have to wake up and advance some new arguments in favor of man's divine origin. The Leopold and Loeb murder, the late Hickman slaughter and a few recent scenes which have been staged in Scurry County are very weighty arguments that should have a very low order of beings. No beast was ever more omnivorous than the late Hickman nor no monkey could pull more unexpected stunts than have been pulled around here recently.

Sure enough folk, the church is laying down on the job. It is too nearly asleep. The church is a militant organization and when she ceases to fight strongly against evil she is retreating. Jesus said: "Think not that I am come to send peace on earth, I came not to send peace, but a sword." The church is an army either marching forward or backwardly retreating. What about our churches in Hermleigh? We don't hear the discharge of a great many cannons—evidences of battle.

"If any man (or woman) offend not in word, the same is a perfect individual, and able to bridge the whole body."

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 January 1

JOHN THE BAPTIST AND JESUS

LESSON TEXT—Mark 1:1-13.
GOLDEN TEXT—He must increase, but I must decrease.
PRIMARY TOPIC—John Tells About Jesus.
JUNIOR TOPIC—John Welcomes and Baptizes Jesus.
INTERMEDIATE AND SENIOR TOPICS—John Prepares the Way for Jesus.
YOUNG PEOPLE AND ADULT TOPIC—John Heralds the Mighty One.

In order to understand the lessons for the first six months of the year it is necessary to grasp the central purpose of the Gospel according to Mark. In the Old Testament is set forth an august portrait of Jesus Christ. He is the Branch, the King (Jer. 23:5); the Branch, the Servant (Zech. 3:8); the Branch, the Man (Zech. 6:12); the Branch of the Lord (Isa. 4:2).

The fourfold account in the New Testament called the Gospels, placed alongside of the Old Testament predictions, fits exactly. Matthew presents Him as the King; Mark, the Servant of the Lord; Luke as the Kinsman Redeemer and John as the Son of God. The theme of Mark is the gospel of Jesus Christ, the Son of God (ch. 1:1). The word gospel means "good news." Jesus means "Savior." Christ means "Anointed." It is good news therefore because it is the good tidings that God has anointed Jesus Christ to be the Savior of the world. The key verse is Mark 10:45, "The Son of Man came not to be ministered unto but to minister and to give His life a ransom for many." The key words are, "straightway," "forthwith," "immediately."

I. Who is Jesus Christ (1:1)?
He is none other than God's Beloved Son.

II. The Forerunner of Jesus Christ (vv. 2-8).

1. Who he was (vv. 2,3).
He was John, the Baptist, who was prophesied of more than five hundred years before (Isa. 40:3).

His mission was to prepare the way for Christ's coming. He represented himself as but a voice of one crying in the wilderness. He was therefore God's voice sounding forth the divine will and purpose. He was content to be but a voice.

2. John's message (vv. 3-8).
(1) Prepare ye the way of the Lord (v. 3).
It was customary for servants to go before distinguished personages and prepare the road over which they were to travel. In this preparation there was to be removal of stones, the leveling of the surface, etc. John's message meant therefore that the people should remove from their hearts everything which hindered the incoming of the Lord.

(2) The baptism of repentance (v. 4).
In preparation for the coming Christ the people were to repent of their sins. Those who repented were to be baptized. Baptism was to be administered to those who repented as an expression of penitence which led to forgiveness of sin.

(3) The coming of the Messiah (vv. 7, 8).
The coming one was to be much greater than himself; so great that John was unworthy to loose the latches of His shoes. The superior dignity of Christ was not only in His person but in the work He was to perform.

3. His success (v. 5).
People from all over Judea and Jerusalem went out and were baptized. His food and dress indicated that he had withdrawn from the world as a protest against its follies and sins.

III. The Baptism of Jesus Christ (vv. 9-11).
Jesus was not baptized because He had sinned and therefore needed repentance, but because He was now about to accomplish a work which would constitute the basis of all righteousness. He was now dedicating Himself to the task of bringing in righteousness through His sacrificial death.

(1) The opened heavens. This indicated His connection with heaven.

(2) The descent of the Spirit upon Him. This gave the divine seal to His work.

(3) The voice of approval from heaven. This made clear to John the fact that Jesus was the Messiah.

IV. Jesus Christ Tempted by Satan (vv. 12,13).
This took place immediately after the heavenly recognition. This testing was to demonstrate the reality of the incarnation. Because of this demonstration believers can be assured that the Son of God has become incorporated with humanity for the purpose of its salvation.

Church Notes

CHURCH OF CHRIST

"Forsake not the assembling of yourselves together as the custom of some is."

Bible Study Every Lord's Day Morning at 10:30. Communion Service at 11:30.

T. W. Atchley, Deacon

METHODIST CHURCH

"Whom shall we send, and who will go for us? He that hath clean hands and a pure heart."

Sunday School every Sunday at 10:00, a. m. Preaching every 2nd., 3rd. and 4th. Sundays each month.

J. R. Coker, Supt.
M.H. Hudson, pastor.

CENTRAL BAPTIST.

"For God so loved the world that He gave His only begotten Son that whosoever believeth in Him should not perish, but have everlasting life."

Sunday School every Sunday at 10:00 a. m. Preaching every 1st. and 3rd. Sundays. B. Y. P. U. every Sunday evening at 7:00.

H. T. Gleastine, Supt.
Broughton Morgan, Pastor

FIRST BAPTIST CHURCH

"For by grace are you saved through faith, and that not of yourself, it is a gift of God."

Sunday School every Sunday at 10:00. a. m. Preaching on the 1st. Sunday in each month and on Saturday before. Every body invited to come.

L. H. Beane, Supt.
C. E. Leslie, pastor

"Fear God; honor the Governor."

HERMLEIGH
Odd Fellows Lodge,
No. 667
Meets Every Thursday Night.
T. J. Hodney, N. G.
H. T. Gleastine, Sec.

Dr.
W. H. Ward.
Physician and Surgeon.
PHONE
Office 3 Res. 2
Hermleigh, Texas

HERMLEIGH
Lodge No. 987
A. F. & A. M
Meets Saturday Night
On or After
Full Moon in Each Month
T. W. Windle W. M.
J. C. Rea, Clerk.

HERMLEIGH
Chapter No. 482,
Order of Eastern Star.
Meets Every 3rd. Tuesday
Night in Each Month at
7:00 P. M.
Mrs. W. R. Terry, W. M.
Mrs. Shed Ragsdale, Sec.

We Please The Most
Exactng Appetite
Eat Here and
Be Happy
It will be a pleasure
to SERVE YOU
Macks Cafe

Just Arrived!

Car of Implements.

Let us figure with you concerning your next years needs.

We carry a complete line of
HARDWARE
Both Staple and Fancy
Groceries.

We are prepared to save you
MONEY!!

If Mrs. N. E. Farr will call at our store Saturday the 31st, will present her with \$1.00 in merchandise FREE.

Fargason Bros.

GROCERIES

Hardware, Implements.

Announcement!

I wish to announce to the Public that I have taken complete charge of the New Queen Theatre, taking over the ownership of Mr. W. D. Hooper. I want the Public to know that our dissolution of Partnership is purely business. I am asking your attendance just the same in the future as you have given us in the past, and thanking you for all favors you have shown us.

We are running to-nite Jack Hoxie in Rough & Ready a two Reel Comedy, also M. G. M. News.

I thank you.

Lem Gibson.

Gleastine Bros.

"Where You Like To Trade"

Christmas has come and gone; but we are still here. We are still anxious to serve you.

We want to thank our many friends for their friendship, for their business, and for their little touches of human kindness shown us through the past year.

We wish you much happiness and prosperity through 1928

Our Service Is Your Service.

**Hermleigh C. of C.
Fully Affiliated**

The Hermleigh Chamber of Commerce, an organization only two weeks old, has membership in the great West Texas Chamber of Commerce. This is fine progress. It is said of the Hermleigh folk that only one thing stands in their way and that is taking a notion to do things. It is said that when these folk take a notion they do things. Their ability to do things was seen in the matter in which they put over their community fair here in September. With these men all working together through the C. of C. Hermleigh will "shake off the dust from her feet" and place herself in the catalogue of progressive Texas towns.

Near thirty five men have joined the club to date, and among them are a number of farmers. Farmers ought to belong to the commercial club in

their town. It would be very valuable to them. All efforts on the part of farmers to live apart from other business men have proven a failure. The Commercial interests of any town certainly includes the farm. The farmer is at the very base of the thing and the interests of others are also his interests. The Hermleigh C. of C. is especially interested in having the farmers connected with this organization.

E. B. Tucker, manager of the Farmers Oil Co., announced his plans to open a progressive feed

store. One small shipment of feed is already on the ground at an office where the store will open and operate until a building can be secured for the accommodation of the new business enterprise.

Mr. Tucker is a wide awake business man and the opening of his store will give up the mercantile spirit of the town. Hermleigh gladly welcomes the new store.

Local News

Mrs. Minnie Duffan is spending the week in Dunn guests of Mr. J. C. Beakly and Mrs. J. E. Brown, an uncle and cousin.

Miss Caden of the Ladies Sewing-to-Wear Store, was called to the bedside of her sister, Mrs. Judge Holly, in Snyder Saturday. She returned Tuesday. Mrs. Holly has been very low.

Since the coming of the new feed store, by Mr. E. B. Tucker, for whom a building is not available, we can see that some one must begin a building campaign. Several buildings are being planned and they will not be completed earlier than they are needed, according to the looks of things now.

Mrs. M. E. Hodson of the Methodist parsonage, who has been in a Sanitarium at Tempe for some few weeks returned home Monday.

Mrs. O. W. Patterson of Plainview spent Christmas with her sister Mrs. K. B. Rector of the city. Her little daughter, Corbett, who has been visiting with the Rectors for several weeks will return home with her.

Mr. and Mrs. W. R. Terry are spending the week visiting relatives in Oklahoma.

Mrs. R. D. Kinney is visiting her parents in Tempe.

NOTICE
The party or parties who has my jack screws please bring them home. Other people want to borrow them. - W. A. Looder.

T. W. Windle of the Windle Dry Good Store, made a business trip to Dallas this week.

Mr. and Mrs. H. R. Lewis are spending the week in Wichita Falls.

Mrs. J. B. Edredge has been sick this week.

Mr. K. B. Rector who has been engaged at Colorado for the past few months was at home for the holidays.

I Thank You

I wish to thank the people of Hermleigh and trades territory for the business they have given me during 1927

It is my earnest desire to serve you better in 1928 than in the past year.

My stock is **COMPLETE** and I am ready to serve you during the New Year.

T.W. Windle
Hermleigh, Texas.

Auction Sale

At the S. J. Hollman farm 6 miles south and 1 mile west of Hermleigh, on next Tuesday afternoon at 1:00 o'clock, I will sell at public auction the following described property to-wit:

- 3 3 year old mules.
- 2 horses.
- 2 sows and pigs.
- Plough tools.

Terms: Cash.

L. A. Culp.

Resolved That:

Our business shall measure up to what is expected of a first class Lumber and Implement Store.

We shall believe in, and help to build up, the community in which our business is located.

No body will have to drive farther than our yard for any thing in Lumber or Hardware.

Higginbotham-Bartlett Co.