

Merchants Report Splendid Business Last Saturday

All Business Follows Cotton Checks and Ginning... O'Donnell merchants report that business was better Saturday than at any other time this year...

New Businesses Open Here This Week

Three new business houses are making ready for opening Saturday... J. W. Hodges of Lamesa has moved equipment and machinery for a shoe shop...

Promotion Day Service At Methodist Church

Sunday morning will be annual Commencement time for children of the Methodist church... The program will be as follows: Song—School. Scripture Lesson. Prayer—Mr. Don Edwards. Special Music. Song—Juniors. Quartet—Vermillion and McConal sisters.

District Singers Meet Here Sunday

Seating capacity of the Methodist church was not sufficient to care for visitors here Sunday afternoon to attend the district singing convention... Singers were here from practically every point in the Lubbock district...

O'Donnell Teachers Receive Salary In Cash

For the first time "since the year One", O'Donnell teachers were paid in full and in cash at the close of the first month of the term last Friday... After conferences and discussions with the school board and faculty members in joint session, J. L. Shoemaker, Jr., representing the First National Bank, volunteered to lend the necessary funds to cover salaries and incidental expenses...

Patman Has Plan For Cash Bonus

Washington, Sept. 20.—A program calling for cashing the bonus and payment of the \$22,000,000,000 national debt in currency to save \$725,000,000 annually in interest on tax-exempt bonds will be laid before the American Legion convention in Chicago, October 2 by Representative Patman (D-Texas)...

Concert To Close Chorus Work Friday

The singing school, or community chorus, which has been in progress here for the past two weeks, will close Friday afternoon with the call of the interest shown by the community as a whole...

To Play Amherst There Tomorrow Afternoon

Defeating Crosbyton's huskies, the Eagles won their second game last Friday afternoon on Crosbyton's home field, the score being 7-0. A number of local people accompanied the team, and all report one of the cleanest, fastest games seen on the South Plains in a long time...

Epworth League Elects Officers For Coming Year

At a business meeting of the Epworth League of the Methodist church Sunday evening, officers for the coming conference year were elected. An entirely new set of leaders took the place of the very efficient and enterprising group which has functioned this year...

New Poll Tax Bill Is Passed

Austin, Sept. 20.—The senate Friday passed a bill to require persons entitled to vote without paying their poll taxes to obtain their exemption certificates before February 1 of the year in which they vote...

State Treasury Deficit \$7,733,420

Austin, Texas, Sept. 30.—The state treasury department today reported that in the general revenue fund to be \$7,733,420.34...

Alexander Baby Dies In Lamesa Hospital

The infant of Mr. and Mrs. H. H. Alexander died in a Lamesa sanitarium today at the age of only twenty-four hours of life. The little fellow, born prematurely, lacked the strength to survive and attending physicians had offered no hopes for it from the time said child was born...

Eagles Defeat Crosbyton To Win Fast Game

ever carried a ball in a game, but this didn't keep him from crossing the enemy's goal line, which he did with apparent ease. Foster planged for the extra point. Robert Line got a tough break in the third quarter when he got clear, but was blinded by the sun and let a perfect pass drop through his fingers. It would have been a sure touchdown, as there was no one in twenty yards of him, but the sun was just in the wrong spot...

Merchants Unite To Secure Cotton Loan Office Here

At a meeting of business men and merchants last Thursday afternoon, tentative steps for securing a local cotton loan office were discussed and begun. Further developments were outlined Monday morning, when it was announced by C. H. Deak that there are excellent prospects that the office will be open this week...

Wilson's Fruit Stand Changes Location

Mr. and Mrs. Mack Wilson moved their fruit and vegetable market from its former location in the Sanderson building Monday, and are now occupying the building owned by Dr. O. H. Shepard, next door to the doctor's office...

New Lynn Host To Fidelis Union

The Fidelis Union, composed of Epworth Leagues of this section, will meet at New Lynn Friday evening, said Warren Smith, reporter for the local League...

Walter Florence Adjudged Insane

Walter Florence of Draw, former commissioner from Precinct No. 2, was tried in county court Monday of last week on a lunacy charge, and was found to be insane, according to the Lynn County News...

Lynn County Is To Have New Gins

Three new gins are now under construction in Lynn county, and are expected to be ready for operations within the next two weeks. In addition to the T. E. gin, a 4-80 plant is being built at Grassland by the Farmers Cooperative Society...

Pentecostal Revival At New Moore

We are asked to announce that an old time Pentecostal revival is now in progress at New Moore, eighteen miles west of here, services opening Saturday night. Lonnie C. Pennington, Church of God evangelist from Weatherford, will be the speaker each night...

Post Office Receipts Show Great Increase

Postmaster Hal Singleton said Monday that postal receipts are showing as great an increase as any other line of business, and that he confidently expects it to grow steadily for the next several months...

Hope To Have Official Here This Week

Mr. James Henry met with O'Donnell business men Thursday, and it was thought Monday that the announcement was made Monday. Business men here pointed out that an office at Tahoka or one at Lamesa, with no local representative, worked a hardship on residents of this trade territory, and that an O'Donnell office will be of much benefit to our people...

Cotton Pickers Arriving Daily By Hundreds

O'Donnell farmers are having no trouble this fall securing cotton pickers. In fact, there is almost an embarrassing plenty of them. The vanguard began to arrive last week, and by Saturday and Sunday the highway was lined with cars, trucks, and trailers of Mexicans, while numbers of white pickers also arrived...

PERSONALS

Born to Mr. and Mrs. W. A. McRae on September 29, a ten-pound son. Mother and baby are doing well. Mr. and Mrs. Don Edwards and daughter, Miss Louise, accompanied by Miss Rebekah Schooler, attended the football game at Tech Friday evening. Mr. J. F. Campbell has been quite ill this week, suffering with another of the terrible headaches which have harassed her for several years. Mr. and Mrs. F. W. Proctor of Brownfield were guests Sunday of his brother, Arrh Proctor, and Mrs. Proctor. W. L. Palmer spent the week end in Amarillo, where he attended the Tri-State Fair and conferred with International Harvester Co. officials. Lee Baldrige is ill this week, with a recurrence of flu. T. J. Vandell was in Tahoka on business Monday. Mrs. C. A. Rayburn of Pittsfield, Illinois arrived Thursday of last week to settle up business affairs of her late husband, C. A. Rayburn, former Chevre-Noie dealer here. She is visiting with friends during her stay in O'Donnell. Mr. and Mrs. "Cap" Witherspoon and little daughter are visiting relatives and friends here this week. Mr. and Mrs. C. H. Cabool spent the week end in Borger with her parents, Mr. and Mrs. Joe Haidy. Mrs. J. E. Garland of Lamesa and Major J. M. Shelton of Los Angeles were guests Tuesday of Mr. and Mrs. Chevre-Noie and also Mr. and Mrs. W. H. Sanderson. Miss Myrtle Wright of Lamesa was the guest of her sister, Mrs. John Ellis, and Mr. Ellis Friday night of last week.

The O'Donnell Index
Published every Friday at
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**Professional And
Business Directory**

DR. FERRELL FARRINGTON
DENTIST

Office Hours, 9 to 5
First National Bank Bldg.
O'Donnell, Texas

B. M. HAYMES

Real Estate and Insurance
First National Bank Bldg.
O'Donnell, Texas

**FRITZ FUNERAL
HOME**

Undertaking sup-
plies. Embalming
and Hearse service

O'Donnell, Texas

**WE BUY MAIZE
AND CANE SEED**

Highest Market Price
L. L. BUSBY
At Farmers' Gin

**LUBBOCK
SANITARIUM & CLINIC**

Dr. J. T. Krueger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Olan Key
Urology and General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory

C. E. Hunt J. H. Felton
Superintendent Business Mgr.

A chartered training school for
nurses is conducted in connec-
tion with the sanitarium.

**COAL . . . COAL
COAL**

DON'T BREAK YOUR BACK
Digging for wood. Just come in
and buy a ton of coal, that
good Ravenwood

NIGGERHEAD COAL
And enjoy your fire—the kind
that keeps your family com-
fortable

At A Reasonable Price
Lump or Nut

John A. Minor

Born to Mr. and Mrs. J. A. Lester
on September 23, a daughter. Mother
and baby are doing well.

"EAGLES' SCREAMS"

Attendance Lowered
Pupils are beginning to drop out
this week, as the cotton harvest be-
gins. County Superintendent Cave-
ness states that attendance over the
county has fallen below 70 per cent
during the past two weeks.

Due to this decrease, the state in-
spector has delayed coming until lat-
ter in the term. All rooms were clean-
ed up, flowers and pictures were put
in place, desks scrubbed, and the
whole plant put in apple pie order
for the inspector's visit, but he failed
to appear. He visited four schools in
the county before deciding to wait
until later.

Senior Class
Howard Scott, one of our members

is in Lubbock Sanitarium this week.
We wish a speedy recovery for him.
The class was happily surprised Mon-
day to find that our sponsor, Miss
Huff, and several of the students had
thoroughly cleaned our room, hung
pictures, and placed plants on the
window sills. The room is most at-
tractive.

Mr. and Mrs. Gilbreath have been
elected room father and mother, and
our mascots are Stanley Cathey and
Billie Jane Johnson.

Junior Class
Julian Pyrtle has enrolled in the
Junior class, and we are indeed glad
to welcome him among us. Several of
our members are out this week help-
ing with the harvest.

Sophomore Class

The sophomores are happy to have
a new member this week, Miss Sybil
Pyrtle. Our number has grown small-
er this week, but we hope to have the
absentees back at the end of harvest.

GRAMMAR SCHOOL NEWS

Christina Ables, Editor
This week is a busy one in Gram-
mar school as students prepare for
the first six weeks' exams. Prepara-
tion for the state inspector's visit
took up quite a bit of the week also.

Seventh Grade: We wish to thank
Miss Scott, who painted a lovely au-
tumn scene for our room. We enjoyed
a visit from Marjorie Musick Friday,
when she told us something of the
school in Lubbock. Several of our
classmates went to Lubbock Wednes-
day to the Fair, and Billie B. Mc-
Conal attended the circus Saturday.
We enjoyed her description of the
things we saw there.

On our honor roll this week are
Meady McCracken, Treva Payne, Inez
Sharp, Aris Thompson, Mack C. Brad-
ley, Christine Ables, Lois Howard,
Leona Holman, Gwendolyn Hodges,
Myrl Parris, Charles Kirkland, A. C.
Lambert, Morris Payne, J. C. Simp-
son, Melda Ruth Williams and Junior
Jenkins.

Fifth Grade: We are making a new
border for our blackboard, and also
some new posters. Review for six
weeks exams is keeping us busy.

Fourth Grade: Our honor roll is
composed of Mary Louise Singleton,
Keith McConal, Alton Barnett, Mar-
Buchanan, Austin Herman, June Gib-
son, Lena Mae Singleton, Helen
Gantt, Ross Smith, G. E. Pearce, Jen-
nie Mae Shoemaker, Ruth Williams,
Josephine Simpson, Billy Burnett,
Nelson Fortner, Mary Ellen Gantt,
Bart Anderson, Emma Jo Hinkle,
Melvin Thompson, Clyde Simpson, W.
E. Lewis.

Third Grade: Our spelling honor
roll is composed of Allie Jo Schooler,
Wilda Gene Campbell, Raymond Kel-
by Curtis, Frances Proctor, Wanda

Zell Everett, Elvin Ray Moore, Theda
Erbanks, Margaret Sue Goddard,
Margaret Gibbs, Ladell Frazier, Opal
McKibben, and Frances Porterfield.
Those who have not missed a word
since school started are Frances Por-
terfield, Margaret Sue Goddard, Allie
Jo Schooler and Wanda Zell Everett.

**CONSTIPATED 30 YEARS
AIDED BY OLD REMEDY**

"For thirty years I had consti-
pation. Sourcing food from stomach
ed me. Since taking Adlerika I am
new person. Constipation is a thing
of the past."—Alice Burns. (Corner
Drug Store.)

John Vermillion has returned from
Decatur and will be employed at
B & O Store.

Johnnie, adopted son of Mr. &
Mrs. Robert Reagan, is recovering
from a severe attack of diphtheria.

Don't Expect the Harvest Too Soon



Warren in Philadelphia Public Ledger

Pratt's Food Store

"Quality Merchandise at Nominal Cost"

SPECIALS FOR SATURDAY, OCT. 7TH

- FLOUR, Oklahoma Star High patent, 48 lbs. **\$1.50**
- Meal, 20 lb. cream **43c**
- COFFEE, Rio-Peaberry, 1 lb pkg. **14c**
- HOMINY, No. 2 1/2 can **10c**
- RAISINS 4 pound package **27c**
- OATS, Mothers' Crystal ware **21c**
- COCOA, Mothers', 2 pounds **22c**
- PRUNES, gallon can **33c**
- SHORTENING 8 pound pail **67c**
- PEACHES, All Gold, No. 2 1/2 can **17c**
- PICKLES, quart, sour **17c**
- BAING POWDER, Clabber girl, 2 lb **22c**

BRING US YOUR EGGS

**More mileage with
fresh Gulf gas!**



A FAMOUS Laboratory proved that Fresh
gas—Gulf Gas—gives more mileage than
stale gas. That Fresh Gas—Gulf Gas—gives
more power—knocks for less—leaves less
gum. Gulf Gas is always fresh. And it stays
fresh longer because of Gulf's exclusive R-D-R
process. Try Gulf Gas today!
© 1933, GULF OIL COMPANY, PITTSBURGH, PA.



Apples Apples

This week I have bought a car load of Arkansas apples, to be delivered in O'Donnell next week. This fruit is the best apple for the money on the market, sound, juicy, and full of flavor.

Truckers can save money by buying apples at the car. Be sure and see me for prices before you buy quantity lots.

Mack Wilson

Self-Serving Grocery

Saturday Specials, Oct. 7

PORK & BEANS Campbell's	6c	SODA A & H	8c
TOMATOES No. 1	6c	SPICES 10c size	8c
HOMINY No. 2 1/2	10c	EL-FOOD Mayonnaise 8 oz.	14c
MILK Small Carnation	4c	P. A. TOBACCO Per can	11c
SARDINES Beach Cliff	4c	SPUDS No. 1, lb.	2 1/2c
CORN LeGrand, No. 2	10c	PINTO BEANS Pound	5 1/2c
SOUP, Phillips' Tomato, 2 for	13c	BEANS G. N., pound	5 1/2c
PEANUT BUTTER Pint	16c	ONIONS Pound	3 1/2c

BRING US YOUR EGGS AND CREAM

FOR FAILURE PROOF BANKING STRUCTURE

Banker Outlines Threefold Cooperation Between Bankers, Government Officials and the Public to Maintain Bank Standards

Elements beside the bankers themselves are required in order to maintain the nation universally the type of banking it should have. Francis F. Simpson, president of the American Bankers' association, declared in a recent address. He said that the efficiency of government officials upon whom the banks rely to supervise the banks themselves are factors in the maintenance of a banking community that can be no question that the United States is in a financial limbo from failure and wholly untrustworthy banking.

"It is not enough, as President Roosevelt has said, that these bankers had been in the past majority of our banks. A situation should exist in which there is not even a small minority of bankers who are dishonest or incompetent to exercise any influence in banking anywhere.

"While bad faith and bad management enter the human factor in all types of business, their effects in banking should be surrounded by such special safeguards as to render them no factor in bank failures. The responsibility for bringing about such a situation cannot rest upon the bankers alone for the means to accomplish it are not wholly in their hands. There are other essential elements.

"The efficiency of government supervision, since we rely so greatly on the highest order in safeguarding the public interest, create a sense of false security. Supervision should be rendered banking impossible, but it has failed to do so. There was supervision by presumably the highest type of bank supervisors in every one of the instances of questionable banking that shocked the attention of the country during the past three years. There is a thorough strengthening of supervision is clearly called for if the people are to rely as to the fullest extent on the protection of their interests.

The Public's Part
"Another essential factor in maintaining good banks involves the part played by the public in banking. There is certainly a responsibility on the people themselves to support that type of banker whose rigid adherence to sound principles makes a sound bank, rather than to give their patronage to the easy-going banker who may be easier to do business with, but whose methods create a weak bank.

"Bank customers are charged with a great responsibility in protecting the safety of their banks in respect to their investment of the assets of the banks as borrowers. Banks have failed because many of their loans and securities, created in good faith by bankers in co-operation with the business interests of the country, proved unsound under subsequent conditions. An unsound loan is created by the borrower as well as the banker. A bank is only as sound as its assets, and this applies also to the banking structure as a whole in relation to the economic condition of the nation as a whole.

"A bank is truly a semi-public institution, but in a reciprocal sense—it has obligations to the public, but so has the public equal obligations to the bank. No one who has not sound banking principles at heart has any business in a bank whether as a banker or as a customer.

"The banker is a semi-public servant. He is charged with the heaviest of responsibilities and obligations that occur in our economic life. But he can meet these fully only through the cooperation of good laws, good public officials who are empowered to exercise authority over his bank, and good business methods on the part of business men generally who utilize his bank. Only through such cooperation by all elements in our nation's community life can we be assured of a failure-proof banking structure.

Improved Pasture Pays
IMPROVED pastures are a cheap source of feed for stock. A farmer in New Hampshire, cooperating with the county agent top-dressed his 5 acres of pasture with 500 pounds of complete fertilizer at a cost of \$75, reports the United States Department of Agriculture. After 4 weeks he turned his cows out on this pasture. Tests made during the six weeks the cows grazed there showed that his herd produced 7,000 pounds more milk than they did in the same period the previous year, although the farmer had now fewer and fed 300 pounds less grain. Based on current milk prices he made \$159 on the extra milk and saved \$16 on the grain, netting him a increase in income of \$120.—U. S. Department of Agriculture.

Joe Bailey News

Mr. and Mrs. J. E. McClung of Humble City brought over a load of onions Thursday.
Mr. Marion Lee was in Tahoka on business Saturday.
Our Sunday School is growing steadily. Everyone is glad to have a good Sunday School in the community, so the whole populace is taking interest. Come and bring some one with you.
Rev. J. C. Cooke preached a fine sermon at Bethel church Sunday night. There was a good attendance.

Cotton harvest is well under way this week, with nearly everybody picking or pulling.
Mrs. Willis Kyle is seriously ill, and was taken to a Lubbock sanitarium Friday for an operation.
Mr. Nick Schoeler lost his third horse for this year. However, this one had reached a ripe old age, just 27 years old.
There was a good attendance at Sunday School Sunday morning, and a splendid sermon afterwards.
Mr. John Warren recently purchased a new Ford V-8. Hard times are not worrying him.
Miss Christine Davis and little Martha Davis, are visiting their aunt, Mrs. J. E. McClung at Humble City, N. M. They expect to be away a week or more.
Bro. Bill Brewer and family have returned from New Mexico where they visited for several days.
Little Johnnie Reagan is suffering from a case of diphtheria.
C. L. and Harm Windsor were the guests of the Lee boys Sunday.
Mr. and Mrs. W. C. Davis have at guests this week their son-in-law, C. A. Hamby and a friend, Theodore Compton, from Oklahoma.
Mr. and Mrs. Strip Pettijohn and baby took dinner with Mr. and Mrs. Marion Lee Sunday.

East Side News

Everyone is busy with the harvest. Some are heading maize, others are picking cotton, and still others are cutting feed with binders.
H. L. Brewer and his boys have bought a binder and are beginning work this week on 120 acres of cane. There are several other large patches of cane as well as other row stuff.
J. H. Yarborough is having part of his cane crop made into syrup at the Simmons mill northwest of O'Donnell.
A number of our people are using the canning unit at O'Donnell, and everyone is putting up food for the winter.
Mrs. W. L. Palmer, Mrs. C. H. Westmoreland, Miss Christine Millwee and E. E. Gilbreath had business in Lubbock Saturday.

Mr. and Mrs. J. F. Campbell visited their son, Dr. Kenneth Campbell, at Midland, Thursday of last week.
W. L. Palmer was in Lamesa on business Monday afternoon.
Mr. Aubrey McRae is working at J. A. Minor Feed Store, having taken up his duties last week.

Randall News

Miss Audrey Stokes Correspondent
We bought new song books for singing and Sunday School songs afternoons.
Rev. Jenkins will fill his regular appointment here next Sunday afternoon. Everybody come and bring someone with you.
Several from our community attended the singing at O'Donnell Sunday afternoon.
Mr. and Mrs. Haskell Davis were dinner guests in the Davis home Sunday.
Mr. and Mrs. Ellsworth Lisenbee entertained the young folks with a party Monday evening. Everyone reported a pleasant time.
W. E. Stokes of Tahoka spent Sunday with his brother F. H. Stokes and family.
Mr. and Mrs. Herman Dorsey and children were dinner guests in the Wyche home Sunday.
Miss Bessie Orson of Key visited in our community Sunday.
Miss Francis Stokes visited her sister, Mrs. Albert Frazier and family in O'Donnell Sunday afternoon.
Robert and Scott Stokes of Berry Flat have moved to our community.
Mr. and Mrs. Pete Manning of Humble City, N. M., are spending a few days with his parents, Mr. and Mrs. W. M. Manning.
Mr. and Mrs. Fred James and family visited his parents, Mr. and Mrs. Walter James Sunday.

Joe Bailey News

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HIGGINBOTHAM-BARTLETT CO.
Now is the best time to repair and renovate. Prices in building supplies are on the increase. Freshen up your home NOW and save money.

PURE MILK
Is indispensable in the correctly balanced diet for school children. But it must be PURE MILK. Insure the purity and cleanliness of your child's supply by ordering it from
WILLIAMS' DAIRY
7c per quart
Deliveries night and morning
Milk from TB Tested Cows

Don't miss these thrift Specials

Bargain Show

CHOOSE YOUR NEW FALL GARMENTS THIS WEEK

Friday, Saturday and Monday Only

Prints
Fast colors, a wide range of patterns
12c yd.

Garza Sheeting
Bleached, 9-4
35c yd.

Sheeting
Unbleached, 9-4
27c yd.

Outing
Majestic, extra heavy, 36 inch.
12 1/2c yd

Domestic
Bleached or unbleached good quality
10c yd

Gloves
For cotton pulling
9c pr

Blankets
Double, all colors
79c - \$4.95

WORK CLOTHES
Overalls
79c - 98c - \$1.69
Shirts
49c up
Pants
98c
Shoes
\$1.39 to \$4.95



SPECIAL!
Mens' Suits
2-pant suits in the new fall colors
\$7.75 - \$27.50

Mens' Dress Shirts
Pre-shrunk, fast colors
79c

Mens' Dress Shoes
Black or brown, a new shipment just received. We have your size!
\$1.98 to \$5.95

REDUCTIONS ON ALL OUR STOCK
3 - DAYS - 3 ONLY

SHOES
Ladies' dress shoes, brown or black, kid, suede or patent. Ties, pumps or straps.
\$1.69 to \$4.75

Childrens' Shoes
98c up

Special
Dresses like these are usually priced in the luxury class. Swanky satins trim woollens, in a variety of styles and patterns.
\$1.98 to \$13.95

3 - DAYS ONLY - 3

Coats with all the chic of Paris! Coats with the high quality you expect from us! All at a price beyond your fondest hopes.

Sport models, tailored coats, for school and street wear. Luxurious dress coats lavishly furred, and fur jackets.
\$3.95 - \$29.75

HATS
All the new ones for sport & dress wear
98c to \$1.95




C. C. Dry Goods

IF YOU CAN'T COME - PHONE US!
PHONE 63

ON TEXAS FARMS
By W. H. Darrow
Extension Service Editor

The chefs and managers of West Texas cafes were quick to place orders for Mrs. R. W. Fenton's cans of black-eyed peas after they had tried samples sent by this enterprising home demonstration club woman in Lynn county. "They don't taste like canned peas" . . . "the best peas I have ever eaten" were typical of the comments of the chefs.

Balanced rations and the use of good toms results in high hatchability of turkey eggs. R. Schorlemmer of Llano county has found from records kept in a flock demonstration in cooperation with the county agent.

V. B. Bailey, Frio county farmer, is terracing his third farm. He told the agent that when he lived in Runnels county he picked a bale of cotton from every three acres while his neighbor picked a bale from 10 acres all due to holding one rain.

"Times are not any harder than they have ever been," says Mrs. D. G. Sifton, farm woman living in Smith county. Come to find out, she has averaged \$17.50 per month in sales in the home demonstration club market or around town. Chickens and eggs are her chief sales but she also gets cash from butter, cake, soup, nuts, vegetables, rugs and fresh meats.

The highest producing dairy herds among the 48 that supply milk to the cheese plant in Muenster are owned by men who had tested their cows in a herd test association a few years ago, and who had been using herd sizes from high producing cows. The county agent says the cheese plant now tests each test customer's cows six times per year for \$12.

From 7 pounds of sweet corn bred by the Texas Agricultural Experiment station J. H. Duff of Meridian gathered a wagon load of fine sweet corn after canning enough for the family of five for a year.

Mrs. Boss Johnson, accompanied by her niece, Mrs. Allan Williams of Loop and Miss Edwyna Vermillion, is visiting in Pampa this week.

\$50,198,279 Paid Cotton Growers

Washington, Sept. 30.—The farm administration announced today payments to cotton growers who plowed up their crops in the emergency reduction campaign had reached \$50,198,279. The number of checks sent out is 443,622.

The farm administration said approximately \$4,000,000 was being distributed daily and this rate was expected to be maintained or increased until the farmers had been paid approximately \$111,000,000.

C. C. C. Men Are Being Discharged

Washington, Sept. 30.—Leaving only a raincoat and an extra pair of shoes behind, the hundreds of young men who declined to re-enroll in the winter camps of the Civilian Conservation Corps were being discharged Saturday at camps all over the country.

"The decision to begin the discharge of the present C. C. C. men in October rather than wait until No-

ember when most of the young forest workers would have completed their six months enrollment period," said an official announcement, "was made to avoid having to issue new winter clothing to those men who do not desire to re-enroll."

It was estimated the discharge process would take a month to complete. New men will be enrolled to take the places of those quitting the summer camps.

No License For Wine Needed

San Antonio, Sept. 30.—It is legal, in the opinion of the county attorney's office to sell 3.2 wine without buying a license.

The flaw in the beer law was discovered by Tax Collector Maverick as the county was about to issue the first license for the sale of wine. The application was approved by the county judge and a representative of the company appeared in the tax collector's office with \$300 to secure the state license.

Maverick looked up the law. The preamble set out that the sale of vinous and malt liquors of not more than 3.2 per cent alcohol by weight

is legal. But in the bill itself the word wine or vinous liquors were forgotten. Maverick declined to issue the license. County Clerk George Hunter secured an unofficial opinion from Arthur V. Wright, assistant county attorney, to the effect that no license is required of wine dealers.

OK NEWS

Miss Josie Riggs Correspondent

J. W. Riggs accompanied his niece and her husband, Mr. and Mrs. J. H. Whitely, to Silverton Thursday for a visit with his sister, Mrs. Mat Whitely, who has been in poor health for some time.

The OK girl's team won two basketball games last week. Hancock was defeated Wednesday by a score of 12 to 9 and Grandview on Friday by a score of 44 to 9.

Miss Ruby Goodner spent Thursday night with Misses Eileen and Dorothy Wright. Miss Margaret Holder is spending a few days with Mr. and Mrs. Pace. Mrs. J. W. Benthall and sons, Benjie and Buddy, spent Tuesday with

her parents, Mr. and Mrs. Riggs.

Miss Minnie Taylor spent last day and Tuesday in our company.

Several attended the singing O'Donnell Sunday afternoon. Mrs. Anna Lou Simpson was present to a number of young folks honoring the birthday of Miss Riggs Sunday, entertaining with dinner. It was a most enjoyable affair.

John Vermillion has returned Deatur and will be employed B & O Store.

Mr. Jim Brinson, former resident now living at Silver Valley, was Tuesday enroute to Anton, where he will buy cotton this fall.

Mr. and Mrs. Q. D. Hicks of New Mexico, arrived Monday for a short visit with his brother Guy McGill and Mrs. McGill.

Mmes. C. L. Davis, E. L. Day, Miss Nell Bowyer were in Lott Tuesday.

Johnnie, adopted son of Mrs. Robert Reagan, is recovering from a severe attack of diphtheria.

VALUE Friday, Saturday and Monday
October 6, 7 and 9 are
DEMONSTRATION DAYS
at **BALDWIN'S**



MEN'S HATS
Men we have the hats for you, they're new. Roll brims, snaps, and straight brims, moderate in price.
\$2.75 to \$3.45

SHOES
Shoes of character. Smart in every detail, new styles in oxfords from the world's foremost shoe makers, and men we've never seen such values. Priced
\$2.95 - \$3.50 and \$4.95



Men
to replace these values today is impossible. We contracted for our fall clothing last July at prices that were current before the initial rise in clothing prices. You'll save by buying now.
Here you will find all the new fall models, single and double breasted suits, regular and irregular models. Priced
\$24.75 to \$29.75

COMPARE
these **PRICES**

REDBALL OVERALLS Full 220 wt. Full cut, pair only \$1.29	ACME EXTRA HEAVY OUTFIT 36 inches wide, plain and fancy patterns, 7 1/2 yards for \$1.00
BROWN BILT WORK SHOES The kind that stands the gaff. Plain toe, combination fit, pair \$1.98	ELGIN BLANKETS A Demonstration of Value Double size, 60x74, the pair \$1.00
MENS' WINTER UNIONS A jim dandy value. Heavy weight bleached and unbleached for those cold days. The pair 89c	BRENTMOOR CURTAINS Lovely criss-cross design, two and one-fourth yards in length, beautiful colors. The pair only 69c
MENS' WORK SHIRTS Men here is a shirt that stands the test of hard wear. Full cut, extra weight, all sizes. Each 75c	FAST COLOR CHEVIOTS Excellent for quilting. This is an extra weight fabric, a demonstration value at per yard 10c
BOYS' Leatherette Coats Sheepskin lined, corduroy faced, nothing warmer for the out door boy. Each \$2.95	QUILTING COTTON 3 lb. roll, unbleached 72x90 size during value demonstration day 3 for \$1.00

Women who sew come to Baldwin's and Save
Silks
Quality at its peak. Prices astoundingly low. Crepes, Satins, Bengalines.
98c to \$1.49 yard



Here Ladies You Will Find the Hat For Fall
Hats
Of every type, turbans, sailors, and off the face models.
Intriguing felts, satins, and velvets that adds dash to your costume.
\$1.49 and up

Dresses
So many ways a frock can be different this season - broader shoulders, hips more slender, perky little sleeves and all those things - and we know our dresses are different. We've never before seen such snappy fall fashions and, too, they are so very inexpensive this season.
See them, then just try one on.
\$5.95 and up



WELLS FYSIEM OF BANK BUSINESS

Country Banker Gives Simple Picture of How a Bank Works to Help Other People's Business

COUNTRY banker recently prepared the following simplified picture for his neighbors on just what a bank does about its business to help them. It is the most important part of a bank's business to lend money. Of all the money deposited in a bank, the bank requires that a certain percentage be kept on hand as a reserve to meet the demands of depositors. It is the duty of its officers to lend the balance conservatively and safely.

The loans of a properly managed bank are invariably made to those it deems are able to repay, and the bank is not liable to be repaid at a moment's notice.

The promise of an individual to repay a loan to a bank on a certain date is a sacredly inviolable promise. If a bank to repay its depositors on demand, or in the case of a certificate of deposit, on the date it falls due. When a loan is made to an individual, the bank is "always pays," his credit is always extended him needed accommodations. A well managed bank never capitulates to the industries. That is, it does not make its loans in fixed form, but puts where they are to be used for ordinary requirements, and where will be taken up at the time specified.

How a Bank Lends It is not the function of a bank to use a partner in industries, nor is it legitimate done with the help of depositors. Its loans must be repaid in "quick" installments, repayments at stated intervals. A bank must use the greatest discretion in making loans. A lender cannot expect accommodations. It is customary for the borrower to make a statement of his financial position, which is kept in the bank's files. It is a punishable offense to make a false statement for the purpose of borrowing funds.

Naturally, in their dealing with the borrower, the bank's officers are well acquainted with the characters and their resources. It is the position of the borrower to make a large line of credit each one entitled to. That is one of the great advantages of being a bank depositor. The man who knows how to get along with it is who borrows money with which to make more money through legitimate enterprise. The borrower whom the bank is most likely to help is the one who has a plan, and a free discussion of this project, the borrower is often helped and helped by his banker.

In order to procure a line of credit from a bank three things are important: 1. A statement of assets showing a good credit in the way of invested funds, or collateral of sufficient value to cover amount of loan, or 2. An endorser whose credit is established at the bank; and 3. Average deposits of a sufficient amount to justify the extension of the credit accommodation.

AS WILL ROGERS SEES IT Mr. Rogers recently told why the bank had got into trouble. "Don't put all on the bankers," he said. "We all needed money they lent it to us—but when they needed it wouldn't pay it back."

Advertising Aids Business Revival NEW YORK—aggressive concerns expanding business by effective advertising despite depressed business conditions, declared A. W. Diller, advertising counsel, at a bankers' conference here recently.

1932 a good year in which to advertise," Mr. Diller asked. "Yes, 1932 is a good year to stay in business to reinforce the public's confidence in you, to put more business on the books. There is new business to be had today and aggressive companies are getting it. But new business comes in only if you go out for it. Advertising certainly goes out for it. Will people read newspaper advertisements these days? They will read things that interests them. There plenty of present-day arguments against advertising."

Advertising Mistakes QUESTION before many of us as to what change of advertising policy should be made in view of present financial and business conditions. It is perfectly natural for us to consider to some degree of conservatism, but it is dangerous to let in expenditure be such a thing about a real gap in the content of the advertising. It is a common mistake for some advertisers to think that they can turn advertising off and on like water from a faucet. It is to become immediately effective whenever they are prepared to resume operations. Advertising is not work that way. Temporary advertising should not influence us to too serious inroads on the profits of advertising, which can be conceived only on a long term basis.—Francis H. Wilson, President of the National Bankers Association.

Three Lakes
Mona Rae Edwards Correspondent

Mr. and Mrs. Gibbs and sons of Brownfield have moved into our community.

Mrs. G. W. Hickerson and sons, Cecil and Ray, went to Lubbock Saturday to visit her sister, Mrs. John Burleson.

Mrs. J. Wright Edwards and children, Raymond, Ruth and Paul, and Mr. Carroll Edwards spent the week end in Lubbock. We are glad to report that Mr. Edwards is much improved.

Mr. and Mrs. J. H. Edwards of Tahoka visited in our community Sunday. Mr. Ed Thompson, principal of our school, took Mrs. Thompson to East Texas last week, going for her health. Mrs. J. H. Ellis will teach in his place until he returns.

Mr. and Mrs. Sakes James of Wells visited Mr. and Mrs. T. M. Ellis Jr. Sunday. Laurel Ann, daughter of Mr. and Mrs. Jake Ellis, has been on the sick list.

Calvin Edwards visited in Wells Sunday. Mr. and Mrs. J. C. Sparks and family spent Sunday in O'Donnell with Mr. and Mrs. Ennis Curtis. (Intended for last week) J. Wright Edwards was taken to a Lubbock sanitarium Friday for an operation, and is getting along as

ways been a part of our creed that money made at home should be spent at home. Mail order houses and merchants in other towns seldom contribute very heavily toward the support of our town. When our house burns down they seldom send checks, and when our loved ones die or are sick they do not often send flowers or messages of consolation. And brother, when your cotton money is gone next summer and you need a sack of flour or your youngsters need clothes, it's the hometown merchant who let's you have a little time. Our hometown business men have stayed with us through drought and crop failures and hard times;

THANK YOU! A number of our readers have kindly expressed their interest and approval of the anniversary edition of the Index last week, and we wish to express our appreciation of their kindness. Every little word of approval counts for a lot in the newspaper world.

But we also wish to say again that the tenth birthday of the Index could not have been so creditably observed had it not been for the hearty cooperation and support of our business men and merchants. They rallied to the proposition in a marvelous way, and the Index appreciates it. And permit us to show our appreciation by urging all our readers to compare prices and quality offered each week by O'Donnell merchants with those offered elsewhere, and see how much you can save by spending your money with our home town merchants. Trading at home is one of the hobbies of this institution. It has al-

many have strained their own credit to the breaking point to help their customers. Now that better times are here, who deserves your trade and your money? Well, we're spending our money with O'Donnell merchants. These men have bought ads which have paid for bread and butter and shelter and clothes for our two little tykes for many, many months, and every penny we have to spend will be spent right here, as it has been in the past. And we'll just bet that every one of our readers, if they will stop and think, can remember occasions when O'Donnell merchants have helped them over rough places.

What do you say folks? Let's carry out a systematic program—"O'DONNELL MONEY SPENT WITH O'DONNELL MERCHANTS." As we started out to say in the beginning, thank you folks for the kind things said about the anniversary edition. It was yours—you helped put it over.

DR. HALL W. CUTLER
Chiropractor
Will be at O'Donnell, Monday, Wednesday, and Friday of each week. Office hours 10 A. M. to 4 P. M. First National Bank. Bldg. O'Donnell, Texas

It made me a member of the Bronze Boosters Club!



INSTANT STARTING LIGHTNING PICK-UP

Never have gasoline claims been so quickly proved and undisputed by hundreds of thousands of drivers... intent only on finding a better gasoline at a "regular" price. At Red Triangle Stations.

CONOCO
BRONZE
GASOLINE

IT CERTAINLY PAYS TO BUY GOODYEAR THIS FALL!

Get in on today's low prices—most Goodyear cost less today than a year ago. By actual test on wet pavements, they stop your car quicker—give you blowout protection in every ply and more mileage than they ever gave before.



Size	Price
4.40-21	\$5.55
4.50-20	6.00
4.50-21	6.30
4.75-19	6.70
5.00-19	7.20
5.00-20	7.45
5.25-18	8.10
5.50-19	9.40

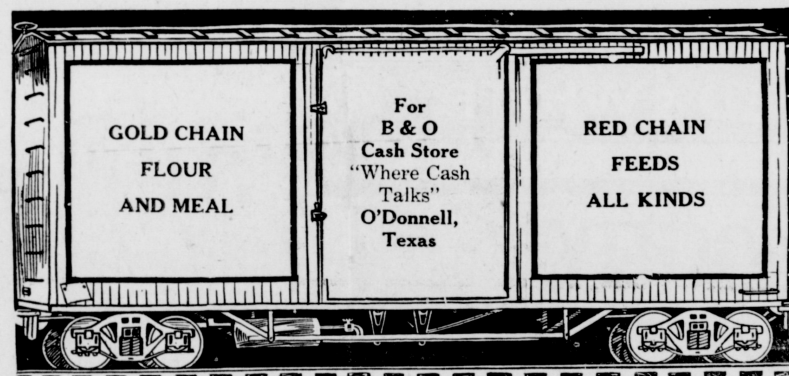
GOOD YEAR
HIGHWAY GARAGE

A FRESH CAR LOAD OF GOLD CHAIN FLOUR AND MEAL

For B & O Cash Store "Where Cash Talks" O'Donnell, Texas

RED CHAIN FEEDS ALL KINDS

CAR LOAD OF RED CHAIN FEED



Shipment Just Received!

WE HAVE THIS WEEK UNLOADED A FULL CAR OF THAT FAMOUS GOLD CHAIN FLOUR AND MEAL AND RED CHAIN FEEDS. WE DON'T NEED TO BOOST THESE PRODUCTS - THEIR POPULARITY IS ALREADY EVIDENT. THE FEEDS INCLUDE BRAN, SHORTS, EGG MASH, CORN CHOPS, AND CORN-FEED MEAL. EVERY SACK UNCONDITIONALLY GUARANTEED!

A Complete Stock

EVERY DAY WE HAVE CUSTOMERS WHO TELL US THEY "LIKE TO TRADE HERE BECAUSE YOU HAVE SUCH A COMPLETE STOCK," AND THAT'S OUR HIGHEST AIM... TO HAVE WHAT YOU WANT.

WE HAVE A FULL LINE OF STOVES, STOVE PIPE, DRUMS, AND CAN SUPPLY ANY HARDWARE NEED.

GROCERIES VEGETABLES MEATS FEED HARDWARE

B & O Cash Store
"WHERE CASH TALKS"



ASK ABOUT OUR SPECIAL PRICES FOR SATURDAY OCTOBER 7TH



Not long ago a busy young mother said with a sigh of relief: "Well, Patsy and Billie are big enough to do my marketing. I they know the RED & WHITE sign and I know the RED & WHITE bargains. So I just list what I need, and send them to our RED & WHITE store. I know my babies will get the same courtesy and service given a grown-up, and the RED & WHITE Brand insures quality merchandise."

Madam, we salute you! In those few words you expressed the whole policy of the RED & WHITE stores - SERVICE - COURTESY - ECONOMY - QUALITY.

Mr. Farmer

If you have to wait at the Gin, just send your order to any Red & White Store—it will receive careful attention and be delivered to your wagon and truck promptly.

THE RED & WHITE STORES

In SOCIETY

Miss Elizabeth Turner And Ralph Beach Wed

Two pioneer families of West Texas were united Sunday when Miss Elizabeth Turner and Mr. Ralph Beach were quietly married at Lovington, N. M., Rev. Garrett, pastor of the First Baptist church, performed the ceremony.

The happy couple returned to O'Donnell that evening, where their home was already furnished and ready for them. They are occupying the Jim Brinson home in the south part of town.

The bride is the charming and accomplished daughter of Mr. and Mrs. Walter Turner, prominent ranch family of the South Plains, and has grown to womanhood in this section. She was a student in this and the Lamesa public school, and her agreeable manners and happy disposition won her many friends in both places.

Mr. Beach is the only son of Mr. and Mrs. C. J. Beach, and has also spent the greater part of his life in this part of the country. He graduated from the O'Donnell high school with the class of 1931, and has since that time been connected with various business concerns of the town.

The Index joins with their many friends in extending best wishes for a long and happy life together.

Loyal Workers Class Elects New Officers

At a business and social meeting last Wednesday afternoon at the home of Mrs. Ben Moore, officers for the Loyal Workers class of the Methodist Sunday School were elected as follows: President, Mrs. Waldo McLaughlin; first vice-president, Mrs. R. C. Carroll; second vice-president, Mrs. Naymon Everett; third vice-president, Mrs. C. H. Westmoreland; secretary treasurer, Mrs. Carey Shook; reporter, Mrs. R. H. Gibson.

Punch and cookies were served to Meses Carroll, Lattimore, Shook, Burnett, Westmoreland, Gibson, Garner, Linn.

Former O'Donnell Girl Married At Dallas

Of interest to a wide circle of friends and acquaintances here was news of the marriage of Mrs. Erna

Gross Hawes to J. W. Carter Jr., of Dallas, the marriage being consummated on Sunday, September 24.

Mrs. Carter is well known to O'Donnell folks, having lived here with her mother, Mrs. W. H. Guthrie, during her high school days. She also visited here after her marriage to Ray Hawes, and her many friends grieved with her when he was tragically killed two years ago.

The Index joins with these friends, in extending congratulations to Mr. Carter, and sincere wishes for the happiness and prosperity of the couple.

Pierces Hosts Sunday To Family Reunion

Described by Mr. Pierce as a reunion of the Bowers and Bowers-in-laws, a family gathering was held at the Mell Pierce home here Sunday.

A family dinner at noon preceded attendance at the district singing convention in the afternoon, and the two events made up a most enjoyable day.

Among those present were Mr. and Mrs. B. K. Bowen, Mr. and Mrs. Mitchell Bowen, and Mr. and Mrs. Wesley Stephens and family, all of Post.

A. A. House, former resident and business man, was here from Sweetwater Tuesday, looking after business interests.

Churches

METHODIST CHURCH NEWS

W. R. Burnett, Pastor

The pastor will bring a message at the worship hour next Sunday morning on the "Song of Mother and the Church". At the evening hour he will bring a message on "Life as Expressed in Hymns." This service will be something different, but we believe you will find it helpful.

Next Sunday morning Promotion Day will be observed at the Methodist church. The promotion day exercises will begin at 10 A. M. A very interesting and helpful program has been arranged for this hour. We are anxious to have a large attendance. The league will meet at 7 o'clock next Sunday evening.

The Womens' Missionary Society will meet Monday afternoon at 2:30 at the church.

Everyone will find a hearty welcome at all the services of the Methodist Church. Come and worship with us.

CHURCH OF THE NAZARENE

Mrs. Pearl Keeton, Pastor

We are happy to see the vacant business houses being filled and our town growing. But we would rejoice to see our church houses full.

We urge you to develop a habit of going to church. A hearty welcome awaits you each Sunday at the Church of the Nazarene in the south east part of town. Come, get acquainted and feel at home.

Sunday School 10:00 A. M.
Preaching 11:00 A. M.
Young Peoples Service 7:45 P. M.
Evening Worship 8:30 P. M.

THE FALL BEAUTY ENSEMBLE

Merle Womack, Beauty Operator

(Editor's note: As merchants are displaying the new fall fashions and new colors, their feminine customers are asking all kinds of questions as to hair-dress and make up suitable for the drastic changes coming in this season. The suggestion was made here this week that a series of short articles on these questions would be interesting and beneficial to these ladies and to our merchants. Not being an authority on such problems the Index followed another suggestion, and asked Miss Womack to help us out. This article will be the first of several similar features.)

A Fall Beauty Ensemble! The heat of the current summer has made everyone look forward toward fall with longing and relief. Knowing that Autumn means weather cool enough to wear woolen dresses and smart coats, women are already shopping for their fall wardrobes enthusiastically. And because the beauty ensemble of last spring does not harmonize with the trends for fall, a new program is needed now.

Authorities on this question offer a "five-point" plan to fit us to wear the lovely new fall costumes—five-point because there are five distinct services, each necessary and bearing a close relation to the other. This five-point plan includes:

Scalp treatments—to recondition and revitalize the hair for reawing.

Hair styling—For modernized Victorian coiffures that harmonize with the new hats and with the features.

Facial treatments—to clear, bleach and soften the skin for the new make-up essential to fully complete the rich color in costume.

Make-up—to "highlight" the facial features for contrast with the new dark wardrobes. Ask any merchant which is his best customer—the woman with a complexion made up to offset fall styles and colors, or she who comes in without suitable make-up.

Hand treatments—to bleach and soften the hands; for the lighter shades of polish which offer such a clever foil for the tricky new sleeves and lovely gloves.

* * * * *
Mesquite News
* * * * *
Miss Almarine Nunnally Correspondent

A nice crowd attended the young peoples' union Sunday. Group No. 2 presented an enjoyable program. Another nice program will be presented by Group 1 Sunday evening.

The revival closed Sunday night. There had been good attendance throughout the meeting.

Almarine Nunnally spent the week end with Daphne Lamb.

Messrs. and Misses Lenoard and Bishop Lamb and families were the guests of Mr. and Mrs. Frank Lamb Sunday.

Miss Mamie Bearden was the guest Sunday of Miss Allie Nunnally.

Everyone in our community has started harvesting crops.

There will be a play at the school auditorium Friday night. Everyone

come and bring some one with you. Mr. John Stephens spent the week end with his parents, Mr. and Mrs. George Stephens.

Miss Allie Nunnally, who is attending school in O'Donnell, spent the week end at home.

Miss Louise Edwards spent a week end with her parents at O'Donnell. Miss Fay Anderson was guest.

RESULTS FROM THE WANT AD!

HIGGINBOTHAM FUNERAL HOME
Lamesa, Texas
Ambulance Service
Phone 75
Night Phones
Clyde Bronson 223
George D. Norman 51
LEE BALDRIDGE, LOCAL MGR.
Day Phone 103 Night Phone 6

Cook With Gas
FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY
Symbol of Dealer **West Texas Gas Co.**
GOOD GAS WITH DEPENDABLE SERVICE

Notice
Will pay \$9.00 per ton for new crop maize heads.
Also have on display for immediate delivery
CASE OSBORNE BINDERS
A. M. "Buck" Bennet
at old Chevrolet building
O'Donnell, Texas

Electric Maid Coffee
Cool weather is coffee weather—especially at breakfast time. There's nothing finer on a chilly morning than a piping hot cup of good coffee brewed electrically. Our new percolators are simply swell—come in and look them over.
\$4.95
\$1.25 Down—\$1.25 a Month

Electric Mixing
Every homemaker knows that appetites grow with the coming of Fall. Bigger and better meals are in order and with them comes more hard work in the kitchen—unless an electric mixer is in the picture. Look these mixers over—they mix, stir, whip, juice fruits and all. You need one badly.
\$21.00
\$3.00 Down
\$3.00 a Month

For This Season
SHAMPOOS
FINGER WAVES
FACIALS
MANICURES
new styles... new, charming fall hats with a new uplift that places emphasis on the hair line of the new autumn coiffures. We've matched the new styles with combination sculptured permanents that have all the charm and vitality, all the zest and appeal of these lovely fall days... and they are guaranteed for the entire season.
Merle's Shoppe

60-WATT LAMP BULBS
Now **10¢**
Buy Them in Cartons of Six. 6-60's - 60c
What a bargain—a genuine General Electric 60-watt lamp bulb for a dime!... Fill your empty sockets with these new bulbs—you can phone your order, come to our store or get them direct from any employe. Buy them in cartons of six.
TEXAS ELECTRIC SERVICE COMPANY

TEXAS ELECTRIC SERVICE COMPANY