

O'Donnell Football Queen Elected

Freshman Girl Wins By Large Majority

Betty Lynn Middleton, popular Freshman girl won Football Queen honors...

Senior Meet November 2nd

Alph M. Beach, president of the ex-senior association announces that...

Football Season Will Open Nov. 26th

The Texas Fish Game and Oyster season has designated the period...

CHEVROLET DEALERS IN OMO SHAPE FOR NEW MODELS

Chevrolet dealers were never in a position at the end of a model year...

Mrs. W. J. Whigham went to Lubbock Tuesday to have his hand...

C. H. Doak Seriously Ill With Indigestion

C. H. Doak, often called the 'Daddy of O'Donnell' because of his influence...

Scout Circus At Lubbock, Nov. 27-28

Local Scouts and Scouters are to participate in a Boy Scout Circus to be held...

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Miss Betty Lou Sudarth spent the week end with friends in Lubbock.

Local Man Injured In Gun Accident

J. B. Whigham, local resident employed at the Newmore gin, received a badly lacerated hand Thursday...

Newmore Gin Man Loses Right Arm

With his right hand known completely off and the entire forearm mangled...

Banks Goes To Death Without Comment

E. L. Banks, huge negro who shot and killed a man who had befriended him...

Expect Work to Start On No. 9 At Once

Immediate resumption of operations on Highway 9 north from Tahoka to the end of the payment south of Lubbock...

MARINES WILL ENLIST RECRUITS

The officer in charge, United States Marine Corps, recruiting office, Dallas...

Martha Lee Demonstrator Here

Special attention of the ladies of the district is called to an ad from the Corner Drug store, which appears on another page of this issue of the Index...

Merle's Beauty Shoppe Installs New Machine

Miss Merle Womack, owner of one of our well-known beauty salons, announces the addition of a most unusual and interesting piece of equipment...

General Election To Be Held Tuesday

Democrats Urge Ballot Casting; Record Vote Anticipated

Ghosts, Witches, Goblins To Walk Saturday Night

Everyday folks will do well to seek the shelter of their homes at sunset tomorrow for after that hour dwellers of the spirit world will walk the highways and byways...

Dawson Co. Supplied With Cotton Pickers

An announcement from the Chamber of Commerce at Lamesa reports and emphasizes that Dawson county has all the cotton pickers her farmers can use...

FOUNDER OF MAYTAG CO. TO VISIT TEXAS

Mr. F. L. Maytag, founder and chairman of the Board, The Maytag Company, Newton, Iowa, will make his annual visit to Texas during the first week of November...

THIS WEEK IN TEXAS HISTORY

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Lets Talk about Clothes



Denton, Oct. 27.—A swing about city shops shows that the world of fashion is emphasizing the spectator sports frock. Week-end games and daily horse races further confirm the top billing of

these frocks wherever smart women gather. Tried and true tweeds now share honors with clan plaids or tartans. One Plaid frock which has been noted at every outdoor event this season made its appearance at a recent game. It is a one-piece model with circular skirt and shoulders worked out to an extended point. A band collar and tie of dark velvet with velvet belt are softening details.

Another spectator outfit popular with girls at Texas State College for Women (CIA) is a plain plaid coat dress fastened all the way down the front with black bone buttons. The complete outfit with a matching skirt. Another favor for plaid is expressed in a peaked trimmed hat of the same fabric with a jaunty quill.

A costume that will look well at any game is built around a honey colored wide velveteen sports jacket—made like a man's short jacket—with large roomy pockets, half belt and leather buttons. Brown tweed skirt, brown felt hat and natural color cashmere sweater keep this costume in pleasant monotone.

Personal work from the teacher when worry and anxiety are removed by an assured and adequate provision for the future.

Finally the teacher retirement amendment to the constitution of Texas is up for your approval on Tuesday, November 3rd. If passed it will give the Texas schools increased efficiency, Texas children an insurance agent against the aged teacher, and place Texas schools in the grand march of social and educational progress along with twenty-six other states of the United States who have already permanent established teacher retirement funds.

Support the teacher retirement fund amendment on November 3.

The O'Donnell Index

Entered as second class under September 16, 1902, at the post office at O'Donnell, Texas, under the Act of March 3, 1907.

Published every Friday at O'Donnell, Texas

MRS. FERRELL FARRINGTON
Editor and Owner

\$50 PER YEAR IN ADVANCE

Advertising Rates on Application



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



FOR AN INDIVIDUAL PERMANENT WAVE

JO VAN

Wireless method of permanent waving. The most unique and comfortable method in permanent waving today. Come in and see the new machine and plan to get your holiday permanent now.

Get a Permanent Wave for 25c a week. Ask us about it.

The new price on the wireless machine

\$4.50 and \$6.00

for an appointment phone 53

MERLE'S BEAUTY SHOPPE

Operators: Merle Womack, Gladys Gibson - Bell Greenwood

COAL

Car on track now. We will deliver to your house, too.

Five out of every three trade at

BRYANT COAL - GRAIN CO.

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.

Why A Teacher Retirement Plan For Texas Teachers

For one to understand why a teacher's retirement plan in Texas is needed he should know something of the story of teacher retirement since its inception in 1884, and particularly since its first legal enactment in 1896. There is a striking significance in the entire story of the beginning of teacher welfare work among that group of teachers who sought to gather funds for one of their own who had died destitute. To be sure, it is a long cry from that incident to the organized procedure taking place today, but the urge to provide the deficiencies of life for a fellow teacher, the unwillingness to abandon a member of the same profession, the recognition of the ultimate need of a teacher retirement law is today the whole soul of this organized group working for the passage of the teacher retirement law.

The public will share equally with the teachers the benefits from the teacher's retirement plan because, first, the job of educating the young people of a state will be better done by a teaching force who have been gathered, kept and influenced by the anticipation of rewards from a sound retirement system.

Second school boards are freed from the obligation of continuing to employ teachers formerly satisfactory, but who are now rendered incompetent by old age. Where no retirement plan is in force school boards are often forced to make one of the following choices: to retain a teacher rendered incompetent by old age, or to dismiss a teacher who has given years of service, with the knowledge that she has no means of future support.

School boards confronted with this situation usually continue to reemploy aged teachers. School board members are human and they are influenced by the appeal of self-sacrificing service and the effectiveness of the teachers work in earlier years.

The aged teacher is seldom dismissed no matter how great his incompetency, and as a result, the mark of disability is left on the plastic child.

School boards should not have to make such a choice. They should be free to employ none but competent teachers and the presence of teacher retirement law makes this possible.

Third a sound teacher retirement law removes the necessity for teachers to continue in service after their effectiveness has been seriously reduced by advanced age. Superannuated teachers are not anxious to continue in service but under present conditions many must do so or accept charity. When confronted with this alternative they appeal to the sentiment of school boards, and school officials exerting political influence in order to retain their positions. Such practice would be rendered unnecessary when sound teacher retirement law has been adopted.

Fourth, the public will be benefited by a sound teacher retirement law because it will make the condition of teacher employment so attractive that persons of character and ambition will be drawn into the schools. At present, it is difficult to induce such persons to enter the profession with the intention of making it a life work unless they can feel assured that a lifetime devoted to such work will give them at least an adequate financial provision for dependents and for old age.

Too, a more subtle but none the less important benefit to the public coming from a sound teacher retirement system is the stimulus to more profes-



SPECIAL

Full year's subscription to Fort Worth Star-Telegram and the O'Donnell Index for only

\$5.95

Let MARTHA LEE

Help you solve your

Beauty Problems

Dry skin . . . Oily Skin . . . Blackheads . . . Enlarged Pores . . . Wrinkles and Sagging Muscles . . .

We invite you to visit our Store the week of

NOVEMBER 2ND TO 7TH

to meet and consult with Martha Lee's personal representative

MISS ELEYDA WELLMAN

who will analyze your skin . . . giving you expert advice upon your individual beauty problems . . . with special instructions in Martha Lee's method of treatment . . . Make Your Appointment NOW for your

Martha Lee French Pack Facial

and instruction in the art of Personality Make-Up

(This service is complimentary to our customers, through the cooperation of Martha Lee.)

Corner Drug Store

O'Donnell, Texas

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, Nose and Throat

Dr. M. C. Overton

Dr. Arthur Jenkins

Infants and Children

Dr. J. P. Lattimore

Dr. H. C. Maxwell

General Medicine

Dr. O. R. Hand

Obstetrics

Dr. James D. Wilson

X-Ray and Laboratory

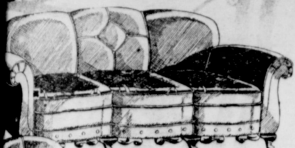
C. E. HUNT J. H. FELTON
Superintendent Business Mgr.

X-RAY AND RADIUM

PATHOLOGICAL LABORATORY

SCHOOL OF NURSING

Special Group Offer



Maheire Suite. A good set at the regular price of \$65.50



BRIDGE LAMP

at harmonizes with this group



OCCASIONAL TABLES

Finished walnut. Ordinarily priced at \$4.95



OCCASIONAL CHAIR or Rocker Good tapestry cover, \$6.00 value

ELEVEN PIECE

Living Room Group

Special

\$76.95

The opportunity you have been waiting for to furnish your living room at a very reasonable price. DON'T DELAY.

Items in this group not pictured are a silk pillow and a walnut finished radio table.



Higginbotham-Bartlett Company

umber — Furniture — Hardware

A Miller of Fort Worth is a the home of her daughter, see Holton and family.

Miss Sybil Hayes who is attending school in Lubbock this year spent the week end here with home folks.

NOTICE

Woody school will resume class work Monday morning, November 2, after several weeks vacation for cotton picking.

Monthly Workers' Meeting at Klondike

The Monthly Workers meeting of the Lamesa Baptist Association will be held with the Klondike Baptist Church on Wednesday, November 4th. The date has been changed to the first Wednesday so there will be no conflict with the state convention. Rev. W. M. Whately will direct the following program:

- 10:00 A. M. Devotional — P. L. Jamar.
- 10:15 A. M. "Why I Am a Baptist" — Rev. J. W. Braswell.
- 10:45 A. M. The Marks of a New Testament Church — Rev. S. C. Shipley.
- 11:15 A. M. Sermon — Rev. J. J. Strickland. District Missionary.
- 12:00 Noon — Lunch.
- 1:15 P. M. — W. M. U. Meeting and Board Meeting.
- 2:15 P. M. Report on District Mission.
- 2:35 P. M. Sunday School — C. I. Darling.
- 2:55 P. M. B. T. U. — Rev. Leroy Smith.
- 3:15 P. M. Sermon — Rev. W. T. Priddy.

O'Donnell Lodge No. 1187

Stated communications each Saturday night on or after full moon each month. Members urged to attend, visitors always welcome.

R. C. Carroll, W. M.
Fletcher Johnson, Sec.

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.



"Take a Tip From Airlines" Says Flyer

In a recent interview, Major Al Williams, famous acrobatic flyer and speed ace, emphasized the importance of an airplane keeping ships in the air as much as possible. Each time a plane is grounded to undergo repairs, the depreciation and other fixed charges rapidly eat up the profits that it has made for the operators.

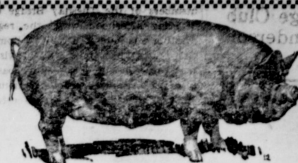
A few years ago, many of the giant airliners that operate on the Skyways of America had to be withdrawn from service at the end of every 200 hours so that their motors could be completely overhauled. Upon examination of the bearings, wrist pins, pistons, and cylinder walls were found to be considerably worn. The oils used to lubricate these parts were classified as being among the best obtainable, but the best was none too good and science had to discover a lubricant that would permit the operation of these ships for longer periods. Science has bridged the gap with Gulfpride Oil, and today many of the planes of Eastern Airlines and other air transport companies operate for more than five thousand hours before they require overhauling. "Motorists who want their cars to last longer, perform better, and operate more efficiently should take a tip from the airlines," said Major Williams. "Alcohol-processed Gulfpride is the choice of many airmen whose lives depend upon the perfect lubrication of their motors. Car owners will discover that this remarkable lubricant will slash the operating costs of their automobiles and permit easier starting when the temperature takes a nose dive."

Miss Beverly Wells spent the week end in Denton, visiting her sister, Miss Jim Ellen, who is a student this term at CIA.

DR. C. P. TATE

GENERAL PRACTICE

O'Donnell, Texas
PHONE 185



Hogs

Will Pay Top Price for Your Hogs Each Friday

Will buy every day in the week at 50c off

Fort Worth

COAL — GRINDING — FEED

BRYANT COAL & GRAIN



CANDIDATES COME
but
CANDIDATES GO!
GOODYEAR
TIRES REMAIN
the PEOPLE'S CHOICE

LATEST RETURNS!

Friday Night and Election Eve — race in for last minute results of Literary Digest POLL FOR PRESIDENT — John B. Kennedy, Commentator — broadcast by Goodyear, NBC Blue Network

As low as \$4.95

buys a big, safe

GOODYEAR

Come see this world's greatest low price tire — the Speedway



Pulls through anything — no chains \$8.70 UP

HIGHWAY GARAGE

THE RED & WHITE STORES

....Sisters Under The Skin

That may be true of the Colonel's Lady and Judy O'Grady, but with apologies to Mr. Kipling, it certainly isn't true of groceries. Any Red & White customer will assure you that R & W products are far superior to any others in the grocery market today, both as regards quality and variety.

BUT... Red & White products are equally suited to both the Colonel's pocketbook and O'Grady's as well, and in that one point both ladies may be equally well served in this line. Red & White eatables, both fancy and staple, are priced lower than any other line of groceries which maintains the same high standard of quality; if you don't believe us, ask your neighbor who has been a consistent Red & White friend since the line was established.

Begin today to enjoy better meals and lower grocery bills! Join the Red & White parade without waiting another moment. A telephone call to either of your neighborhood Red & White stores will bring you speedy and efficient service, and when you've once used this line, you won't be satisfied with any other.

SAVE MONEY BY USING OUR SPECIALS THIS WEEK END

B & O Cash Store L. E. Dodd Grocery



USE YOUR TELEPHONE

RESIDENCE PHONE \$2 per month
BUSINESS PHONE \$3.50 per month

O'Donnell Telephone Co.

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

Tuesday Bridge Club With Mrs. Henderson

Mrs. Fred Henderson was hostess to

AT THE
REX
O'DONNELL, TEXAS

WEEK OF OCT. 20 TO NOV. 6

Even Shows 7:45 - Matinee 2:30
Saturday, Sunday

Friday Night and Saturday Matinee
OCTOBER 29-31

John Wayne in

"Winds of the Wasteland"

Saturday Night
OCTOBER 31

Ann Sothern - Gene Raymond in

"Walking On Air"

Sunday - Monday
NOVEMBER 1-2

'The Road to Glory'

with Frederic March, Warner Baxter - Lionel Barrymore

Tuesday
NOVEMBER 3

Dick Foran in

"Trailing West"

NOVEMBER 4-5

Gary Cooper in

"The General Died at Dawn"

The Texas Rangers

WILL RIDE INTO TOWN
SUNDAY, NOVEMBER 5TH

members of the Tuesday Bridge Club, Tuesday afternoon when the regular meeting was held at her lovely home in the central part of town. Bows of marigolds on the mantel and baskets of roses on tables were decorations for the reception rooms where three tables were placed for bridge.

High score award, a pair of hose, went to Mrs. J. Mac Noble, Jr., with consolation to Mrs. B. J. Boyd.

Sandwiches, salad, coffee, and nut cookies were served to Mesdames L. E. Robinson, Marjory Jordan, E. T. Wells, Perrell Farrington, Boyd, Noble, Marshall Whitsett, Sam Singleton, Howard Samuels, and Floyd Thompson, and Miss Lillis Gill.

The club will meet next Tuesday afternoon with Mrs. Farrington.

Royal Service Program Set For Monday

We are asked to announce the regular Royal Service program at the First Baptist Church Monday afternoon of the WMS are urged to be present.

The theme for the year is "The Kingdom Come", and for October it is "The Blessed Grace of Giving". The program will be opened by singing the hymn "Savior Like a Shepherd Lead Us", followed with the program below:

Bible Study - Two Debtors - Luke 7:40-50 - Mrs. McDonald

Prayer that we may feel the responsibility for all 'lost sheep' - Call Money and the Kingdom - Mrs. Middleton

Hymn - Take My Life and Let It Be

The Blessedness of Tithing - Mrs. Vaughn

The Blessedness of Giving - Mrs. Vermillion

Tithes and Offerings - Mrs. Fortner

Prayer that we may be faithful in the stewardship of tithes and offerings.

Some Blessed Tithers and Givers - Mrs. Mansell

Some Financial Plans - Mrs. Yandell

Hymn - I Gave My Life For Thee This Grace for the Young Also - Mrs. Roy M. Smith

Hymn for the year.

Prayer that Southern Baptists may extend the kingdom by abounding in the grace of giving.



Keep Old Eyes Young WITH BETTER LIGHT!

Children's eyes are usually near-perfect, but eyes age rapidly when subjected to unusual strain, such as is caused by improper lighting. Better Light protects both young eyes and old from unnecessary strain, and makes seeing easier.

Visit our store or your electrical dealer and see the new I. E. S. Better Sight Lamps which are scientifically designed to provide the right kind of soft, glareless light.

I.E.S. Lamps Have This Tag of Approval



Be sure to look for the authorized certification tag on the lamps you buy. It isn't an I.E.S. Better Sight Lamp if it doesn't have this tag.

TEXAS ELECTRIC SERVICE COMPANY
C. E. CAMERON, Manager

Key! Students!

Win a cash prize for a 250-word essay—37 prizes totaling \$525. Get entry blanks and helpful material at the Texas Electric Service Company Office.

Mrs. Whigham Entertains Club

Wednesday evening Mrs. Jack Whigham was hostess to the Entre Nous club in the home of Mrs. Belle Knight. The living room was decorated with lovely autumn flowers, and the Halloween motif was cleverly used in tally cards, candies, and table covers. Mrs. Fred Henderson won high score, a modernistic ash tray, and Miss Beverly Wells received low score prize, a deck of cards.

Chicken salad on lettuce, toasted crackers, olives, potato chips, cake topped with whipped cream and nuts, and

Higinbotham Funeral Home
Lamesa, Texas
AMBULANCE SERVICE
Phone 75
NIGHT PHONE
Clyde Brannon 223
Geo. D. Norman 51

Miss Brandon Marries J. F. Rogers

Mr. and Mrs. W. H. Brandon announce the marriage of their daughter Berna Fay to J. F. Rogers, the ceremony having been performed on October 18.

Both young people are residents of the Newmoore community, where they scores of friends who join with the Index in extending congratulations and best wishes.

1936 Dawson Co. Fair Financial Statement

Disbursements	
Premiums Paid	\$395.25
Labor	297.38
Housing and Fencing	310.83
Lumber and supplies	55.63
Light and Power	201.89
Miscellaneous expense	58.43
Insurance	96.70
Amateur Contest Prizes	140.00
Judging Expense	30.00
Drayage	8.50
Total Disbursements	\$1,564.44
Cash in banks	481.62
Total	\$2,046.06

Receipts	
Concessions	\$723.80
Advertising space sold	197.50
Ticket sales reported to date	74.28
Total	995.58
Gate receipts	90.00
Payments from Gins	90.00
Accounts receivable	\$2,046.06
Accounts payable	\$70.60
Net Profit	\$486.22

This statement does not include receipts from tickets sold by 4-H Club members and not yet reported. Lamesa, Texas, Oct. 23, 1936.
1936 Dawson Co. Fair Ass'n
By Joe L. Matthews, Secretary

Mahon on Speaking Tour Through East

Colorado, Oct. 27—Speaking engagements assigned to Congressman George Mahon by the Democratic National Committee last week included Democratic meetings in New Haven, Connecticut, New Brunswick, New Jersey, Pittsburg, Pennsylvania, and a ward rally in New York City. He also spent two days in Democratic Campaign Committee headquarters where he conferred with Congressman Sam Rayburn, chairman of the Speakers' Bureau, Senator Pat Harrison, and other party leaders.

Mr. Mahon had gone to New York at the request of the Democratic Na-

tional Committee after filling of speaking engagements to Mexico. En route to the East he stopped over in Chicago for a meeting with Congressman Marvin Jones, man of the House Committee on Education, who has managed President Roosevelt's campaign in the states of the Middle West.

Lord Crossin, his Secretary, kept the office open in Columbus, Ohio, during his absence, states that he expects to return about November 3rd, the date of the election.

REWARD
LOST: Small female Collie pup, months old, white with tan markings. Please notify Mrs. W. L. Galt and receive reward.

CENTENNIAL EXCURSION

ONE WAY FARE FOR ROUND TRIP

South Plains Coaches, Inc.
TO TEXAS CENTENNIAL

O'Donnell to Fort Worth and return
\$6.95

O'Donnell to Dallas and return
\$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.

OIL-PLATING DONE HERE

(BUT BE SURE YOU READ ALL THE OTHER WINTER OIL ADS, TOO)



You will find most of the emphasis these days, on oil that flows freely.

Well and good. You SHOULD use your correct Winter grade, but... You can see that the more freely an oil flows, the more freely it FLOWS DOWN OFF the pistons, cylinders, and other parts when you stop.

Then in starting up cold, where is mere free-flowing oil?

It is waiting to be pumped up on the job. And even in much warmer weather than this—according to engineering opinion—those oil-starved waits can cost you more engine wear than all the rest of your driving!

But this Winter with free-flowing Germ Processed oil, you can have your engine Oil-Plated! ... much more than a change to OUR Conoco Germ Processed oil... really a change to unbroken Winter lubrication for YOUR engine. It may stand cold for hours—days—weeks. Yet the slippery Oil-Plating formed only by patented Germ Processed oil, will always be UP IN ADVANCE. Pistons slip easy. Starter spins. Oil-Plated engine obliges—and lives the good life, on a stingy diet of Conoco Germ Processed oil. Continental Oil Company

GERM PROCESSED OIL