

The O'Donnell Index

O'DONNELL, LYNN COUNTY, TEXAS, FRIDAY, JAN. 20, 1928

NUMBER 16

PAGE FIVE

DIVERSIFICATION PROVES WORTH IN LYNN

Program of diversification is the salvation for the individual farmer on the O'Donnell territory, the which has been demonstrated by Hester, model farmer living five miles south of town. Mr. Hester is a strong believer in diversification in every sense of the word and only believes in it, but puts practice. During the year 1927, Mr. Hester realized the net of \$2,159.51 from his dairy, poultry industry alone which has an average monthly income of \$179.96. This was received from the products from his dairy, hogs, chickens which represent only a small part of his income as Mr. Hester's yearly income as a farmer is the most successful of the feed farmers in the O'Donnell territory. With his permission, we publish his monthly income during the year 1927 from the sale of eggs, chickens, cream and farm produce:

.....	\$124.67
.....	246.15
.....	149.92
.....	189.26
.....	137.66
.....	61.25
.....	117.08
.....	214.52
.....	162.03
.....	358.93
.....	238.96
.....	159.08
TOTAL.....	\$2,159.51

Fellows to Hold Memorial Service

Memorial service for Thomas Wilder, member of the Independent Order of Odd Fellows in America, will be held at the First Baptist Church on January 22., at 11:00 o'clock by W. K. Horn delivering the funeral sermon.

Members of the lodge will meet at the Hall at 10:00 A. M. and there in a body to the service. All members and visiting lodges are urged to attend this service and a cordial invitation is extended to the general public to join us in this service honoring our founder of our order.

Telephone Directory Will Be Published Soon

The index has begun the publication of a new telephone directory will be finished at an early date. All patrons contemplating the purchase of a telephone or having changes made will confer a favor upon the telephone company printer if they will have their names as early as possible in the correct listings can be made in the new directory. All business concerns of the city who wish to be in the new directory call the index early in order to get good positions in the new book.

Lines Buys M-System Grocery

One of the most important business occurrences of the past week was the change in ownership of the M-System Grocery which was owned by Boles since its establishment a little more than a year ago. Boles purchased the stock and has already assumed management of the store. The deal was completed Saturday night.

It is well known to the people of O'Donnell and surrounding territory and is an experienced grocer and will no doubt give to the community that same good service for which the M-System has been noted in the past. Boles has not decided definitely what he will do in the future but it is hoped he will remain in the community of O'Donnell.

MILK COWS WILL BE SOLD AT POST SATURDAY

Grider will sell 42 head of Jersey milk cows to the high bidder Saturday at Post, Texas. The sale will begin at 1 o'clock Saturday and they sold several head of cows at Lamesa.

MASS MEETING HELD AT CITY HALL

A mass meeting of citizens of O'Donnell and surrounding territory held at the City Hall Thursday night was the most enthusiastic gathering the writer has ever had the pleasure of attending in O'Donnell, and resulted in the organization of what will be known as the O'Donnell Luncheon Club with a charter membership of 200. It was a meeting where all present seemed to be of the same mind, "Do something for O'Donnell and surrounding territory that will make it a better town and country in which to live." If the spirit manifested at the meeting continues in the new organization great things will be accomplished and the outside world will soon know that O'Donnell is on the map.

Mayor E. M. Wilder acted as chairman of the meeting which was called for the purpose of forming some kind of an organization that will look after the affairs of the town and community. Many interesting talks were made in which the imperative need of some kind of an organization was visualized. J. P. Aylor fired the opening gun and spoke for thirty minutes stressing the need of organized effort and what might be accomplished for O'Donnell and community when every individual put their shoulders to the wheel and pushed. His speech fired the meeting with enthusiasm and brought forth expressions from Mayor E. M. Wilder, C. H. Doak, G. C. Grider, S. G. French, B. M. Haymes, J. M. Christopher, J. M. Wyatt, C. Millsap, C. H. Mansell, Prof. J. A. Rickard and Dr. C. P. Tate, all speaking on O'Donnell future possibilities. Supt. Baze of Tahoka was present and delivered an address complimenting the citizens of O'Donnell upon the interest shown in such a progressive movement and pledged his support in securing a direct railroad through Lynn county to Fort Worth. He enumerated the many advantages such an outlet would give O'Donnell and Lynn county.

After deciding to go into a permanent organization, the following officers were elected: J. P. Aylor, president; E. M. Wilder, vice-president; J. E. McClung, Secretary, Membership committee appointed by President Aylor, composed of C. H. Doak, J. E. McClung, E. M. Wilder, C. H. Mansell, and B. M. Haymes. Others will be appointed at the next meeting which was called for Monday night at the City Hall.

The predominating topic at Monday Night's meeting was that of building an East and West railroad through O'Donnell. Many rousing speeches were made in the interest of the proposed route. The City Hall was crowded to capacity with very little standing room left which shows that not only the town of O'Donnell but the surrounding community is vitally interested in the building of this new road. Throughout the evening's discussion not a dissenting voice was raised. All pledged their co-operation and a number of speakers offered large donations. It was evident that \$50,000.00 could have been raised as a bonus at the meeting if such had been demanded. The promoter, Capt. Ed Kennedy merely asked for a right-of-way and depot grounds through Lynn county.

A committee was appointed by President Aylor to draft an instrument to be signed by the people of O'Donnell and Lynn county which will no doubt have the support of the people one hundred per cent. This committee will report the results of their week's effort at the next meeting which will be at the City Hall tonight, (Friday).

Parent-Teacher Association Meets

The O'Donnell Parent-Teacher Association met last week at the high school auditorium.

The meeting was devoted to the business of the association with the President, Mrs. Harvy Everett, in charge.

It was agreed upon and planned to have a five act play at the high school auditorium Friday, January 20, at 8 o'clock. The price to be 10 and 20 cents, the proceeds to be used to help pay for the piano recently purchased for the Grade School.

Messrs Gordon King and Eugene Westmoreland made a business trip to Lubbock Tuesday.

Upset



Kennedy Closes Contract For New Railroad

Line to Connect Proposed Trunk On East and North Route Through Lubbock is Also Contemplated

SNYDER, Jan. 20.—Captain Ed Kennedy of Houston, has just closed a contract with the Roswell, New Mexico chamber of Commerce to build the Artesia, Roswell and Snyder rail road east to intersect with a trunk line, according to W. E. Wheeler, Manager of the Dispatch Publishing Co., at Roswell. The amount asked for by Capt. Kennedy was immediately subscribed.

Behind Proposed Road
Roswell and southeastern New Mexico are squarely behind this proposed road, and according to tentative plans the rail line will be built east from Roswell to Caprock, a distance of forty miles. At this point one line will be built east through Brownfield, Lamesa and on to Rotan. A branch of the main line will also connect at Snyder. Capt. Kennedy also plans to build the road northeast from Caprock, through Lubbock, Floydada, Memphis to Wellington. Both branches connecting up with branches of the M. K. & T. System.

It appears that the promoters are also trying to interest the Frisco in coming into this track at Floydada and following this line to Roswell, from which point another line would be built to El Paso.

Branch Mentioned.
It is expected that in the event the Katy owns this line or has a traffic agreement to use it to Roswell, that a branch will be built 40 miles northeast from that city to the coal fields. A meeting has been called at Lamesa, within the next two weeks at which time, rail line officials will meet with the promoter, and citizens in a mass meeting. All towns along the route will send delegations.—Lubbock Avalanche.

The above article which was published in Thursday's Lubbock Avalanche with a Snyder date line, in our opinion, was written by the Snyder Chamber of Commerce secretary and reads like the contract has already been closed for the building of the east and west railroad from Roswell, N. M., to Rotan, via Brownfield, Lamesa, and Snyder.

According to the above, O'Donnell is not considered in the establishing of the proposed road which is being promoted by Capt. Ed Kennedy of Houston. Just why Snyder is bending every effort to pull the new road around by Lamesa which is so far out of the way is beyond us. It appears that Snyder has pledged her support

to Lamesa without the least consideration for O'Donnell which is on the original survey and one of the main points visited by Capt. Kennedy. Lamesa realizes the importance of the new road and is trying to lead the rest of the world to believe she is going to get it. We can't blame Lamesa for so doing. To our certain knowledge Capt. Kennedy has never consulted Lamesa in regard to the new railroad. When he was in O'Donnell asking for the right-of-way, he stated the new road would be built on an air line as near as possible from Roswell, N. M. to Fort Worth. O'Donnell is on the route as proposed by Capt. Kennedy and every demand made by the promoter of O'Donnell and Lynn County has been met and furthermore, the people of this section will do more, if demanded by Capt. Kennedy.

O'Donnell and Lynn county will get the new road when it is built. They are one hundred per cent behind the new project and will see to it that it does not detour just as it reaches one of the finest farming and stock raising sections in the United States.

Schedule Arranged For The Matadors

LUBBOCK, Texas Jan. 20.—Coach E. Y. Freeland has arranged a hard schedule for the Matadors of Texas Technological college for the football season for 1928. It follows:
Oct. 6 Texas University at Austin.
Oct. 13, St. Edwards at Lubbock.
Oct. 20, McMurray at Lubbock.
Oct. 27, T. C. U. at Fort Worth.
Nov. 10, Daniel Baker at Brownwood.
Nov. 10, A. C. C. at Lubbock.
Nov. 17, Simmons at Lubbock.
Nov. 29, W. T. S. T. C. at Canyon.

Westmoreland Store Open To Public

Carl Westmoreland opened his Dry Goods Store which is located in the Boston Store Building, Saturday. This new, clean, and up-to-date line of goods is a credit to O'Donnell and we welcome this home people into the business part of our city. We see no reason why, with the classy line of goods, which are displayed, and the courteous clerks in charge, why this business should not develop into one of the leading Dry Goods establishments of our city.

Gordon King's Sister Ill In Lubbock Hospital

Miss Ima Henry of Redwine was taken very ill Tuesday with pneumonia and Saturday was taken to Lubbock to a hospital. Miss Henry is a sister to Gordon King, principal of the O'Donnell grade school. Mr. King and his mother accompanied Miss Henry to Lubbock Saturday. They reported Monday that though very ill she was doing as well as could be expected.

Lynn County to Have School For Colored Children

Waldo and Hugh McLaurin are having a school building erected on their farms six miles west of O'Donnell which will be ready the first of February for the benefit of the colored children of that district.

There has already been twenty children enrolled to begin school the first. The state has agreed to pay the teachers salary provided the building was furnished.

WEST TEXAS C. OF C. OFFICIALS VISIT CITY

Homer D. Wade, manager of the West Texas Chamber of Commerce and E. H. Whitehead, publicity manager of the same organization, were O'Donnell visitors Friday morning, stopping for a few minutes chat with the Index force. They were enroute to Slaton to attend a meeting after attending the Good Will Banquet at Lamesa Thursday night. Mr. Wade stated West Texas and more especially the South Plains would see greater development in 1928 than it has in any previous year, which is due to its natural resources which offers greater opportunities than any other part of the state.

The fertility of the thousands of acres of virgin soil offers the home seeker an opportunity that will result in the rapid development of this great South Plains country. People from every section of the United States are learning of the many opportunities offered here and are flocking to the South Plains in countless numbers. We are due for a stage of development unequalled in the country's history.

CONDITION OF LYNN COUNTY AS SHOWN BY BANK DEPOSITS

The prosperous condition of O'Donnell and Lynn county is reflected in the bank statements of the county at the close of business on December 31st. More than one million dollars county which signifies that Lynn county is more prosperous now than at any time during the past few years. The First National Bank of O'Donnell shows individual deposits to be well over the quarter million dollar mark. To be exact there is \$311,045.88 on deposits with loans far below the average for this time of year. is on deposit in the banks of Lynn

ODD FELLOWS ELECT OFFICERS

Monday night, January 16th, the local lodge of Odd Fellows held their annual election officers as follows: W. J. Shook, N. G.; J. L. Conroe, V. G.; F. Heatherington, Sec.; J. W. Gates, Treas.; Cecil Hubbard, Warden; J. H. Yarbrough, Con.; Ottis Harris, I. G.; Sam Russell, O. G.; Grady Gantt, R. S. to N. G.; J. J. Caddell, L. S. to N. G.; D. M. Estes, Chaplain; A. L. Deakins, R. S. S.; H. L. Deakins, L. S. S.

The officers were installed by District Deputy Grand Master, A. B. Cooper of Lamesa.

The O'Donnell lodge of Odd Fellows is one of the healthiest in this part of the state and is growing fast as evidenced by the recent number of new members initiated. To be an Odd Fellow means to be a real American citizen as shown by their unremitting practice of the doctrine of F. L. T.

G. H. Nelson Announces For County Attorney

The Index is authorized this week to announce G. H. Nelson as a candidate for the office of County Attorney of Lynn County subject to the action of the Democratic primary in July.

Mr. Nelson needs no introduction to the people of Lynn county especially in and around the county capitol, having served the people of Tahoka as Superintendent of Schools for a number of years and for some time acted as Secretary of the Tahoka Chamber of Commerce, which brought him in personal contact with a large majority of the people of the county. Mr. Nelson has the following to say in regard to his candidacy: "In making this announcement I make but one promise to the people of the county. If the people of Lynn county elect me to the office of County Attorney, I shall, to the best of my ability, prosecute the offenders of the laws of our county and state and that without partiality I will deal justly with all concerned."

New Economics Home Completed at Tex. Tech

LUBBOCK, Texas, Jan. 20.—The home economics practice house of the home economics school of Texas Technological college has been completed and will be occupied within a few days. The building and furnishings cost about \$25,000. It is one of the most beautiful structures on the Tech campus, being of the prevailing gray brick and Spanish design. It has the appearance of a fine two-story Spanish home.

Eight young ladies of the senior class of the home economics school together with a member of the schools will occupy this building at a time to faculty. These young ladies will put into actual practice the things they have been learning about cooking, keeping house, entertaining guests, and the many other things required of a successful home-maker. Each graduate will have the privilege of "living" in this house before leaving Tech.

The building will be formally opened to the public on January 30, 31, and February 1. The faculty of the entire college will attend a house warming the night of January 30, the people of Lubbock will be invited to visit the building on January 31, and on February 1, the students of the home economics school will receive the students of the entire college in a reception.

SPECIAL DEVELOPMENT

THE FIRST NATIONAL BANK

ONE OF THE REAL BANKING INSTITUTIONS OF O'DONNELL AND LYNN COUNTY, AND UNDER THE DIRECTION OF MEN WHO UNDERSTAND THE NEEDS OF THE COMMUNITY, HAS BUILT A REPUTATION THAT IS INDEED OUTSTANDING AND HAS PLAYED AN IMPORTANT PART IN THE FURTHER DEVELOPMENT OF THIS COMMUNITY.

In a review of this nature, setting forth the qualifications of those institutions that have played a part in the development of the community, we feel that the First National Bank has done its part toward the furtherance of those worthy projects so necessary in its promulgation.

The First National Bank of O'Donnell is strictly a home institution; is owned and managed by men who are proud of and intensely interested in the development of their community. One of the fundamental principles of the First National Bank is that the deposits are used, as far as possible, to aid in the development and growth of its own locality first.

One of the strongest assets of the First National Bank is its board of directors, the members of which are men of standing—men who have already made notable successes in their own line of business. These directors are always constantly in touch with the affairs of the bank, giving it their attention and the benefit of their wide experience in securing the utmost protection for you, as a

depositor, and for themselves as stockholders.

In addition to the protective methods, insuring safety for their depositors, every precaution is taken otherwise. The money in their vaults is protected by burglary insurance, time locks and other safety devices, and on top of that, their capital, surplus and stockholders' liability stands between you and the possible loss of your money.

All the above of which is true, and in the mind of the writer of these features the First National Bank of O'Donnell is one of the really strong institutions of this section of the Plains country, wholeheartedly for its development, ever in line with progress, and it is with extreme pleasure that in this review of the onward progress of this section as a whole, that we have identified with us so worthy an institution as the First National Bank of O'Donnell, one of the really fast developing little cities of the South Plains, and one that is duly recognized for its true worth to the community.

HURD BAKERY

ONE OF THE CLEANEST AND MOST SANITARY IN THIS SECTION OF THE PLAINS, AND WHOSE HIGH QUALITY PRODUCTS ARE FINDING A READY SALE AND GAINING IN POPULARITY AS EACH DAY PASSES. PATRONIZE HOME INDUSTRIES. MR. HURD HAS OPENED THIS MODEL BAKERY WITH THE INTENTIONS OF STAYING IN O'DONNELL, WORKING IN O'DONNELL, FOR O'DONNELL. CO-OPERATIVE IS THE MANAGERS BUSINESS POLICY IN EVERYTHING PERTAINING TO THE GROWTH OF THIS TOWN AND HIS BUSINESS. HE STATED THAT YOUR CO-OPERATION WAS NEEDED IN ORDER TO SELL QUALITY PRODUCTS AT A STANDARD PRICE.

One of the essentials in the further advancement of any community or any section is a high class bakery, and in this O'Donnell can certainly boast of such an asset, for there is no better nor more modern bakery plant in this section than the Hurd Bakery.

The bread as baked by the Hurd plant is the very highest quality in every particular. The people of this section know when they obtain bread at this establishment it is clean and sanitary in every particular, and for this fact and the extreme courtesy of the management, their patronage is growing as each day passes. It you have never used the bread as baked by the Hurd Bakery, we urge you to try it, and ever hereafter when you think of bread of the better kind, it will be their bread.

The pastry as baked by this model bakery is of the highest quality. A single trial will mean your conviction. This is a decided asset in the conduct of the business, and so well has the management served the public that their business is steadily growing.

In this review of the onward progress of the O'Donnell section we are pleased to present the above institution for the consideration of our readers, stating that here your patronage is appreciated; here you are rendered a service and quality that is gratifying, and the thoughts will naturally turn to the Hurd Bakery, the best in every way we assure you, and wholeheartedly for the further development of their community.—Patronize your boosting home industry is our advice.

BENNETT MANUFACTURING CO.

LOCATED IN O'DONNELL, TEXAS, AND HANDLING EVERYTHING PERTAINING TO BUILDING, HAVE ESTABLISHED A REPUTATION FOR HIGH QUALITY MERCHANDISE THAT IS INDEED APPEALING AND OUTSTANDING TO THEIR MANY CUSTOMERS AND FRIENDS. "PRICED RIGHT" IS ONE OF THEIR SLOGANS, AND WHEN YOU BUY IT FROM THE BENNETT FIRM, YOU KNOW YOU ARE NOT ONLY OBTAINING THE HIGHEST QUALITY, BUT THAT IT IS INDEED "PRICED RIGHT." TRY THEM AND SEE FOR YOURSELF.

One of the outstanding factors and features in the further growth and development of any community is the adequate supply of the right kind of building materials, and we can truthfully state in this review, in which the writer of these development features, sets forth the parts as played in this program, of the various establishments of O'Donnell, that the Bennett Manufacturing Company has played an important part.

Important because of their ability to supply building materials of known quality and reasonable in every way in price, and in addition the real quality is thrown in for good measure.

In all probability there is no better known firm in this section than the Bennett Manufacturing Company. They have been identified in every way with the building programs of this city and this section; they have ever been "on the job," as it were with anything that pertained to the further progress of the city and community, and that they are held in the highest esteem by their many friends and customers, is a known fact.

If you are contemplating a building program of any kind, we can say this; consult the Bennett company; their varied experiences have taught them much in this line, and their advice is accorded and extended to you

FREE OF CHARGE. They are wholeheartedly for O'Donnell, and will ever be found working unstintingly for its interest. Remember the Bennett Manufacturing Company in O'Donnell, where you are treated right.

Is Also Mayor of O'Donnell

As pertains to boosting there is no man in this section of the state that is a greater booster than Mr. Wilder, who is manager of the Bennett Manufacturing Company. Mr. Wilder, in addition to his duties pertaining to the above company, is also mayor of O'Donnell, and in this office he has been highly instrumental in furthering those projects so necessary in the progress of his city and community.

Agent for Continental

One would think that Mr. Wilder was a "jack of all trades" from the tone of this feature, but one of the important duties he has and is creditably performing, is the fact that he is also local agent for the Continental Oil Company, the promulgators of the famous CONOCO products. There is no better product known today than CONOCO, and if you have ever used them, you know their standard quality.

We are glad to present this firm and its management to our readers, assuring you that wherever Mr. Wilder is concerned you will find progress in every particular.

E. D. HOBODY—GULF AGENCY

ONE OF THE LATEST ADDITIONS TO THE BUSINESS CIRCLES OF O'DONNELL, MR. HOBODY IS THE AGENT FOR THE GULF REFINING PRODUCTS. IS BUILDING A REPUTATION FOR SERVICE IN EVERY DETAIL, AND THIS AGENCY PROMISES TO BE ONE OF THE REALLY OUTSTANDING FACTORS IN ITS LINE IN THIS SECTION.

There is not a motorist in the country that is not thoroughly familiar with Gulf Refining Company products—refiners of That Good Gulf Gasoline and Supreme Motor Oils, and in this we are pleased to present Mr. E. D. Hobody, the local agent for these products, who has recently acquired this agency.

Gulf products are a standard word with motorists. They know that when they use the gasoline refined by them that they are getting only the very highest quality and power plus. When they use Supreme Motor Oils they know that they will get the proper lubrication for their motor, and for this reason Gulf products are gaining in favor with the motoring public as each day passes.

There is a Gulf station in your midst that will bend every effort to render you the kind of service that will please. Every Gulf station is

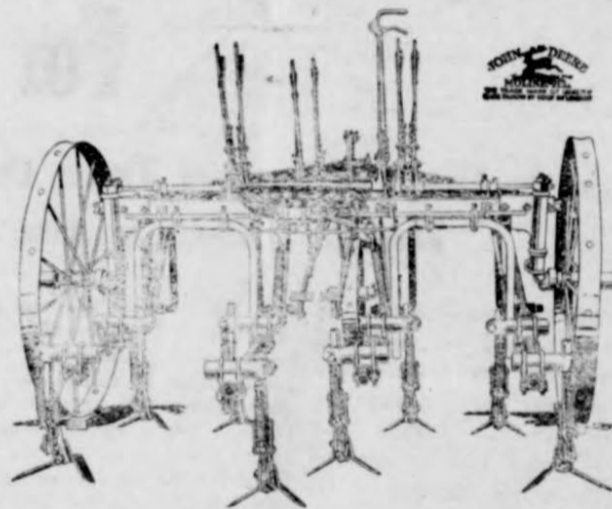
sincerely appreciative of your patronage and a courtesy will be extended you that will indeed be gratifying.

Our suggestion, and one that has been accepted by many in the compilation of these features, is that when the time comes to "fill 'er up" drive by a Gulf station and try the products as represented in the above paragraphs; you will be so highly pleased that next time you need motor products, it will be nothing else but Gulf—among the very best, we assure you.

In conclusion we will say this; Mr. Hobody is also a town and community booster and there is never anything represented that will revert to benefit of this town but what he is for it, and in this review we are glad to present the qualifications of this gentleman and the company he represents.

MANSELL BROS. HARDWARE CO.

LOCATED IN O'DONNELL, TEXAS AND HANDLING A COMPLETE LINE OF THE BETTER GRADES OF HARDWARE, FURNITURE, OLIVER AND JOHN DEERE IMPLEMENTS, HAVE BEEN HIGHLY INSTRUMENTAL IN THE FURTHER DEVELOPMENT AND ADVANCEMENT OF THE COMMUNITY IN EVERY PARTICULAR. ARE HELD IN THE HIGHEST ESTEEM BY THEIR FRIENDS AND CUSTOMERS.



The adequate supply of the right kind of hardware is necessary in the further growth of a community. Without hardware the community would be at a loss and in this we can certainly say that the above establishment can supply your every need for the home or farm in the very highest quality hardware, furniture and farm tools and implements.

The well known John Deere and Oliver lines of implements is measured in the stock of Mansell Bros. There is no better line of implements on the market today, and that John Deere and Oliver has played an important part in the development of this section is a known fact, for no matter where one may go, you will see a John Deere or Oliver farm tool of some kind on the farms in the O'Donnell section, and they were sold by Mansell Bros.

No less can be said of the quality lines of hardware handled by this

firm. They are outstanding in every particular, representing the standard manufacturers, and when you purchase any item in their hardware stock, you are assured of the very highest quality in every particular.

Their furniture department is complete also. Here one may completely furnish the home and at prices that are extremely reasonable. Quality is also paramount in this department, and you may be assured that when you purchase a piece of furniture here, no matter how small or large, it is the very best in every way.

We are glad to present this reputable firm in this review, stating in conclusion that they are not only outstanding in the lines they handle, but are outstanding in every particular as pertaining to community development. They are for O'Donnell and this section, remember that—wholeheartedly for its further progress.

ESTES & CLAYTON—GROCERIES, FEED

LOCATED IN O'DONNELL, TEXAS IS RECOGNIZED AS AN OUTSTANDING FACTOR IN THEIR LINE OF ENDEAVOR. HANDLES ONLY THE VERY BEST AND HIGHEST QUALITY LINES OF GROCERIES AND FEEDS AND ARE SUPPLYING THE PEOPLE OF THIS SECTION WITH A REAL SERVICE. YOUR PATRONAGE IS SINCERELY APPRECIATED, TOO. TRY THEIR SERVICE ONCE AND BE CONVINCED.

One of the outstanding features in the growth of any town or community is the adequate supply of groceries for the home and farm. In this we can truthfully say in this review that there is no better nor a more outstanding firm of its kind in O'Donnell than the grocery and feed establishment as stated above.

In this review, setting forth the qualifications of O'Donnell, we would omit this popular store from our itinerary for the part they have played in the rapid growth of this section of the plains country. The part that they have not only played, but are now playing in this development program.

Carried in the stock of the Estes-Clayton store are only the highest quality lines of groceries and feeds. They are not only able to supply the family table, but they have feeds for the stock, and in these lines you are

able to obtain anything you may desire.

The proprietors of this store believe in according their customers the very best at all times. They want to please in every particular, and for this fact they have built a business and a patronage that is outstanding in every particular, and an esteem in which they are held is gratifying.

Another and concluding feature we wish to impress upon our readers is the fact that the members of this firm are boosters for O'Donnell and this entire section. There is never a project that means the betterment of their community but what they are for it in every particular, and in this review we are glad to present Estes & Clayton for your consideration, assuring you that you will make no mistake in according them your patronage.

"M" SYSTEM GROCERY & MARKET

UNDER THE MANAGEMENT OF A MAN WHO UNDERSTANDS GROCERY NEEDS OF THE PEOPLE, KNOWS VALUES AND OFFERS A SERVICE AND COURTESY THAT IS UNSURPASSED. THIS STORE HAS BECOME POPULAR WITH THE PEOPLE THIS SECTION. ADHERES STRICTLY TO THE WELL KNOWN SLOGAN, "SAVES FOR THE NATION." MR. J. N. LINES IS NEW MANAGER. HE WILL APPRECIATE THE PATRONAGE OF THE FORMER MANAGERS CUSTOMERS AND OTHERS HAVE NOT AS YET PATRONIZED THIS POPULAR STORE.

Growing from obscurity until at the present time representing a huge chain of stores of this kind, "M" System is a national word with grocery shoppers. Opening their store under the "M" System of grocery merchandising, the management has and is enjoying a wonderful business. In discussing the methods used and the reason of better goods for less money, the manager said:

"The operating cost of an "M" System Store is lower than any heretofore known method of merchandising. This savings in operation is passed on to the customer, affording prices which are savings that cannot be obtained elsewhere. The hanging price tags name the prices and you select what you want. The housewife may choose what she wants at an "M" System store without the usual argument being presented in an effort to get her to buy. She helps herself; she saves money, as all goods are one price to all at an "M" System Store.

"Another point that goes over big

with the buying public lies in the fact. It is a known fact that a larger quantity one buys the lower the cost. Therein lies the secret how "M" System sells high quality groceries for less.

"Another and concluding fact which we think forcible and convincing why you should trade at an "M" System store. They are carrying they stock only nationally advertised goods; you get what you want, no substitutes, consequently no worn commodities. The uniformity of shelving stock and keeping well stocked enables you to buy and easily make your selection without interference.

We have no hesitancy in commending this well known store to the consideration of our readers, and them that at the "M" System they will be accorded a service with a real quality merchandise at real money saving prices, member the "M" System of O'Donnell.

M. A. SCOTT REAL ESTATE COMPANY

LOCATED IN O'DONNELL, TEXAS, IN THE REAR OF THE NATIONAL BANK BUILDING, ARE RENDERING THAT COMPREHENSIVE SERVICE THAT IS OUTSTANDING APPEALING IN EVERY PARTICULAR. SELLING ANYWHERE, THIS FIRM HAS INDEED BECOME A FACT OF THE RAPID DEVELOPMENT OF THIS SECTION OF THE PLAINS. IF IT IS ANYTHING PERTAINING TO REAL ESTATE, YOU MAKE NO MISTAKE IN DEALING WITH THE M. A. SCOTT REAL ESTATE COMPANY—IN O'DONNELL, TEXAS.

Recognized as real factors in the real estate business, the above well known agency—the M. A. Scott Real Estate Company, has built a reputation and prestige in the Plains country. We feel that this is due to one principle fact that can be incorporated in one sentence—courtesy and fair dealings in every particular; honesty; the knowledge of values that is just as important in every transaction, as a service that is surpassed by no other realty agency in this section of West Texas and the Plains.

That the M. A. Scott agency is held in the highest esteem by their many friends and acquaintances, is duly acknowledged. This is due in a large part to the service they have rendered; the advice that comes from the careful study of their business, and the fact that they have never deviated from that policy of fairness in

every degree. This will build any business matter what line it may be, has served as a very important factor in the growth and progress of this section. Mr. Scott and his associates predict that the Scott Company will continue to grow and prosper as they so richly deserve.

Everything pertaining to real estate is handled by them, and a suggestion is that if you are in need in any way in Plains country you can certainly make no mistake in getting in immediate touch with the M. A. Scott Real Estate Company, wholeheartedly for O'Donnell and this entire section of the Plains. Remember if it is anything pertaining to real estate—it is naturally the M. A. Scott Real Estate Company of O'Donnell, Texas.

A. Y. PEMBERTON & SON GIN

AMONG THE PIONEER GIN PLANTS OF THIS SECTION OF THE PLAINS, THE PEMBERTON STATE HAS PROVEN ITS WORTH TO THE COMMUNITY. MAINTAINING A PLANT AND SERVICE THAT HAS SURPASSED, THIS POPULAR ESTABLISHMENT HAS OUTSTANDING WITH THE PEOPLE OF THIS COMMUNITY UNDER THE MANAGEMENT OF MEN WHO UNDERSTAND THE BUSINESS IN EVERY PARTICULAR. A PHENOMENAL GROWTH HAS BEEN EXPERIENCED BY THIS BIG PLANT.

In making the development review of the better conditions prevailing in the O'Donnell section, there is nothing that is playing a more important part in this continued advancement than the men who are operating ginning plants, and we say not only in O'Donnell, but in Texas as a whole and in this we would fain eliminate the part as played by the Pemberton & Son gin—a home institution—home owned and home controlled, and under the management of men who have spent years in the ginning industry.

Prior to the beginning of the season just coming to a close this popular plant underwent a thorough overhauling; every piece of machinery was replaced with new, every modern appliance that would bring the plant up to the highest standards of efficiency was installed; cleaning systems that would render a better staple and sample were placed in the plant, and for this reason the Pemberton gin established a reputation

that is unexcelled.

Mr. Pemberton said, in referring to the conduct of the plant, "we wish to express our appreciation for the wonderful part that our friends and customers are playing in the season just closing. It was a wonderful spirit; during the season our friends were patient, complained, but waited for the service they knew they could obtain at our gin. For all indeed grateful, and in seasons to come we shall endeavor to give that kind of service whenever our friends are in need of our gin." Pemberton & Son Gin."

In this review we are able to present the qualifications of this meritorious establishment in conclusion that you find the entire personal plant for O'Donnell and the Plains in every way over eager to see its advancement.

MISS MARY LEE TOWLE AND BUNION JOHNSON MARRIED IN DALLAS

Miss Mary Lee Towle who was head sales lady for Carlisle Dry Goods Company, for two years at this place was married Thursday, December 22, 1927 at the First M. E. Church in Dallas to Mr. Bunion

Johnson of that City. They left immediately where they were to spend their honeymoon.

The many friends of Miss Towle here wish her much joy in her new life, and congratulations to Mr. Johnson on securing this sweet, charming lady as his future help-

CALENDER
January.

"The Land of Beginning"
Louisa Fletcher Tarkington.
"Out Wild Bells" from In
Tennyson.
resolve in this first month of
New Year to neglect no duty up-
od citizenship.

BURKE UNDER GOES
SERIOUS OPERATION
T. Burke, prominent citizen of
nell under went a serious opera-
at The Lubbock Hospital at
last Wednesday.
Burke stood the operation
and is reported as doing as
as could be expected.

Mrs. G. R. Pearce of Odessa was
the guest of her son, Marcus Pearce
and family and other relatives the
past week-end.

Mrs. J. F. Campbell and Mrs. Jno.
Earls were business visitors to Ta-
hoka Saturday.

M. E. Jones, who is connected with
the Tonsor Barber Shop, spent Satur-
day and Sunday with his family in
Bronfield.

"There are more illiterate sons
than there are illiterate minds. This
will explain why we have in memory
instances more prosperity than char-
acter and more efficiency than At-
tainment."

How to Raise More Pigs



BY FOLLOWING the system of swine sanitation first used in McLean County, Illinois, it is possible to raise 25 to 50 per cent more pigs per litter and get the pigs ready for market several weeks sooner and with less feed than by ordinary methods, the Sears-Roebuck Agricultural Foundation indicates. The loss of small pigs and the stunting of growth of those which survive, due to worms and necrotic enteritis can be avoided.

There are four easily performed steps in the system as outlined by the Illinois College of Agriculture:

1. Scrub the farrowing quarters with one pound of lye to 30 gallons of boiling hot water, then spray with one pint of compound cresol solution in four gallons of water. The lye loosens dirt, the hot water kills the worm eggs, and the disinfectant kills the germs of infectious diseases.
 2. Wash the sow's sides and udder with soap and water before putting her in the clean farrowing pen. This removes any worm eggs which may be sticking to the body of the sow.
 3. Give the sow and pigs a clean ride to a pasture where no hogs have run for at least a year. A pasture which has been in a cultivated crop since last used by hogs is preferable. This avoids contamination from filthy hog lots.
 4. Keep the pigs on clean pasture until they are at least four months old.
- Farmers who followed this system of preventing contamination from old hog lots reported that 45 minutes were required on the average for one man to scrub the pen for one sow and 20 minutes were required to scrub the sow. The sows raised an average of 6.3 pigs per litter, compared with 4.8 pigs before the system was adopted. There were practically no runts and the pigs reached the usual market weights 6 to 7 weeks earlier than before. Careful records of farmers show that where the McLean system was practiced, 109 pounds of pork were made with 390 pounds of corn and other feeds compared with 501 pounds of corn on farms where no special effort was made to keep the pigs from becoming infested. Four ears of corn plus sanitation were equal to five ears without it.

Why Fall Freshening Pays.



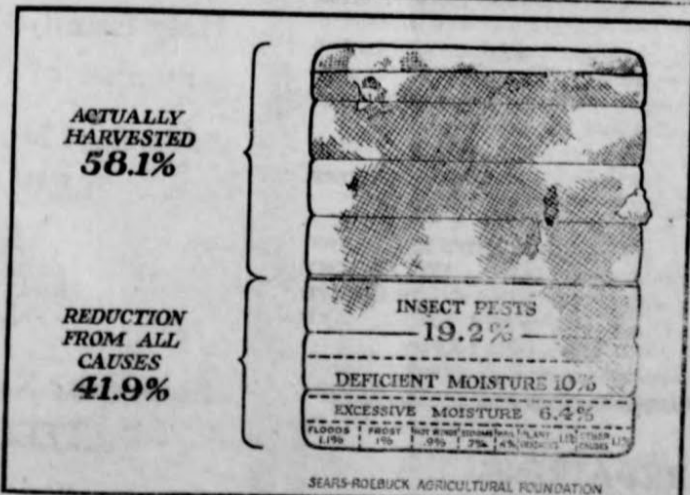
COWS freshening during the spring months do not produce milk as economically as those which freshen at other seasons, and prices received for their product average lower, the Sears-Roebuck Agricultural Foundation points out.

Records of dairymen covering a five-year period analyzed by the Ohio College of Agriculture showed that cows in herds in which less than 25 per cent freshened in the months of March, April and May produced an average of 8,154 pounds of milk a year at a cost of \$2.47 per 100 pounds. Herds in which 35 per cent or more freshened in the spring produced an average of only 6,822 pounds of milk at an average cost of \$2.71 per 100 pounds.

The cost of feed and labor per cow was lower in spring freshening herds, but the milk production per cow and the cost of producing 100 pounds of milk decreased as the proportion of spring-freshened cows diminished.

Prices of dairy products tend to be higher during the fall and winter months, when most of the product of fall-freshened cows would be marketed than during the spring and summer months. The price paid to producers at country plants for standard fluid milk containing 3.5 per cent butterfat averaged \$2.71 in the six months from October to March, inclusive, in the five years, 1922 to 1926, inclusive, compared with \$2.53 in the remaining six months. The price of farm butter averaged 41.8 cents in the six fall and winter months compared with 38.1 cents in the six spring and summer months.

Why Cotton Does Not Produce a Full Crop



WHILE unfavorable weather and other natural forces caused the cotton crop to fall 41.9 per cent short of a full yield, as an average of the ten years from 1915 to 1924, most of these adverse conditions are partly under the control of the grower, the Sears-Roebuck Agricultural Foundation points out. Deficient moisture, which caused a 10 per cent reduction, is rendered less serious by thorough cultivation, and excessive moisture, which caused a loss of 6.4 per cent, can be controlled by drainage. Floods, hail and frozes do only a small part of the damage.

Insects take nearly a fifth of the crop in an average year. The boll weevil alone takes a toll of about 15 per cent. Control of insect pests is not easy, but the known methods of control should be more generally used. Those which chew the foliage can be destroyed by arsenical poisons, while those which suck the juices must be attacked with contact poisons such as tobacco extracts and kerosene emulsions. It is good farm practice to have these poisons and the equipment for applying them on hand at the beginning of the season in order to be forewarned when infestations appear.

19th Meets 20th Century in "Rough Riders"

Ghosts of yesteryear, spirits of men who made history, stalked thru the echoes of a puffing Jenny that wheezed amid the clatter of jolting car wheels recently when a day of 1898 was re-enacted in San Antonio, Texas, while street cars and automobiles streamed by a few yards away.

As a crowd of motion picture actors in the dress of the nineteenth century bid farewell to "The Rough Riders" who were entraining for their journey towards Cuba, the strains of a jazz band pouring from a radio dealer's loud speaker mingled with the rousing notes of "There'll be a Hot Time in the Old Town Tonight," which the Paramount orchestra played for the actors.

The external contrast of last generation with the present was increased as hundreds of bobbed hair flappers mingled among the young ladies of days gone by. Mary Astor in a tight-waisted skirt which was all the rage a generation ago, chatted with a miss, whose arms were bare and who wore a knee-length skirt.

It has been a long time since the old railway station, now abandoned, has felt the pressure of hundreds of feet and its wooden platforms thrilled in reminiscence as Charles Emmet Mack and Charles Farrell, the two leading men, sought frantically for the girl they both loved. There was Theodore Roosevelt, portrayed by Frank Hopper, grinning in his beloved way while a score of traffic policemen kept onlookers from interfering with the work of Victor Fleming's film staff.

And while the motley crowd in a final burst of cheers and tears bade their blue-shirted heroes good-bye, their cameras recorded another episode which sings in American history. "The Rough Riders" plays its last date at the Lynn Theatre tonight.

"AMERICAN CITIZENSHIP DEPARTMENT."

(By Mrs. Harvey Everett)

Upon the resignation of the President of Lynn County Federation of women's clubs the duties have fallen upon me, as your vice-President for 1928, to give to you as I best can some of the most vitally important things which we have planned for the coming year.

We have been presented with a "Perpetual Calender For Good Citizenship" which we wish to give to you from month to month as the year goes by. If children should learn early to reverence their county, their flag, their nations history and its institutions.

To this end this perpetual Calender for Good Citizenship has been prepared. The suggested readings will help to make a reality of days and events that in many instances have been merely vague shadows committing these selections to memory will make them a vital part of the mental and moral fibre of American life and will assist in the spiritual development of our people. Bishop Woodstock said looked over carefully and observed by the mothers of our country who read to their children in the home and by the teachers in our public schools we feel that great good will come to all who have the privilege of really knowing this good literature.

Every household has Red Letter Days which it joyously celebrates, such as birthdays and Wednesdays. Other days of sacred memories are kept through the year. To these the "Division of Citizenship Training" would aid our great National days.

J. S. FRITZ
Undertaking and Embalming
Funeral Supplies
Funerals Conducted Anywhere
PHONE 104B
O'DONNELL, TEXAS

GENERAL AUCTIONEERS

We sell anything, anywhere, anytime.
No matter how small or large.

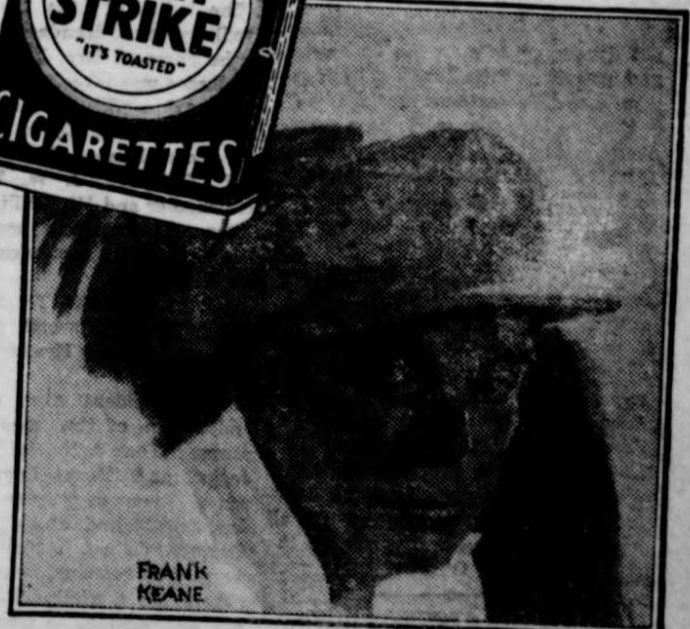
Phone or see us at O'Donnell, Texas.
Licensed Auctioneers

W. V. Tolbert · G. C. Grider

JAMES CRUZE

Director of Feature Photoplays, writes:

"During the filming of *The Covered Wagon*, the constant use of my voice demanded that I find a cigarette which I could smoke without any chance of throat irritation or cough. After trying them all, I decided on Luckies. They are mild and mellow."



The Cream of the Tobacco Crop

"The growth of LUCKY STRIKE Cigarettes is a wonderful thing but there is a reason. I know, because I buy the Tobacco for LUCKY STRIKE. I buy 'The Cream of the Crop,' that mellow, sweet smoking Tobacco that the Farmer justly describes as I have described it above. The quality of LUCKY STRIKE Cigarettes is telling. It is natural that the brand should show the tremendous growth that it is showing today."

"It's toasted"
No Throat Irritation - No Cough.

LET US OVERHAUL

That Motor

Have the old bus tuned up for the season. When our expert mechanics have ironed out your motor ailments the old bus will hum like a new one.

Gantt & Hubbard Motor Co.

CICERO-SMITH LUMBER CO.

"Where Quality Counts"

GOOD LUMBER — GOOD SERVICE

Lumber, Builders Hardware, Wind Mills, Wire, Post, Paint and "Nigger Head Coal."

Don Edwards, Manager

SEE US

For All Kinds of BUILDING MATERIAL
Low Price Cotton, Low Price Lumber
Build Your Home Now

BENNETT MFG. CO.

E. M. Wilcox, Mgr.

If You Want To

BUY, SELL OR TRADE

Anything, Anywhere, See

M. A. Scott Real Estate Co.

PHONE 157

At Rear of Old First Nat'l Bank Bldg.
O'Donnell, Texas

C. Woodward, — W. L. Taylor
MANAGER AND MANAGER ABTRACTOR

C. J. (DOCK) BEACH, LOCAL REPRESENTATIVE

C. WOODWARD LOAN COMPANY
MESA ABSTRACT COMPANY, Inc.

— INVESTMENTS — INSURANCE — ABSTRACTS

Office across street from P. O.
Lamesa, Texas

DRRELS LUMBER CO.

COMPLETE STOCK OF BUILDING MATERIAL
STAR WINDMILLS and PIPING
bed Wire and Posts, Poultry and Hog
Wire, Paints, Oils and Varnishes

The O'Donnell Index

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J. W. Roberts, Editor

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office at O'Donnell, Texas, under the
Act of March 3, 1897.

**DEMOCRATIC NATIONAL CON-
VENTION COMES TO TEXAS**

After deciding to take their party
convention into the solid South this
year, for the first time in history,
Democratic leaders from all over the
Nation came together Thursday night,
January 12, in Washington, D. C.,
at a Jackson day dinner designed to
help to harmonize the differences that
made for party tragedy at the
Madison Square Garden convention
in 1924.

The resolution sub-committee fixed
Tuesday, June 26, as the date for
the convention. This is two weeks
after the Republican national conven-
tion opens in Kansas City.

The coming of this convention to
the South means much for Texas as
the people who attend national con-
ventions are a class of people who are
the best advertisers in the world when
they are shown just what a state has
to offer in the way of investment of
capital. We need cotton mills in
the South and the very best way to
get them is to show capital the ad-
vantages of coming to our section of
the country, and no greater oppor-
tunity has ever been offered the
state to display her wares in the way
of manufacturing opportunities.

Texas has unlimited raw material
for the manufacture of cotton goods
and other commodities; an inexhaus-
tible supply of fuel, both coal and
gas, and a labor population suffi-
cient to take care of any and all de-
mands. The knock of opportunity
is heard at the door of the state and
it behooves the Lone Star State
Boosters to get busy and open the
door while Dame Fortune waits to
enter and help work out a destiny
of state-wide prosperity, filling the
horn of plenty for both State and
citizenry.—Come to Texas.

HOME TOWN THOUGHTS

It does not do much good to offer
bargains in a store, if people are not
induced by advertising to come and
look at those values.

A job is not likely to be profitable
in a city, unless business is profit-
able there. When you support home
town business by buying goods at
home, you help make your job pay
well.

The way to make a town grow, is
to make it so attractive and full of
advantages that people want to live
there.

All Can Help.

The progress of a community does
not depend merely on the enterprise
and activity of its leading business
men and organizations.

Every clerk who works in a store,
every mechanic in his factory, every
farmer in his field, every housewife
in her home, each one has some ef-
fect on the future of that communi-
ty.

If the salesman is actively pushing
for new patronage and to please old
customers, he helps the city's retail
business to grow. If the mechanic is
efficient, he assists his employer to
sell more goods. If the farmer is
diligent and scientific, he adds to
the resources of the neighborhood.
If the housewife improves the home
place, she promotes the city's repu-
tation for culture and finish. We all
have to do our share, to secure the
development of O'Donnell.

JANUARY STOCK-TAKING

If you lived in some towns where
about now to see business men
pass you with a fierce and pre-occu-
pied stare. This would not mean any
personal animosity toward you, but
simply that they were very much ab-
sorbed with their January inventories.

Stock-taking is a more or less anx-
ious time for all business men. It re-
minds them of the dreaded school ex-
aminations of yore. But these fate-
ful figures of assets and liabilities are
no mere dry sum from an arithmetic
book, but a story that tells success
or failure.

If someone has played truant too
often, these stubborn sums reveal
a situation he will not like one bit.
But if people have been energetic
and shrewd and good advertisers,
their anxieties are soon terminated.

Formerly many business concerns
were slack on stock-taking. If the
owners could march up to the bank

every week with a dominating air,
and draw enough cash to pay all bills
they said they should worry. But
the modern commercial world does
not tolerate these loose methods.

Today the business men are like
the boy on Examination Day. He
has to show up at the end of the term
if he has learned his lessons. Those
that fail go to the foot of the class
or leave school.

The business men of O'Donnell are
of the kind who prefer work to idleness.
January stock-taking is soon
cheerfully past, and they are greet-
ing the world as smilingly as the boy
who does 100 per cent marked on his
school paper.

**INTERNATIONAL HARVESTER
COMPANY TO GIVE SHORT
COURSE HERE.**

In the plans of our Home Demon-
stration Agent Miss Halsey and the
efforts of Mmes. Jno Earls and Ben
Moore go over O'Donnell will have a
free Short Course, given by the In-
ternational Harvester Company,
through the A. & M. State college, the
first week in March.

Miss Hasley is promoting the idea
to the best of her ability knowing
the value that such a course would
be to this community.

The Company offered to come to
O'Donnell if they felt there were
enough people who wanted them,
therefore, Mrs. Earls and Mrs. Ben
Moore carried a petition around to
the citizens and farmers asking that
all who felt the need of this course
to sign, in a few hours they had
around fifty names to the petition,
which was immediately sent to Miss
Hasley who in turn submitted it to
the company.

O'Donnell feels assured of this
splendid course and advise everyone
who is interested in this line of work
to get in touch with Miss Halsey and
prepare to avail themselves of this
advantageous course.

**A. & M. DEMONSTRATION TRAIN
TO BE HERE FEBRUARY 11TH.**

A Santa Fe train from A. & M.
college will be in O'Donnell Feb. 11,
1928, at one o'clock stopping over
two hours, which will be a rare treat
to the school children of our city and
community as well as all who are
fortunate enough to see it.

This demonstration train will bear
the finest milk cows, hogs, poultry
and agricultural products which our
state produces.

Miss Harton, State Demonstration
Agent, Miss Murray the District Dem-
onstration Agent and Miss Halsey
the Lynn County Demonstration
Agent will be among the parties
aboard this train and they will have
some of the best Home Demonstration
Exhibits any one ever had the
privilege of looking at.

It is hoped that the citizens of
O'Donnell and community will have
a real welcoming committee and an
appreciative crowd to meet this train
and show their appreciation to the
State A. & M. College for this com-
pliment shown us by stopping in our
city.

PRESBYTERIAN AUXILIARY

The ladies of the Presbyterian
Auxiliary met Monday, Jan. 16th,
in the home of Mrs. R. H. Schooler.
Our lesson was taken from the month-
ly magazine "Women and Missions"
the subject being China. Those pre-
sent were Mmes. Albert Koeninger,
J. F. Campbell, J. W. Roberts, R.
H. Schooler and Miss Willie Schooler.
After an interesting lesson we ad-
joined to meet next week with Mrs.
W. J. Smith.

JUNIOR EPWORTH SOCIETY

The Junior Epworth Society met
with Mrs. Harvey Everett Tuesday at
4 p. m.

The President Alice Joy Bowlin,
had charge of the meeting. Two
songs, "What A Friend We Have In
Jesus" and "Jesus Loves Me" were
sung. Sentence prayers led by Alice
Joy Bowlin and closed by Ina D.
Everett was had. A few minutes was
devoted to business, then games were
played for a while. Dismissed with
the Benediction, to meet next Tues-
day at 4 p. m. with Mrs. Everett.

AUTO CURTAIN REPAIRING:

If your side curtains are in Bad
order, just bring them to us.

WE GUARANTEE TO FIX
THEM UP IN FIRST CLASS
SHAPE.

GANTT-HUBBARD MOTOR CO.

**POLITICAL
ANNOUNCEMENTS**

The Index is authorized to an-
nounce the following persons as can-
didates for the respective offices,
subject to the action of the Demo-
cratic Primary, July 28:

For County Assessor:
J. S. WEATHERFORD
J. S. WEATHERFORD, re-election
For Public Weigher:
(O'Donnell Precinct)
MELL PEARCE
Re-Election

For District Judge:
T. L. PRICE, re-election.

For Sheriff & Tax Collector:
J. H. YARBROUGH.

For County Attorney:
G. H. NELSON.

For Public Weigher:
MELL PEARCE, re-election.

For Sheriff & Tax Collector:
(Dawson County)
MAC W. HANCOCK.

**JUDGE PRICE ANNOUNCES
FOR RE-ELECTION**

is Candidate For The Office Of
District Attorney.

**TO THE CITIZENS OF THE 106TH
JUDICIAL DISTRICT:**

It being impossible for me to see
and personally talk with each voter of
the 106th Judicial District, and ex-
plain to them my appreciation of
their support of me during the year
I have been permitted to hold the
office of District Attorney, and to
have an opportunity to state person-
ally to each my desires for the fu-
ture, I take this method of thanking
the citizenship of this District for
the honor which has been mine in
serving you as an officer for the
past year, and I hereby announce
to you that I will be a candidate for
Re-Election to the Office of District
Attorney of the 106th Judicial Dis-
trict of Texas, for a Second Term,
Subject to the action of the Demo-
cratic Primary in July, 1928.

During the one year you have
honored me with this office, I have
striven with all my might, working
constantly on the job day and night,
to enforce, fairly, all the laws on our
Statute Books, alike to all the peo-
ple, and without fear or favor to
any one. With no thought of boast-
ing of my record in the past year,
yet feeling that it will compare favor-
ably with the average record made in
this character of office, I am per-
fectly willing to be judged by my
record and upon such record I am
submitting my candidacy for re-elec-
tion to this office. Having tried
some 50 or more cases during the
past year and having lost only two
of these, makes me feel that with all
fair minded people this report will
receive their absolute approval with-
out a word of complaint. I have
tried to be fair to those charged
with crime, yet not in any way com-
promising with crime, but instead
prosecuting it with all my power.
As stated above having only served
you for one year, I am just now suf-
ficiently well acquainted with the
Dockets of the Six different coun-
ties comprising this District, and
therefore in a position to render real
service to the tax payers in the fu-
ture if allowed to retain this office
for a second term. And if so allowed
to hold this office for another term,
I hereby re-dedicate my ever effort
to the citizenship of this District to
the end that our homes may be bet-
ter protected and this District made
a safer place for our property, our
lives, and our children.

T. L. PRICE,
District Attorney.

WESTMORELAND'S IS FOR THE
WORKING MAN. HE BOUGHT
WORK CLOTHING OF THE TYPE
THEY ALL WANT BEST, AND
WILL SELL FOR LESS.

**HOME DEMONSTRATION CLUB
HAS PLEASANT MEETING**

The O'Donnell Home Demon-
stration Club had a very interesting meet-
ing Wednesday afternoon at three
o'clock in the Grade School auditor-
ium.

The President Mrs. W. H. Veazy,
very charmingly presided over the
meeting.

A round table discussion was en-
joyed by all. The membership list
was raised and eighteen members'
names taken for the new year.

Mrs. Ben Moore gave an interest-
ing account of the Council meeting
which met in Tahoka January 14.
Mrs. J. F. Campbell read the rules
governing the Living Room Contest
which is being advocated by the ex-
tension board of A. & M. State col-
lege.

The meeting was very pleasant
and much enthusiasm felt for the
coming year's work.

There were twenty-two ladies pre-
sent. The next meeting of the
O'Donnell H. D. C. will be the first
Wednesday in February.

MRS. HARVEY EVERETT,
Club Reporter.

KNOW TEXAS

The growth of Texas is indicated
by the increase in the telegraph busi-
ness. The Western Union reports
that in 1927 this state sent and re-
ceived 104,250,000 telegraph mes-
sages, while in the year before the
World War the number was 37,000-
000.

Plans are being made to establish
an incubator in El Paso with an in-
itial capacity of 40,000 eggs. This in-
dicates the possibilities of the poultry
business in Texas.

Texas is increasing its population
at the rate of 100,000 a year and is
the fastest growing state in the
South, says the Texas State Manufac-
turers' Association.

Texas showed a gain of \$268,395-
639 in manufactured products in two
years, while some other states were
showing losses.

ATTENTION!—CLARK'S O. N.
T. THREAD THREE CENTS SPOOL
AT WESTMORELAND'S.

Lynn Theatre

Monday and Tuesday:

"FIGURES DON'T LIE"

—with—

ESTHER RALSTON, FORD STERLING
AND DORIS HILL
News and Comedy

Wednesday, Thursday and Friday:

'BEN HUR'

—with—

Ramon Novarro, Francis X. Bushman,
May McAvoy, Carmel Myers and Betty
Bronson.

"Ben-Hur's" one Arabian Night!—150,000
extras in cast. Great scenic and Chariot
race. Magnificence. The most celebrated
picture epic of all time, costing \$4,000,000
to produce "Paintings in Action" posed
from old world masterpieces. Among
these are Leonardo da Vincin's "The Last
Supper," Tissot's "Pool of Siloam," Gus-
tave Dore's "The Nativity," Raphael's
"Sistine Madonna," and Rubens' "The
Holy Family." Color work is employed in
a number of these beautiful scenes.

Saturday: Matinee

"BEWARE OF WIDOWS"

—with—

LAURA LA PLANTE
News and Comedy

Saturday: Night

"TELL IT TO SWEENEY"

—with—

George Bancroft and Chester Conklin
Another Great Comedy Team
News and Comedy

Coming:

"JESSE JAMES"

—with—

FRED THOMPSON

Classified A

You will find plenty of oil
and shoe polish at the
Shoe Shop. Now is a good
oil that set of harness.

FOR SALE—Mammoth
Turkey, price \$10.00. Mrs.
ton, Box 64a, O'Donnell,

FOR SALE OR TRADE
choice tracts of the W.
Moore land; some improv-
farming land. Located
moore community. Easy
or write Joe T. Moore,
Texas, Route 3.

GOOD 2 YEAR OLD
public service. Will serve
and will expect cash when
served. E. J. Bean.

TAKEN UP—Shoat, w
60 pounds, taken up ab
Owner can have same by
keeping and advertising a
tifying. See R. O. Minton.

TREES—Don't forget
bearing on the Plains in
bear any year. Get 'em
Moore.

FOR SALE OR TRADE
acres, 6 miles north of C
improved, in oil belt, will
farm on South Plains or
erty in O'Donnell. W. A
Route 1, O'Donnell, Texa

LOST OR STRAYED
Dunn pony, coming 4
unbranded but with knot
eye. \$10.00 reward for
information leading to her rec-
traveling south on last
Notify C. D. Uzzle, Tah
Route 3.

LOST—Bunch of key
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Blue Wagen Cotton se
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Any information please
Copeland, Plains, Texas.

FARM FOR SALE OR
I am now subdividing
6, 7, Block C-34 Gal
known as the Noves la
west of Seagraves in the
acres or more. This la
for oil for 10 years pay
acre rental. Price \$15.
per acre. Will accept
livestock or good autom
payment. If you want
the South Plains or im
see or write
P. F. MURKIN
202 Leader Building, Lub
(12-4tp).

CROP PAYMENT
We have a few choice
the best cotton land on
sell on the crop payment
land is well located. G
water; convenient to scho
grow anything you want
WHY PAY R
When you can buy good
with this part of your
crop payment plan is th
safest way for you to
home.
JARROTT BROTHERS
Lubbock, Tex
Room 204, Leader Bldg

LOST—Brown mare
old, weight about 120
grass rope on neck.
A. M. Parker or E.
O'Donnell.

WANTED—Woman
kitchen, apply at M

"WESTMORELAND'S
NEW STORE" IS
PLACE FOR ALL TH
ERS TO TRADE.

Highest market price
maize at all times.
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For Bargain

TIRES and

Everything

Guaranteed

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SYNOPSIS:

"Ben Hur" a tale of the Christ, begins in Jerusalem in the days of the reign of Herod. Judah Ben-Hur, the son of a wealthy Jew, and Messala, the son of a Roman, have been friends since childhood. But when Ben-Hur becomes seventeen and Messala nineteen their friendship ends because of their racial difference.

Shortly after, Valerius Gratus, the new Roman ruler of Jerusalem, is leading an army through the streets when Ben-Hur, leaning from a window, accidentally dislodges a bit of tiling, which falls the Roman leader.

Messala, the former friend, denounces Ben-Hur as having purposefully thrown the stone, and the Romans take Ben-Hur away to serve as a galley slave for life, drive his mother and sister Tirzah into cruel imprisonment and seize all his property.

Ben-Hur vows vengeance upon Messala.

For three years Ben-Hur serves as a slave in a Roman war galley, and his education and nobility win the friendship of the commander, Arrius. One night a desperate conflict takes place between the Roman fleet and pirates, the galley is sunk and Ben-Hur saves his commander from drowning. In gratitude, Arrius, a wealthy Roman, adopts him, thus giving him his freedom. Ben-Hur naturally of powerful physique, receives training in arms from the Romans.

But he longs to find his mother and sister and sets out for the East to find them. At Antioch he finds Simonides, a former slave of his father, who has since become a wealthy merchant. Simonides has saved the wealth left Ben-Hur in spite of tortures inflicted by the Romans.

Ben-Hur falls in love at first sight with Esther, the beautiful blonde daughter of Simonides. She returns his affection.

Ben-Hur is obsessed with a thirst to avenge himself against Rome, and he goes into the desert to enlist the support of Sheik Ilderim, the Generous, in a war against his sworn foe.

He learns that there is to be a great chariot race at Antioch and that Messala, who is now a great Roman soldier, is the favorite to win and that Messala and his friends are wagering their entire fortunes on the race. Ben-Hur makes plans to enter the race at Antioch and to crush his enemy, Messala.

Meanwhile he has met Iras, daughter of Balthasar, and this seductive Egyptian beauty has fallen in love with him.

On the day of the race both Esther and Iras are in the huge crowd in the amphitheatre. Iras is an admirer of Messala as well as of Ben-Hur. Ben-Hur not only wins, but avenges the wrong on the part of his friend by catching the wheel of the Roman's chariot in his own, thus causing Messala to be thrown into the dirt. The hoofs of the flying horses of the other chariots pass over his body and he is crippled for life. Ben-Hur's victory makes him a great hero among his own people.

Meanwhile, Ben-Hur's mother and sister have been confined in a prison as lepers and he rescues them.

He marries Esther and they are happy.

NOTICE TO THOSE WHO LOVE GOOD SINGING

The O'Donnell Singing Convention will meet at Grandview, eleven miles west of O'Donnell, on the first Sunday evening in February at 2:30 o'clock. Bring your books. All singers are urged to come on special business. Everybody invited to come. Let's make a good start on the New Year.

—REPORTER.

POLAND CHINA GILTS TO SELL AT TECH JAN. 28

According to information given the Index the Panhandle Swine Breeders Association will hold a meeting and Auction sale of sixty pure bred Poland China, Duroc Jersey and Hampshire gilts and pigs at the Texas Tech College pavilion, Lubbock on January 28th.

CARD OF THANKS

We wish to take this method in thanking the people of O'Donnell for the kind and loving hands extended us in caring for our Dear Mother and sister, during her illness, which was of long duration and the beautiful floral offering from the different organizations. May God in his wisdom and tender mercies guide and keep you.

Jeff Shook and family,
 Charli Shook and family,
 Carey Shook and family,
 Marvin Shook and family,
 Bertie Shook,
 J. V. Shook,
 Mrs. W. R. Kirkland,
 Mrs. F. K. Popplewell,

PERSONAL MENTION

Morris Sanderson and family are soon to move to one of the C. J. Doak farms near Seagraves, where Mr. Sanderson expects to put in a crop this year.

Mrs. Homer Cargile and two children of Memphis, Texas arrived Sunday for a visit with her parents, Mr. and Mrs. M. M. Simpson.

Miss Maggie George Piano teacher in the O'Donnell School, spent the week-end in Slaton with her parents, Mr. and Mrs. T. M. George.

Frank Bell of Amarillo was a business visitor in our city Saturday.

Mr. Vaughn Power will be retained by the Santa Fe Co., of this place as Utility clerk indefinitely, contrary to the statement printed last week that he was being transferred to Slaton.

Mr. and Mrs. Waldo McLaurin made a business trip to Lubbock last Friday.

J. M. Gilmore of Big Springs spent the week-end here the guest of his daughter, Mrs. Marvin Pemberton and husband.

Mrs. Irwin Street has been quite ill the past week.

Mrs. Jno. W. Fisher of Treadway was shopping in our city Monday.

Mrs. J. D. Mathis spent the week-end in Tahoka the guest of her mother, Mrs. J. L. Kuykendall.

Mr. and Mrs. J. C. Worward of Snyder were the guest of Mr. and Mrs. J. M. Fritz last week.

Miss Jewel Sargent of Tahoka and Mr. and Mrs. Herbert Langly of Snyder and Dewey Langly of Beaumont were the guest of Miss Jessie Cargent at the Palmer House Sunday.

W. L. Christopher who is with the Horn-Hanson Dry Goods Co., at Lamesa was in O'Donnell Sunday and Monday visiting home folks.

The Ruby Hendricks Society made \$15.00 on their cake sale Saturday. They will sponsor another sale next Saturday. Those wanting either cakes or pies, phone 25.

Mrs. C. J. Beach and children was in Lamesa Saturday the guest of Mrs. A. C. Woodward.

CARD OF THANKS

I wish to extend my thanks to the good people of O'Donnell who were so thoughtful of my dear old aged mother who was more than two years confined to her room, during which there was hardly a day that some one didn't scatter sunshine in that room with a smile, kind words or a prayer that made us to know that God was in our midst.

And when she had passed out of this life we thank you for the sympathy shown us and the beautiful flowers and especially the lovely wreath of silk roses made and presented by Hester Gates. May Gods blessings be on each of you.

Mrs. F. K. Popplewell.

THE W. M. S. OF METHO-DIST CHURCH MEETS

The Woman's Missionary Society of the Methodist Church met at the parsonage Monday afternoon at 4 o'clock.

The devotional was led by Mrs. Belle Knight. Sentence prayers were led by Mrs. Knight and closed by Mrs. J. T. Weems.

In a business session of the meeting Mrs. J. T. Weems extended her resignation as president of the society. Mrs. J. W. Gates will have charge of the work the rest of the year as vice-president. Mrs. Harvey Everett, Superintendent of childrens work, asked for Mrs. C. C. Jones, and Mrs. B. M. Haymes as assistant in the childrens work, they to have charge of the Primary and Baby Division respectively.

Mrs. Ben Moore read a very interesting letter from Mrs. Jno. E. Eldridge, Superintendent of Study at Miami.

The society will meet at the church next Monday at 3 o'clock.

ONLY NEED TO VISIT WEST-MORELAND'S TO BE CONVINCED THAT HIS PRICES ARE A LITTLE LESS ON EVERYTHING.

What's Doing In West Texas By W. T. C. C.

Wichita Falls—January 20 is set for date of the agricultural conference called by the Poultry and Dairy Bureau of the West Texas Chamber of Commerce.

Carlsbad, N. M.—Plans for the district convention of the West Texas Chamber of Commerce to be held here next summer are already being given thought by the Carlsbad Chamber of Commerce. The district region, and its main session will be held in the famed Carlsbad Caverns.

Desdemona—Editor Kellum of the Desdemona Gusher is moving his plant to Eastland where he will establish a paper under the name of the Eastland County Index, and Desdemona is making plans to secure another newspaper plant.

Moran—Money taken in by the Moran Luncheon Club is to be applied on the debt against the Moran Tourist Park.

Rising Star—The Chamber of Commerce Hatchery here has been opened for the season.

Munday—The Commissioners' Court has sold the \$135,000 road bond issue voted here in the Independent Road District Number-2-A, and work will go forward on the project at once through cooperation of state and federal aids.

Pampa—Despite the oil market slump, Pampa banks show a gain of \$161,373.70 over figures for the same date of last year.

Canyon—Paving will start at once on 36 blocks of business and other streets here. A new water main is being laid, and natural gas extensions are planned to begin at once.

Brownfield—The first of a series of meetings for cooperative effort to induce building of an eastern rail outlet and line in this section was held here recently. Snyder and Lamesa held gatherings, also, and a 3 town conference is next planned.

Lubbock—"West Texas the Beautiful" has been suggested as the slogan for the next West Texas Chamber of Commerce President by Prof. Granbery of Texas Technological college.

Roswell, N. M.—Amarillo gas is planned to be piped through this city, Portales, Clovis, and Hope, N. M., to El Paso during 1928.

Presidio—The Presidio Chamber of Commerce has been asked to set the date for formal opening of the international bridge between Texas and Old Mexico.

Wheeler—Women of Wheeler County have organized into an active Wheeler Go-and-Forward Club which puts into practice ideals for which Home Demonstration work stands.

Brownwood—Improvements are underway on the Rising Star-Brownwood Road, due to be completed within about 60 days. This route will be designated when this and other work is completed.

Wellington—Collingsworth County will hold an election February 15 for voting \$150,000 worth of bonds for erection of a new courthouse here.

Ballinger—A \$10,000 modern business house is under construction in this place.

McCamey—A \$250,000 bond issue has carried here by a large majority; part of this will be spent on street improvements.

Harver Everett was here from Monahans and Odessa this week visiting home folks.

Texas is one state of the Union where the buildings do not have to be washed. There's a reason; electric power and light and natural gas.

LADIES, HOW'S YOUR THREAD? COME TO WESTMORELAND'S AND GET CLARK'S O. N. T. FOR THREE CENTS SPOOL.

"It Pays to Look Well"



The Fitch Shampoo is more than a shampoo. Applied with our super-service methods, it is a scientific scalp treatment.

Super-service is our motto—which means the very latest scientific equipment, standard toilet preparations, clean towels and absolute sanitation.

TONSOR BARBER SHOP WAYMAN EVERETT, Prop.

BAPTIST CHURCH NEWS

Last Sunday was one of the best days we have had in some time at the First Baptist Church. The morning crowd was fine and had three additions at that service. After the Sunday school was over we organized our school into departments, electing departmental officers which includes Supts., and Sectys. It is our plan to reach and have two hundred in Sunday Semhool in the very near future. All officers of the school will meet Wednesday night to lay plans for the coming months. The evening service was well attended by scores of folks, many new ones being in evidence. Splendid interest was manifest on the part of all present. Then at the close of the service, seven more united with us making a total for the day of ten, nine by letter and one for Baptism.

There is a welcome for every one who will attend our services. Come, be there next Sunday at 9:30.

We will have an Odd Fellows Memorial service next Sunday morning at the eleven o'clock hour. Every I. O. O. F. be here on time. Will meet at the hall at ten a. m. and go in a body to the church. Every body is invited to be with us in that service.

P.-T. A. OF WELLS ENTERTAINS WITH SOCIAL

The P.-T. A. of Wells entertained the parents and members with a social Friday night in the school auditorium.

Music was rendered by Miss Smith and reading by Mrs. Carlton. Games were played throughout the evening and refreshments were served to about thirty guests.

Our next regular meeting will be Friday afternoon, Jan. 20th. All patrons of the school and any others who care to attend are requested to come.

MRS. TOM MOORE
 Chairman of Publicity Com.

PLAINVIEW GOSSIP

Just a few items of interest to let every one know that this little community is still on the map.

Another year is now with us, and we believe a very prosperous one, for the people, at least from appearances it is going to be one for the people of Plainview.

We have been having some lovely weather, and the farmers have been busy pulling bolls, the fields are gradually being cleaned, and ere long cotton will be gathered, and breaking of land begun for the Nineteen Twenty-eight crop which we hope will be one of the best the South Plains have ever had.

The old year drew to a close with our community in a better condition than it has been in several years, cotton here was rather good, and with the improvement of the price over last year's, most farmers are in a much better financial condition. Feed crops were also good and everyone has a supply of feed for the coming year.

With prospects so good, it is hoped that a great many of the houses that were vacated during the drouth last year, will be used for homes this year. I believe several have already been filled.

Mr. and Mrs. Walter Venerable with their son, Eudles, and his bride, have moved to Ellis County, where they will make their home. Everyone will miss this family a great deal, for they were well liked by everyone, especially the young married couple. They were married December 26th, at the home of Rev. J. E. Weems, of O'Donnell, and left for their new home the following week. They were both favorites in the community, although the bride, Vernon Pruett, home at the time of their marriage, was in the Berry Flat community, but she had lived here for two years, and was loved by all who knew her. Everyone joins in wishes for a long, happy and prosperous life for them.

Almost all of the young people here attended the party given by Mr. and Mrs. B. B. Street of Mesquite, the night of December 30th., and everyone report one of the most enjoyable parties ever attended. Mr. and Mrs. Street are the teachers of our school this term, all pupils are very fond of them, and we are having one of the best schools we have ever had here.

Mr. Street took his Basketball team to Berry Flat last Friday afternoon and matched some games. Plainview was defeated in all games, but as it was the first games of the season, and we have Mr. Street for Coach and Referee, there are hopes for winning some games.

The party at the home of Mr. E. A. Glegharn, Saturday night, was enjoyed by young people from Berry Flat Mesquite, Plainview and Draw. Everyone report a joyful time of playing "snap."

Mr. and Mrs. B. H. Frentress of Abilene visited Mrs. Frentress' parents, Mr. and Mrs. H. H. Walker, of this community the past week-end. It is expected Mr. and Mrs. Frentress will soon make their home in O'Donnell.

Mr. and Mrs. E. A. Glegharn were visitors in O'Donnell Sunday at the home of Mr. Charles Weems.

Ethyte Walker, who is attending high school at O'Donnell, spent the week-end at home.

There has been quite a bit of neighborhood visiting and business trips to O'Donnell the past week.

There was Sunday school at the school house Sunday morning. B. Y. P. U. and a sermon preached by Dr. Tate of O'Donnell Sunday night. Every one seems to be taking a great interest in the Sunday school and B. Y. P. U. and we hope they will take more. We always welcome visitors from the other communities and want them to be with us as often as possible.

Plainview is awake and is once more coming to the front.

"GOSSIP CAT"

MEMBER OF THE BIG CHAIN

'M' System Store

We are growing more and more each day. Everybody is liking it. Come in and buy our Specials for Saturday and Monday.

SPECIALS FOR SAT. & MON.

Oats	3 MINUTE 15c SIZE	10c
Extract	ALL FLAVORS, 2 oz. 35c SIZE	24c
Post Bran	WHEAT FLAKES PER PKG.	11c
Coffee	'M'-SYSTEM SPECIAL ONE LB. CAN, ONLY	43c
Lettuce	ICE BURG, NICE AND FRESH	10c

None Of These Items To Merchants
 We Give O'Donnell Trading Stamps

M SYSTEM STORE
 SAVES FOR THE NATION
 No 17 No 444

TEXAS AND TEXANS
By Will H. Mayes

Evidence of Prosperity

When public utilities companies, like power and telephone companies, announce preparations for unprecedented expenditures, the announcement may be safely accepted as evidence of unusual prosperity. The Bell Telephone Company is being forced to expend millions of dollars in Texas this year in order to meet the demand for increased telephone service as much as three-quarters of a million dollars being required in improvements in some of the largest Texas cities. Power plants are getting equipment to provide almost unlimited power in the manufacturing industries, the Comal Power Company at New Braunfels having arranged to spend \$1,500,000 in doubling the capacity of its electrical power plant there. Gas companies are fighting each other in efforts to get franchises in most of the important, and in all the accessible towns of the State. Railroads are seeking permits to build lines and extensions into territory heretofore neglected, and are in some cases begging for the right to operate bus lines on the public highways. It all means that great prosperity is foreseen for Texas in 1928 and the succeeding years.

Corporation Success

The principal reason for the success of most large corporations is that they do not go into things blindly, their operations always being based on most careful surveys of the demands of the field in which they operate. The expenditures the utilities companies are to make in Texas this year are after most careful surveys of their fields in minutest detail. They know as exactly what business returns may be expected from their investments as it is possible for human knowledge to determine. The improvements have been worked out and discussed in a way that the corporations know just what is needed and why. The small concerns struggling alone are likely to go into things blindly and for that reason so many of them fail. About all the study some corner grocers have given to the situation before opening their stores has been to find vacant buildings in which to put their stocks. So the failure of such enterprises surprises no one unless it is the unbusiness-like corner grocerman. Farms are planted to crops without any regard for

market demands, and low prices and failure become inevitable. When Adam was told that he would have to make his living by the sweat of his brow, the meaning was that he would have to put his mind into what he was doing rather than lean too heavily on the beneficent Providence. Some of us have not learned Adam's lesson yet.

Setting Comfortable

Old age has few terrors for the person who cautiously plans far enough ahead. When I. W. Shireman of La Porte, began putting out a 10-acre pecan orchard after he was 60 years old, his neighbors were inclined to laugh at him and intimate that he was foolish. He is 83 now, and last year made \$2,500 from that pecan grove. Success came because he saw a demand, had faith in himself, and worked when he could. He cared for the pecan trees and now they are caring for him. Pecan groves yield good returns and come to maturity in good time when they are cultivated as they should be. Like other orchard trees, they will suffer from neglect.

Fruit Shipments Expedited

Texas fruit and vegetable growers have for a long time had heavy losses because of lack of sufficient refrigerator cars. Most of these crops are handled by the Pacific Fruit Express Company, which operates in this State, the general offices being in San Francisco. Somewhat naturally when cars are short, Texas suffers more than California. Growers in this State will be glad to know that the express company has contracted for \$6,000,000 worth of new refrigerator cars for 1928 delivery, which will buy 2,000 cars. When it is considered that 28,000 such cars are now available, the additional purchase seems small, but it shows a desire to give better service.

'Tater Industry Lags

E. A. Miller, agronomist at A. & M. College says that Texas sweet potato grower must produce better sweet potatoes and go after out-of-state business or the industry will suffer. Too little attention is being paid to quality. A large part of the crop is grown for home use, and many growers seem to think that anything that looks like a potato is good enough for the homes. Texas is now growing about 8,000,000 bushels of sweet potatoes annually, being fourth among the states in production. It could as well grow five times the quantity by putting more

study, more "sweat of the brow" into the industry. Pittsburg, in Camp county, is now the center of Texas sweet potato growing and marketing, and just because it has made a closer study of the crop and its markets.

Better Health Special

Any movement to bring about better health should get the support of the press and the attention of the public. When the Missouri Pacific Railway Company sends its "Health Train" over its lines starting during January, it should have large crowds at every stop. The train will be equipped with the latest health and sanitary devices, and the lectures will be a real 'short course' in public health.

Increased Dairying

The trend of agriculture is shown in a late report from Williamson county, long famous as one of the leading cotton counties of Texas. For a year or two cotton became a rather uncertain crop in Williamson, and farm thought turned to other ways of making money. In 1926 the cream products of the entire county amounted to about \$3,000 a month. They have now reached \$19,000 a month, or more than six times the production of 1926. A cheese factory has been built and will soon be in operation at Round Rock. Milk, butter and cheese bring steady cash receipts to farmers and regular trade to merchants.

Hatchery Chains

The egg hatchery business has won its way to commercial recognition in a large way. It has reached the "chain" link in its progress, and is now being organized like the chain department and grocery stores. Longview has been selected as headquarters for a chain of hatcheries to be operated in East Texas. Frank W. Kazemeyer of Bryan, a large poultry raiser, is heading the movement, starting the first plant at Longview. It is a safe prediction that there will soon be other chains operating in Texas.

El Paso Hatchery

Arrangements have been made to build a hatchery at El Paso with an incubating capacity of 47,000 eggs. The first order, for 5,000 baby chicks to be sent to Torreon, Mexico, has already been received.

COMMUNITY RESOLUTION

Most community undertakings fail because too much is started and not enough is worked at until success

comes. In efforts to make a big showing some Texas chambers of commerce and civic clubs flutter through the year from one thing to another without making any progress worth noting. Those that start out the year with one or two things to achieve nearly always complete the work laid out and are then ready for something else. Cities and communities succeed or fail pretty much as individuals do; they are but groups of individuals governed by the same principles.

WOMAN EATS ONLY BABY FOOD 3 YEARS

"For 3 years I ate only baby food, everything else formed gas. Now, thanks to Adlerika, I eat everything and enjoy life."—Mrs. M. Gunn.

Even the FIRST spoonful of Adlerika relieves gas on the stomach and removes astonishing amounts of old waste matter from the system. Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Corner Drug Store.

CLUB WOMEN OF SEVENTH DISTRICT

It is with pleasure I give to you the following article by the Department Chairman of American Citizenship.

An ounce of example is worth a ton of exhortation. Are you a good citizen?

1. Are you making your home a training school for good citizenship?
2. Do you think for yourself and take advantage of your right to vote?
3. Do you know and obey your City Ordinances?
4. Do you make a joke of the Eighteenth Amendment?
5. Do you give your moral support and influence to the enforcement of the law in your community?
6. Do you show proper respect for our Flag and National Hymn?
7. Do you try to break down or erect a barrier between our natural born and foreign born Americans?
8. Do you have a helpful sympathy for our war veterans?
9. Do you hold up the hands of our teachers, who by precept and example are teaching the gospel of good citizenship?

Department of American Citizenship, Seventh District T. F. D. C. MRS. W. P. AVNETT, Chairman.

"Ben-Hur Is A Mighty Romance"

Its Love Element Equal to Its Power of Plot and Characterization

The magnificent plot, fine characterization and beautiful love story are among the outstanding reasons why "Ben-Hur" has gripped the imagination of America for fifty years. In the motion picture coming to the Lynn Theatre on Jan. 25, 26, and 27, the splendid portrayals of Ben-Hur by Ramon Novarro, Esther by May McAvoy, Mother of Hur by Claire McDowell, and Trizah by Kathleen Key, add to the effect and enhance the romance. These players live the romantic side of the story, which is just as engrossing as the sea battle or even the chariot race.

Miss McAvoy, who previously was best remembered by her role of Grizey in "Sentimental Tommy" is a charming Esther, daughter of the Merchant of Antioch, who secretly has saved the Hur fortune for the young heir, and Roman Novarro in the Ben-Hur role is handsome, vaillant, marked by sincerity, depth and range of feeling.

Perhaps the deepest note is struck after Ben-Hur and Esther set out to find his lost kin, who have been immured in a forgotten Roman dungeon and (unknown to him) finally released as outcasts. Mother and Trizah find the youthful Ben-Hur asleep on a bench outside the disused Palace of Hur. The sister kisses his shoe but the mother does not dare to touch him. Silently they go away to save him from the ruin which is theirs.

There are few dry eyes during the enactment of this scene. But the sorrow is turned to joy after Esther discovers the outcasts in the Vale of Hinnom, takes them to the Divine Healer, whose benediction cures them, and the happy four are reunited.

Highest market price paid for your maize at all times. See me at Henderson-Boone Gin. A. H. Koeninger.

Mrs. Ruth Thomas returned to her home at Fort Chadbourne Saturday after a weeks visit with relatives here.

H. L. Brewer and wife of Joe Bailey were shopping in O'Donnell Saturday.

Mr. and Mrs. Naymon Everett were in Lubbock Thursday.

C. E. CAMERON

is the representative of the Texas Electric Service Company in O'Donnell.

For any information about your electric light service call Mr. C. E. Cameron at Texas Electric Service Company, Lamesa, Phone No. L. D. 11 or or at Lamesa Texas, Phone 237

EYEGLASSES

FITTED BY US
FIT RIGHT—LOOK RIGHT
DR. A. F. WOODS
SPECIALIST-OPTOMETRIST
Corner Ave. 1 and 13 St.
Lubbock, Texas

Miss Minnie Lowrie of Big Lake, came Thursday of last week for a visit with her aunt, Mrs. R. F. Heister.

BUSINESS AND PROFESSIONAL DIRECTORY

V. O. KEY
Abstracts, Loans And Insurance
Key Building
Lamesa, Texas

GIBSON AND MAY
O'DONNELL AND LUBBOCK TRUCK LINE
General Hauling
Phone 113 or Phone 48
O'Donnell, Texas

I. O. O. F.
Meets Every Monday Night at Odd Fellows Hall
O'Donnell Texas
Visiting Brothers Welcome

Eyes Tested
Lenses Ground
Glasses Fitted
SWART OPTICAL CO
1015 Broadway
Lubbock, Texas

DR. C. P. TATE
Physician and Surgeon
All Calls Promptly Attended
Day or Night
Office Phone 21, Day or Night
O'Donnell, Texas

W. A. Tredway
ALL KINDS OF INSURANCE
Office Back of Corner Drug Store
O'Donnell, Texas

Fairley & Haymes
Real Estate-Insurance
Best Cotton Land on the Southplains
TELEPHONE NO. 153
O'DONNELL, TEXAS

THE FIRST NATIONAL BANK

OF O'DONNELL, TEXAS

AT THE CLOSE OF BUSINESS DEC. 31st, 1927

RESOURCES	
Loans and Discounts	\$114,187.19
Banking House, Furniture & Fixtures	14,750.00
Other Bonds, Stocks, Securities, etc.	900.00
Cash and Exchange	
Bankers Acceptance	\$ 51,838.28
Due From Other Banks	147,321.44
Cotton	22,293.22
TOTAL	\$351,290.13
LIABILITIES	
Capital Stock	\$ 25,000.00
Surplus	5,000.00
Undivided Profits	1,200.00
Deposits	320,090.13
Bills Payable	NONE
Rediscounts	NONE
TOTAL	\$351,290.13

The above statement is correct.
J. L. SHOEMAKER, Cashier.

THE FIRST NATIONAL BANK
J. L. SHOEMAKER, Jr., Cashier.
Conservative—Safe—Accommodating

FREE!
To Introduce My New Location in
PALACE THEATRE BUILDING
During the month of December charge will be made for extracting teeth. Latest Technic used. As near painless as possible.
LADY ASSISTANT
HERBERT H. BIDWELL
Dentist
201-202 Palace Theatre Building
Phone 1584 Lubbock, Tex

LUBBOCK CLINIC

Third Floor Temple Ellis Bldg.
Phone 1200
and
Ellwood Hospital

Nineteenth and El Tiana Street
Phone 902
LUBBOCK, TEXAS
Complete Diagnostic Laboratories including X-Ray and Modern Physic Therapy
D. D. CROSS, M. D.
Surgery and Diseases of Women
V. V. CLARK, M. D.
Diagnosis, Internal Medicine and Electro Therapy
J. E. CRAWFORD, M. D.
Eye, Ear, Nose and Throat
O. W. ENGLISH, M. D.
General Medicine and Surgery
G. H. ATER, D. D. S.
Dental Surgery, Pyorrhea, and X-Ray
T. C. GENTRY
X-Ray and Laboratory Technic
H. S. RIGGS
Business Manager

Your Troubles

Just bring your Motor troubles to us, our expert mechanics will make your old motor hum like a new one.

GAS, OILS, TIRES AND TUBES
As Good as the Best

ACCESSORIES OF ALL KINDS

HIGHWAY GARAGE
Haney & Earls, Props

"Electricity!- The Foe of Drudgery"

Says Mrs. John D. Sherman, President, General Federation of Women's Clubs

"Electrically equipped homes mean happier and more healthful homes. The cost of electrically operated labor-reduction devices is offset many times by the saving, the increased efficiency, the protection to health and the contribution to the general well-being of the family of such devices."

The constructive efforts of the forward looking electric power companies of the United States have released an ever-increasing number of women from the exacting duties of the household to more congenial and interesting pursuits of life.

Every new electrical invention finds an abundance of power ready to serve it. Through the enterprise of these companies inspired by individual initiative, electric power plants and serving facilities are being constructed five years in advance of consumer demand. Since 1900, the capacity of these plants has been doubled every five years.

Keenly alert to their social obligations, these electric power companies have not been content to rest on the expansion of their facilities. The most expert, high-

ly skilled and highly trained technical personnel in the whole field of industry is working for the betterment of electrical service.

As a result of this sense of trusteeship, the average home today enjoys the comforts and conveniences of electricity at a cost of only a few cents per day.

Operating under the American principle of individual initiative, and working in the interests of the public, these specialists in science, engineering finance and administration constitute one of society's greatest forces in the promotion of a freer, more enlightened and abundant life.

In the continued support of this principle lies America's assurance of all that makes for progress, prosperity and cultural opportunity.

Texas Electric Service Co.

"Your Electric Servant"

SECTION OF O'DONNELL

THE SORRELS LUMBER COMPANY

ONE OF THE OUTSTANDING FACTORS IN THE DEVELOPMENT OF THIS SECTION OF THE PLAINS, AND CARRYING A FULL LINE OF THE VERY BEST MATERIALS IN LUMBER AND FOR BUILDING PURPOSES IS THE ABOVE CONCERN. IS UNDER THE MANAGEMENT OF A MAN WHO UNDERSTANDS IN EVERY DETAIL THE LUMBER BUSINESS, AND IS EAGER TO SUBMIT BIDS ON ANYTHING YOU MIGHT NEED IN THEIR LINE.

One of the outstanding features in the development of a city or community and the adequate supply of the best kinds of building materials used in the construction of same is the lumber company.

In this review of the onward progress and growth of O'Donnell, the above named firm, the Sorrells Lumber Company, dealers in all kinds of lumber and building materials, comes in for especial mention as to their qualifications in supplying the needs for the rapid growth of this city.

One of the real establishments of this city, this firm has enjoyed a phenomenal business. This is attributed to the fair treatment accorded their patrons, the quality materials handled by them, and in addition they have figured their bills RIGHT every job.

In addition to the big stock of

lumber carried by them, they also handle Star Windmills and piping, barbed wire, posts, poultry and hog wire, paints, oils and varnishes—all of known quality and outstanding in every particular. In fact, everything carried in the large stock of the Sorrells Lumber Company represents quality and the standard brands of known manufacturers.

If you are figuring on the need of a bill of lumber or other materials pertaining to this firm, we can think of no better place in O'Donnell or this section of the plains than the Sorrells Lumber Company, where you will be accorded a service and courtesy that you will like so well that the next time you think of lumber and building materials your thoughts will naturally revert to the Sorrells Lumber Company, in O'Donnell, wholehearted boosters, too, remember that.

HENDERSON-BOONE GIN CO.

OPERATING ONE OF THE LARGEST GINNING PLANTS IN THIS SECTION OF THE STATE, AND ACCORDING THEIR PATRONS A SERVICE THAT IS OUTSTANDING IN EVERY PARTICULAR. THIS BIG PLANT HAS GROWN BY LEAPS AND BOUNDS SINCE ITS INCEPTION. UNDER THE MANAGEMENT OF A MAN WHO UNDERSTANDS THE GIN BUSINESS IN EVERY DETAIL, THE HENDERSON-BOONE GIN HAS AND IS ENJOYING A PHENOMENAL BUSINESS.

Development in every sense of word the gin plants of O'Donnell. This city is gratified in the possession of even of the most modern gin plants in all the Plains country. Outstanding among these is the one operated by Henderson-Boone, and in this review we are pleased to present their qualifications, stating that here a service has been rendered during the past season that is outstanding, and service for next season is anticipated that will far surpass any former efforts.

In a discussion of the service rendered the management said: "To say that we have banded every effort to attempt to please our customers putting it mildly. We know we have done everything in our power to make this a record breaking season for the O'Donnell territory, and that we have put forth this effort to a great satisfaction to our company. Anticipation for the future is a wonderful thing. This we are

doing; we are anticipating an even greater period of development and a greater ginning season the next—better than ever before in the history of the O'Donnell Section. And shall we do our part? Well, I guess we will; you will always find this plant eager to be of assistance in any measure that will bring O'Donnell up to the very highest standards in every way. As for appreciation—we are truly, yes, sincerely appreciative of the wonderful business of our many friends and customers, and it shall always be our earnest endeavor to bring our plant up to that system of perfection that is absolutely unsurpassed."

These are true sentiments spoken by a man who knows the gin business and understands the needs and wishes of his customers, and in this review we are glad to present for your approval—now and in the future the plant of Henderson-Boone, in O'Donnell.

SINGLETON HARDWARE

LOCATED IN O'DONNELL, TEXAS, AND CONDUCTING AN ESTABLISHMENT THAT IS OF THE HIGHEST CLASS IN EVERY RESPECT, HAVE BUILT A BUSINESS AND A REPUTATION THAT IS HIGHLY OUTSTANDING. ONLY THE VERY BEST QUALITY LINES OF MERCHANDISE ARE HANDLED BY THIS FIRM AND A SERVICE AND COURTESY IS RENDERED THAT IS APPEALING. THEY APPRECIATE YOUR PATRONAGE, TOO—REMEMBER THAT!

In a review of this nature, in which the Index is setting forth in a development manner the qualifications and merits of the various establishments of this city, we feel that there is no firm that has played a more important part in the steady and consistent growth of this city than the above named establishment, The Singleton Hardware Company.

The fact that the very highest quality lines in their stocks of merchandise are represented to the public is an outstanding factor, and this has been attributable in a great measure in the rapid growth of the business.

The hardware handled by the Singleton company represents the nation's foremost manufacturers. Standard quality in every particular is

represented to their customers, and the prices placed on them are reasonable in every particular. This fact has been a great boon to this business, and their patronage has shown a steady and substantial growth since the inception of the business.

The same can be said about their service also. The entire stock is kept up to the very highest standards of efficiency, and at any time when it is anything pertaining to their line of goods, you can obtain it at the Singleton store.

In this review we are glad to be able to present this meritorious establishment, saying in conclusion that you can think of no better place to trade when it comes to hardware in O'Donnell.

RAY'S TAILOR SHOP

LOCATED IN O'DONNELL, TEXAS, UNDER THE PERSONAL MANAGEMENT OF MR. C. E. RAY, HAS BUILT A REPUTATION FOR EXTREME HIGH QUALITY WORK AND A SERVICE THAT IS UNSURPASSED. ARE THOROUGHLY EXPERIENCED IN THE ART OF CLEANING AND MAINTAINS ONE OF THE MOST UP-TO-DATE ESTABLISHMENTS IN THIS SECTION.

With equipment surpassed by no other cleaning establishment in this section, the very latest and most modern machinery, a system of cleaning that leaves absolutely no odor, this establishment has indeed made a name and reputation for themselves in Lynn County and this section of the Plains.

Building up their patronage to

that extent whereby it is one of the leading cleaning establishments of Lynn County, has been due to the fact that the management believes in giving the best service and the highest quality work at all times.

No job is delivered until it has passed the final inspection of Mr. Ray, himself, who is recognized as authority on cleaning problems. In

THE LYNN THEATRE

UNDER THE EFFICIENT MANAGEMENT OF MR. MULLINS HAS FIRMLY ESTABLISHED ITSELF IN THE HEARTS OF THE AMUSEMENT-LOVING PUBLIC OF THIS SECTION. ONLY THE VERY BEST IS SHOWN IN PICTURES AT THIS POPULAR PLAYHOUSE. "THE BEST IS NONE TOO GOOD FOR MY CUSTOMERS," SAID THE MANAGEMENT, "AND IT SHALL ALWAYS BE MY DESIRE TO BETTER THE SERVICE AND QUALITY OF MY PICTURES AS EACH DAY PASSES."

It may be a Paramount; it may be a Metro-Goldwyn-Mayer; it may be one of the greatest features ever shown, but if it is a worthy one that Mr. Mullins thinks will please his patrons, he will get it, no matter what the cost. This is the policy of the Lynn Theatre, one of the most popular playhouses in this section of the state.

The Lynn is recognized as being among the cleanest and most up-to-date playhouses on the Plains. The answer to this lies in the fact that the management of this popular playhouse is ever on the alert to secure the best in pictures for his patrons. In this he is able to obtain many first release to present at his theatre, and there are many occasions whereby he obtains pictures that are being shown for the first time in the larger cities of Texas. This fact is sincerely appreciated by his patrons

and has served as an important factor in the steady growth in patronage for the Lynn.

In the conduct of the Lynn Theatre there is no question of quality. The fact that this theatre is becoming more and more eminent as each day passes is due to the fact that the management gives the people what they want and that is the best in pictures. If you have never attended the Lynn you have missed a treat. Get the habit—go to the picture show, and you will realize that it is the best habit you have ever formed.

One of the outstanding features in the conduct of the Lynn Theatre is the extreme courtesy accorded their patrons. The management bends every effort in making his patrons comfortable, and when you visit the Lynn theatre you are assured of the utmost in courtesy and service in every particular.

THE CORNER DRUG STORE

(The Rexall Store)

LOCATED IN O'DONNELL, TEXAS, IS ONE OF THE OUTSTANDING FACTORS IN THE RAPID DEVELOPMENT OF THIS SECTION, AND HANDLING A LINE OF THE HIGHEST QUALITY DRUGS AND SUNDRIES, HAVE BUILT A BUSINESS THAT IS HIGHLY OUTSTANDING. IS KNOWN IN THIS SECTION AS "THE REXALL STORE."

In this review of the better conditions prevailing in this section of the Plains country as a whole, and O'Donnell in particular, this popular establishment certainly comes in for its share of commendation for the part they have played in this development program.

The management is probably one of the best known men in this section, and from the growth of this establishment, it has shown the people of this section have the utmost confidence in their integrity and ability to serve them with the very best.

Included in the big stock carried by the Corner Drug Store, the Rexall line of drugs and sundries is featured. There is no better known line of drugs than the Rexall, the standard product of a standard manufacturer, and for this fact the Corner Drug Store is enjoying a phenomenal and every growing patronage. In

addition to this line of drugs, candies and confections are also carried at this store.

Maintained at the Corner Drug Store is a prescription department that is under the personal supervision of graduate, registered pharmacists. Prescriptions are carefully compounded and the public is assured of the most careful provision in this department.

In this review of the onward progress of this section as a whole, we are pleased to present the qualifications of this meritorious establishment, stating in conclusion that whenever you are in O'Donnell and you think of a real drug establishment, where your business is sincerely appreciated, you can make no mistake in according your patronage to the Corner Drug Store, wholeheartedly for O'Donnell and this community in every particular.

HIGGINBOTHAM-BARTLETT CO.

(HOME BUILDERS)

LOCATED IN O'DONNELL, TEXAS, AND UNDER THE MANAGEMENT OF MR. E. T. WELLS, IS AND HAS ALWAYS RENDERED AN OUTSTANDING AND COMPREHENSIVE SERVICE. HANDLING ONLY THE HIGHEST QUALITY BUILDING MATERIALS THIS FIRM HAS BEEN HIGHLY INSTRUMENTAL IN THE RAPID GROWTH OF THE O'DONNELL SECTION. A TRIAL WILL CONVINCIVE YOU OF THE SUBSTANTIALITY OF THIS STATEMENT.

In O'Donnell it is the Higginbotham-Bartlett Co. You will naturally hear this remark when one is referring to lumber and building materials, and the problems that come up in the anticipation of them.

And in this review, setting forth the parts as played by the various establishments in the onward progress of O'Donnell and this section of the Plains, we would fain omit this popular institution for the parts as portrayed by them and the management in this program.

Only the very highest quality materials are handled by the Higginbotham-Bartlett Company. Conducting a chain of yards over various sections of Texas, this big concern is enabled to enter the larger markets, buy their materials at money saving prices, and due to this volume buying power they are enabled to pass

these savings on to their many customers.

This they have done, and in so doing they have built a wonderful clientele and patronage in this and other sections of the west, and inadvertently when one thinks of lumber and building materials, their thoughts naturally turn to the Higginbotham-Bartlett Company.

In this review, setting forth the onward progress of this section and O'Donnell in particular, we are glad to call particular attention to this meritorious establishment, stating in conclusion that if it is anything that means progress, you will ever find identified with its promulgation—the Higginbotham-Bartlett Co., ever for anything that means the betterment of the communities in which they operate their business.

fact, everything done at the Ray Shop is of the very best quality, done in the right manner, and the elimination of any possible injury to the daintiest fabric. Ladies work is also done in the highest class manner, the management invites a comparison of the work he does in this line.

In this review we are glad to present the qualifications of the Ray Tailor Shop and assure our readers that they will appreciate your patronage and will personally guarantee every job turned out by them.

They appreciate your patronage they do nothing but the very highest quality work, and we will say this in conclusion: If you have work done by them you will be so highly pleased that you will become a regular patron. Remember, if it is tailoring work of any kind, in O'Donnell it is Ray's Tailor Shop, where you obtain the very best in every particular.

NOTICE TO CHURCH GOERS

Rev. Robison, a Presbyterian Minister from Ranger will preach at

the Presbyterian Church in O'Donnell the first Sunday in February. Evreyone is cordially invited to attend.

THE POPULAR DRY GOODS CO.

LOCATED IN O'DONNELL, TEXAS, IS RECOGNIZED AS ONE OF THE REAL ESTABLISHMENTS OF THIS CITY. HANDLING A COMPLETE LINE OF THE HIGHEST QUALITY DRY GOODS, LADIES AND MEN'S READY-TO-WEAR, NOTIONS, ETC., THIS FIRM IS OUTSTANDING IN THE GROWTH AND DEVELOPMENT OF THIS SECTION AS A WHOLE. A VISIT TO O'DONNELL SHOULD INCLUDE THE POPULAR IN YOUR SHOPPING TOUR.

On your visits to the business section of O'Donnell and on your shopping tours, your visit will not be complete without a call at the Popular Dry Goods Company, one of the commendable establishments of this city.

Established some years ago when O'Donnell was first experiencing its growth, this firm has been truly instrumental and of great assistance in furthering those projects so necessary to community development. Held in the highest esteem by their many friends and customers this firm has enjoyed and is experiencing a rapid growth, and in our minds this is due, not only to the extreme high quality merchandise they handle, but to the outstanding personality and popularity of the management.

Carried in their large stock is included the standard brands of high-

est quality merchandise, dry goods, clothing for men, women and children, shoes, hats, etc., and in fact everything one might expect to find in a high class department store. "Everything for every member of the family" is easily applicable to this well known firm.

In presenting this review of the various establishments of this city, and setting forth the parts they have played in its development, it is indeed a pleasure for the writer to heartily commend this firm and its management to our readers, stating in conclusion that if it is anything in the dry goods line it is the Popular; if it is anything in the line of progress it is the Popular, and in this we mean they are wholeheartedly and in every particular for O'Donnell. Remember them when you need anything in their line.

McDONALD-ELY GIN CO.

RECOGNIZED AS ONE OF THE FOREMOST GIN PLANTS IN THIS SECTION OF WEST TEXAS, THIS PLANT, UNDER THE MANAGEMENT OF A MAN WHO UNDERSTANDS THE GIN BUSINESS IN EVERY PARTICULAR, HAS INDEED PROVEN ITS WORTH TO THE COMMUNITY AS A WHOLE. A SERVICE HAS BEEN RENDERED THAT HAS BEEN OUTSTANDING, AND IN THIS SECTION THE McDONALD-ELY GIN IS HELD IN THE HIGHEST ESTEEM.

Conceiving the idea that the farmer must be pleased—he is our patron—our mainstay, the big plant of the McDonald-Ely Gin was erected with this thought in view, and that they have carried out every principle laid down is evidenced by the wonderful patronage they have and are enjoying.

That the plant of McDonald-Ely is held in the highest esteem by their many friends and customers is evidenced by the clientele they have built since the inception of their plant. In discussing the conduct of their gin and as an expression of appreciation, Mr. Bradley, through these columns, desired to say:

"That our patronage has grown by leaps and bounds there is no doubt. The season just coming to close has been one of the best in our history. We have always tried to render that kind of service that would please our customers; give them the best turnout possible; create a market that would appeal to

them, and in this we sincerely believe we have been successful, and for the patronage of our friends—well, it is useless to even attempt to express our thoughts—it would be useless, but in our feeble effort we will say that we are grateful, and it shall be our earnest desire to so better the service that in the years to come when our friends think of ginning of the better kind their thoughts will naturally turn to McDonald-Ely, where they will be accorded a service and courtesy that is one of our hobbies."

This is a true sentiment spoken by a man who is a wholehearted booster for O'Donnell and this section of the Plains country. The members of this plant are for O'Donnell; they are ever for anything that pertains to its betterment, and in this review of the onward progress of this section as a whole, whether it be now or in the future, you can think of no better ginning plant than the McDonald-Ely Company—in O'Donnell.

FAIRLEY & HAYMES

CONDUCTING ONE OF THE REAL INSURANCE AND REAL ESTATE AGENCIES OF THE PLAINS, THIS FIRM HAS AND IS RENDERING A SERVICE THAT IS NOT ONLY OUTSTANDING, BUT HIGHLY GRATIFYING TO THEIR MANY FRIENDS AND CUSTOMERS. DEALS IN REAL ESTATE OF ALL KINDS AND WRITES ALL KINDS OF INSURANCE. AGENTS FOR THE SOUTHWESTERN LIFE, A CONCERN WITH \$218,000,000 INSURANCE IN FORCE, EVERY DOLLAR OF WHICH IS ON TEXAS PROPERTY—AN EXCLUSIVE TEXAS COMPANY. YOU CANNOT GO WRONG IN YOUR

In making this review of the onward progress of O'Donnell and this section of the state, and presenting the qualifications and merits of the various establishments and institutions of this little city, the caption above brought to the mind of the writer a sign we noted on our travels over other sections of the state. It read like this:

"Jones Realty and Insurance Company. We sell the earth and insure its fixtures."

This might easily apply to the above well known firm, for they will sell you any kind of real estate properties. After they have sold you your desired possession, they will then write you a policy that will REALLY protect your property.

Represented in the above agency are all kinds of properties including city, ranch and farm lands. There is no agency, as far as we could learn that is more fully cognizant

with realty values in this section than Fairley & Haymes, and when you make a deal through them you know you are dealing with men who believe strictly in fairness in every way. If you are interested in real estate or wish to know anything pertaining to this branch of their industry, we can think of no better firm in O'Donnell than Fairley & Haymes.

Don't forget their insurance department, either; it is the very best in every detail, and if it is anything pertaining to insurance in any of its branches, Fairley & Haymes can write it, and in real companies, too.

In addition to their business conduct, they also conduct a boosting "agency." In this we mean that they are dyed in the wool boosters for O'Donnell and this community, and in this review of the onward progress of this section we are glad to present the qualifications and have identified with us such a meritorious firm as Fairley & Haymes.

Mrs. R. H. Northam of Ropesville spent Friday here the guest of her sister, Mrs. J. B. Curtis.

Mr. and Mrs. M. H. Rogers and little daughter of Levelland spent Sunday in O'Donnell with relatives.

Mr. and Mrs. Charlie Shock of Odessa were here the past week-end returning to Odessa Sunday afternoon.

Mr. and Mrs. Carey Shock of Odessa arrived Friday to attend the funeral services of their mother, Mrs. J. F. Shock.

Mr. Ralph Davis who is with the Wichita Falls Trucking Co., was a visitor here last week and a guest at the Palmer House while here.

Mr. D. A. Edwards, principle of the O'Donnell high school was unable to attend school for the first of the week on account of illness.

Last Call!

All Ladies' Fall Coats

1-2

PRICE

ALL COATS FUR TRIMMED. ALL SIZES AND COLORS IN STOCK

Prices From

\$6.50 to \$13.75

VALUES UP TO \$27.50

Popular Dry Goods Store

"Famous for Values"

We Give and Redeem O'Donnell Trading Stamps.

McCormack-Deering and P. & O. Implements.

We have opened up a full line of the above Implements in the building one door north of the Index office. We are buying in car-load lots and are in position to save you money on your Implement bill.

We also handle the Farm-All Tractor, than which no more serviceable tractor can be bought at any price.

When in town call and inspect our stock and make our store your headquarters

Palmer & Tull Imp. Co.

O'DONNELL - - - TEXAS

The Starting of A New Year

Makes us resolve to try to give our patrons a better service in our line than ever before. At the starting of 1927 we said that before the year was over we were going to have the most complete cleaning plant in Lynn County before 1928. We have fulfilled this resolution and still in 1928 we are better prepared to give you a better service than ever before.

For Prompt and Efficient Service Call 66

C. E. RAY
We Strive to Please

MISSSES ALTA ROGERS AND WYNEMA SORRELLS ENTERTAIN WITH LEAP YEAR PARTY

One of the jolliest affairs of the seasons festivities was the Leap Year Party given by Misses Rogers and Sorrells Friday, January 13, at the formers home.

The skeptic young men of this set became uneasy when on Friday the thirteenth they were invited by their lady friends to attend a party with them.

The girls did their stuff by first taking their dates down town to the drug store and treating them to drinks and then to lovely 15 cent

CLARK'S O. N. T. THREAD, THREE CENTS SPOOL AT WEST-MORELAND'S.

Charter No. 12831

Reserve District No. 11

Report of Condition of The FIRST NATIONAL BANK at O'Donnell, Texas At The Close of Business on December 31, 1927

RESOURCES		
1. a Loans and discounts, including re-discounts- acceptances of other banks and foreign bills of exchange or drafts sold with indorsement of this bank (except those shown in Item 1-b)		\$136,480.41
b Acceptances of other banks discounted, excluding those sold with indorsement reported in Item 1-a		51,838.28
Total loans		188,318.69
4. Other bonds, stocks, securities, etc., owned		900.00
Banking House, Furniture and fixtures		14,750.00
Lawful reserve with Federal Reserve Bank		23,500.00
Items with Federal Reserve Bank in process of collection		33.73
Cash in vault and amount due from national banks		123,787.71
Total of Items 9, 10, 11, 12 and 13		123,821.44
TOTAL		\$351,290.13
LIABILITIES		
Capital stock paid in		\$ 25,000.00
Surplus fund		5,000.00
21. a Undivided profits	1,200.00	
c Less current expenses paid		1,200.00
Cashier's checks outstanding		9,044.25
Total of Items 24, 25, 26, 27, 28, and 29	9,044.25	
Individual deposits subject to check State, county, or other municipal deposits secured by pledge of assets of this bank or surety bond		302,126.13
Total of demand deposits (other than bank deposits) subject to Reserve, Items 30, 31, 32, 33, and 34		8,919.75
		311,045.88
TOTAL		\$351,290.13

State of Texas, County of Lynn, ss. I, J. L. Shoemaker, Jr., Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

J. L. Shoemaker, Cashier.
Subscribed and sworn to before me this 6th day of Jan, 1928.
W. A. TREADWAY, Notary Public.

CORRECT-ATTEST:
C. H. MANSELL, J. H. HARDBERGER
ROY, RIDDEL, Directors.

boxes of candy.

Upon arrival at the scene of the party the young ladies very courteously stood until all the boys were seated and then the fun really began.

Contests an pertaining to "Hearts" were played, the young men remaining dubious to the finish not knowing what minute they might become trapped or decoyed into a proposal, an engagement and perhaps a marriage before they had time to refuse or leave town.

A progressive conversation was very interesting where in each person in turn was to talk two minutes upon their childhood, school days, love affairs, proposals, etc. without using a personal pronoun. This is extremely hard to do especially when one is telling about "My First Sweet Heart."

O'DONNELL TO HAVE NEW HARDWARE CONCERN

W. H. Palmer and M. C. Tull are this week opening up a complete line of hardware goods in the first floor of the Odd Fellows Building.

They will handle a full and exclusive line of the farmers International Harvester Co goods.

Mr. Palmer having lived here for four years needs no introduction to the people as all who know him appreciate him as a citizen, realizing his true worth to the town and community. Mr Tull comes to us from Plainview where he was connected with The Jarvis Tull Hardware Co. for a year handling the International Harvester Co., Implements and comes to us with the highest recommendation as an energetic business man.

O'Donnell is indeed fortunate to have this splendid line of hardware to offer the people of the city and surrounding country.

BAPTIST WOMEN'S MISSIONARY SOCIETY MET MONDAY

The Baptist W. M. S. of the Baptist Church met Monday at three o'clock with fourteen members present.

The devotional was led by Mrs. C. H. Mansell, Rev W. K. Horn led in Prayer, and also had charge of the Bible study lesson which was the latter part of the book of Genesis.

Matters pertaining to business was then attended to, after which the meeting was dismissed with prayer by Mrs. Grover Sutton.

Messrs Harvey Lines, Harvey Jordan and Travis Everett in pretty little aprons very daintily served hot chocolate and heart shaped cookies to the following guests. Misses Kitty Aylor, Erma D. Palmer, Mildred Bowlin, Christine Millwee, Pauline Hamilton, Aline Lines, Fannie Dell Busby, Golda McGill, Messrs Travis Everett, Harvey Lines, Harvey Jordan, Noel Sikes, David Chandler, Thady Gardenhire, Homer Keakins and Lester Burdine.

Highest market price paid for your maize at all times. See me at Henderson-Boone Gin. A. H. Koening-ger.

LISTEN TO THIS! YOU POSITIVELY CANNOT MAKE ANY MISTAKE BY VISITING WESTMORELAND'S AND BUYING YOUR NEEDS IN DRY GOODS.

Index Ads Get Results—Try Them

COUNCIL METTING OF ALL THE H. D. CLUBS OF LYNN COUNTY

There was a council meeting of all the Home Demonstration Clubs of Lynn County at the Court House in Tahoka Saturday Jan. 14, at 2 p. m. Every officer of the Council was present at this meeting.

The year books for 1928 was arranged and ten clubs out of the eleven had already put aside the amount of money needed to send their delegate to A. & M. for the Short Course in July. In the "Living Room Contest" which is being put on all over the state, there was reported twenty entertainments in Lynn County, eight of which are in O'Donnell, being the following: Mrs. N. T. Singleton, Been Moore, O. D. Howard, C. C. Jones, W. H. Veazy, A. C. Fairley and J. L. Schooler.

The contest closed the first of April and is expected to create great deal of enthusiasm and interest along home building and improving lines. Mrs. H. M. Larkin and Miss Halsey will be the judges in this contest.

O'Donnell had three representatives at the council meeting, Mmes J. F. Campbell, Jno. Earls and Be Moore. Reporter, Mrs. Harvey Everett.

PARENT-TEACHERS TO PRESENT PLAY FRIDAY, JAN. 2

Don't miss the P.-T. A. play at the school auditorium Jan. 20 at eight o'clock. This play is being presented by the following members of the P. T. A.: Bmea. W. E. Vermillion, Be Moore, Harville, J. S. Schooler, Jn Etter, W. A. Tredway, George Sh make and Harvey Everett. The title is "How The Story Grew," and complete in it's humor and comes on how women makes gossip grow after it is repeated a few times. There will be a dress parade on the street Friday afternoon. Don't forget see both the parade and play, price 10 and 20 cents.

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