

O'Donnell—Sited in The Great South Plains of West Texas, A Land of Diversified Farming and Livestock Raising

The O'Donnell Press

ADVANCING INTO THE FUTURE—BOOSTING, BUILDING, BENEFITTING

O'Donnell's Home-Printed Newspaper

O'DONNELL, TEXAS, THURSDAY, SEPTEMBER 15, 1938

For the Best Interests of O'Donnell and Lynn County

Number 42 128

O'Donnell Farmer Killed When Car Overturns

First Football Game Of Season Slated For Friday Afternoon 3 P. M.

The HEADLINES Say:



Lon Smith, 50-year-old O'Donnell farmer was killed west of here about 3 o'clock Wednesday afternoon when his car struck a sand embankment and overturned about five times. Death was almost instant, and caused from a head-wound.

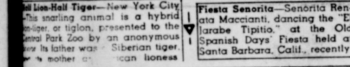
Each week from August 14 to September 24 the new Camay soap contests will award a last prize of \$1,000 in cash, 20 prizes of \$100 each, and 200 Alexander Smith Floor-Pan prizes. Big winners may make their choice from two qualities in a wide selection of plain and fancy designs and sizes.



Fiesta Senorita—Senorita Renata Montecant, dancing the El Torero at the O'Donnell Spanish Days Fiesta held at Santa Barbara, Calif., recently.



Lubbock Fair—The Lubbock Fair opens Sept. 26. The fair will be held at the fair grounds in Lubbock, Texas.



Cooking School—The cooking school opens Sept. 26. The school will be held at the school in Lubbock, Texas.

DAY COOKING SCHOOL HERE SUCCESSFUL

Over 800 Women of This Section Attend New Type School

Attendance figures exceeded the expectations of the school, the three-day motion picture cooking school closed Wednesday afternoon at the Rex Theatre in Lubbock, Texas.

The school was held in West Texas, and was the first of its kind in this section of the state.

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Co-operation of The O'Donnell Merchants Appreciated

Slightly over six months ago, at the beginning of the "dull season," the O'Donnell Press was launched, giving this city a newspaper that was printed here for the first time in years; thereby assuring another payroll to be wholly spent here.

While a year, ordinarily, is considered the time to express "thanks," we believe we would be acting unappreciative if we did not at this time express our sincere thanks to the business men of O'Donnell and readers of this paper for their support during the last six months.

We can count on the fingers of one hand the business houses here that have not been represented in the Press, and no one knows better than we do that some of that support was given when the merchant himself could not expect reasonable returns.

It was said of us by some persons that we came in only to secure business from the hardships, but we are still here and the campaign business was practically completed on July 23. We may add that we are not here just for the business this Fall and Winter—we like O'Donnell and we like O'Donnell people, and we hope to be with you a long time.

We hope to build with you—to share the joys that may come to take our part of the hardships. We have brought to O'Donnell a newspaper plant that is the equal of any weekly newspaper in this section—it is no "junk" pile. With the present equipment, advertisements can be set, properly displayed, to rank along with those you see in daily newspapers, and the job department is capable of

(Continued on page 4)

Cong. Mahon In Lubbock Office

Congressman George Mahon visited the O'Donnell Press this week that he has established a temporary office in Lubbock for the purpose of probably two months.

Plans to visit as nearly as possible in every county in the district before returning to Washington, but stated that he would spend considerable time in Lubbock office in order that he may be more easily available to those from surrounding country who wish to see him.

His correspondence with the Postman will be handled through the Lubbock office, located in the Federal Building, during this period.

Mr. Mahon's secretaries, Lloyd C. Rossin and George W. Witten, accompanied him to Lubbock this week.

Mr. and Mrs. E. C. Pace were visitors in Abilene recently, the guests of relatives.

Did you know that you can buy laying mash at \$1.85 hundred at Bryants Feed Store?

The following manufacturers and local merchants have cooperated with this newspaper to bring you the Motion Picture Cooking School.

- Lever Brothers Company
SPRY
Rinso — Lux — Lifebuoy
Lux Toilet Soap
- Fruit Dispatch Company
BANANAS
- Quaker Oats Company
Aunt Jemima Ready-Mix
Mother's Oats
- Frigidaire Corporation
Frigidaire Refrigerators
- B. & O. Grocery
Coca-Cola Bottling Co., of Lamesa
Higginbotham-Bartlett
Williams Dairy
Blocher's Grocery
- Pillsbury Flour Mills Company
Pillsbury's Best Flour
SnoSheen Cake Flour
- Kraft-Phenix Cheese Corporation
Kraft Dinner
Kraft Velveta
Miracle Whip Salad Dressing
- Thos. J. Lipton, Inc.
LIPTON'S TEA
- C-C Dry Goods Co.
Texas Electric Service
Line & Son Grocery
Thornhill's Variety
Rex Theatre

Lon Smith Thrown From Car When It Strikes Sand Bank

Car Strikes Sand Embankment and Overturns 5 Times

Lon Smith, 50-year-old O'Donnell farmer was killed west of here about 3 o'clock Wednesday afternoon when his car struck a sand embankment and overturned about five times. Death was almost instant, and caused from a head-wound.

Particulars were meagre early Thursday morning as to the exact manner in which Mr. Smith met death and how the accident happened, but friends of the family declared that the victim was thrown from the car as it hurried its uncontrolled way from the road. A head-wound, with skin unbroken, was discovered by the persons finding Mr. Smith's body. Examination showed no other serious injuries.

Funeral services have been tentatively set for Friday afternoon, the arrival of a son living in California expected by that time.

Survivors include the widow, two grown sons, one married daughter residing in California.

Mr. Smith moved to this section, so friends say, about 15 years ago from Hamlin. He resided upon his farm about 6 miles west of O'Donnell at the time of his death.

Plans for the study will be formulated in the near future, it was said.

Among those who took part in the meeting were representatives of the Agricultural Experiment Station of the A. and M. teaching division, the Extension Service, and the B. A. E. Division of Land Economics.

Seasonal Farm Cash Income Drops Sharply

AUSTIN.—Farm cash income in Texas during July, although greater than in June, failed to increase by the usual seasonal amount; and, therefore, the July index of farm cash income dropped sharply both from the preceding month and the corresponding month last year, according to Dr. F. A. Buechel, assistant director of the Bureau of Business Research at The University of Texas.

Total farm cash income, exclusive of government payments, for Texas, as computed by the Bureau of Business Research, was \$28,862,000 in June compared with \$30,989,000 in July and \$45,806,000 during July, 1937. For the first seven months of the year the total computed farm cash income for Texas was \$199,317,000 compared with \$200,370,000 during the corresponding period last year, a decline of 16 per cent.

TWO-BACK FORCE OF COTTON PICKERS ASK FOR WORK THIS SECTION

A two-back cotton force from Mart, Texas, has written the local "chamber of commerce" asking the name of any grower here who might wish their services.

Anyone wishing to get in touch with the crew may write Jack Phillips, route 1, box 47, Mart, Texas.

Undergoes, Tonilicomy Sam Singleton, Jr., five-year-old son of Mr. and Mrs. Sam Singleton had his tonsils removed Tuesday in a Lubbock hospital.

From Wichita Falls Mrs. H. R. Morgan of Wichita Falls is the guest of her sister, Mrs. Tom Brewer.

Guest From Dallas Mrs. M. J. Whitsett has had her niece, Mrs. Milton Simmons of Dallas for her house guest this week.

Mr. and Mrs. Aaron Blanton and daughter, Patzy, were in Lamesa Sunday.

From Chillicothe Mr. and Mrs. Cecil Smith had as their guests Sunday Mr. and Mrs. Hendricks Hamilton and son, Charles, and Mr. and Mrs. Paul Henry and family, all of Chillicothe.

Employees Corner Drug Attend Drug Meet In Lubbock

Employees of the Corner Drug store were in attendance Monday and Tuesday at the merchandising drug clinic in Lubbock.

W. E. Vermillion and Elvia Holley attended the meeting Monday, while B. J. Boyd and Happy Howery were there Tuesday.

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The O'Donnell Press

Published Every Friday—Form. Close Thursday Noon

Entered at the postoffice at O'Donnell, Texas, as second-class mail matter, under the Act of March 3, 1879.

WILLIAM G. FORGY, Editor and Owner

Devoted to the Best Interests of O'Donnell and Lynn County—One of the best agricultural sections of Texas.

SUBSCRIPTION PRICE—In Lynn and Adjoining Counties \$1.00 per annum; elsewhere \$1.50 per annum. Payable in advance.

In case of error or omission in advertisements the publishers do not hold themselves liable for damages further than the amount received by them for such advertising.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation will be gladly and fully corrected upon being brought to the publishers' attention.

THERE'S BUSINESS COMING

Fall is about here. That usually means business will pick up. If the O'Donnell merchant "gets on his toes" he can snare some of that business into his store. Otherwise, you'll lose out, and declare it to be one of the worst Falls' faced in years, and you'll be ennobled at the town, country, and the Government in general.

Cotton yield is not to be as heavy as we anticipated. But it never is. There'll be cotton, however, and enough to insure a good Fall business.

Don't hesitate about letting the people know what you have to sell. Sell your merchandise as reasonably as you can, yet make your profit, and stay in there and pitch! You'll benefit.

ANOTHER COTTON REFERENDUM

Another referendum on crop control will be submitted to the nation's cotton and tobacco producers, probably in December. It has been announced by federal farm officials. Overproduction in the two crops is indicated, it is said, and farmers will decide whether to apply the rules of the AAA for another year. (There will be no overproduction of cotton in West Texas this fall. The worms saw to that.)

Cotton farmers voted by a majority of 92 percent to apply AAA rules to 1938 cotton production, but widespread dissatisfaction has been expressed to some of its provisions and it is possible the December referendum won't be so decisive.

One fact should be kept in mind, however, in the forthcoming referendum the farmers won't be voting on an alternate plan, but on whether to employ or not to employ certain provisions of AAA.

They won't have a chance to vote on junking AAA and setting up an entirely different principle in crop production and marketing. They must take the existing plan as advocated for.

There is growing belief that AAA has proved a disastrous experiment because it has destroyed the foreign market cotton.

As a substitute, the domestic allotment plan—advocated for years by many competent observers—is coming more and more into favor.

Domestic allotment would give the farmer a decent price for his cotton consumed in this country, permit him to throw the balance on the world market for what it would bring—thereby stopping the steady development of cotton production in foreign lands. (Mexican cotton is coming across the Texas border in rising flood.) Domestic allotment offers the only plan whereby the American grower can regain his lost world markets.

But they won't get a chance to vote on it anytime soon. They must take, or leave, what Triple A offers them. They haven't any other choice.

CAN POT CALL KETTLE BLACK?

We read a lot about the present policy of the Mexican government confiscating oil properties and agricultural lands of foreigners, as well as Mexican citizens.

Secretary of State Hull has protested to Mexico against the seizure of investments of U. S. citizens without compensation. He warns that if such a practice becomes general, it will lead to a breakdown of civilization and property rights.

And yet right here in the U. S. our own National policy of building tax-exempt government power plants to compete with highly taxed private plants owned by hundreds of thousands of U. S. citizens (and foreign investors) is in principle and effect the same as the Mexican policy. Any citizen who owns stock in a company threatened with destruction by tax-subsidized government plant can show as definite a loss on his investment as one of the unfortunate investors in Mexico whose property has been confiscated.

The Mexican policy is more spectacular than the United States' more insidious. Both destroy the rights and savings of private citizens and entrench officialdom more firmly in power, to the gradual death of democracy and the encouragement of socialism, communism, fascism or anything but American.

GET INTO THE SWIM

Next month, a week will be given to informing the public of the hazards of one of man's most destructive enemies—uncontrolled fire. Fire Prevention Week, which has been an annual event ever since it was proclaimed by President more than two decades ago, will begin October 9th and run through the 15th.

A few vivid facts illustrate the importance of the Week. Each year fire destroys about \$300,000,000 worth of property directly—and the indirect loss brings the total to the billion-dollar mark. Worse yet, it kills 10,000 people horribly—an average of 27 each day. This is what carelessness, ignorance and incompetence breed.

There isn't a hamlet in the country which won't be reached to some extent through Fire prevention Week activities. And there isn't a citizen in the country who can provide a sound alibi if he fails to absorb some of the simple facts and information that are all that is needed to prevent and control fire. The firemen, fire departments and other public officials will take part. Insurance organizations will issue pamphlets, run advertisements in newspapers and periodicals, and prepare wall displays. Fire marshals and firemen will speak. Every media of communication involving the spoken and printed word will be brought into play in a concentrated national effort to make the Week a success.

Believe it or not, fire prevention is fun—even as instruction in fire prevention is nowadays made dramatic and entertaining. It doesn't take much extra time or money to get into the fire prevention dividends. Mark down the date of Fire Prevention Week on your calendar—and get into the swim.

"GOOD COOKS ARE SELF-MADE, NOT BORN," STATES EXPERT

"You don't have to be endowed by a fairy godmother at birth to be a good cook," insists Mary Ellis Ames, director of Pillsbury's Cooking Service. "But be sure to use standard, high-quality ingredients, and follow accurate recipes with care."

"Star in My Kitchen," the Motion Picture Cooking School, confirms Mrs. Ames' assertion. The film's attractive heroine, ignorant of cookery lore, is shown learning how to use good ingredients in reliable recipes. As a result, she becomes a competent, successful cook.

Tempering Coffee Bread
One of the movie's brightest "food stars" is tempting Danish Coffee Bread, which is made with Pillsbury's Best Flour. The recipe for Danish Coffee Bread is a Pillsbury "balanced" recipe, developed and proved by Pillsbury's Cooking Service staff, under the personal direction of Mrs. Ames.

The recipe is given away, with others, in the movie.

Pillsbury's "balanced" recipes are developed, then checked and approved by home economists and tested by home-type kitchen equipment. The recipes are printed

in numbered step-by-step directions, so that the home maker knows just what to do and when to do it, from beginning to end.

"I don't like to take any cookery knowledge for granted," says Mrs. Ames. "Even the beginner should be able to follow our 'balanced' recipes to baking success."

Recipe in Folder
A liberal number of Mrs. Ames favorite "balanced" recipes are tucked into the recipe folder packed in every bag of Pillsbury's Best Flour. These recipes are chosen for a combination of practicality and novelty, and the folders are constantly varied as new recipes are added.

"The best recipe, though," cautions Mrs. Ames, "won't help you unless the ingredients you use are of high quality. In my 'balanced' recipes I specify Pillsbury's Best Flour because I've judged a lot of bakings, in my career as a home economist, and I've seen the tremendous difference good, dependable flour makes."

Pillsbury's Best Flour is used exclusively in the Motion Picture Cooking School. It was chosen because it is milled from many different wheats scientifically blended to produce a flour "balanced" for every kind of baking.

At Last—An Inexpensive Recipe For Perfect Devil's Food Cake



It's easy to make these rich cakes with their fluffy white

• Ask almost any man what his favorite cake is and he'll reply, "Devil's Food." And this luscious chocolate cake is an even greater favorite with the youngsters.

But as every woman knows, many of the recipes for this delicious dessert are frequently disappointing. That's why you'll welcome this recipe for Devil's Food. Its rich chocolate layers are light, tender and fine-grained, with a simply marvelous flavor. They cut well, too. This recipe has been thoroughly tested and you can make it with confidence every time.

Plan to serve this delicious Devil's Food Cake often. It's surprisingly inexpensive and easy to make if you use a smooth, creamy vegetable shortening like Spry. The blend of chocolate and vanilla flavors comes through richly in the finished cake. Try this tempting dessert soon—it's a treat that is always welcomed by the entire family.

Devil's Food Cake

1/2 cup Spry (one triple-creamed shortening)
1/2 teaspoon salt
1/2 teaspoon vanilla
1 teaspoon soda
1 1/2 cups sugar
1 egg and 2 egg yolks
3 ounces chocolate, well beaten
1 cup sifted four (loose flour preferred)
1 cup milk

Combine Spry, salt, vanilla and soda. Add sugar gradually and cream until light and fluffy. Takes no time with Triple-Creamed Spry! Combine egg and egg yolks and beat until thick and light in color. Add gradually to creamed mixture and beat well. Add melted chocolate and blend well.

Add small amounts of flour alternately with milk beating after each addition until smooth. Pour batter into two deep 8-inch layer pans greased with Spry. Bake in moderately hot oven.

However, if you really want to be greeted heartily by Lubbock boosters, and asked "how're the crops," just tuck about ten bucks in your pocket, go there to some shopping and you'll be hot stuff.

No harm was done, how ever, when the buses passed on this. A brief look at the caravan O'Donnell people went about the business of building O'Donnell.

As it should be—don't you think?

Um—! Family Affairs.

Paw: "If the baby won't go to sleep, bring her in here and sing to her a minute or two, played one piece of music for the children, which was all right."

Maw: "That won't do any good. I've threatened her with that already."

Scene in front of old postoffice last Thursday morning, with two colored women standing by the door.

First C. W.—"I see you go to work 't' after eight o'clock. Wonder why they doan open up this postoffice."

Second C. W.—"I dunno. Guess must be 'nothin' one of them holidays the banks always take."

A kindly white man laughingly informed the two puzzled women that the new postoffice had opened for business across the street.

He denies it, but J. Mack Noble, postmaster, was seen walking into the old P. O. building Friday morning, and was accused of forgetting that his new office was



Did you see the Lubbock Boosters when they came to O'Donnell Tuesday morning? We did!

A passenger car and two big buses. A band 'n' everything!

They stopped at the School Building for a minute or two, played one piece of music for the children, which was all right...

BUT—we didn't hear any hand play. We didn't hear any words of welcome to the Lubbock Fair from the boosters to the people of O'Donnell. No, we didn't hear anything but the siren. We saw about five circular hit the street, and speedily in into the gutter.

All of this mammoth outpouring of boosters from Lubbock passed through the heart of O'Donnell at about 40 miles per hour, in spite of the fact that this newspaper had been selected to announce the event ahead of time, and also in spite of the fact that a welcoming committee had been selected to make the boosters feel at home when they hit O'Donnell.

Yes sir—several of us were right there to greet and be greeted.

Lubbock is a pretty fair-sized place, and O'Donnell is small, so too much couldn't be expected, could it?

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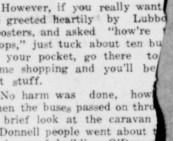
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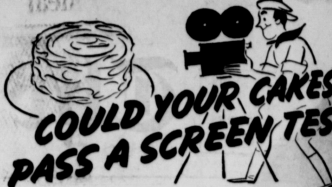
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... like the Sno Sheen cakes in the Motion Picture Cooking School

When a cake appears in the movies, it has to be beautiful. It mustn't show any defects when it looms up large on the screen; must be so tempting that the audience will long to taste it.

Cakes made with Sno Sheen Cake Flour please the most critical eye. And their perfect appearance is an assurance that they are wonderfully light—wonderfully delicate in texture. They're as good to eat as they are to look at!

Your cakes, too, will be a delight to the eye and to the palate if you use Sno Sheen—the super-fine cake flour that's featured in the Motion Picture Cooking School. Try a package—and you'll want to use it regularly for all your fine cakes!

Pillsbury's SNO SHEEN Cake Flour

statement will please many in Texas who think the same, but while all the buzz and cry is on, it must not be forgotten that the poll tax serves a very useful service in Texas. If the President and his helpers will solve the depression and balance the budget with no increase in taxes as he has said he would eventually do, the voters of Texas can then save elsewhere and place some of the money toward the upkeep of schools and no longer need the poll tax revenue. There are far more important economic matters to be solved by the government than the abolishment of the poll tax.

—wgf—

B. J. Boyd walked into the Eagle Cafe, took a seat, Maynard Eubanks, the manager, prepared to serve him.

Looking quizzically at Maynard, Boyd asked "have you brains?"

TOO MUCH CASH SENDS CLERK TO HOSPITAL

PORTLAND, Ore.—Hoyt, railway mail clerk, who was convicted of embezzling \$10,000, was found dead in a hospital.

SWEET SHOP BECOMES PLACE FOR WEEPING

BEAVER, Utah.—The Sweet Shop stayed open for business!

Othello Riley, Town Mayor, was enjoying a Sunday when a tear-gas gun discharged accidentally.

J. Propretor Stewart found immediate demand for refreshments.

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Digestible as milk itself!

—this cheese food that children love

• Hidden in Velveta's deliciously mild American cheese flavor are wonderful food values, richly concentrated! Protein, to build sound muscles. The precious milk minerals, calcium and phosphorus, needed for sound teeth and bones. Essential Vitamin A. And Velveta is digestible as milk itself. Serve it regularly in sandwiches... spread on crackers... in cooked dishes.



JIM SIMPLY WON'T EAT MY SALADS...

BETTER CHANGE YOUR SALAD DRESSING! I KNOW MIRACLE WHIP HAS A FLAVOR MEN LIKE!

How to make your husband eat salads? The exciting flavor of Miracle Whip solves this problem!

Miracle Whip is an entirely new kind of salad dressing—a skillful combination of finest mayonnaise and old-fashioned boiled dressing. Its unique goodness has made it the world's largest-selling salad dressing.

The special Miracle Whip recipe calls for more—far more—of the costly ingredients that make the difference between fine and ordinary salad dressings. And Miracle Whip these ingredients in the exclusive Miracle Whip. Better get acquainted today with the exciting new flavor of Miracle Whip Salad Dressing.

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A FLAVOR ALL OF ITS OWN

Society

Jr. G. A. Group
Had Regular Meeting
 The Jr. G. A. group met at the Baptist Church Monday with their Counselor, Mrs. J. A. Lunsford. A chapter in their study course book "Around the World in the Southland" was studied and discussed by the group.

Present were Ina Merle and John Ellen Beach, Helen Galeman, Pat Burns, Glenda Mires, Dorothy Smith, Jean Hodges, Peggy Sue Cummins, Dorris Baling, Clogene McRae and Joyce King Edwards.

Sunday School Class
Is Given Social
 Last Friday evening the Intermediate classes of boys and girls that compose the group at the Baptist Church were entertained with a delightful social by their teachers, Mrs. Allan Crowley, William G. Forgy and Mrs. Dewitt Knox of Lamesa.

Mrs. Joe Whigham Is
Tuesday Contract Club Hostess
 With Mrs. Dewitt Knox of Lamesa, an out-of-town guest, Mrs. Joe Whigham delightedly entertained Contract Club members and additional guests in her home in Dawson Heights Tuesday.

asters and goldendrod were used to decorate the rooms and vases centered the quartet tables where a delectable refreshment plate was served at the conclusion of the games.

Mrs. Nevell Hughes was presented high score prize and Mrs. E. T. Wells and Mrs. Hughes won sian prizes.

Present were Mesdames Guy Bradley, J. Mack Noble, E. T. Wells, M. J. Whitsett, Charles Hoffman, Pauline Campbell, Nevell Hughes, Harvey Jordan, Edwin Sturges, Tex Johnson, William G. Forgy and Mrs. Dewitt Knox of Lamesa.

W. M. U. of Baptist Church Elects Officers
 A business meeting was held Monday afternoon at the Baptist Church for the purpose of electing new officers for the W. M. U.

Mrs. Leonard Miles was elected president; Mrs. C. H. Mansell, secretary and Mrs. Aubrey McRae recording secretary.

Present were Mesdames Line, Crowley, Messall, Vandell, Mires and Lunsford.

T. E. L. Class
 Will Have Social
 Members of the T. E. L. Class of the Baptist Church are invited to the monthly social meeting next Tuesday evening at 8 o'clock. The hostess will be Mrs. Walter Hancock.

Sunbeams Met at Baptist Church Monday

Mrs. Lyle Pugh, Counselor for the Sunbeams met at the church with the group Monday for their weekly meeting.

The lesson topic studied was "Working Together in Our School". Hand work was coloring flowers.

Songs were sung by the group that was composed of Julia Edwards, Jane Elizabeth Lunsford, Deborah Pugh, Peggy Beach, Estel Sue Garner, Donald Ray and Leonard Mires, Cecil, Billy and Buster McRae.

Recent Bride Is Honored with Shower

Honoring Mrs. Will Edd Tredway, a recent bride, Mrs. Henry Harris and Mrs. T. E. Tredway, hostesses to a party of lovely appointments at the home of the former last Tuesday afternoon.

After a series of games and contests the beautiful array of gifts was presented the honoree.

A delicious refreshment plate which held sandwiches, pickles, potato salad, jellies and ice cream was passed to the following guests:

Mesdames W. H. Hohn, Huffhines, U. E. Hohn, J. M. Christie, Hamp Thompson, Waldo McLaughlin, N. T. Singleton, Ots Harris, Fletcher Johnson, Calvin Fritts, Ruby Krebs, Ed Labadie, Ben Moore, Roy Miles, Ellis Tredway, Bob Burdett, John Earls, Paul Goch, Roy D. Smith, Alma Hines, Charles Cahney, Burl Baldwin, R. D. Drennon, Carrie Shumake, C. L. Tomlinson, Wilbur Shumake, Misses Eva Dell and Mable Harris and Miss Lucy Morrison.

Several sent gifts, but could not attend.

Local Pastor and Others Attended Association

The Rev. and Mrs. J. A. Lunsford, accompanied by Mrs. Bob Debonover, Mrs. J. T. Middleton, Sr. and Miss Ruth Marie Howard were in Brownfield Wednesday where they attended a meeting of the Baptist association which was in session two days.

Miss Jim Ellen Wells Entertains Ace-Hi Club

For the regular weekly party, Miss Jim Ellen Wells charmingly entertained Ace-Hi Club members and guests with a prettily appointed party Wednesday in the Wells home on East Sixth street.

A Mexican theme was used in the bridge appointments and again in the prizes which were given. Lovely fall flowers made the room more attractive.

The hostess served a delicious dinner of chocolate sundae and angel food cake.

In the contract games, Mrs. Homer Hardberger was given cocktail napkins and coasters for his birthday.

Present were Mesdames Floyd Thompson, Harvey von Gardenhire, Grant Winston, Edwin Sturges, Johnnie Billingsley, Ralph Blanton, D. M. Conger, J. T. Middleton, Jr., Homer Hardberger, Nevell Hughes and Aaron Blanton.

Tredway Bows to Marriage Was Announced Recently

Will Edd Tredway of O'Donnell and Miss Nodia Bounds of Lexington, Texas were married Wednesday, August 31, at 11 p. m. at the home of the bride's brother, the Rev. Roy Bounds in Houston, with the bride's brother officiating.

Immediately following the ceremony the couple left for Galveston for a short wedding trip.

Mrs. Tredway, daughter of Mr. and Mrs. S. Bounds was graduated from the Lexington High School and attended State Teachers' College at San Marcos, afterward teaching three years in Lee county.

Mr. Tredway is the son of Mr. and Mrs. E. J. Tredway of this city. He was graduated from the local High School and later attended Texas Tech where he took a Liberal Arts course for two years. He taught at Tahoka for two years and at Mesquite one year.

At the present the couple will be in O'Donnell.

CO-OPERATION

(Continued from page 1) printing the most complicated rule work and designing of high grade color work. If necessary, we could start publication of a daily newspaper with out present equipment, and need not buy one additional dime's worth of material.

Yes, we appreciate the business that has been given us by the merchants of O'Donnell. We dare say that each business man realizes that it takes money to run a modern type of newspaper—to take part in the community's welfare.

Thanks are due the merchants of O'Donnell—and to show our appreciation of the business that has been given us in the past, and of the business that may be given us in the future, it behooves us to be diligent, to be courteous, to be fair, to give the utmost in service.

Lunsford; Song; by Louise and Geraldine Haney; music was given by Norma Ruth Heath.

An array of lovely gifts was presented the honoree.

About 25 guests called and others sent gifts.

Sew and Chatter Club Meets with Mrs. Jones

Meeting in the home of Mrs. Stansell Jones in Dawson Heights, Sew and Chatter club members were delightfully entertained last Thursday for a most enjoyable party.

A variety of lovely fall flowers adorned the rooms.

The afternoon was occupied informally and further plans were made for the exhibit of their work this week which will be held in Mrs. Jones home today.

A delicious refreshment course was served to the following: Mesdames Harvey Line, Roy Miles, Hollis Hunt, M. D. Conger, Ralph Blanton, Loy Frasier, S. F. Johnson, J. T. Middleton, Jr., Allan Crowley and Calvin Fritts.

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"DON'T Forget

AT NO EXTRA COST TO YOU— ABSOLUTELY FREE DEWALD RADIO

7-Tube All-Wave Superhetrodyne

TO BE GIVEN AWAY FREE SATURDAY, OCTOBER 1 SAVE YOUR COUPONS

Corner Drug Store

to the readers and to those business men. With a goal in mind, we renew our pledge to do the very best we can and to publish a "good" newspaper. In the years to come, through drought or good harvest, we hope each of you can say we

FREE Health Clinic

Will be in Dr. Cutler office beginning September 21, continuing through and including Saturday, September 24.

Dr. Tanner, one that was here last month will give free examinations and tell you what you should eat and what you should do to regain your health.

Dr. Tanner is a graduate Chiropractor and an expert Dilettation, also a gentleman.

DR. HALL CUTLER

Nix Building

Office Phone: 474 Res. Phone: 2

These are some of the recipes used in the motion picture cooking school—the remainder will be published in The Press next week.

SPRYS PASTRY MIX
 4 pounds (16 cups) Pillsbury's Best Flour
 2 tablespoons salt
 2 pounds (4 1/2 cups) Spry
 Sift flour and salt together into a large bowl. Add 1 pound Spry to flour and cut in until mixture is as fine as meal. Add remaining 3 1/2 pounds Spry and continue cutting until particles are size of a navy bean. Put Spry Pastry Mix in a covered container and store on the pantry shelf for use as needed. Do not keep Spry Pastry Mix in the refrigerator. It will become fresh and sweet at room temperature for an indefinite period. This amount of Spry Pastry Mix will make:
 17 one-crust pies, or
 1 two-crust pie, or
 1 dozen 3-inch tart shells

AUNT JEMIMA WAFFLES
 1 Measure 2 cups Aunt Jemima Ready-Mix flour into mixing bowl. In another bowl beat 1 egg and combine with 2 cups milk or water, with egg topper and 2 tablespoons melted Spry six flour. Beat smooth. This makes six waffles.
 2 Have waffle iron hot enough to bake a waffle perfectly in three minutes.
 3 Grease iron lightly. An electric iron requires no greasing after paraffin has been brushed lightly on the surface of the original use.
 4 Serve waffles as soon as done. Never stack. Stacking spoils crispness.

SALAD BOWL
 Lettuce
 Cooked peas
 Cooked cauliflower
 Cooked green beans
 Cooked carrots
 Radishes
 Tomatoes
 Watercress
 Miracle Whip Salad Dressing
 Line a salad bowl with crisp lettuce. Then in separate lettuce cups put generous portions of peas, cauliflower flowers, Julienne green beans, Julienne carrots, sliced tomatoes and sliced tomatoes. Place these filled lettuce cups around the rim of the bowl, and fill the center with watercress. Serve with Miracle Whip Salad Dressing.

BANANA CREAM (6 Servings)
 1 medium size banana
 1/2 cup confectioner's sugar
 1/2 tablespoon lemon juice
 1/16 teaspoon salt
 1 1/2 teaspoons vanilla
 1/2 cup whipping cream
 Slice banana very thin and add to sugar. Mix well. Add lemon juice and cream and pour into freezing tray and allow to freeze firm. Remove to ice-cold mixing bowl, add vanilla, and beat with electric or hand beater until mixture becomes very light. Return to freezing tray and allow to finish freezing without further agitation.

PANCAKES
 1. Mix milk or water with an equal amount of Aunt Jemima Ready-Mix for Pancakes. In a tanking when batter is ready.
 2. Have griddle or skillet just hot enough. To test, drop a drop of water on griddle. If it goes right up in a puff of steam, griddle is too hot. If it sizzles around a second before evaporating, griddle is hot enough.
 3. Grease griddle very lightly. Don't pour grease on griddle. Spread it thinly with pad.
 4. Pour batter onto griddle. Let each side bake until a golden brown. Never pat cakes.

FEATHER SPOON CAKE (Recipe fills 10-inch tube pan)
 Temperature: 350° F.
 Time: About 1 hour.
 4 egg yolks
 1/2 cup sugar
 1/2 cup flour
 1/2 cup boiling water (about 5/8 cup) see step 2
 2 1/2 cups Pillsbury's ShoShoo Cake Flour
 1 tablespoon baking powder
 1/2 teaspoon salt
 4 egg whites
 1 cup sugar

1 Beat egg yolks until very thick and light; gradually beat in 1 cup sugar. Stir in orange rind.
 2 Measure orange juice, add boiling water to make 1 cup liquid. Add gradually to egg yolk mixture, beating constantly with rotary egg beater.
 3 Beat flour, baking powder and salt together; add, from sifter, cutting and folding into batter.
 4 Beat egg whites until stiff but not dry; gradually beat in remaining 1 cup sugar to make a thick, lustrous meringue.
 5 Cut and fold carefully into batter.
 6 Bake in large, ungreased tube pan in very moderate oven.
 7 Invert and cool cake in the pan.
 8 When cold, cake may be frosted or not as desired. It is delicious, moist and tender.

LATTICE TOP PEACH PIE
 3/4 cups canned sliced peaches, drained
 1/2 cup sugar
 1 tablespoon quick-cooking tapioca
 1/2 teaspoon salt
 1 recipe Spry Pie Crust
 1 tablespoon butter
 Combine peaches, sugar, tapioca, and salt. Let stand while pastry is being made.
 Roll 1/2 of pie dough and line a 9-inch pie plate. Roll remaining dough and cut in narrow strips (about 1/4 inch).
 Place fruit mixture in pastry-lined pie plate and dot with butter. Arrange pastry strips across top to form a crisscross lattice. Trim pie, moisten edge, and place wider strips (1/4 inch) around rim. Press with finger tips to seal edge. Bake in hot oven (425° F.) 30 to 40 minutes. To use Spry Pastry Mix, use 2 1/2 cups of Mix and about 5 tablespoons water.

MODERN HOME LAUNDRING
 Cottons and Linens
 White cottons and linens will come from your week's wash at least five shades whiter, and will last two or three times longer if you follow these hints.
 1 Sprinkle Rinso into tub. Add lukewarm water and stir a few seconds. You will be delighted with the lively, lasting suds. After using once or twice, you can easily estimate how much soap is needed (it's really very little) for rich lathering suds in hand or soft water.
 2 White clothes should be soaked an hour or two overnight. If you soak your white clothes even ten minutes in Rinso suds, the results will be amazing. If there are badly soiled spots, sprinkle a little dry Rinso on them, roll the garment and push it well under water.
 3 The wash water for white cottons and linens should be as hot as is available, preferably around 140 degrees. Several loads of clothes may often be washed without changing the water in the machine. When the suds die down, the cleaning power of the soap is spent. Either add more Rinso—or if the suds have become very dirty, make a fresh solution.
 4 The more completely the dirty suds are wrung or spun out of the clothes, the easier the rinsing is, and the less hot water is required. Have water for the first rinse as hot as the wash water. In the second and third rinses, use as hot water as convenient.
 5 In washing machine or tub, Rinso and lukewarm water washes colored cottons and linens so they keep bright as new. To avoid fading and streaking, never use hot water, harsh bar, clipped or powdered soaps. Never soak coloreds in water longer than 20 minutes, and then only provided they are color-fast.
 6 Shake Rinso into tub and add lukewarm water. Sprinkle dry Rinso on soiled spots, roll garments and push under water.
 7 Wash in lukewarm Rinso suds. Rinse in lukewarm or cool water.

TO FRESHEN FINE FABRICS
 When washing colored materials for the first time, test an inconspicuous part of the garment or the end of a belt in a tumbler of lukewarm water for two or three minutes. If the water shows only a slight discoloration, material may be washed. If water is thick and cloudy, material is not washable. Turn garment inside out. (If you draw your stockings of the leg inside out they'll be all ready for washing.)
 Make a rich Lux suds in lukewarm water. Test the temperature with the back of your hand. The warmer the water, the more likely colors are to run and fade. Wash quickly by gently squeezing the suds through and through the material. Don't soak colored materials or leave them in a heap while wet. Never rub or twist. Rinse thoroughly in lukewarm water. Roll in a Turkish towel, knead out moisture and then unroll immediately. Sometimes it is helpful to insert a white cloth in colored garments to prevent streaking.
 When the garment is unrolled ease it to shape and press with a barely warm iron smoothly, when slightly damp, crinkled materials when dry or nearly dry. If necessary stretch again while damp.
 After unrolling stockings from towel, ease foot to shape and stretch leg gently to length. Dry away from heat, never over a radiator.

KRAFT DINNER
 With Creamed Chicken
 1 pkg. Kraft Dinner
 Hot creamed chicken
 Parsley
 Buttered green beans
 Pimiento strips
 Cook the Kraft Dinner as directed on the package. Pack it into a buttered 6 1/2-inch ring mold. Unmold on a serving plate. Add the creamed chicken, hot creamed chicken, and parsley. Around the ring lay on the pimiento strips and a few of whole buttered green beans, garnished with pimiento strips.

WHETHER YOU FARM 10 ACRES OR 10,000 ACRES

It's Your **TRACTOR**

On 30 days ONLY \$495.00

FOR ALL JOBS ON SMALL FARMS FOR ALL JOBS ON BIG FARMS

THE NEW ALLIS-CHALMERS MODEL B Here it is—the tractor you've waited for! Now you can enjoy the cash benefits, speed and comfort of modern power farming... at a cost per hour less than that of a two-horse team! The Model B is a real farm tractor... pulls 16-inch plow up to 10 miles an hour... cultivates at 10 miles an hour... handles general beltwork easily... Come in today and let us show you how this history-making new tractor and Quick-Hitch implements will replace your horses... far less cost. This is your way to better living, better farming and more profit!

STEPPED UP BELT POWER

A new arrangement for stepping up belt power gives the Model B ample capacity for all field, sawing, wood, grading feed and other farm belt jobs. Sensitive governor maintains speed, ready power.

L. T. BREWER Dealer

QUICK-HITCH IMPLEMENTS

AUTHORIZED SALES AND SERVICE

ALLIS-CHALMERS

With Quick-Hitch Implements, attachable in less than 5 minutes, the Model B does a complete farming job. Cost less than \$100.00. Adjustable wheel used. Agate clearance for all crop rows.

The results of the senatorial elections will be taken more seriously in Washington than in any other country. At the capital they are preoccupied with the tactics of the political game more than with the substantive questions with which the people are interested at the present time. At the present time the senate can be organized in a way that seems likely, there is a possibility of a conference with the House for the committee on the organization of the major political support.

Surveys of public opinion have been expected to be broken down into a number of categories. It is expected that of the various groups the most important will be the farmers, the laboring men, the middle class, the professional men, the business men, the government employees, the military and naval personnel, the clergy, the students, the unemployed, the foreign born, the colored people, the women, the young people, the old people, the sick, the disabled, the blind, the deaf, the dumb, the insane, the feeble-minded, the criminals, the convicts, the prisoners, the fugitives, the vagrants, the tramps, the beggars, the paupers, the homeless, the destitute, the starving, the freezing, the suffering, the dying, the dead.

UNION... "When he was with her... by my own... her do that more... A-Yes. Four or five... time did she leave... ing to the study of... the pastor's desk... o'clock."

Nicaragua; 25 Keb... (Chicago Tribune Press... EL AJARACO, on... order, Nov. 3—... pose father is as... and whose m... was found... the last night... ed with fire... carrying... i gover...

Way... unable to make her hear... call, she said, was from... my mother said she was c... phone up the street to find... was anything Dr. Hall wa... was the last I saw of her... Telle of Dr. Hall's... —What time was that?... —Yes; about tw... —What was the first... mother had been

NOW LONDON'S

SALE STARTS
Saturday, Sept. 17

Grand Opening

AT LONDON'S
THE MORE YOU BUY
THE MORE YOU SAVE

EXTRA!

HOUR SALES! -- BE ON TIME!

SATURDAY AFTERNOON ONLY			Monday
1 P. M. to 2 P. M. LINEEN SPECIAL 50c yd.	2 P. M. to 3 P. M. CHILDREN'S DRESSES 25c ea.	3 P. M. to 4 P. M. CHILDREN'S PLAY SUITS 15c ea.	10 A. M. SHARP! 30 Pair Ladies' Silk MESH HOSE 29c
<small>While it lasts. Guaranteed fast colors, regular price 19c per yard.</small>			<small>Regular \$1.00 pair (Limit—One pair to customer!)</small>



The More You Buy...
The More You Save!

THESE ARE ONLY A FEW OF OUR SPECIAL BARGAINS—
FOR OUR OPENING DAY SALE! THE MORE YOU SPEND AT
LONDON'S THE MORE YOU WILL SAVE!

- LADIES' FALL SHOES**
1.99 to \$2.99
Regular \$4.95 to \$5.95 values, Sizes AAAA C, 2 1/4 to 10. Plenty of narrow sizes.
- Closeout of All MEN'S and BOYS' POLO SHIRTS**
25c each
- Boy's Fall Dress HATS**
49c
Sizes 6 1-4 to 6 3-4—All Colors
- Boys' SWEAT SHIRTS**
59c each
- Imported Rayon Cotton TABLE CLOTHS**
39c each
52x52 (Bright Plaids)
- LADIES' RAYON SLIPS**
49c each

- 54 inch wide, first quality—WOOLENS**
\$1.49 per yard
- CURTAIN REMNANTS (Up to 2 yard lengths)**
2c each
- AIRPLANE WHITE DUCKING**
15c yard
—Tensile strength in far greater than ordinary ducking. —Regular value, 25c—
- MEN'S COTTON WORK GLOVES**
2 pair for 10c
(Limit—2 pair)
- BOYS' HEAVY OVERALLS**
2 pair \$1.19
- Closeout! BOYS' WHITE PANTS**
39c pair
Sizes —6 to 16—

Closeout On All
Men's White Shoes
1.50 pr.
... Includes Peters, Friendly Five, Young Business Man's, etc. All regularly sold for \$5.00 pair.

Men's Broadcloth
Shirts and Shorts
5 pr. \$1
Sanforized Shrank—Full Cut

Here's a Real Buy—
Washable Rayon Prints
39c yd.
—Latest Fall Patterns—

WOOL SKIRTS
\$1.29 ea.
—Regular \$1.95 Values—
They'll go fast—so get down here early for your selection!

Ladies' Beautiful
WASH FROCKS
49c ea.
Guaranteed Fast Colors
Plenty of Large Sizes

Men's
Work Sox
5c pr.

LONDON'S Department Store
O'Donnell Texas

... We carry a full stock of Hollywood and Simplicity Patterns.

A CHEST FULL OF TRASURES
IN MERCHANDISE AND SERVICE!
FOR ONLY 50c YOU GET \$12.00!
In Merchandis And Service

Why These Merchants Do This

In order to get better acquainted and to make new customers, the O'Donnell merchants listed below are offering these favors without cost to you. These offers are absolutely on the square

NO CONTEST!
NO CHANCES!
NO CATCHES!

These Merchants Are Building Good Will And Making New Customers

re-run by the request of the many who misunderstood!

Here's How It Is Done!

Just bring in this full page of coupons to The Press office where we will stamp each coupon with a special rubber stamp to make them good for values advertised. Pay 50c for stamping all these coupons, then you can use all of them for the merchandise or service called for.

Coupons must be stamped at The Press office before Saturday night, September 24th, and must be used within 9 days. Coupons must be used before 6 p. m. September 24. All coupons must be stamped at The Press office to be good for these values. All merchants have guaranteed to redeem these coupons. There are absolutely no strings attached. Only one page per family will be stamped, AND NOT MORE THAN ONE COUPON PER PERSON WILL BE HONORED AT EACH PLACE OF BUSINESS.

THIS IS A GOOD WILL
FREE OFFER
 BY O'DONNELL MERCHANTS

FOR ONLY 50c YOU CAN USE ALL OF THESE COUPONS!

This Coupon Entitles You To An Absolutely Free

This Coupon Good For
30c Credit on NEW SET OF SPARK PLUGS
 (Retail Only)

BURL'S AUTO SUPPLY

Not Good Unless Stamped At The Press Office
 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

FREE HAMBURGER MACK'S CAFE

Good Eats—Low Prices

Not Good Unless Stamped At The Press Office
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This Coupon Entitles You To An Absolutely Free

WOMAN'S DRESS CLEANED and PRESSED MODERN CLEANERS

Better Work at No Higher Cost

Not Good Unless Stamped At The Press Office
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This Coupon Entitles You To An Absolutely Free

33 PER CENT OFF ON ORDER WALL PAPER

CICERO SMITH LUMBER CO.
 Don Edwards, Mgr.

Not Good Unless Stamped At The Press Office
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This Coupon Entitles You To An Absolutely Free

ONE FLAT FIXED FREE OF CHARGE

HIGHWAY GARAGE
 Conoco Gasoline
 Gorm Processed Oil
 High Class Garage Work

Not Good Unless Stamped At The Press Office
 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

25c CREDIT ON GALLON OF PAINT

HIGGINBOTHAM-BARTLETT LUMBER
 Thurman Wells, Mgr.

Not Good Unless Stamped At The Press Office
 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

50c CREDIT ON ANY Permanent up to \$5.00 \$1.00 Credit On any Permanent over \$5.00

MERLE'S BEAUTY SHOPPE
 Under New Management
 Mrs. Belle Greenwood
 Miss Gladys Gibson

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This Coupon Entitles You To An Absolutely Free

50c CREDIT ON PAIR OF SHOES \$2.95 UP
25c CREDIT ON \$1 HOSIERY

25c Credit on Wash Dresses, valued \$1 up
50c Credit on Men's Dress Pants, valued \$2.95 up

C. C. DRY GOODS

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This Coupon Entitles You To An Absolutely Free

10c DISH OF HOME-MADE ICE CREAM
 —or—
10c Drink
 On Any 25c Purchase

CORNER DRUG STORE

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This Coupon Entitles You To An Absolutely Free

MAN'S SUIT PRESSES FREE OF CHARGE

RAY'S TAILOR SHOP
 See The New Fall Styles In Men's Suits

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This Coupon Entitles You To An Absolutely Free

SUBSCRIPTION ONE YEAR TO THE O'DONNELL PRESS

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This Coupon Entitles You To An Absolutely Free

50c CREDIT ON EITHER A WASH OR GREASE JOB

McCRACKEN'S MAGNOLIA STATION

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This Coupon Entitles You To An Absolutely Free

RADIO CHECK-UP IN OUR STORE
 All tubes tested, speaker checked, loose wires located, sensitivity tested, all parts tested

SINGLETON'S APPLIANCE
 Vernon Cook In Charge of All Radio Labor

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 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

25c CENT CREDIT ON SACK EVERLITE FLOUR

Look for our food bargains in this issue

BLOCKER'S GROCERY

Not Good Unless Stamped At The Press Office
 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

TICKET TO REX THEATRE

Come to the Rex for good pictures and better sound

Not Good Unless Stamped At The Press Office
 Not Good After SEPT. 24, 1938

This Coupon Entitles You To An Absolutely Free

25c WANT AD FREE

Not Good Unless Stamped At The Press Office
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ECONOMIC HIGHLIGHTS

That Affect the Dinner Pails, Dividend Checks and Every Individual, National and International Problem of Local Welfare.

That affect the Dinner Pails, Dividend Checks and Tax of Every Individual. National and International Problem of Local Welfare from Local.

A minority which is determined to effect its eventual overthrow. Yet it was not enough, in the view of Hitler. Heisen called on the Fuhrer and was sent home with a new series of demands. The exact terms of these have not been published at this writing, but it is believed they entail further concessions which would make a large part of Czechoslovakia virtually a real state under German control.

In all this, Hitler unquestionably has the edge—both France and England are desperately eager to avoid war, at almost any cost. On the other side, however, the English government has been showing a somewhat more aggressive attitude than has in the past—partially, some say, because it has been stung to the quick by foreign criticism, much of it American in origin, and also because there is a growing British movement to force the Chamberlain government either to resign or to take a firmer line. In addition, Britain has made great progress in developing her air defense system in the last year or two, and is unquestionably in much better shape to risk a war than she was even a comparatively short time ago.

However, Britain's desire to effect some sort of peace, however transitory, is still strong. It is this fact which makes Hitler believe that an aggressive attitude of Germany's part will cause France and Britain to bring sufficient pressure against Czechoslovakia to force the concession of almost any demands made by the Sudeten German Minority. And the fact that Hitler's bluffs have succeeded so well in the past naturally gives him courage and confidence in the present crisis.

Russia, which holds the balance of power in Europe, is saying little. She is a Czech ally—and she possesses a gigantic war machine which is probably superior in most branches to Germany's. But she is faced with many domestic problems of her own, and a major war would make it necessary for Stalin to forego many cherished plans for internal development. Germany seems to expect that the bear will stay on the sidelines—and some unprejudiced authorities

think Germany is right. In the meantime, France is mobilizing and sending troops into position along her German border. Britain is carrying on naval maneuvers. The Czechs have called for arms and are apparently ready to fight. Anything can happen.

The President's "party purge" has suffered a definite setback. The reelection of Senator Smith of North Carolina over a New Deal opponent was a definite blow to the Presidential prestige. Senator McCadoo, another congressman

to whom the President gave his approval also lost, but this is not regarded as being so important as the successful primary candidate described himself as being 100 per cent for the New Deal—and, in addition, for a pension of \$30 a week for everyone over fifty years of age.

Big primary will be that Maryland, where the President is fighting Democrat with long tenure in Congress. If Tydings is beaten, it will be a feather in the cap for the Administration. If he wins, it will mark a major upset to White House plans.

HUSBANDS LIST THEIR CHIEF "PET HATES"

HUSBANDS like their wives to be beautiful, but they hate to see behind the scenes, according to a group of New York businessmen who volunteered their "pet hates" in a recent check.

Here are some of the subjects on which they get most violent:

- Dishpan hands
- Stocking runs—snaky seams
- Funny hats
- Excessive make-up
- Slips and straps that show
- Overplucked eyebrows
- Girdle hitching
- Frowsy hair
- Breakfast frumpiness
- Prude repairs

Luckily, their own wives don't always do all the things they hate—at least, not any more!



Dishpan Hands—a "pet hate."

dry the natural oils of the skin. The mother of a family often spends as much as an hour and a half a day doing dishes, so mild soaps are important. Harshness may be caused by the harsh alkali in strong soaps. Substituting fast-dissolving Lux flakes that contain no harsh alkali safeguards the skin, saves time.

AVOID DISHPAN HANDS

The clever ones have learned, for instance, how to avoid "dishpan hands." They use Lux for all their dishes. It doesn't

MANY HUNDREDS OF CAKES "CROSS-EXAMINED" BEFORE ACHIEVING PERFECT FLOUR

Some years ago, cakes in unprecedented numbers suddenly began coming out of the ovens in the Pillsbury laboratory. This continued month after month, as technicians strove to develop what could rightly be called an ideal cake flour. When they finally succeeded, the result was Pillsbury's Sho Sheen Cake Flour, used exclusively in the Motion Picture Cooking School.

The first step was to get what samples from every grain-growing section of the country. Then these wheat samples were ground into flour for experimental purposes. Flour was made from single varieties of wheats and from blends of two or more kinds.

Cake Records Kept

Each experimental flour was used in a cake. As the months went by, a staggering number of cakes passed in and out of the Pillsbury ovens.

Mr. and Mrs. D. C. Morris spent the week-end here with her parents, Mr. and Mrs. Clyde Frost.

Popular Mechanics And This Newspaper Offered at Bargain

A double-barreled bargain in good reading has been made available to present and future subscribers of this newspaper through an arrangement with the editors of Popular Mechanics Magazine.

Readers now can obtain a year's subscription to this nationally known magazine and a year's subscription to this newspaper at a special low price quoted elsewhere in this issue.

Popular Mechanics, virtually a month-by-month record of human progress, needs no introduction to most readers, but some of the facts which it contains may be surprising even to those who read it regularly. For instance, it prints each year more than 6,000 interesting photographs and other illustrations, many of them in beautiful colors, and more than 3,000 articles, including about 150 big full-length feature stories dealing with the latest achievements in science, mechanics, industry and a wide variety of other subjects.

There are hundreds of money-making and labor-saving ideas, farm aids and household hints. For the home craftsman there are tips about the care of tools and scores of stories telling how to build furniture, boats, radios, toys and models. In addition, the home mechanic will find practical suggestions for taking care of his car, his radio, his boat and his household and farm equipment.

Last, but not least, you'll find in this fascinating magazine hundreds of inventions, devices so new you have never seen them or anything like them, but so practical that you will be using many of them in the near future.

And every article, whether it describes an invention, a great scientific achievement or explains the construction of some simple piece of furniture is "written so you can understand it."

Single Variety of Cotton Gains Much Headway in Texas

The one-variety cotton community plan has grown from 62

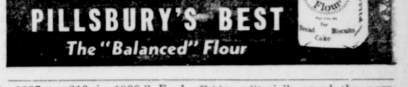
IT TAKES A STAR TO PLAY THE LEAD in the Motion Picture Cooking School!

The story of "Star in My Kitchen" wouldn't ring true if flour of uncertain quality were used in the baking scenes. It takes a flour like Pillsbury's Best to assure the fine baking results that give point to the story.

And in your own kitchen, it's just as important to use fine flour if you want your baking to turn out perfectly—every time.

Pillsbury's Best gives superior results because the wheats that go into it are tested and blended with scientific precision—and because its quality never varies.

Why take chances when Pillsbury's Best Flour costs so little more per recipe? Ask your grocer for Pillsbury's Best!



PILLSBURY'S BEST
The "Balanced" Flour

In 1937 to 213 in 1938." E. A. Miller, agronomist of the Texas A. and M. College Extension Service, has announced.

There are 22,589 farmers and 62,897 acres, or more than 6 per cent of the estimated 1938 planting of 9,661,000 acres, involved in these 213 communities. These figures do not include a number of large plantations and cotton breeding blocks planted to cotton of quality varieties.

If normal yields are obtained, all the seed from the 1938 blocks were used to establish new one-variety community associations, a potential 5 million acres could be planted to quality cotton in 1939, even with liberal allowances for replanting.

MRS. ROOSEVELT URGED FOR PRESIDENT

SAN JUAN, Puerto Rico.—The newspaper La Correspondencia Friday editorially urged the nomination of Mrs. Franklin D. Roosevelt for President of the United States, saying such a step would avoid any conflict over a tie for her husband.

The nomination should be given, Mrs. Roosevelt, the newspaper declared, for her own qualifications rather than for any glory reflex by her position as the President's wife.

From Lamesa

Luncheon guests in the home of Mrs. J. Mack Noble last Friday were her mother, Mrs. J. E. Garland, Mrs. R. E. Simpson, Jr., and Mrs. J. H. Lott, all of Lamesa.

IF YOU'RE LOOKING AT PRICE TAGS LOOK AT THIS

AS LOW AS \$1.85

GOOD YEAR SPEEDWAY

Important still, look at the name GOOD YEAR—the trademark for honest, dependability quality. Yet it's at bargain prices—carroll Goodyear "Lifetime Guarantee!"

G-3 ALL-WEATHER
The safest, longest-wearing tire built... the world's first-choice!

GOODYEAR R-1
Built for those who want high performance at reduced rates.
Low AS \$6.40

WEAR BATTERIES

Goodyear batteries match, for dependable, long-life service the world's greatest test! A size and type for your pocketbook.

Low AS \$4.95

FREE TIRE INSPECTION

We'll gladly check over your tires—remove small pieces of glass, tacks, etc., before they cause serious trouble. Come in for this free service. No obligation.

HIGHWAY GARAGE

John Earles
O'Donnell, Texas

1938 Harvest Dollars ARE WORTH MORE THAN 100 CENTS

They'll Bring You a \$3.50 Reading Value

THIS NEWSPAPER AND POPULAR MECHANICS MAGAZINE

6,000 Illustrations a Year | 3,000 Articles a Year

For only **\$2.80** a Year

JUST SIGN THE MONEY-SAVING COUPON

Send for your newspaper and Popular Mechanics Magazine for one year.

Name _____
Street, Number, _____
City _____

RED & WHITE FOOD STORES

3-MEAL COFFEE 1/2 lb. 17c

R. & W. OATS, small . 9c

Large Box Concentrated for 1c Sale—Both For **SUPER SUDS 22c**

A-1 Soda Crackers	2 pound box 17c	(Gold Bar or Dole) Pineapple Juice	3 cans 25c
No. 300 Goblin Hominy	5c	Red & White Pancake Flour	12c
6-10 Roycraft Pears	47c	Jello	5c
Red & White Oats	Large 17c	Standard Tuna Fish	14c
Red & White Corn Flakes	3 for 25c	Red & White Milk	3 1/2 large—6 small 20c
Red & White Bran Flakes	3 for 25c	14-Oz. Fraziers Catsup	10c
No. 2 Red & White Country Gentleman Corn	2 cans 23c	Del Dixi Sweet Pickles	Quart 23c
No. 2 Standard Tomatoes	3 cans 20c	No. 2—Del Dixi Whole Green Beans	12 1-2c
No. 1 Red & White Red Salmon	Tall 23c	Pail Snowdrift	3 pounds 52c
		Crystal White Soap	6 Giant Bars 23c

RED & WHITE FOOD STORES

Watch Our Windows!

B & D CASH GROCERY | DODD & SONS | LINE & SON

Announcing...

THE 25th ANNUAL
PANHANDLE SOUTH PLAINS

FAIR!

LUBBOCK, TEXAS

September 26 through October 1

HEREFORD DAIRY CATTLE
AND SWINE EXHIBITS
COUNTY, COMMUNITY
AND INDIVIDUAL
AGRICULTURAL EXHIBITS

DAZZLING
MERCHANTS' DISPLAYS
NEWEST IN FARM IMPLE-
MENTS AND EQUIPMENT
BONES AND FINE ARTS
EXHIBITS

Horse Races... Rodeo

Mighty Sheesley Midway
"A Show That's Different"

School Children Free Wednesday, Sept. 28

PANHANDLE SOUTH PLAINS FAIR ASSN
LUBBOCK, TEXAS

ALEX McDONALD, President A. B. DAVIS, Manager

NOBODY'S BUSINESS—

(Continued from page 3)
Fact remains that a single large shoe factory, for instance, (since O'Daniel has used shoes as an example), could produce in a few months all the shoes that Texas buys in a year. It could not market the shoes it made during the rest of the year profitably in other territory, in competition with Eastern factories, which were first in these market areas.

FREIGHT STRUCTURE IS WALL
Southwestern freight rate structure, which has been built up over a period of years since the days when an arbitrary advantage was given to Southern and Western railroads on the theory that with light volume it was more to operate them, forms an artificial barrier against industrial development in the Southwest.

There is, of course, a certain limited field in which it is profitable to manufacture near the source of raw materials. Notably, the processing of petroleum is the outstanding development along this line. The petroleum refining

industry, using water transportation from Gulf ports to offset high freight rates, has become Texas' leading industrial development. It employs thousands, at high average wage rates and is prosperous. But the conditions fit only a few similarly specialized industries, and those who profit from development of these industries have not overlooked Texas. As a matter of fact, the great industrial organization of the East, such as the DuPont enterprises, the Mellon interests, General Motors, etc., have assembled over a period of years a library of data bearing upon possibilities of industrial development in Texas that far exceeds in volume and accuracy any figures available in Texas. Several of these organizations keep industrial engineers on duty in Texas, studying constantly the development of industrial opportunities. They are not slow to take advantage of such opportunities, as they develop.

A REAL OPPORTUNITY
The best opportunity for industrial development in Texas lies in the local organization and financing of small industrial units, designed to supply local markets with certain classes of goods, mostly perishables, which are financed with Texas capital. Big Eastern capital is not interested in such enterprises, and Texas capital has always been reluctant to seek this field of investment, because it is hazardous.

OTHER ELEMENTS
There are a dozen other elements which enter into the picture. One is the traditional local association of groups of allied industries. Nobody will build a wool scouring plant in Texas, for instance, because investigation shows that he couldn't sell his scoured wool. The wool scouring plants are located around Boston, where the output is sold to the woollen fabric manufacturers. For a hundred years, these industries have been allied. Interlocking ownership, family association, banking connections—all tend to keep the wool scouring industry centered around the New England mills that consume the scoured wool. A Texas plant would be regarded as an interloper, and the mills just wouldn't be interested in taking its output.

Cotton goods is marketed traditionally through brokers in the East. It goes into the market unmarketed, unlabelled. The output of a dozen mills is mingled and sold in one lot. A Texas department store recently tried to buy some cotton goods from a Texas mill, to feature in a "Texas Made" sales event. Its managers found the mill couldn't supply it, because it had a long contract to sell all of its output to a New York broker. If it had sold a few thousand yards directly to the Texas store, it would have furnished material for some nice advertising for the broker for a day or two. But the broker wouldn't have been interested in handling the mill's output after that—and the mill has to ship goods it manufactures all the year, not just during the season.

WHAT DALLAS DID
The greatest opportunity for business development in Texas lies in the attraction of sales offices, warehouse stocks, small branch houses, assembly plants and similar small units of Eastern concerns here. They will come if a profitable market is shown them. The Dallas Chamber of Commerce spent \$500,000 over a three-year period advertising in national magazines and newspapers to this group. They brought more than 800 new concerns to Dallas in three years, and are still getting returns from the investment, several years after the advertising fund was all spent. Gov. Elett O'Daniel is likely to find the realization of a quick, sweeping trial development of Texas more difficult to realize than his pensions-for-everybody program.

This Week at The NEW REX

Friday Night and Saturday Matinee
September 16 and 17
JACK LUDEN
"PHANTOM GOLD"
—also—
Krazy Kat Cartoon— Love Ranger

Saturday Night Only
September 17
WAYNE MORRIS and PRISCILLA LANE
—also—
Henry Armetta in "My Pop"

Sunday and Monday
September 18 and 19
"LETTER OF INTRODUCTION"
—with—
CHARLIE MCGARTHY, EDGAR BOWEN, MENDU A AND ANDREA LEEDS.

Tuesday—2 for 1 Night
September 20
LOUIS HAYWARD and KAY SUTTON
—also—
"THE SAINT OF NEW YORK"

Wednesday and Thursday
September 21 and 22
DICK POWELL and FAT O'BRIEN
—also—
"COWBOY FROM BROOKLYN"
—also—
Floyd Gibbons' "True Adventure"

Church News

THE METHODIST CHURCH

We are in the closing week of our revival, by the time this reaches you through the local newspaper it will not leave much time for you to attend and help out in anyway, but we want you to know that you have been missed if you have not attended. The meeting has not been a failure nor has it been what you would call a howling success. Those who have attended have received a blessing and have a better appreciation of what is right, and a greater determination to do just that. This is being written Tuesday, and we are yet in hope that this revival will reach deep into the heart of some troubles, and some coming troubles to help and to lift. We hope that conversions will be had ere the week is out. This is not at all likely unless we have more people attending who are not christians. We invite you to come, give the Lord a chance, and he will do the good.
Bro. Washamp is announcing the following subjects for the concluding services. Morning themes: Studies in the Source of Power. Night subjects will include such as "Rolling Dice On God's Belongings," "The Tale of Two Doors," "They Watched Him There," "The Lamb of God."
We cordially invite your presence to any and all of these services.
Services are being held at 10:00 a. m. and 8:00 p. m.
Sunday we are looking for an added number in the Church School. Last Sunday the attendance was excellent both morning and evening.
O'Donnell needs forgiveness, for the wicked things that he do. Let's come out of it and be men and women fit subjects to name the name of Christ as ours.

WANTS TO TRADE CITY DUDS FOR OVERALLS

SEYMOUR, Texas.—F. L. Mose, unsuccessful candidate for county Commissioner in the August primary, inserted the following ad in the local newspaper.
Wanted to Trade—Several pair of new, silk, ready-roll socks, a few fancy neckties, some cigar holders, tie chains and other things for few pair overalls and some good work shirts.

Undergoes Tonsilectomy

Mrs. Fay Westmoreland underwent a tonsilectomy in Lubbock Tuesday.

Mr. and Mrs. Grant Winston

and young daughter, Judith and Mrs. Joe Whigham and her little daughter, Mary Ja were in Lubbock Sunday.

Getting down to business,

for the best egg production, we say use "Bryant's Mash." If you don't think so, just try it on our recommendation.

PEACE AND CONTENTMENT FOR THE BABY

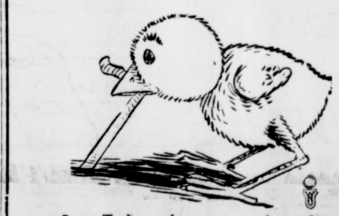
When sour risings indicate an upset stomach, babies naturally will cry and sleepless, they will cry because they feel miserable. To restore their sunny disposition, give them McGee's Baby Elixir. It is made of mild ingredients that will soothe the stomach, aid digestion, and help to check simple diarrhea. It tastes good and is a big step toward restful sleep and better food assimilation. Price 30c and one a bottle.

CORNER DRUG

Gas Gas All Time

ADLERIKA
Yes sir, we grind your chicken feed to suit, according to the formula you wish, and we have the necessary ingredients to mix it. Bryant's Feed Store.

Make Your Cleaning and Pressing Work PAY DIVIDENDS!



... Start Today—the more you have done, the more it will profit you! Until October on all cleaning and pressing work that we do for you, we in turn, give you an opportunity to secure FREE—

\$27.50 VALUE

FOR THE MEN—A BRAND NEW SUIT or TOPCOAT
FOR THE LADIES—A NEW TAILORED SUIT or TOPCOAT

... ASK US FOR PARTICULARS AND SAVE YOUR TICKETS

Modern Cleaners

—Phone 133—

CARD OF THANKS

Until we can meet each of you personally, may we take the means of expressing our heartfelt thanks for the deeds you did, and the sympathetic words you expressed, during our recent bereavement.
We felt our loss deeply, but your solitious aid comforted us, and made us more able to undergo the parting.
Sincerely,
Mrs. J. C. McCarley,
Mr. and Mrs. Carl Alexander,
Mr. and Mrs. O. L. Hall,
Mr. and Mrs. Will Smith,
Mr. and Mrs. S. D. Allen,
Mr. and Mrs. Virgel May,
Floyd McCarley.

Attend Wedding

Mr. and Mrs. Red Dunn accompanied Mr. and Mrs. Bratcher of Tubboka to Smyer, Texas Sunday afternoon where they attended the marriage ceremony of Miss Christine Jordan and Bro. Hershel Hinkle at 4:00 o'clock that afternoon.
Bro. Wilson of Smyer read the ceremony in the home of Mr. and Mrs. R. J. Hinkle, parents of the groom.
Mrs. Dunn and Mrs. Bratcher are sisters of the bride.

We grind feeds as you wish

our ground, and there's no "bone-loney" about that statement. Come in—talk to us about it. We have a special mill for the purpose. Bryant's Feed Store.

Blocker's

Trade Goes Where Invited...
Stays Where Treated Well

MAKE OUR STORE YOUR STORE

LOOK! School Lunch Specials

BROWN'S CAKES... BAGGED OR BOXED
All 15c Packages 2 for 25c
All 10c Packages 3 for 25c
2-POUNDS SODA CRACKERS 15c

LARD, 8-Pound Carton 79c

CHILI BEANS, 11 Ounces 4c

Kraut, No. 2 1-2 Cans 9c

PEACHES, Gal. 37c

SYRUP, Per Gallon 55c
New Sorghum

CANDY

All 5c Bars, 3 for 10c

COFFEE, Maxwell House 3 Lb. Can 69c

COFFEE, Folger's 2 Pounds 52c

PEACHES, Heavy Syrup Sliced Halves No. 2 1-2 12c

PRUNES, Gal. 25c

CHEESE, (Full Cream) 1 Pound 12c

SOAP, Camay—3 bars 17c

Razor Blades, (Double Edge) 30 for 20c

Tobacco

DUKES, 3 for
DON'T FORGET WE HAVE PLENTY GOOD BELGIUM BIRDER'S TWINE AT A PRICE YOU CAN'T MISS.

Bring Us Your Eggs. We Pay Cash—trade where you please

Blocker's Grocery