

The O'Donnell Index

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Published every Friday at O'Donnell, Texas

MRS. FERRELL FARRINGTON
Editor and Owner

\$50 PER YEAR IN ADVANCE

Advertising Rates on Application

Lets Talk About Clothes



Denton, Oct. 20.—Some of the most effectively decorative dinner and dance dresses are fashioned of net. By all votes of the masculine dancing partners, it is the big time favorite, and inspired designers are using it with telling results. Young fashionables wear net and goat over the fact that these filmy airy frocks are distractions for any appreciative stag line.

We slouched the shops and found some new arrivals that are just in time for all the parties on the winter schedule. A royal blue net has bands of grosgrain ribbon going around and around the skirt and the short sleeved bodice top. The high neckline is devastatingly demure and the bodice fastens with tiny pearl buttons. The whole thing billows over a clinging slip of blue.

A gun metal gray net is a knockout with baby ribbon wide bands of gun metal gray velvet ruffing around the skirt and around the ricing edging the drop shoulders. This dress has a gray

velvet sash and the slip is taffeta of the same gun metal gray.

Girls at Texas State College for Women (CIA) are partial to a ginger brown net, trimmed with matching brown velvet ribbons on the full gathered skirt. All kinds of utter lovely filmy black nets are dramatized with black velvet and are just as easy to buy and wear as the colored creations. Don't overlook net among the coming attractions for appealingly feminine and picturesque party clothes. Although gleaming metallics, slinky dark toned velvets, and stiff latices fashion this season's most spectacular creations, your best bet for an all-round party dress is net.

DARE-DEVILS TO RISH DEATH AT CENTENAL SATURDAY

Dallas, Oct. 20.—An airplane dive into the red sea with the plane's motor wide open and its pilot strapped into the cockpit will climax a program of death-defying stunts Saturday, Oct. 25, at the Texas Centennial Exposition, Captain F. F. Frakes, former test pilot for the Curtis-Wright Airplane Company, will pilot the plane. This will be only one of 10 hazardous acts presented by the Frakes-DeLuca dare devil trouper who form the thrill show in the Cotton Bowl of the \$25,000,000 World's Fair.

Miss Jean DeLuca, 21-year-old speed demon, will drive a regular stock car over 50 tracks of dynamite depending on her uncanny ability to escape from a wrecked car to get away quick enough after the explosion to save her life.

The Miss DeLuca will attempt to break her own world's record for an automobile burdle at a speed of a mile a minute. She jumped a car 31 feet from the ramp last May at Louisville, Kentucky, to set a new women's record.

Two of the hell drivers will play automobile polo. A ball five feet in diameter will be placed in the center of the bowl and the drivers will attempt to push it between goal posts with the bumpers of their cars.

For five years this team of barn stormers and hell drivers has been regarded with thrill audiences in the largest cities and fairs of the country. Newsreel cameramen follow the show around to keep a living record of the team whose motto is thrill without regard to death or danger.

CHEVROLET FAVORS NEWSPAPER ADVERTISING

Detroit, Oct. 20.—Chevrolet's achievement of all-time sales records in 1936, under a policy which made newspapers the front line of the company's advertising offensive, has dictated continuance of that policy in 1937, and especially in the announcement of the forthcoming new models. This statement by C. P. Fiskin, advertising manager, was a feature of an all-day party which Chevrolet held for 300 newspapermen this week.

"The 1937 models are the finest Chevrolet has ever built," said Mr. Fiskin. "And the advertising behind them measures up to the product itself. Last year and for several years back, we have relied primarily upon newspaper space to get our message across to the public. In light of the amazing sales achievements of 1936, it is hardly necessary to justify to you our intention of adhering to that policy this year. The newspaper will be the foundation of our advertising effort."

Ellis White and Robert Woodruff of Wolfe City are visiting in the W. H. Frith home.

Lubbock Sanitarium & Clinic

Medical, Surgical and Diagnostic

Dr. J. T. Krueger

Dr. J. H. Stiles

Dr. Henrie E. Mast

General Surgery

Dr. J. T. Hutchinson

Eye, Ear, Nose and Throat

Dr. M. C. Overton

Dr. Arthur Jenkins

Infants and Children

Dr. J. F. Lattimore

Dr. H. C. Maxwell

General Medicine

Dr. O. R. Hand

Obstetrics

Dr. James D. Wilson

X-Ray and Laboratory

C. E. HUNT J. H. FELTON

Superintendent Business Mgr.

X-RAY AND RADIUM

PATHOLOGICAL LABORATORY

SCHOOL OF NURSING

TECH HOMECOMING IS DIFFERENT FROM THAT OF OTHER COLLEGES

Lubbock, Oct. 20.—Homecoming at Texas Technological College is not a collection of middle-aged persons graduated before the World War, so features of the eleventh annual celebration must appeal to alumni and ex-students hardly distinguishable from present collegians.

Returning exes will participate in a radio broadcast, a lively pep rally and fireworks display, swing collegiate dances, and a two-day social whirl that only youth can withstand. The Raider-Cent gridiron classic Saturday promises to be just that type of football that can produce a thrill a minute.

Alumni association officials have mailed invitations to more than two thousand graduates and ex-students, and student body officers have completed plans for the Friday night pep rally. Campus clubs will welcome graduated members with breakfasts, parties and dances. Social activities will be climaxed with the annual alumni banquet Saturday night in the Women's Residence Hall on Texas Tech campus.

COTTON FOR ROADS USED ON 578 MILES OF 1936 PROJECTS

College Station, Oct. 20.—About 8,500 bales of cotton were used in highway construction during the summer of 1936, according to a report from the Department of Agriculture. This cotton was evenly divided between two projects, under the commodity diversion programs of the AAA, which involves the use of fabric binders for bituminous-surfaced roads and mats for curing concrete.

More than six million square yards of cotton, close to four thousand bales, were used by 24 states in the fabric reinforcement program, enough for building 578 miles of new road. The rest of the cotton was utilized in the construction of 20,500 mats for curing concrete in 23 states. Both materials were made available to state highway departments by the Government, subject to performance reports.

The fabric is designed to reinforce secondary, or farm-to-market roads, where heavy trucking and severe climatic conditions have run up an immense seasonal repair bill. Comparative sections were laid with three types of fabrics and without fabric on each project to determine costs, and early reports on this season's work justify the findings of preliminary tests.

The mat project was developed on the basis of tests made by the Bureau of Public Roads and the Highway Departments of Texas and Pennsylvania. Mats or pads simplify the curing problem by assuring proper moisture and temperature conditions. The mats are made from a single-ply layer of low grade cotton or cotton waste quilted between cotton cloth covers. Such mats retain moisture for a number of hours and are durable, easily handled, and capable of repeated use. In regions where water is scarce, their moisture retaining qualities constitute a distinct advantage. Where excessively high temperatures or freezing are problems their insulating qualities are important.



Higginbotham

Funeral Home

Lamesa, Texas

AMBULANCE SERVICE

Phone 75

NIGHT PHONE

Clyde Branon 223

Geo. D. Norman 51

WANT MORE EGGS?

Within the next few weeks the demand for eggs and their price will be almost doubled. Will your flock be producing the maximum number, ready to supply your own needs and to bring to market? It will—provided you are using

MINOR'S OWN LAY MASH

A balanced feed, low in price but high in quality and results. We mix it ourselves, from the best home grown feeds. Give it a trial. WE NEED YOUR MAIZE AND OTHER GRAINS; SEE US BEFORE YOU SELL.

JOHN A. MINOR FEED & COAL

To Our O'Donnell Friends

Your newest store, "O'Donnell's Biggest Bargain Center", wishes to thank the people of O'Donnell and Lynn county for their attendance at our big sale. The opening was a huge success, and we wish to invite the people of this trade territory to see our prices before buying.

We have a complete stock of men's, women's, and children's ready-to-wear. We can save you money on your clothing and shoes.

O'DONNELL'S BIGGEST BARGAIN CENTER

2 doors south Blocker's Grocery

NOTICE

If you will just drive in, we will prove to you how anxious we are to give our customers the very best of SERVICE and MERCHANDISE. Please come in and let us show you what REAL SERVICE really is.

MAGNOLIA SERVICE STATION

Harvey Line, Prop.

DR. J. M. BABANY
General Practice
Office in Davis Drug Store Bldg.
Office Phone No. 25
Residence Phone No. 80P2



Hogs
Will Pay Top Price for Your Hogs
Each Friday
Will buy every day in the week at 50c off
Foyt Worth
COAL — GRINDING — FEED
BRYANT COAL & GRAIN

Something New

GABRIELEEN WAVE \$7.50
GLO-TONE \$5.00

for a soft, natural wave
SAFE — because the Gabrieleen oils revitalize your hair and impart a new beauty
SMART — because our stylists bring out the true artistry of your own beauty.

Phone For Appointment

MERLE'S Beauty Shoppe

PHONE 53

Coming



New CHEVROLET 1937

The Complete Car- Completely New



Galveston County's vote was estimated by County Chairman Ben Inselman as follows: Total 18,690; Democratic, 12,000; Republican, 4,900.

S. S. McClendon, Smith County Democratic Chairman, predicted total vote of 10,500, a Democratic total of 8100 and a Republican vote of 2250.

Democratic standard bearers will receive 8475 votes out of a 9000 estimated total in Nueces County. State headquarters were informed.

County Chairmen in most of the smaller counties in virtually every section of the state predicted a Democratic walaway.

For example the total Dawson County vote was estimated at 3250 by the County Chairman, M. Q. Martin, with a Democratic vote of 2246, a Republican vote of only four.

The Denton County prediction was 3350 Democratic votes, 210 Republican. Brewster County should go 91 percent Democratic, eight percent Republican, with the other one percent scattered. Panoia County's estimate was 2900 Democratic votes, 100 Republican.

Mahon to Speak In Middle West

Colorado, Texas — According to word received by his Colorado office, Congressman George Mahon went to New York this week to spend a short time at Democratic National Committee headquarters before going out on another speaking assignment in the interest of President Roosevelt's campaign for reelection. He spoke in several cities of New Mexico last week on a similar assignment.

He spent Monday of this week in Washington, stopping over en route to New York.

Mr. Mahon proceeded to New York at the request of Congressman Sam Rayburn, Member of Congress from Texas and candidate for Majority Leader in the next Congress, who is serving as Chairman of the Speaker's Bureau of the National Committee. He has asked Mr. Mahon to give his full time to the National Campaign until the election, November 3. Immediately after the conclusion of the campaign Mr. Mahon will return to his Colorado office.

capitol of Virginia—Williamsburg, political, social and education center of colonial America—and Yorktown, where Cornwallis surrendered in 1781, resulting in complete independence for the original thirteen colonies.

One feature of the broadcast will be a description of the Pageant of Natural Bridge, an impressive religious drama depicting the story of Creation. The setting for this spectacle is Natural Bridge, the huge stone arch near Roanoke, which towers higher than Niagara Falls.

Not all interesting sights in Virginia are historic, however. The Old Dominion offers a great diversity of other attractions, some of which will be described by Wells.

Local listeners who wish to tune in on Carveth Wells Sunday, October 26, may do so by dialing stations WFAA, at 12:30 to 1:00 o'clock.

'OLD DOMINION' TO BE FEATURED IN TRAVEL TALK

One of the most interesting of the "Exploring America with Conoco and Carveth Wells" program will be heard Sunday, October 25, when the noted world traveler devotes his weekly Continental Oil Company radio broadcast to word pictures of historic Virginia, "The Land of Romance."

Both as a duty and for genuine pleasure, says Wells, every American should visit the "Cradle of the Republic." Especially interesting, he relates, is Colonial National Monument, which embraces the town of Jamestown, first

settlement of the New World. The monument is a national shrine, and the site of the first permanent English settlement in America.

Local listeners who wish to tune in on Carveth Wells Sunday, October 26, may do so by dialing stations WFAA, at 12:30 to 1:00 o'clock.

TURKEYS



During the next 60 days, south plains farm wives will enjoy the highest peak of one of their sources of income — the sale of their turkeys. Will your birds be among those which command the real price?

They will — if you deal with us. For years our company has been recognized as the leading buyer in the turkey market. Bring yours in to us; they will be graded by experts, and your money will be ready for you, cash on the barrel head.

Remember we pay cash for your poultry, eggs, cream and hides.

O'DONNELL POULTRY & EGG COMPANY

Redd Dunn, Mgr. — Located in Sorrell Lumber Building

Hurry Up Students GET YOUR FREE Entry Blank

FOR THE **Better Sight--Better Light ESSAY CONTEST**

OPEN TO ALL SCHOOL CHILDREN IN TOWNS SERVED BY THE TEXAS ELECTRIC SERVICE COMPANY—Except Children of Company Employees.

37 PRIZES - - TOTALING \$525.00

All you have to do to enter this contest is to come by the office of the Texas Electric Service Company where you will be given a package containing an entry blank and several pamphlets that will be helpful to you in preparing your essay. Then after reading these pamphlets, just write an essay of 250 words or less on the following subject:

"Why I Need Good Lighting at Home and at School."

You already know how much easier it is to read and study under good light. Now put these facts into an essay and you may win one of the cash prizes which will be awarded promptly after December 14, when the contest closes.

Grand Prize, \$100.00; Second Prize, \$75.00; Third Prize, \$50.00; Four next prizes, \$25.00 each; Ten next prizes, \$10.00 each; Twenty next prizes, \$5.00 each. Total, 37 prizes, totaling \$525.00.

Contest NOW OPEN—Get Entry Blanks at Our Office.

TEXAS ELECTRIC SERVICE COMPANY

C. E. GAMERON, Manager 19-4A

DR. C. P. TATE
GENERAL PRACTICE
O'Donnell, Texas
PHONE 185

O'Donnell Lodge
No. 1187

communications each Saturday
on or after full moon each
Members urged to attend; vis-
always welcome.
R. C. Carroll, W. M.
Fletcher Johnson, Sec.

IF YOU
are in the market
for a good tractor

I Can Save You Money!

Come in and see us

PALMER IMPLEMENT CO.

DEMOCRATS PREDICT FIVE TO ONE VOTE TEXAS VICTORY

Austin, Oct. 22.—Democratic national campaign forces here today forecast a possible five-to-one Texas victory over the Republicans following a tabulation of comparative estimates of election totals from 93 of the State's 254 counties.

The estimates were made by Democratic County Chairmen in each of the 93 counties, including six of the States largest, at the request of Roy Miller, State Campaign Director. Each reporting county chairman estimated the total vote that will be cast in his county, the Democratic vote, the Republican vote and the scattered vote.

Tabulations showed an estimated total vote in the 93 reporting counties of 418,177, with an estimated Democratic vote of 334,500, and an estimated Republican vote of 68,000.

A better than four-to-one Democratic victory was forecast for Harris county by J. B. (Shorty) Lubbock, County Chairman, who predicted a total vote of 68,000, a Democratic vote of 53,000, and a Republican vote of 12,000.

Dallas County will go three-to-one for Roosevelt, County Chairman Murrell L. Buckner predicted. He estimated a total Dallas county vote of 52,000, a Democratic total of 37,500 and a Republican vote of 12,500.

McLennan County will go overwhelmingly Democratic, according to its County Chairman's prediction which was for a total vote of 13,500, a Democratic vote of 12,000 and a Republican vote of only 1250.

J. R. Edmonds County Chairman of Jefferson County, forecasts a total of 22,000 with a Democratic vote of 15,000, he reported to state headquarters.

CENTENNIAL EXCURSION

ONE WAY FARE FOR ROUND TRIP

South Plains Coaches, Inc.
TO TEXAS CENTENNIAL

O'Donnell to Fort Worth and return	O'Donnell to Dallas and return
\$6.95	\$7.55

Tickets on sale each week on Friday, Saturday and Sunday return not later than Tuesday.

Round Trip Tickets one and one-half fare on sale daily good for thirty days to Austin, San Antonio, Houston, Galveston, Dallas, and Fort Worth.

Ride the buses—avoid the hazards of traffic and parking problems.



USE YOUR TELEPHONE
RESIDENCE PHONE \$2 per month
BUSINESS PHONE \$3.50 per month
O'Donnell Telephone Co.

Presenting the phenomenal facts about GULFPRIDE

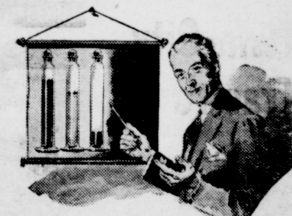
THE WORLD'S FINEST MOTOR OIL

THE facts on this page sound hard to believe. But here is the reason why GULFPRIDE—and only GULFPRIDE—can accomplish such results . . .

Gulf begins with selected Pennsylvania crude, refines it to a motor oil that equals the best—then further refines it by the exclusive Alchlor process.

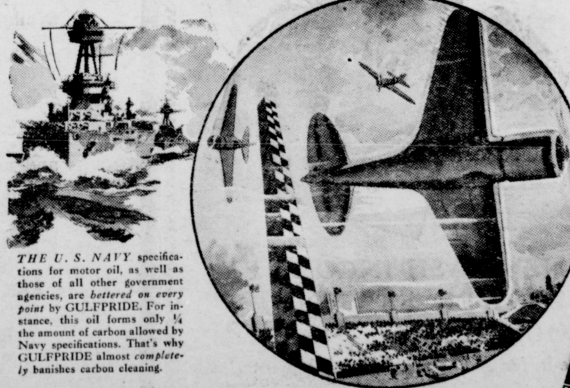
Only GULFPRIDE is made by this process—result of 15 years' research—the same scientific research that has made every Gulf product a leader.

Read the facts below. Then drain your dirty summer-worn oil and refill with GULFPRIDE now. At all Gulf dealers.



AN AMAZING TEST. Bottle No. 1 shows a mixture of 6 famous Pennsylvania motor oils. Bottle No. 2 shows them after being put through Gulf's Alchlor process. Bottle No. 3 shows the 20% waste removed from these already highly-refined oils by Gulf's Alchlor process. This process starts where others stop! That's why GULFPRIDE is the world's finest motor oil.

TOPS IN THE AIR— 8 out of the 11 winners in last year's National Air Races used GULFPRIDE OIL, the identical oil you can buy for your car at any Gulf dealer. This "aviator's oil" will take you farther before you need to add a quart than any oil you ever used!



THE U. S. NAVY specifications for motor oil, as well as those of all other government agencies, are bettered on every point by GULFPRIDE. For instance, this oil forms only 1/4 the amount of carbon allowed by Navy specifications. That's why GULFPRIDE almost completely banishes carbon cleaning.

GULFPRIDE

THE ONLY ALCHLOR-PROCESSED 100% PURE PENNSYLVANIA OIL



IN SEALED CANS ONLY

NOTICE TO PUBLIC:

Because of the recent legislation which requires a firm to establish and maintain a funeral director and operating room in each town served, it has become necessary for us to move our stock of caskets, funeral supplies, etc., from our location in O'Donnell to the Funeral Home in Lamesa. This does not mean, however, that we will not continue to serve our O'Donnell clientele just as we have in the past; we have arranged to meet all situations and needs as they arise.

When our services are needed here, please phone E. T. Wells, and he will relay the message to us immediately.

HIGGINBOTHAM FUNERAL HOME

E. T. Wells, O'Donnell

Day Phone 103

Night Phone 154

Lamesa Phones 75: Clyde Brannon, 223-J
Bonnie King, 214 George D. Norman, 51

Mrs. Boyd Entertains Bridge Club

Members of the Tuesday bridge club and a few others were guests Tuesday afternoon when Mrs. B. J. Boyd was hostess at the regular club meeting.

In the living room low bowls of marigolds and a great jar of cosmos lent a touch of autumn. Three tables of players contested for honors during the afternoon high score going to Mrs. E. T. Wells. Slam prizes went to Mrs. J. M. Noble and Miss Wynona Huff.

At the close of games, delicious refreshments of congealed salad, wafers, ripe olives, fruit cake topped with whipped cream and coffee were served. Club members present were Misses J. M. Noble, Fred Henderson, Ferrell Farrington, Marshall Whitsett, and E. T. Wells, while club guests were Mrs. Howard Samuels, Mrs. Floyd Thompson and Mrs. Whigham, and Misses Thelma Palmer, Lillie Gill, and Wynona Huff.

In a brief business session, leave of absence for an indefinite period was granted to Mrs. Ory Bradley; the club members were thanked for flowers sent to a member during a hospital stay, and it was announced that the meeting of next week will be held with Mrs. Fred Henderson. No trump bids will be the subject of the lesson, the meeting to open promptly at two-thirty.

Mrs. Edwards Hostess To Entre Nous Club

Entre Nous club members and several guests spent a delightful evening Wednesday at the home of Mrs. H. G. Edwards. In games of bridge, high score went to Miss Beverly Wells and low score to Mrs. Fred Henderson.

At the close of play, delicious refreshments of fruit whip, marshmallows cake, and hot chocolate topped with whipped cream were served. Members present were Misses Claire Ruth Nichols, Beverly Wells, Louise Anderson, Wynona Huff and Gladys Gibson; Mesdames Charles Cathey, Faye Westmoreland, Naymon Everett, Jewell Whigham, and Floyd Thompson. Club guests were Mrs. Fred Henderson and Miss Thelma Palmer.

Mrs. McLaurin Hostess at Bible Study

Mrs. Joe McLaurin was hostess Monday afternoon to members of the Wells Bible class when the regular meeting was held in her home. An interesting lesson was enjoyed, followed by a social.

During the recreation period, Mrs. Bill Simpson was surprised with a miscellaneous shower. Sandwiches and hot chocolate were served at tea time.

The next meeting will be held with Mrs. John Elier next Monday, and during the afternoon members will quilt one of the quilts which the school will give away next Friday night.



(Editor's Note: Through a typographical error it was reported last week that Mrs. Joe McLaurin was the recipient of a surprise shower; Mrs. Joe McLaurin was honored at this part of the afternoon's program. We regret the mistake, which was brought about by the fact that one of the staff could be in the printing office to read proof and the reader who so kindly offered to do so was not familiar with names in our community, hence could not detect the mistake.)

CHURCH OF CHRIST NOTES

The local Church of Christ has called

ed R. P. Drennon of Tahoka to preach half time this year, and he will begin his labor's next Lord's Day by preaching at both the morning and evening hours. Elder Drennon will devote the remaining half of his time to the church at Tahoka.

Elder Drennon has worked in the fold here for some time, and the entire county will join with the church in rejoicing that he will be with us again.

4-H GIRLS ELECT

Miss Lillith Boyd, C. H. D. A. met with the girls at the school Tuesday morning and organized a 4-H Girls club. The following officers were elect-

ed: President, Georgia Lee; vice-president, Mary Frances; sec-treas, Skeet Gougherty; Mary Christine Barber; Song leader, Robinson; Clothing demonstrator, Lois Howard; Sponsor, Mrs. B.

The regular meeting dates will be second and fourth Wednesday of each month.

Mrs. W. W. Williams, who has been in Lamesa sanitarium for some time, is reported much improved.

PLAN YOUR HOME FOR CONTROLLED "WINTER COMFORT"

PAYNE Floor FURNACE

- Carefree
- Clean
- Comfortable

EASILY INSTALLED REQUIRES NO BASEMENT

Estimate FREE

West Texas Gas Co.
Good Gas With Dependable Service

There Is A **LOW PRICE LIGHT WEIGHT 5 SPEED** **Twin-City Tractor** **Now get together in this New** **To Fit Your Farm—**

UNIVERSAL "J" 2-Plow Tractor ADJUSTABLE TREAD

These things make the UNIVERSAL "J" easy to buy and easy to sell; the most modern, all purpose, full-time tractor built, 5 forward speeds; exclusive governor control from seat; 7 ft. turning radius; adjustable wheel tread — from 24" to 70", giving all the advantages of both standard and wide tread tractors—fenders adjustable too; weight with steel wheels, lugs, and belt pulley, 1,450 pounds; patented 3 fuel manifolds; full pressure lubrication, etc. A complete line of the finest 2 and 4 row machines for row-crop work.

RAISE YOUR NET CASH INCOME BY USING M-M POWER FARMING EQUIPMENT

Tightest possible trade-in for your stock and implements.

LA GRONE IMPLEMENT
O'Donnell, Texas

THE RED & WHITE STORES

Winter Time ... Summer Time Any Time Of Year

The season doesn't matter if you plan your meals from Red & White shelves. Vegetables and fruits, even the daintiest and most delicate, are available the year 'round, with soups, meats, and relishes to finish out your menu. Too, you may select any one of a dozen varieties of cereals, staple foods, even to ready-made biscuits, and preserves and jellies better than those Mother used to make. (Mother is a wise girl, and now she buys hers from her Red & White grocer, just like you do.)

ASK ABOUT OUR SPECIALS THIS WEEK—
END. THEY'LL SAVE YOU MONEY!

B & O Cash Store L. E. Dodd Grocery