

TEXAS

Nothing makeshift, nothing slipshod, is included in the Texas dairy development program, according to John W. Carpenter, president of Texas Power and Light Company, who discusses "Electric Power and the Dairy Industry" in the current number of Texas Opportunities.

"The availability of electric power is one of the reasons why the State is today primed for the dairy industry," writes Mr. Carpenter. "Every major milk plant, cheese factory and creamery in the State of Texas is electrical powered. There's a reason for this. The dairy industry has discovered the smoothness and reliability of electricity. It is readily adapted to every operation. It is clean, convenient and safe.

"There is no substitute for precise refrigeration in the production and delivery of milk and creamery products of wholesomeness and perfection.

"Modern equipment is going right along with good cows. Of all farm activities, there is none more exacting in its sanitary requirements, none that responds more readily to efficiency methods, than dairying."

HERE FROM PENSACOLA

The young Dr. and Mrs. Ward arrived here twenty-four hours early from Pensacola Florida, Sunday. They were scheduled to arrive here at the same hour on Monday. They are enroute to their new home in Honolulu. They will spend ten days visiting their father and mother here.

The four door Ford sedan, which has made a speed of ninety miles per hour, will make its way across the continent and will accompany the young Dr. and Mrs. Ward on board of ship to their new home in Honolulu.

Hudson Kemzey, son of Mr. and Mrs. Bill Kemzey, is home from his naval duties for a thirty days visit. The young Kemzey seems to be enjoying the privileges of being home very much.

Mother Cross of Roscoe is visiting her son W. A. Cross here this week. She was a guest in the Leslie home Monday.

NOT ALL COTTON IS "JUST COTTON"

According to Mr. H. Conrads, the well-known San Marcos, Texas, breeder and originator of Qualla pedigreed cottonseed, inferior staple is costing the Texas cotton planters considerably more than \$40,000,000 a year.

At a recent meeting of the Texas Cotton Association held in Austin, one speaker said that 20 years ago Texas cotton was preferred over that raised anywhere else. He went on to say that in the last seven years it has declined so much in quality that a large percentage of Texas cotton is even inferior to that raised in India and China. Another speaker said:

"There was a time when buyers felt no hesitancy in paying 25 to 50 points off the New York Market for Texas cotton. Now it is 125 to 175 points off, and the loss to the farmer is about \$7.00 per bale, or a total loss in excess of \$40,000,000.00 per year."

That certainly is something for every member of a cotton growing community to think about. Texas staple has slumped from 11-16 inches to 15-16 and 7-8 inch. According to those who are in a position to know, the remedy is the selection and planting of better seed.

Texas dominates the cotton world on sheer weight of total output, and not on quality of staple, or on the yield per acre.

In the long run it is far cheaper to raise the better grades, not only because of the higher prices quality staples bring, but also, because it is often hard to find a market for short-staple varieties.

Mr. H. Conrads, says that using pedigreed seed is one form of farm relief to which the farmer himself holds the key, and we heartily agree with him and say: "Here's to the day when every cotton planter in this country plants only long-staple cotton!"

—W. R. Terry.

Messrs L. M. Lewis and Irvin Sturgeon made a business trip to Sierra Blanca this week.

Mr. and Mrs. W. L. Jones were guests of Mr. and Mrs. Ross Williams Sunday.

MCMILLAN GIVES CREDIT TO ARTHUR GOEBEL

Mr. A. A. McMillan in our interview with him recently concerning the value of terracing and contouring, says that, if he had known in former years what he has learned just recently about how to conserve moisture, he might have been worth much more than he is.

This year Mr. McMillan ran his rows on a waterlevel. He says that the results which have been seen since the recent rains are sufficient to convince him the plan will work. West Texas needs all the moisture which falls here annually. If we let it get away from us it is gone, he says. The moisture can be held, as has been demonstrated on his and a number of other farms near him, he says.

Mr. McMillan says he indebted for much he has learned about more successful farming recently to Arthur Goebel. He has been watching Goebel go to the cotton gin until he finally decided to pattern after him. He thinks Goebel is an ideal cotton farmer, and should be patterned after by all who wish to succeed on a farm in this country.

Mr. McMillan further says that, after all is considered, to produce a crop in this country one has only to retain his moisture and keep the weeds down. Good, sound farming philosophy, Mr. McMillan.

FIRST BAPTIST CHURCH

Every one is invited to attend church services at our church Sunday. The subject for discussion at the eleven o'clock hour will be Evidences of Salvation, or how may I know that I am saved? Can we know in this life that we are saved? Are we left in doubt concerning Salvation. Come to church and bring your friends. —C. E. Leslie.

Dr. and Mrs. Ward are happy recipients of a large box of home-grown vegetables from Hopkins County. They are very grateful for the vegetables.

Mr. and Mrs. J. J. Henry spent Tuesday night here.

HERMLEIGH FOLK ATTEND SINGING AT FLUVANNA

Quite a number of the Hermleigh singers visited in Fluvanna Sunday. We arrived at the First Baptist Church just in time to hear the closing words of a sermon on the subject of The Law of Discipleship. This is a subject we should all study.

At the close of the service I was invited to speak for a few minutes. My remarks were about as follows: "We Hermleigh folk are hungry, and I move that we adjourn." After the closing of that good hymn, There is a Fountain Filled with blood, and the benediction, a dinner fit for a king was spread on the church lawn. A voice in the old 'cowboy' style was heard to say, "come and help yourself." I could not begin to name all the good things to eat which were on that long table. I was like the boy who attended his first banquet. When this boy wanted a given thing he just said "pass it."

After dinner, notice I am not saying lunch, we enjoyed a friendly chat with both new and old time friends before the singing hour.

The opening song of the afternoon song service was that good old hymn, Pass Me Not Oh Gentle savior. I think every one in the house must have sung. New songs are fine but they never take the place of older songs which our fathers and mothers used to sing. Never will modern preaching take the place of the oldtime story of the cross.

This splendid song service came to a close in the singing of that good old hymn, God Be With You Till We Meet Again. The Fluvanna folk are great folk.

Mr. Dowdy, the druggist, told us that work was soon to begin on putting down an oil well near the town. Here is hoping the well goes down and that the oil comes gushing out.

Sunday night a bunch of folks came down to our residence and treated us to some fine singing. Thanks come again. Hermleigh has some of the finest young people in Texas. We are always glad to have them come to our home.

—C. E. Leslie.

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.

AM A CITY DAD, NOW!

"Laugh, and the world will laugh with you; weep, and nobody cares for you." This is practically true. A good laugh is a good tonic. When the community gets to where its people can all laugh together she will be to the place where they can all work together. Those who enjoy fun usually enjoy labor.

Well the funniest thing in town is the fact that we have been elected as a "City Dad." We let our whiskers grow out long, 'spit a little tobacco juice on the front of our shirt,' and started out for election to the honorable place of "City Dad." Our campaign dope carried and we led the ticket. As soon as the election closed, our business and social rating greatly increased. The Mrs. and Ritta went to the R. S. & P. depot where they were sold a ticket on 'a-credit,' just because they were wife and daughter of a "City Dad." Ritta Jane, 4, came back and said: "Daddie, that little R. S. & P. is just a dandy little train. It ran all the way to Snyder and didn't stop but twice, and that was just to get its breath."

The second morning after the election we received some of the finest home grown vegetables from way down in Hopkins county we have ever seen. Shoot, it pays to be a "City Dad." Time would fail us to tell how our credit has been strengthened at many of the local grocery stores, among which we shall mention Harkins' grocery and the new W. W. Early store.

Since Fargason Bros. are demonstrating the Duco paints, we are suggesting that the "City-Dads" get some of it and change the color of the city. We have been blue, and in the red long enough.

Prophet, John H. Lynde, says that it will rain "off and on" for the next few months. Ross Williams says that it will be alright for it to rain "off and on" if by that prophet Lynde means that it will rain 'off' of us, and 'on' the other fellow.

FOR SALE—: Registered Jersey bull. 1 yr. old. Price \$50.00. Ross Williams.

FAREWELL-DINNER

Fare well dinner given May 19th. in the home of Miss Mary Blackburn by her aunt and uncle, Mr. and Mrs. W. B. Cross.

The following youngsters were present. Misses Emily Vaughn, Leona Seay, Alma Etheredge, Bessie White, Vivian Beane, and Lora Leslie. Messrs Mark Vaughn, Julian Leslie, Newt Haggerton, George Etheredge, C. E. Leslie, and Woodrow Leslie.

After luncheon Mr. and Mr. Cross accompanied by Miss Blackburn motored to Sweetwater, where Miss Blackburn will remain with her grandmother, Mrs. Bennett for the Summer.

The remaining young people spent the afternoon kodaking in the Pyron Ranch.

!-DRINK-!

Creamy Triple
X X X
ROOT BEER
Makes Thirst A Joy
AT OUR CAFE

TAILORING

CLEANEST, NEATEST, BEST

The practice of dressing is as old as the human family. There will never come a time when men and women do not pride themselves in their dress

Werner's Tailor Shop

BANKING

Believing that it will mean more to the commercial interest of the country than anything else at this time, we encourage the practice of 'Making a Living While One Makes His Crop.' This is a safe business and thoroughly practical.

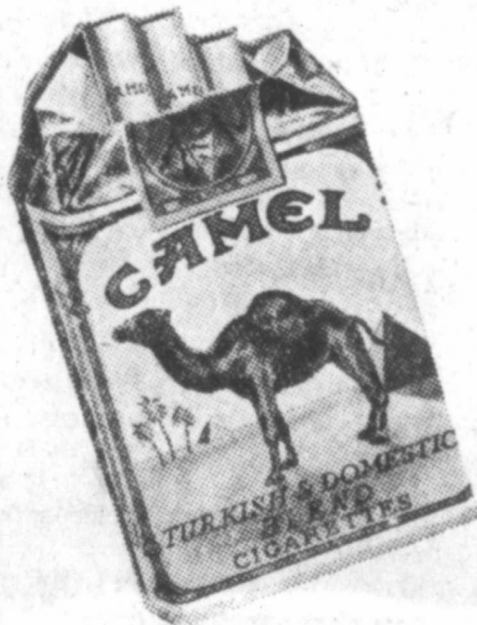
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Just another good thing added to the other good things of life

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WHY CAMELS ARE THE BETTER CIGARETTE

Camels contain such tobaccos and such blending as have never been offered in any other cigarette.

They are made of the choicest Turkish and American tobaccos grown.

Camels are always smooth and mild.

Camel quality is jealously maintained . . . by the world's largest organization of expert tobacco men . . . it never varies.

Smoke Camels as liberally as you choose . . . they will never tire your taste.

Nor do they ever leave an unpleasant after-taste.

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

—DRESS MAKING—
Hemstitching and Pecoing

Mrs. W. L. Clark,

3 doors north of Snyder
National Bank, Snyder, Tex.

Will fill orders by mail.

Mr. M. C. Robinson of Purmela, Texas is visiting his sister, Mrs. M. H. Hudson, here this week. This is the second time they have visited with each other in many years.

The Singing at Miss Lora Leslie's Sunday night was well attended and greatly enjoyed by all.

Our good friend, John Mason, who hasn't been seen in town very much of late, was here Saturday. John is feeling good since the rain.

W. S., G. E., and Sam Chorn, farmers north east of town were in the office Saturday.

The fine young men and promising farmers feel good over the moisture, and consequent prospects for a crop this year.

Mr. J. E. Blakey is the representative of the Texas Electric Service Company in Hermleigh.

For any information about electric light service call Mr. Blakey at Snyder, Texas. Phone No. 235 or at his home, Phone No. 312.

TEXANS LET'S TALK TEXAS

AND CARNATION MILK NOW

CARNATION Comes To Texas

TEXANS have talked Texas again with results. The Carnation Milk Products Company, after a tour of extensive investigation of the possibilities of dairy development in Texas, is now building a \$300,000 milk condensery at Schulenburg.

At the time of making the announcement of the location of the Schulenburg condensery, the Carnation Milk Products Company also announced the purchase of a building site at Sulphur Springs. This action is indicative of the sound faith which this great company has in the possibilities of milk production in Texas.

The coming of Carnation to Texas, right on the heels of the coming of Borden, brings to this state the world's largest buyers of whole milk. These and other milk and milk products plants will pay millions of dollars to Texas farmers each year. There is probably no other type of manufac-

turing plants which would sustain a payroll of such economic significance.

As Carnation and other great organizations extend their activities in Texas, our Texas farmers will gain a new appreciation of the solid value of the dairy cow as a source of daily income; and business will gain a new respect for the economic importance of manufacturers who use farm products as raw material.

The Texas Electric Service Company takes this occasion to commend the foresight of the Carnation Milk Product Company in coming to Texas. This Company also expresses its commendation of the efforts of those Texans who worked so diligently in helping the Carnation executives in making their decision to come to Texas. It is this sort

of "talking Texas" which means much to the rapid and sound development of Texas. TEXANS, LET'S TALK TEXAS!

The Silent
Partner
of
PROGRESS

Texas Electric Service Company

Miss Lottie Maude Lewis, who has spent the past school year in John Tarleton College, will return home to-day for the summer.

Large assortment sweeps, weeding hoes, etc. — Fargason Bros.

Mr. A. P. Gannaway was seen in town Monday.

Bill Der Says

The hen that does the least squacking usually gets away with the most corn.



MODERNIZE YOUR ROOF

This is an age of color, and even the roofs of the most modest dwellings are falling under the spell of this new era.

You will find a friend of ours living under every one of these colorful roofs, but we still furnish good old fashioned cedar shingles to those who prefer them.

Higginbotham-Bartlett Company.

Hermleigh, Texas.

"Everything to build anything."

SLUMBER PARTY

A number of girls enjoyed a "slumberless" party at the home of Mrs. Rector last week. Several games were played. At midnight a lunch was served, consisting of sandwiches, cookies and hot chocolate. Those who went to sleep were awakened by loving water sprinkled in their faces. However when the ghost stories were being told the loving water was not needed. The entertainment was ended by a duet at 5 a. m. At 8 o'clock a sunrise breakfast was served by Mmes. Rector, Gardner, and Mobley on the Gardner lawn. Tennis and ball were played succeeding the breakfast. Those present were: Sue Belle Taeff, Fern Caffey, Elsie and Fern Etheredge, Clarice Harkins, Vira Barfoot, Elizabeth Neimeyer, Flora Lee Long, Lois Vernon, Weta Spykes, Loreta Williams, Sydonia Kasper, Evelyn Seay, Dorothy Gardner, Zoe Mobley, Ernestine Rector.

Mrs. Jim Kelly is visiting her sister, Mrs. Knowles, in San Marcos this week. Mr. Knowles is receiving his degree from the State Normal there this year. Mrs. Knowles will return with Mrs. Kelly for a visit with home folks here.

Let us figure with you on that new cultivator. — Fargason Bros.

**CENTRAL BAPTIST CHURCH
B. Y. P. U.**

Leader - Verdell Gleastine.
Subject - When the heart longs for the temple.
Introduction - Leader.
1. A psalm of praise for God's goodness - Zura Davis.
2. What Jesus taught the woman at the well - Faye Adams.
3. Psalm 84. Longing for the temple - Kate Davis.
4. Worship not Christian work - Valine Leech.

Mr. Herbert Brock and sons Louie and Dee accompanied by Opal Gleastine were visitors last week-end in the home of Dr. Brock and Fred Brock of Bowie, and in the home of Mrs. Bernice Bell of Whichita Falls. The young Mr. Brock, Dee, remained there for a few weeks visit. It is reported that they saw many interesting thing during the trip, especially the "crazy hotel" at Mineral Wells.

Mr. Seale was in town Tues.

Mrs. Ayers, daughter of the Rev. and Mrs. M. H. Hudson, and sister to Mrs. Winn Lee, with her family are visiting home folks here. Mrs. Ayers lives at Tye, Texas.

Both new and second hand farm implements. — Fargason Bros.

Mr. J. T. Adams was stricken seriously ill Tuesday. She was sent to Lubbock where it is expected she will be operated on.

PRICES SATURDAY

25 pounds of Sugar	\$1.53
3 pounds Brazos Coffee	\$1.49
1 Gallon can Pickles	69c
Other Bargains.....	
Pay Cash and Save the Difference.	

ELY'S CASH STORE



Eyes Scientifically Tested and Glasses Fitted

Are you sending your Whole child to school? They may have some Eye Defect that causes them to lag in their studies.

H. G. Towle

Snyder, Texas

SATURDAY FOR CASH!

1- 8 lb. pail Compound, Purity	\$1.13
1- 48 lb. sack Magnolia Flour, Extra Patent, every sack Guaranteed	\$1.70
1- Gallon can Brer Rabbit svrup	75c
1- Gallon can Blackberries	55c
1- 3 ld. package San Tone Coffee	\$1.23
1- 3 lb. can Breakfast Coffee	\$1.32
1- 5 lb. pail Peanut Butter	85c

Saving And Service

"Where your trade is appreciated"

Fargason Bros.

Hardware, Groceries, Implements

Business Notice!

All Ticket Accounts Are Due On the 1st. of Each Month. We Can,t Carry You Longer.

Harkins Grocery Co.