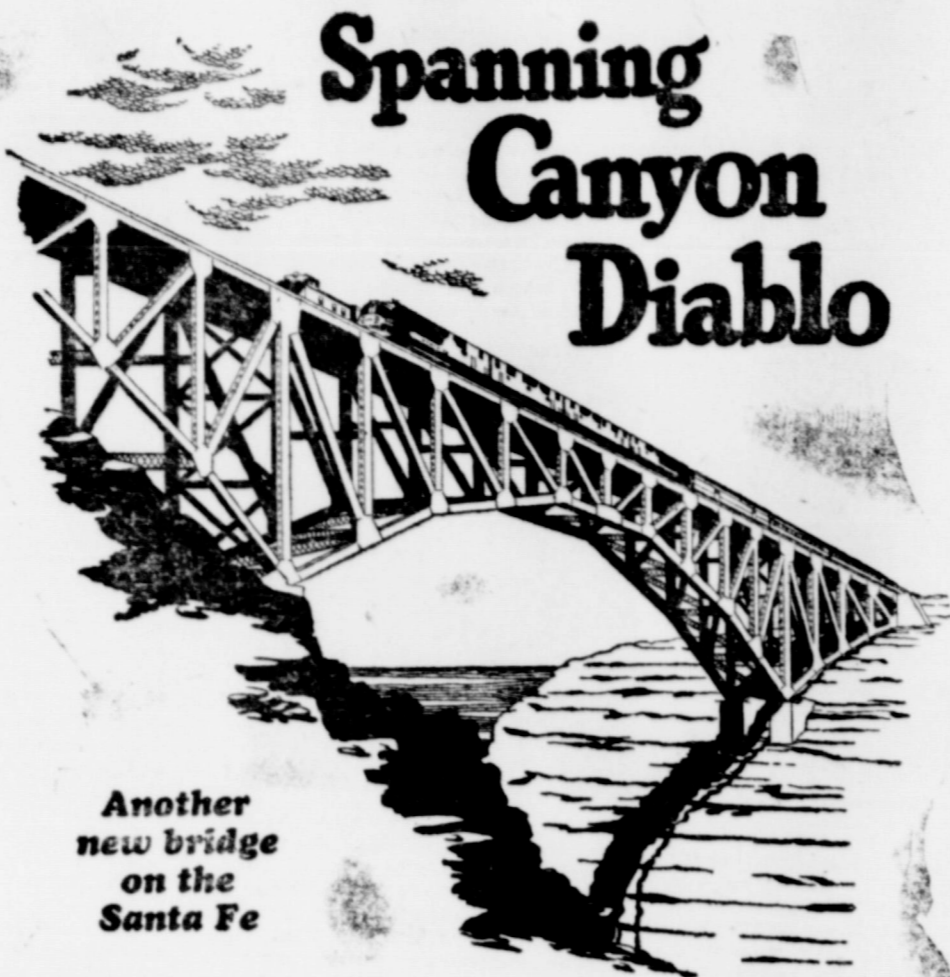


COSTS BUT TWO CENTS A WORD

INDEX-PRESS WANT ADS HAVE FARMER'S INTEREST

The first agricultural experiment station in the United States was established at Wesleyan University at Middletown, Conn. in 1878.

The conservation movement in the United States for the protection and development of our natural resources, such as forests, lands, mineral land, water supplies was started in 1908 by President Theodore Roosevelt.



Spanning Canyon Diablo

Another new bridge on the Santa Fe

A new double-track steel bridge now spans Canyon Diablo (a giant gash 225 feet deep in the tableland of northern Arizona) on the main line of the Santa Fe between Chicago and California. This new bridge, which replaces the old single-track viaduct, is 544 feet long, 32 feet wide at track level, and contains over 2,000 tons of structural steel. The heaviest trains can cross it in both directions at once, and it's

built to handle anything in rail traffic the future may bring. Canyon Diablo Bridge is just a part of Santa Fe's continuing program of improvements—typical of the Santa Fe spirit of progress and initiative—to provide Santa Fe passengers with smoother riding, and Santa Fe shippers with more efficient freight handling. It is another good reason for traveling or shipping "Santa Fe—all the way."



SANTA FE SYSTEM LINES . . . Serving the West and Southwest

Remove 2,4-D Residue From Spray Equipment

Injury to plants, such as stunted growth and reduced crop yields, may result when using spray for insecticides and fungicides which contain 2,4-D residue. The most effective means of eliminating 2,4-D spray residue is with hot water and household ammonia. Rinse the contaminated spray with hot water, then fill to capacity with water underboiling and ammonia, two teaspoonfuls per quart of water.

CHURCH OF THE NAZARENE

C. C. Calhoun pastor
 Sunday school 9:45 a. m.
 Morning worship: 11:00 a. m.
 NYPS 7:00 p. m.
 JUNIORS 7:00 p. m.
 Evangelistic Services 7:45 p. m.
 Prayer meeting: Wednesday 7:45

ASSEMBLY OF GOD
 R. T. Peek, pastor
 Sunday School 10 a. m.
 Morning Worship 11:00 a. m.
 Evening worship 7:45
 Thursday Evening Prayer meeting at 7:45 p. m.

Grover Cleveland was a bachelor and 45 years of age when he became president of the United States the first time.

IMPORTANT NOTICE

Remember (this month) is the last month of

The Wilson Reporter-News

\$7.95

Full Mail Bargain Offer

Effective December 1st the rate advances to **\$8.95**

ENTER YOUR SUBSCRIPTION BEFORE NOVEMBER 30th and SAVE THE ONE DOLLAR!

Detachable collars for men's shirts were first manufactured in Troy, N. Y. about 1865

The state of Colorado contains four great parks. They are San Luis park, Middle park, North park and South park.

The state of Idaho exports gold, lead, silver and other mineral products, besides lumber, wool, beef and hides.

Hawaii became a territory of the United States by adoption of its Organic act by the United States Congress in 1890.

METHODIST NEWS

Church School
 Morning worship 10 A
 Evening Worship 11 A
 WSCS Monday 7 P
 3 P

...So you want this and that in the way of Furniture. How to pay for Here's our suggestion: 1. Cash; 2. Our Lay Away Plan; 3. Trade-in and cash balance; 4. Our Easy Payment plan with so much a month. Let us help you Home Furniture Store.

...IS YOUR subscription due??

Select . . .

Your Toys & Christmas Gifts Now. Use our Lay Away Plan

There's Always Something New At **Boydston Variety Store**

MRS. W.E. HUFFHINES, Manager

We Advertise What We Sell--We Sell What We Advertise
 Watch Our Ads In The Index-Press

ALWAYS . . . A Complete Stock of Auto Parts

WE ALWAYS APPRECIATE YOUR TRADE

O'Donnell Auto Supply
 Boyd Smith, Owner

stretch your FORD'S life

and save money these four ways with **Real Ford Service**

- Ford-trained Mechanics** help keep your Ford like new, with faster, better service that saves you money.
- Factory-approved Methods**, planned by Ford engineers, get the job done quicker and better, and that saves.
- Genuine Ford Parts** are made right, fit right and last longer. That means fewer costly replacements.
- Special Ford Equipment** is designed to check Ford service completely, to save you repair bills later on.

There's no place like HOME for Ford Service
 your Ford dealer knows your Ford

We Ford Dealers Know Fords Best

FORBES MOTOR COMPANY
 FORD SALES AND SERVICE

LAY OUT A New LETTER-HEAD

★ When was your letter-head designed? Isn't it time you had a new one? Why not let us design you a new letterhead that will POSSESS a certain atmosphere of dignity and character? You know of our reputation for fine letter-head printing. For absolute correctness in all printing—see us!

Index Printing Company

Letter HEADS
 ENVELOPES
 BILL HEADS
 BROTCHERS
 CATALOGS
 CARDS
 CHECKS
 SALES BOOKS
 CHECK MAN FOLDERS
 CHRISTMAS CARDS
 PERSONAL STATIONERY
 POSTERS

THE FICTION CORNER

'THE BARGAIN'

By MRS. W. E. ABBOTT

Emma Haines wakened with difficulty from her early morning sleep. That noise! What was it? It was like water swirling rapidly down a drain. Her brain cleared, and she heaved her great bulk out of bed.



"Get out of there, you ornery creature!" Emma picked up the nearest stone and threw it with all her strength at the skinny sow.

"Get out of there, you ornery creature!" Emma picked up the nearest stone and threw it with all her strength at the skinny sow. Meat won't keep too long. You take it right along home.

"Leave her be. I'll be down." A moment later he appeared in the yard, his overalls drawn hastily over his pajamas. He looked sheepish.

A VOICE FROM THE COUNTRY

Complex Economy Threatens Small Business Enterprise

(Editor's Note: This is the second in a series of articles on current problems by Louis Bromfield, one of America's leading writers.)

By LOUIS BROMFIELD

There are times when it seems that the pattern of our agricultural and business life appears not to have kept pace with the development of industry and technology.

The old frontier of the general farm is one case in point. Another is the field of distribution of all goods, but notably of food, and the small enterprise, either retail or industrial. Like the old-fashioned general farm, the small business enterprise has in the past been a great bulwark of American independence and character, and frequently of our economy as well.

The question is whether our present complicated and complex industrialized economy any longer can afford these remnants of another day, and whether the proprietors of the general farm and the small business enterprise can survive much longer the economic strain placed upon them.



Bromfield

notoriously expensive and inefficient, and in the actual process of painfully adjusting itself.

It is not only that the world has shrunk immensely in our time but also that the United States has shrunk with it. The problem of adjusting wages and purchasing power to the prices of all commodities has become the most urgent one now confronting the free enterprise system.



"In a sense, the small distributor, as exemplified by the corner grocery store, and the old-fashioned general farmer, are, like the horse and buggy, relics of a former day."

The old-fashioned general farm is an inefficient unit in our highly complex interrelated production economy. So, too, is the small retail enterprise competing with the efficiency, buying and distributing power of the vast, well-integrated chain stores, super-markets and cooperatives.

The economic pressures of our century are all toward bigness, efficiency and low-cost production and distribution, exactly as the rewards of the automobile industry have gone to mass-production, assembly-line big companies which produced a commodity of high quality for a low price.

The high cost of food begins on the farm through inefficiency and low production per acre, which produces high costs per man hour and per commodity unit. It continues through the field of distribution which involves handling — many times — commission merchants, market rigging, and at times a spread of price between producer and consumer of several hundred per cent.

The point is that small retailers as well as the great chain stores or cooperatives are a link in this chain, but that the small retailer is largely at the mercy of market rigging, commission merchants, expensive small-lot distribution and multiple distribution agencies (that is, the great wholesale buyers and commission merchants, the local wholesale distributors, et cetera—each of whom takes a cut eventually paid for by the consumer or in losses by the small retail proprietor).

At the same time, the small retailer is a victim of the economic squeeze created by the ability of the chain stores, super-markets and cooperatives to set low prices because of smaller purchases and distribution cost. Rarely, save in deluxe areas like New York's Madison avenue, can the small unit retailer set a price higher in his community than that of the bigger organizations, although his costs may be much greater.

The economic tendency and pressures today are certainly all in the direction of low costs, high efficiency and the bigness which creates them. The consumer is concerned almost wholly with the goal of buying the best quality for the lowest price. Certainly super-markets, chain stores and cooperatives are growing and will continue to do so, taxed or tax-free in the case of big cooperatives, for even with taxes they still can sell at lower prices than the small independent operator.

Dollar Value Paramount. All of this, of course, raises the grave question of monopolies, if not nationwide, at least in certain states and areas. Monopoly, in turn, implies government regulation. But at the moment, at least, the con-

sumer is not concerned with these things. He is concerned solely with making his dollar buy as much as possible, both in quality and quantity.

The fundamental point is that the pressures against the small enterprises are economic and, therefore, extremely powerful. In a sense, the small distributor, as exemplified by the corner grocery store, and the old-fashioned general farmer are, like the horse and buggy, relics of a former day.

Of course, it would be possible for government to subsidize the small, inefficient, handicapped operator with taxpayers' money, very largely that is what has happened in the case of the unprogressive, inefficient farmer and the absentee-landlord-tenant systems in agriculture. But the consumer takes the beating because he continues to pay not only high prices but also taxes in the form of subsidies out of the other pocket.

It is notable that the National Poultrymen's association recently urged congress to drop all poultry and egg price-support measures so that the subsidized, inefficient poultry producer would be eliminated and the prices would find a lower level to the consumer, but one still profitable to the efficient producer.

Sentimentally, I hate to see the passing of the old-fashioned general farm and the corner grocery store. Both institutions gave me much happiness and friendliness in my youth, but I am afraid there isn't any longer much place for them in our highly complex, economic civilization in a shrunken world. In the end, we shall be forced to catch up with our times by the sheer ruthless force of economics and because the consumer no longer can afford either institution.

Ex-G.I. Finds Old Army Shirt in Surplus Store

HASTINGS, NEB.—When Charles E. Jenkins, a war veteran, was buying work clothes in an army-navy store here, a familiar looking khaki shirt caught his eye.

It was the shirt he wore through the Solomon Islands campaign. He had turned it in when he was graduated from officers' candidate school in 1944.

Jenkins' initials and serial number in the shirt were in his own handwriting. When Jenkins submitted his dogtag as final proof, George Engelbrecht, store manager, gave him the shirt.

Free Licenses Give Indians 'Pretty' Cars

TALLAHASSEE, FLA.—Florida's dwindling band of Seminole Indians once again will be able to "dress up" their cars and make them look pretty as a result of a long-standing agreement on automobile license plates.

The Redmen have at least one advantage over the "palefaces" in that they don't have to pay for their license plates. The policy was started about 17 years ago by Gov. David

FOR FASTER RELIEF NEVER Wait Till a Cold Gets Worse!

Quick! Use These Special Double-Duty Nose Drops. A little Vicks Va-tro-nol in each nostril relieves head cold distress fast!

FEELING POORLY?

See how SCOTT'S helps build you up! If you feel run down, and colds hang on—maybe you don't get enough natural A & D Vitamin food.

SCOTT'S EMULSION HIGH-ENERGY TONIC

Buy and Hold Your U. S. Savings Bonds The Best Investment

\$60 Will Put You In Business For Yourself!

Distribute a nationally advertised product in your community... tremendous market... established demand... millions of satisfied customers!

IT'S ASPIRIN AT ITS BEST St. Joseph ASPIRIN

No More Embarrassment FALSE TEETH WEARERS Now Eat and Talk WITH CONFIDENCE

False teeth wearers prize amazing new Hope Denture Powder. Stops embarrassing false looseness, fast hardens, keeps with place in mouth, helping maintain natural expression.

TO SOOTHE ITCH RASH or TETTER

Quickly apply soothing and comforting GRAYS OINTMENT with its wholesome antiseptics and nature aiding medication.

FIREWORKS WHIZ-SIZZ-BANG!

MAIL ORDER BARGAINS Celebrate a Merrier Christmas and a Happier New Year with fireworks. Order your supply now and save money.

Special Holiday Assortment including... Bomber Salutes, Whistling Bombs, Roman Candles, Magic Snakes, Cones, Flash Bombs, Repeating Two-Shots, Three Shots, Magic Flames, Airplane Flares, Super-Flash Chinese Firecrackers, Fountains.

Stars & Stripes Fireworks Co. Dept. W Box 486 Fort Worth 1, Texas Free Catalog One Request

CROSSWORD PUZZLE

Crossword puzzle grid with horizontal and vertical clues. Includes a list of clues and the puzzle grid itself.

YOU

Don't Forget to Compliment Them

One of the most effective salesmen I have ever known accomplishes his near miracles in business, not by any intellectual system, but by following one of the simplest of all plans I know for impressing others favorably.

He compliments his customers. They like it so much they buy from him. They also form an attachment to him which makes it next to impossible for a competitor to come in and make sales.

All great leaders from the beginning of the world have found that if they can compliment others properly and judiciously they are employing an aid which is beyond price it is so valuable.

When you compliment a person, it shows that you are interested in him and want to please him. In you that person sees a reflection of his own desires. And that's what makes us like others—a reflection of the things we like most in ourselves.

Of course I am not recommending flattery. When a compliment degenerates, it becomes mere flattery; it is not a boon but a handicap to friendship. You can't trust flattery. We feel we can trust compliments.

This salesman I am telling you about never makes the mistake of flattering his customers. "What I try to do with every man is find out what he wants to hear about himself," he explained. "I never compliment him upon things that are obvious—that others compliment him upon. About those things he gets tired of hearing. But all of us yearn to have somebody tell us about some other excellence of ours—one that isn't quite so obvious."

That is a shrewd observation on human nature. I remember reading how bored John D. Rockefeller was when complimented upon his business success. He wanted to hear something else. The thing he wanted to hear was praise about his household economies. And Andrew Carnegie wasn't nearly so proud of having given away so many millions of dollars as he was of his ability as a public speaker.

The next thing my salesman friend does is to make his compliments ring true. He isn't fulsome about them. He is truthful. He can go into any company and be liked and popular because in any company he finds something nice to compliment everybody upon.

The reason he finds these things is that he looks for them. There isn't any reason why you shouldn't do just as much is there?

Index-Press

Every Thursday by
SMITH, OWNER
B. O'Donnell, Texas

as second-class matter
1923 at post office at O'Donnell, Texas, under the Act of Congress, approved October 3, 1917, authorized postage at special rate of 40c per copy. Rates: 40c LOCAL 50c NATIONAL

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one year (Dawson, Lynn and counties) \$1.50
first zone \$2.00

year, farmers in the W S only about 50,000 mule and 205,000 horse colts, the total since at least 1920

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Tahoka, Texas
All State and Federal except County and Justice Land Title a speciality

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CABLE LIFE INS. CO.

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FOR ANY OCCASION
See us in and see us or order from our local Agent
THE CORNER DRUG
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FARMS — RANCHES —
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we make your old cotton into a new inner-spring, mattresses, felt springs, and quilt cotton for Renovating, felting, Inner-spring. One day service. Free Delivery

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LAUNDRY SERVICE ALSO
WET AND ROUGH DRY
PLenty of STEAM
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ARNON D. ADCOCK
LAWYER
COUNTY ATTORNEY'S
OFFICE
LAMESA

Texas leads all other states in the production of wool, with an average annual production in excess of 100 million pounds

There are 461 million acres of commercial forests area in America of which 75 percent is privately owned and 25 percent by the federal government, states and municipalities.

LOST: 700-16 Tire and wheel between Wells and Tahoka. Reward. L. L. McKenzie.



ARE YOU PROPERLY INSURED??

DON'T TAKE A CHANCE ON BEING UNDER INSURED

FEEL FREE TO CALL ON US IF IN DOUBT??

CLAYTON
INSURANCE AGENCY
— LOANS —
PHONE 148

WANT ADS

FOR SALE: Set of Blacksmith Tools. See Jesse Gillespie 2tp

FOR SALE: 155 Acres, 2 1-2 miles South O'Donnell on pavement Modern House, Gas Lights, good Out-buildings. \$110 acre. See C. E. BURLESON, SR 3tp

FOR SALE: 5 room House, modern, running water, windmill, 3 acres of land. See B. F. POE At Clawson and Holcomb Gin. 10p

COME To The Nursery and SAVE. Complete line of Nursery Stock. EASON Acres Nursery, 6 miles East on Highway 80 Big Spring, Texas. 2-15-48

WANTED: Someone to Combine peas on halves. See George Smith on R. W. Gary place, 3 miles South on Lamesa High Way. ttc

Election Notice

BE IT ordered by the Board of Aldermen of the City of O'Donnell that a SPECIAL ELECTION be held at the City Tax Office in the Town of O'Donnell, Lynn County, on the Twenty Ninth (29th) Day of December, 1947 for the purpose of Electing Two (2) Aldermen, to fill out the unexpired term of J. E. Terrell, moved away, to April Election, 1948.

And the unexpired term of Guy Bradley, resigned, to serve to April election, 1948.

The following three persons: L. T. Brewer, he to select two assistants, are appointed and ordered to hold said election in accordance with the General Election Laws of Texas. A Copy of this order signed by the Mayor and attested by the Secretary of this Board shall serve as proper notice of said Election.

In testimony whereof, witness the signatures of the Mayor and Secretary of Said City of O'Donnell and the Seal thereof hereunto affixed, this 14th day of November, 1947.

R. O. STARK, Mayor of The City of O'Donnell.
ATTEST: T. J. YANDELL, Sec retary.

KNOW YOUR BREED

Percheron

The Percheron-horse originated in La Perche, a province near Normandy, France, and was imported into this country in 1839. Readily gaining in popularity in America, it is still the most widely used draft breed in the country.

The Percheron is an unusually active horse, but never-the-less is



an easy keeper. He is clean-legged, black or dapple-grey and of marked tractability and intelligence.

Michigan Designs New Bug and Weed Killer

To meet the need for a light-weight sprayer to apply 2-4-D to lawns, pastures, cornfields and garden patches, this relatively inexpensive and easily operated apparatus has been constructed at Michigan State college.



The spray boom is made of one-eighth inch pipe, connected to the tank by a length of rubber hose. An automobile gasoline filter removes particles of dirt which might clog the nozzles.

People living on farms owned an estimated \$22,077 million of currency, bank deposits, savings bonds and stock in co-operatives at the beginning of 1947, in comparison with only \$4,975 million early in 1940.

Calvary Baptist Church

J. A. Branaman, Pastor
Preaching Every Sunday
Sunday school 10:00 a m
Morning service at 11:00
Evening services at 7:00
Midweek services Wednesday at 7:30

GLASS FOR ANY CAR BODY AND FENDER REPAIRS SATISFACTION GUARANTEED
ERIS MILLER
CARS PAINTED
ELECTRIC and GAS WELDING
David Thomson is our Welder specializing in aluminum, pewter, RADIATOR WORK

Have you ever considered discounting the future taxes on your farm?

Do It Today
with
SOUTHWESTERN LIFE INSURANCE CO.

JAMES BOWLIN

Representing
SOUTHWESTERN LIFE INSURANCE CO.



It's not too early To Talk About Christmas Select your Remembrances now NEW GIFTS ARRIVING DAILY Just arrived: Ladies and Men's Wrist Watches; buy now While our Selection is complete

A REGISTERED PHARMACIST ON DUTY AT ALL TIMES

Wiese

DRUG STORE
"YOUR BUSINESS WILL BE APPRECIATED"
TELEPHONE 35 AND NITE CALL 48

NEXT YEAR

(Election Year)
READ THE FORT WORTH STAR-TELEGRAM

Be well posted on all political issues, and 1948 may well be a most crucial year, affecting one and all. The STAR-TELEGRAM with vast News Services, Special Writers, Corps of Correspondents and Reporters everywhere, is prepared to give accurate, first-hand information of all News Happenings and World Events.

Renew the newspaper which will please the entire family, in 1948, while the reduced Bargain Days rates are in effect.

Just a little more than three cents a day will bring you the STAR-TELEGRAM one whole year—365 days. The offer expires December 31, 1947.

WAS — \$15.00
NOW — \$11.95
Daily and Sunday — by Mail

RENEWALS ONLY—New subscriptions still can not be accepted on account of the newsprint shortage.

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R. H. McCarty, M. D.
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G. S. Smith, M. D. (Allergy)
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J. H. Felton, Business Manager

We Invite...
YOUR COTTON GINNING
NEW Murray Gin Equipment Installed That helps give better sample and turn-out
LET US MAKE YOU A BID ON YOUR COTTON BEFORE YOU SELL
Croft & Brett Gin

Savory Fall Foods PRICED FOR SAVINGS

Home Grown Beef of fine flavor
Select Cuts Pork, Lunchmeats, Etc.

Remember, We Sell All Groceries Meats, and Vegetables for the LEAST Possible Price EVERY DAY THE YEAR. Our Specials are our Every Day Prices.

Always A Good Produce Market at B. & O.'s
Top Prices for Fryers, Eggs, and Cream

B. & O. CASH STORE

Buy More War Bonds Bring Us Your Produce



CROSS TOWN
By Roland Cox

"Mom said I should tell you about the trouble I got into today—but you know how I exaggerate everything."



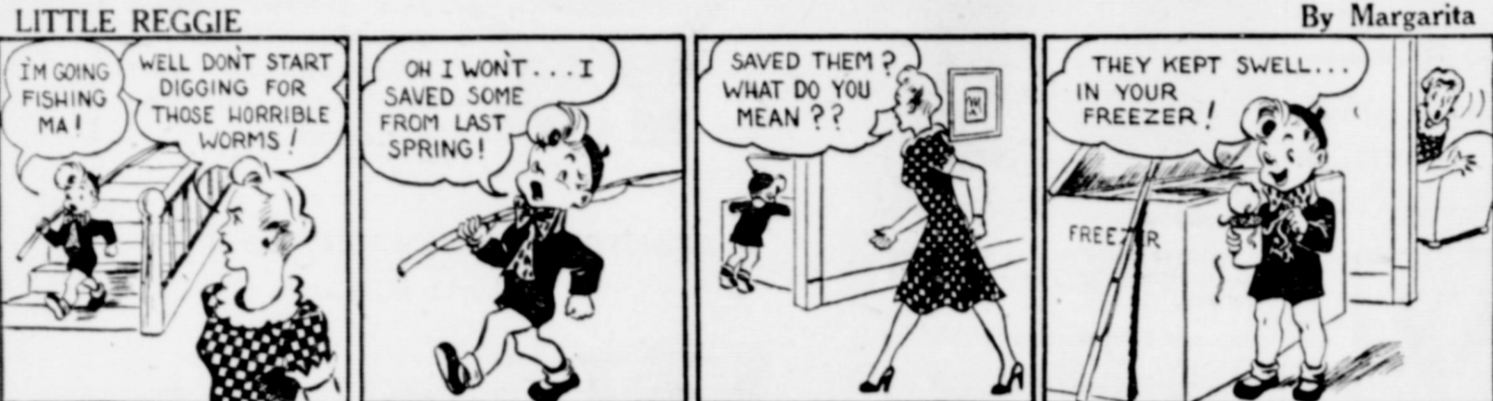
BOBBY SOX
By Marty Links

"Kenny and Bruce were going to match to see which one leaves—but neither of 'em have a coin!"



NANCY

By Ernie Bushmiller



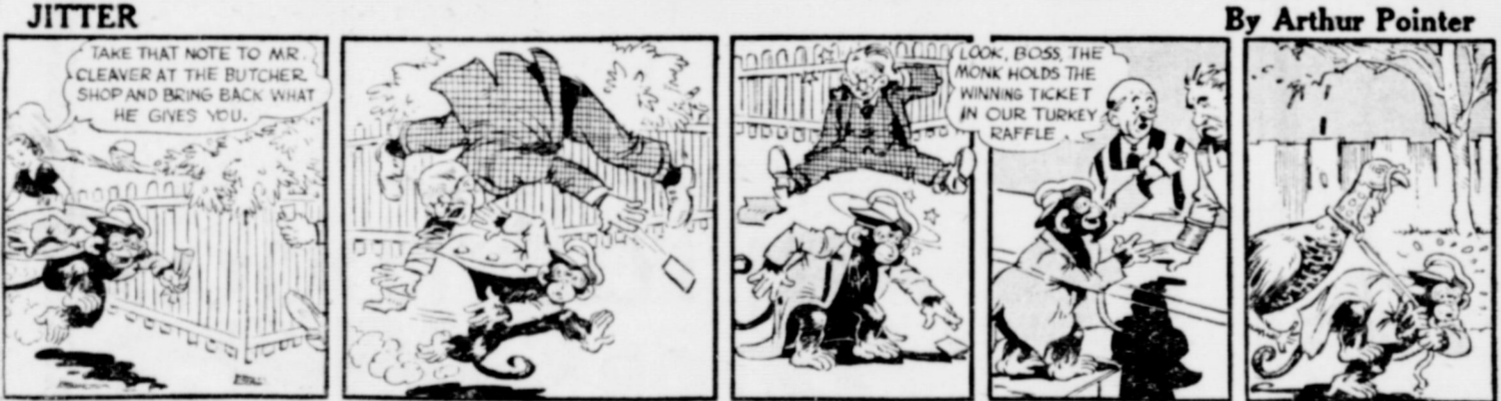
LITTLE REGGIE

By Margarita



MUTT AND JEFF

By Bud Fisher



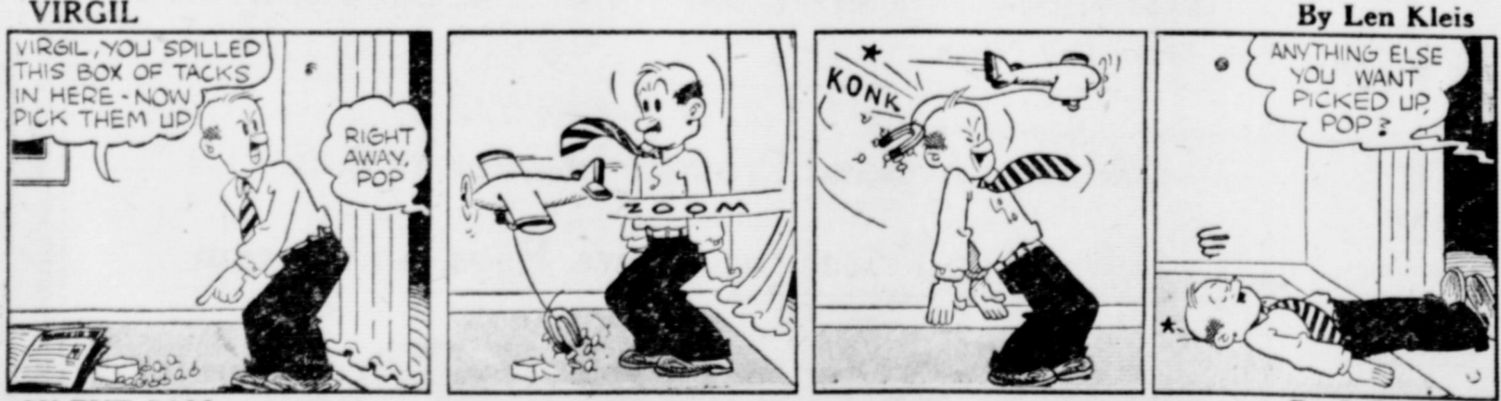
JITTER

By Arthur Pointer



REG'LAR FELLERS

By Gene Byrnes



VIRGIL

By Len Kleis



SILENT SAM

By Jeff Hayes



Choose a pretty lightweight woolen in gay plaids or solid tones, and add interesting novelty buttons.

Comfortable Pajamas
CASUAL, well tailored nightwear for the woman who likes pajamas. Two versions are included in the pattern—a long cuffed sleeve style for winter wear, and for warmer weather have brief cap sleeves.

Pattern No. 8244 comes in sizes 12, 14, 16, 18, 20, 40 and 42. Size 14, short sleeve, 3 1/2 yards of 20-inch.

New Shirtwaister
THIS handsomely fitting shirtwaister has a "new-as-tomorrow" look. Note the clever button treatment, the slimming lines.

Household Hints
Measure curtains before laundering them so you will know the size to which they should be stretched.

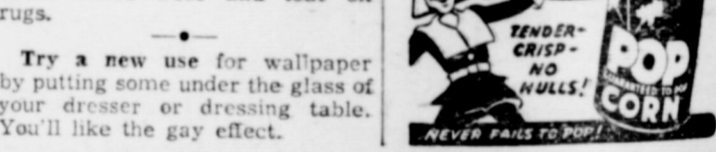
Naphtha or gasoline left over after cleaning garments may be strained through a filter cloth and returned to the can for further cleaning purposes.

Have shelves in the kitchen placed low enough to be within easy reach. Then useless things will not be placed there and allowed to remain.

Keep the window open slightly while the gas or kerosene heater is being used in your home.

Teaching the family to wipe their feet before entering the house saves wear and tear on rugs.

Try a new use for wallpaper by putting some under the glass of your dresser or dressing table. You'll like the gay effect.



HEAD COLD? that's a job for 'Comfy' and 'Minty' the MENTHOLATUM TWINS



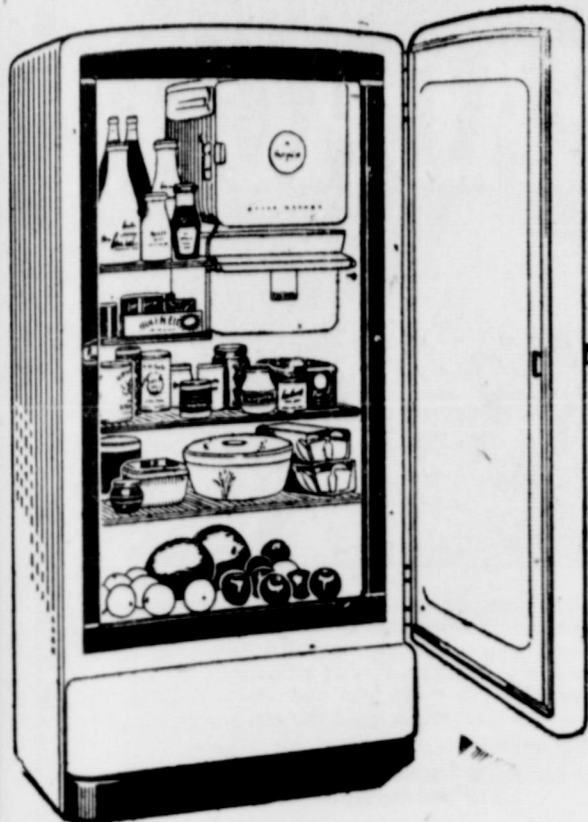
Quick MENTHOLATUM
When head-cold misery makes you gasp for air, and nose feels raw and tender, reach for soothing Mentholum and B-R-E-A-T-H-E-I! Mentholum contains comforting Camphor and minty Menthol, ALSO RELIEVES CHEST-COLD TIGHTNESS, NASAL IRRITATION AND CHAPPING.



CLABBER GIRL Baking Powder
Ask Mother, She Knows... Clabber Girl is the baking powder with the balanced double action... Right, in the mixing bowl; Light, from the oven.

G. Franks Electric

CALL NO. 132
Come In . . . Lay Away Your
Christmas Gifts Early



HOT POINT DEALER

Nice Selection of Radios \$19.50 to \$525.00
TABLE MODELS and COMBINATIONS

Royal Sweeper
And All Attachments
MIXER
All Kinds
IRONS
All Makes
WAFFLE IRONS

Electric Broom

Automatic Toasters
All Makes
Electric Heaters

See the New **EVERHOT BLANKET**

All Kinds CHRISTMAS LIGHTS -- Large and Small

RECORDS -- R. C. A. and COLUMBIA

See Our New Stock of Toys before Buying

VENETIAN BLINDS Measured to Fit

WE NOW have a First Class Radio Technician, with 17 years of experience. We guarantee all work. We can change Battery to Electric

Experienced Electrician

SEE US FOR WIRING

Motor Work and Small Appliance Repairing
Good Stock Appliances and Wiring Devices
SEE US --- PRICES RIGHT

G. Franks Electric

PHONE 1322

TABOKA

We are now displaying a complete line of
Christmas Gift Selections for every member
of the family. May we suggest:

FOR MEN

New arrivals of Davis Hats styles and Colors to
suit a man's taste
Best Quality Dress Shirts --- No Man Can Have too
many.

Boy's Don Rancho Shirts
Wembley Ties Assorted styles and Colors
DRESS GLOVES
We Gift Wrap At No extra charge

FOR THE LADIES

Dove skin lingerie; lovely robes and gowns
Various styles of Handbags
New Shipment of blouses -- very select line
Plenty of Girls Blue Jeans; select now
All our merchandise N E W --- not picked over

Thompson's Toggery



This is the time of year when the
"shop early for Christmas" signs
begin to take on meaning which will
grow day by day until the happy
day actually is here. You could do
no better than to put savings bonds
at the top of your gift list for some-
one in your own family circle or a
dear friend. U. S. Savings Bonds
are truly the gift that is thrice
blessed--when it is given, when it
is received and when it matures 10
years hence at the rate of \$4 for
every \$3 invested. U. S. Treasury Department



LOOKING AHEAD

BY GEORGE S. BENSON
President--Harding College
Searcy, Arkansas

Rule Book for Civilization

Like thousands of other Americans
in 1941 I bought a new car. I got an
Oldsmobile. I am still using the car and
getting good service out of it, and I believe
I know why. A book of instructions came
with it, and because I believed the people
who made the car could tell me a great
deal about how to run it, I studied that
book carefully. I got excellent service from
the automobile throughout the entire war,
and am still using it.

I believe that happened because I
followed the instructions of those who
made the Oldsmobile. Doing that, I could
expect to get good service. The whole
idea seemed like good logic to me. May I
submit an application for this home-made
parable? If this principle works with
automobiles, it should have some merit
when applied to things larger and more
important. Will you follow me in this
application?

Handbook for Mortals

The Bible is the book of instructions
from the Creator who made the world
and the fullness thereof. It is the book
containing the laws, rules, and advice
that we mortals should read and study in
order that we may know how to proceed.
It is the instruction book on how to
operate that part of the Creator's
handiwork with which we are involved.
Careful study of this instruction book
will bring great dividends.

I am glad to live in a land where
a National Bible Week finds enthusiastic
support. This year October 20 to 26 has
been so designated. Did you know that
twelve of the thirteen little colonies
planted along the Atlantic seaboard were
founded by people who came to America
seeking religious freedom? Their lives
were guided and dominated by the Bible.
But perhaps even they did not visualize
the kind of America to come--the America
to come because of what they did.

Bill of Freedoms

Later, when our Constitution was
framed, the men who wrote it were men
who believed the Bible and who looked
upon it as God's "instruction book." These
men desired to maintain for their
descendants, and for posterity, the kind of
individual freedom which they believed
the Creator had decreed for every
individual. To them, that was one of the
instruction rules out of the book.

That Constitution, when adopted
and amended in 1789, carried with it
the greatest bill of individual freedoms
that any nation has ever enjoyed. Under
these freedoms, America developed the
greatest measure of well-being and
prosperity that any segment of mankind
has ever developed on this earth. It may
be said, without any doubt, that the
freedoms and liberties which brought our
prosperity grew directly from the religious
foundation laid by our forefathers.

I am glad to feel that we Americans
are so dedicated to the basic concepts of
law and practice as they are found in the
Bible. If we will look to God's instruction
book for guidance at all times in the
future, making it our source book for
living, then our future is secure. Only in
that way may America preserve liberty and
freedom -- and even civilization, through
the coming decades and centuries.

The most comfortable mattresses
you have ever slept on. That is our
promise. Come by and see the line.
Home Furniture Co.

Whey as Preservative

Dried cheese whey is added as a
preservative in a grass silage demon-
stration, using a temporary silo, on the
farm of Emerson Grebel, Beaver Dam,
Wis. The grass, mixed legumes, was
chopped in the



Whey added to silage as a preservative.

field. Whey powder, about 30 pounds to
the ton, was added to the chopped grass
as it was fed to the blower. FFA mem-
bers are following through to study
quality of silage as it is fed out, and
effect on milk production.

Sulfathiazole Used Against Calf Scours

Calf scours treatment with vitamin
pills or tablets does no good. That's
the latest word on the subject from
Cornell University. Those in charge of
the Cornell work say: "Studies involving
approximately 60 heifer calves of various
dairy breeds show that supplementing a
normal diet with capsules or tablets
containing vitamins A, D and E, ascorbic
acid, and several of the B vitamins did
not reduce the incidence or severity of
scours."

CHURCH OF CHRIST

Arthur L. Golden, Minister
"Speaking the truth in love"
Sunday school: 9:45 a. m.
Bible Study: 9:45 a. m.
Worship: 10:45 a. m.
Communion: 11:45
Evening Worship: 7:45
at 3 p. m.; Mid week Bible Study &
prayer 8:30 p. m.
You are invited.

Blackstone and Easy Spin dryer
WASHING MACHINES; ready for
immediate delivery. Home Furni-
ture.

REX

Theatre

EVENING SHOW
Open 6:15; start 6:30
Box office close 8:30
Close Sunday after 5 p. m.

Matinee 2:00 - Starts 2:15
Dec. 5 - 9th
Fri. nite - Sat Mat
Charles Starrett and
Smiley Burnette in
Law of the Canyon
Also Serial and Comedy

Sat. nite only Dec. 6th
Ron Randell and Muriel
Steinbeck in
Pacific Adventure
Also Selected Shorts

Sun. - Mon. Dec. 7-8th
Gene Autry and Peggy
Stewart in
Trail to San Antonio
Also Fox News and
Comedy

Tuesday Dec. 9th
Steve Brodie and Audrey
Long in
Desperate
Also Selected Shorts

Wed. Dec. 10th
Spanish Dialogue Picture
El Mexicana

Thursday Dec. 11th
Dana Andrews and Jane
Wyatt in
Boomerang
Also Paramount News and
Comedy

COME IN AND SEE THE NEW

INTERNATIONAL HARVESTER FREEZERS

Save Food! Save Time! Save Money!

2 CONVENIENT SIZES...

4-Cubic-Foot and 11-Cubic-Foot Capacity

with FROST-LOK VAC-U-SEAL TIGHT-WAD and a Host of other Features

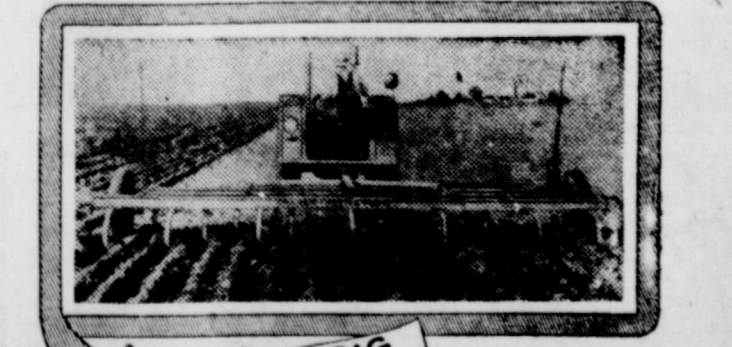
Complete line of Allied Paints -- Full line Gas heaters
Hot water heaters for cars; Seat Covers for pick-ups
and trucks; batteries for tractors, Graham-Home
Plows; Whirlwind terracers; Tandem Discs; Chisel
Tooth Attachments for Tool bars; 4 wheel trailers

We Have Two new M Motors For Tractors Complete
2 h p electric motors; Home Freezers 4 and 11 Cu Ft.
Just Arrived! The new feed mill you will want



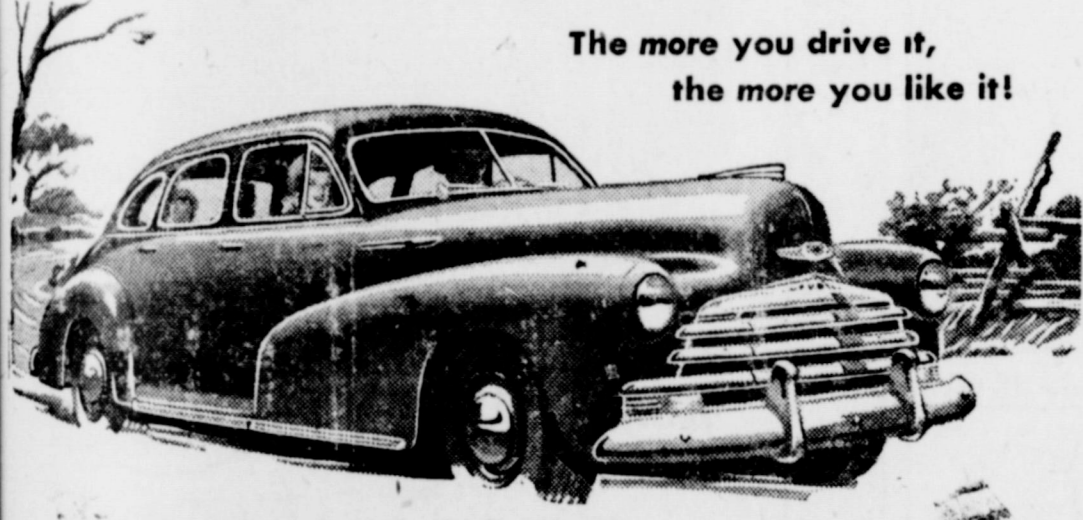
Donnell Implement Company
YOUR FRIENDLY INTERNATIONAL DEALER
Phone 75-0'Donnell, Texas

The GRAHAM-HOEME Plow



10 BIG FEATURES

BUILT TO LAST A LIFETIME!
• Self Sharpening Points • No Side Draft • Ex-
tra Light Draft • Nothing to Grease • Plows all
Types of Land Without Adjustments • Prevents
Erosion by Wind and Water • Cuts Plowing in
Half • Doubles Sub-Soil Moisture



The more you drive it,
the more you like it!

Every mile gives added proof of BIG-CAR QUALITY AT LOWEST COST

As more and more Chevrolet owners are discovering,
years of service mean nothing to a Chevrolet! This car
has extra strength in every part--built-in ruggedness
and reliability--the excellence that endures. It will serve
you for scores of thousands of miles, and the longer you
drive it the stronger your appreciation of its value--for
it possesses Big-Car durability and dependability
unequaled in its field.

One look will tell you that Chevrolet out-styles all other cars in its field. It brings you smarter design--smarter colors--smarter upholstery and appointments! It alone offers a luxurious body by Fisher at lowest prices.

You can't beat a Chevrolet for all-round performance with economy. And Chevrolet's world's-champion Valve-in-Head Thrift-Master Engine, unique in its price range, wrings the last ounce of energy out of every gallon of fuel.

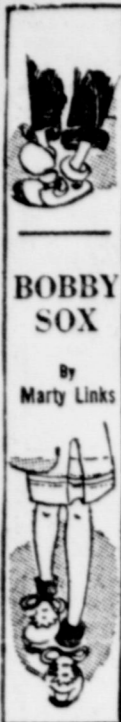
The demand for new Chevrolets surpasses all previous records. That means it's wise to safeguard your transportation by bringing your present car to us for skilled service, now and at regular intervals, pending delivery of your new car. See us for dependable, car-saving service.

CHEVROLET

LOWEST-PRICED LINE IN ITS FIELD

ELLIS Chevrolet Company

CHEVROLET SALES AND SERVICE

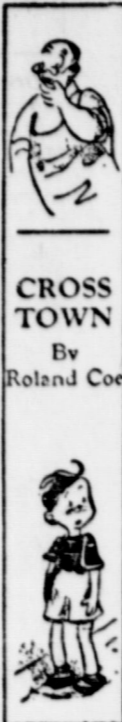


BOBBY SOX

By Marty Links



"Alvin seems to be right at home in that outfit!"



CROSS TOWN

By Roland Coe



"The neighbors were just telling me what a swell garden crop we had. Last year you remember, we stayed home—and it was a flop!"



SLUGGO IS GETTING SO LAZY LATELY--- I'M WORRIED ABOUT HIM



By Ernie Bushmiller

Y'KNOW, NANCY--- DIS IS TH' KIND OF WEATHER MAKES A FELLER WISH HE WAS INSIDE



LITTLE REGGIE

REGINALD-- YOU GO RIGHT BACK AND MOP THAT FLOOR!



By Margarita



MUTT AND JEFF

MUTT ALWAYS CALLS ME THE LITTLE DUMBELL AND HE'S THE SMART ONE!



By Bud Fisher

WRONG! -- IF THREE COWS WALK ALONG SINGLE FILE WHICH ONE CAN TURN AROUND AND SAY, 'I SEE TWO PAIR OF HORNS?'

THE FIRST ONE!

WRONG! COWS CAN'T TALK!

HELLO, BUD FISHER? THIS IS JEFF! LISTEN, BUD! MUTT'S NOT AS SMART AS HE'S CRACKED UP TO BE! NO! 'BYE!



JITTER

YOU'RE GOING TO EAT YOUR PRUNES HERE JUST AS YOU WOULD AT HOME... SO GET BUSY!



By Arthur Pointer

OH, LOOK, THERE'S GILDA LILY, THE ACTRESS COMING IN THE DOOR

GRAND, YOU ATE THEM WHEN I LOOKED AWAY!... JUST FOR THAT YOU CAN HAVE SOME BANANA PIE.

BURBEE BURBEE BLUP

ARE YOU IN PRUNE --ER-- I MEAN IN TUNE!



REG'LAR FELLERS

WANNA BUY A USED CAR, JIM? ONEY FIFTEEN CENTS!



By Gene Byrnes

WELL, OF COURSE BEIN' A USED CAR IT NEEDS A LIL' WORK ON IT!

I'LL LOOK IT OVER!

YOU MAY HARTA FIX UP TH' BODY A BIT AN' I THINK IT NEEDS A NEW CHASSIS AN' HOOD!

OH, YES, AN' WHEELS I FORGOT I'LL NEED NEW WHEELS!

A SEAT AN' A STEERING WHEEL!



VIRGIL

YOU CAN'T COME IN, YR ALL WET

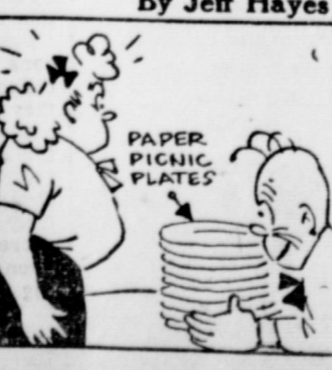


By Len Kleis

GO OUT TO TH' GARAGE UNTIL YOU DRY OFF



SILENT SAM



By Jeff Hayes

PAPER PICHN PLATES

Patience of Edison
It takes patience to be a scientist. Thomas Edison conducted some six thousand experiments before he found a material suitable for the filament of his incandescent lamp. This took him eight years.

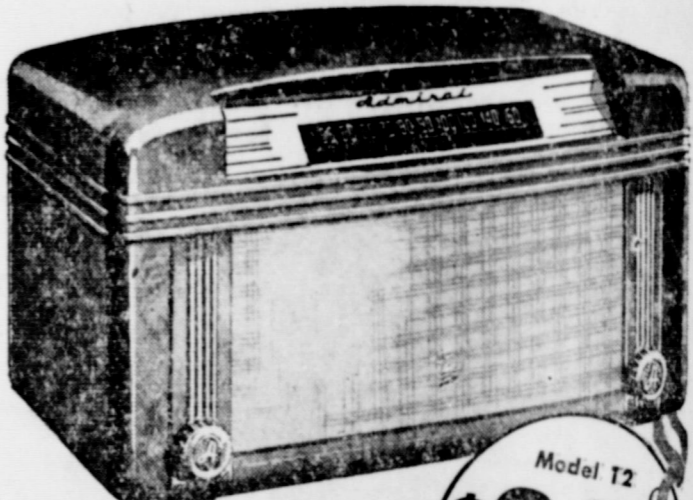


HEADACHE
● Rub in gently-warming Ben-Gay for soothing relief from simple headache! Ben-Gay contains up to 2½ times more of two famous pain-relieving agents known to every doctor—methyl salicylate and menthol—than five other widely offered rub-ins. Insist on genuine Ben-Gay, the original Baume Analgesique. It brings quick relief!
Also for Pain due to RHEUMATISM, MUSCLE ACHE, and COLDS. Ask for Mild Ben-Gay for Children.

QUICK... RUB IN Ben-Gay

VALUE SENSATIONS

FROM **Admiral** BATTERY OPERATED FARM RADIO



Model T2 \$39.95
1000 Hour Power Pack Included

New 6-Tube Automatic Radio-Phonograph

Greatest improvement in RECORD PLAYING since the invention of the phonograph

It brings a new thrill to your record listening pleasure. Banishes needle scratch, "talk-back" or other disturbing noises. Plays records like magic. Hear it today!

Model 41, only \$69.95
EASY TERMS

Automatically changes records in 3½ seconds • New improved changer plays up to 12 records • 6-tube Admiral perfected AC Superhet radio • Automatic bass compensation for tone balance • Stunning cabinet with French gold grille.

See Your Friendly Admiral Dealer Today for Demonstration

SPECIALS

FOR FRIDAY AND SATURDAY

MEATS AND GROCERIES FOR **HEALTHFUL MEALS**

Assorted Mixed GLAZED FRUITS FOR CAKES

Whitson's 12 oz can

Pork and Beans 10c

Magic Washer 32

Salad Dressing 29

Best Maid 1 pint

Chicken Noodle Dinner 35c

MIXED Vegetables 20c
WHITE SWAN No. 2 can

PURITY Oats 40c
WITH KITCHEN SCOOP Large Size

Figaro Sugar Cure 85c
Plain

Lambert Grocery

"YOUR STORE" WE DELIVER
PHONE 13

BLOCKER GROCERY

"Trade Goes Where Invited, Stays Where Treated Best"

Specials For Friday & Saturday

Salmon Tall Can Alaska Pink 53c

Dreft Large Box 31c

Peas 3 cans 29c
NO. 2 CAN SWEET

COFFEE 2 lb Folgers 97c
REGULAR OR DRIP GRIND

Pork & Beans 14c
ARMOURS NO. 2 CAN

grapes lb 10c

RED EMPERORS

WE PAY HIGHEST CASH PRICES FOR EGGS, CREAM -- TRADE WHERE YOU PLEASE

TRADE WHERE MA SAVES MONEY FOR PA

Mrs. G F. Burleson has returned from a visit to a son in Lubbock and a daughter in Levelland.

Mrs. O. R. Davis of Springerville, Ariz. visited her brother and family, Mr and Mrs. C N Fritz. Arlie Farrington of Alba spent the week end with his brother Dr F. Farrington.

Mr and Mrs. Jake Burkett and family had Thanksgiving dinner with Mr and Mrs. E A Wright. Mr and Mrs. D C Wright of Levelland were visitors in the E. A. Wright home Friday.

Mr and Mrs. Otis Harris and family and Mr and Mrs. Ervin Jones attended Church at Tahoka Sunday nite.

Mr and Mrs. Storey Williams of Clarksville arrived Tuesday for a visit with the Blockers and Lumpkins. Mrs. Williams is a sister of Mr. Blocker and Mrs. Lumpkin.

Mr and Mrs. Chas. Cabool visited in Levelland Thanksgiving.

LODGE NOTICE
All O. E. S. officers are urged to be at the hall Friday nite at 7 for a special practice meeting.

Mr and Mrs. W J Napper and family of Big Spring visited in the home of E A Wright Wednesday.

Mr and Mrs. Shorty Vestal and children of Tulsa are visiting their parents this week. Mr and Mrs. Ed Dorsey and Mr and Mrs. Tom Vestal.

Mr. and Mrs. Charlie Hart are visiting in Dallas, Houston and San Antonio.

Mr and Mrs. William Lee Harris and son of Paducah spent the week end with their parents. Mr and Mrs. Delbert Mires and Mr. and Mrs. Dewey Harris.

Mrs. Levi Harris and son Jerre of Lubbock visited here last Wednesday afternoon.

Mr and Mrs. Otis Harris had as their guest for the Thanksgiving holidays Miss Mable Harris of Post and Mr and Mrs. Johnnie Ford of Lubbock.

Rev. and Mrs. Alby Cockrell had as their guest for Thanksgiving Mr and Mrs. Paul Prickett of Olney. Mrs. Belle Prickett of Wichita Falls. Mrs. Lucile Cotten of Wichita Falls. Mr and Mrs. Harry Taylor of Lamesa. and Mr and Mrs. Jerry Evans and Taylor of Odes, Tex.

Mrs. J O Petty and son Glenn and daughter, Mrs. Bud Cook visited Mr and Mrs. J L Petty at Amarillo over the week end.

Mr and Mrs. Dick Lumpkin spent Thanksgiving in Amarillo with Mrs. Lumpkin's sister, Mr and Mrs. A. L. Chilcote and family who have recently moved there from Waco.

Among the students home for the holidays were Hal Singleton and Carles Pickens from Texas Tech.

Specials

SPECIALS FOR FRIDAY AND SATURDAY

Phone 17 -- We Deliver

Juice 2 for 25c

TOMATO, Red and White no. 2 cans

BLUE RIBBON, LOAF BREAD 12 1-2

Coffee Star State, Fireside, or Gold Bar 1 lb 25c

Milk Sweetened Condensed "Sunny" Special at only 23c

Tomatoes

no. 2 cans 2 cans for 23c

Syrup Penick's Golden 1-2 Gal Jar 49c

Walnuts 39c

NO. 1 Diamond new crop lb.

Jelly Strawberry or Grape 2 lb jar 29c

Flour CHAIN GOLD 95c

2 LB BOX FREE WITH 10 LB SACK

Coffee 47c

WHITE SWAN per lb

Pineapple Juice, 46 oz. cans 44c

Steak Grade AA Round 69c

Bologna 29c

GOOD and FRESH lb

CAMPBELL

GROCERY -- MARKET-- BAKERY

THE OLD TIMER WRITES

Doubtless you are one of the bunch who razed Wilfred Gates concerning his "up and coming" maize patch along about last August, said patch being located mostly in the shallow lake at the west side of O'Donnell. After the 1.32 inch rain and hail of June 19th, water stood in the lake for some time but Wilfred finally got his 15 acres planted after which time showers totaled .97 of an inch before the crop was harvested. The result is indeed stunning. 35,000 pounds of grain was harvested. Thousands of dollars from what looked more like thirty cents in July and August.

HARMONY NEWS

Mr and Mrs. Roscoe Snell and family, Mr and Mrs. Pete Bearden, and son visited in the Clyde Meeker home Friday nite.

Mr and Mrs. J B Poindexter and girls of New Home, Mr and Mrs. Bob Long, Betty and Bobby, Mr. and Mrs. Jimmy Schooler visited in the Euel Kirby home Sunday.

Oscar Furlow and McWilliam Blair have recently returned home from a deer hunt.

Mrs. Robert Long and Bobby, Mr and Mrs. Leonard Shackleford and Bobby Wayne spent Wednesday night in Southland visiting Mrs. Long's parents, Mr and Mrs. J H Poindexter.

We have been having a good bit of rain lately, but the farmers who still have cotton in the field are glad to see the sun out.

Patsy McKee recently underwent an operation at Lamesa. We wish her a speedy recovery.

BOTH MEN AND WOMEN

Will Appreciate Leather Goods As Christmas Gifts. May we suggest: Handtooled Belts Ladies Billfolds Hand Bags Special Tooleed Belts Buckle Sets

Nice Selection of Boots About our Christmas BONUS For each dollar you spend here you get a ticket for our drawing Dec. 24th Watch for list of Gifts JOLLY SHOE SHOP

Headquarters for All Leather Goods

Those visiting Mr and Mrs. Lee Barnett over the week end were Sam Pat Finney and Mrs. Stella Finney of Slaton. Rosenell Finney recently returned from a Lamesa hospital Saturday evening.

Mr and Mrs. Kenneth Morrison spent Thanksgiving in Hamlin.

METHODIST NEWS

Church School 10 A M Morning worship 11 A M Evening Worship 7 P M WSCS Monday 3 P M The morning subject will be "I Believe In The Communion of Saints". Communion will be served. Evening Sermon Subject: "Digging Again"

We had 184 in Church School last Sunday. Let's make it 200 next Sunday morning.

We invite you to worship with us.

JIM GILLESPIE

Auto and Tractor CLINIC

Your Business Appreciated

(REAR FRITZ SER. STATION)

Mr and Mrs. Price Seely visited their son, Durwood at ACC, Abilene and relatives at Sweetwater over the week end.

Mrs. Lee Barnett visited in Lamesa Saturday Evening.

Willie Joe and Joy B Barnett and Lula Barnett visited in Lubbock Friday.

Mr and Mrs. J J Hodnett and Truett Hodnett and wife and Miss Florence Carpenter had Thanksgiving dinner with Owen Egger and family at Nolen.

BE AN

Early Bird

--- And Get Your Choice In Gift Selections By

EARLY SHOPPING

MAY WE SUGGEST:

FOR THE MEN:

Jason Shirts and Pajamas

KNOX HATS

Leather Coats and Jackets

All Wool Slacks

DRESS GLOVES

FOR THE LADIES ----

Bobbie Brooks Dresses and Sweaters

"Shur-Fit" Leather Gloves

CANNON TOWEL SETS and fancy table Linens

PUREE BLANKETS

SILK COMFORTS

EXTRA SPECIAL ----

Super Sheer DuPont Nylons

Watch Next Week for more Gift Selections

O'DONNELL BARGAIN STORE MRS. E. Clemage