1928

# nfield Baptist Association Convened Here Tuesday

# Were Busy

## B TO DISCUSS

nnual session of tist Association First Baptist Tuesday mornogou an. Del of the Park Teachers' Association for 1928 was estation with school bullding. Due to the Baptist names. 

loving smile.

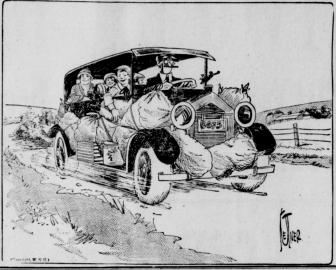
Interment took place in the O'Donnell cemetery at 2:30 o'clock.

The baby is survived by her parents, and grandparents, Mr. and Mrs.
Morgan of O'Donnell.

The Index extends deepest sympathy to them in their hour of grief.

the Past Week
the Past Week
the Past Week
the hear appearance at
nk residence on Monthis week, some time
and 10:30 o'clock.
A. House were visks and had parked
at of the home almost
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## Going Home from a Homecoming



# O'Donnell Fair Expected To Draw Large Crowds

Final Plans Completed At Meeting Tuesday Night; Department Heads Busy Preparing For Large Exhibits

"Hackberry Slim"

Here for the Fair

"Hackberry Slim"

Here for the Fair

"Hackberry Slim" noted Rode

"Hackberry Macket Slip and Space Slip

"Hackberry Macket S

### Fair Weather Causing Worms To Cease Damage

### L. N. Nichols Renders 100 Per Cent Service

# TWO BIG DAYS

FRIDAY and SATURDAY, Sept. 21 & 22

PROFIT -- Good Exhibits --- Cash Prizes -- PLEASURE

# O'DONNELL COMMUNITY FAIR

SEE THE BIG RODEO

And Other Amusements

BE SURE TO VISIT THE WHITE WAY

Two City Blocks Roped Off

FOR YOUNG AND OLD-Come Early-Stay Late

For further information call fair headquarters PHONE 100--HOURS, 8 A. M. TO 5 30 P. M.

You'll Miss It If You Miss It

gen R. C. Carroll, Ed.

Aris, G. A. Haney,
following election
de Gily of O'Doning and unpaid warconsisting of valid
cobligations against
amounts and of the
nafter more rully
nell Funding Warary 10, 1928, numglo inclusive, of the
\$500 each, bearing
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pactors be reliably, agmotion of the property taxpaying did city for their action

POSITION

the Constitution ate of Texas, in-and 7, Title 22, tes of 1925. Ill be held in the in said City of following named appointed judges rely of said elec-

citively of said eleclei, Presiding Judge;
err, Judge; H. G.
R. Mayo, Clerk;
shall be held under
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LUBBOCK CLINIC

oor Myrick Building Phone 1200

ELLWOOD HOSPITAL

THE O'DO

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TICON

STATES OF THE STATES OF THE

### WHAT'S DOING IN WEST TEXAS

10 Acre Tracts Near Lubbock

10 acre blocks, 2 miles of Lubbock, 1-4 mile of Lubbock Public School. We are dividing up a tract of land well located near Lubbock. You can own one of these blocks and send your children to the Tech College Price \$1,000.00 to \$2500.00 per block and terms. Write or sec Claude B. Hurblut or C. C. Jones, 215 Clitzens National Bank Building Lubbock, Texas.

The mechanical man invented by R. J. Winsley, of the Westinghouse Company, when hailed on the telephone, responds in a well-modulated and deferential voice: "Televaz speaking."



We Sell the Earth And Insure its Fixtures

Fairley & Haynes

# RELS LUMBER CO.

PLETE STOCK OF BUILDING MATERIAL
STAR WINDMILLS and PIPING
Barbed Wire and Posts, Poultry and Hog
Wire, Paints. Oils and Varnishes

A. C. Woodward Loan Company

Lamesa Abstract Company, Inc.,

W. L. Taylor, Abstracter

C. J. (Dock) Beach

## FINEST CLEANING AND PRESSING SERVICE

Phone us to come and get those suits that have been hanging in the closet, out of shape. We have a scientific way of pressing and sponging that makes old suits come back to you like new.

### TIME TO ORDER THAT NEW FALL SUIT

www fall samples are the best it has ever been er. Come and look them over and let us order rinter suits. Prices are very reasonable.

Phone us for Quick Service

Double O'Donnell Trading Stamps Given on TRADES DAY.

C. E. RAY

Lubbock—The largest herd of register of the construction of the co

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

for watchmen in power substations where the information to be transmitted the information to be transmitted to the first the information to be transmitted to the first the firs

## FIXED TO STAY

Our Service Department

r Service Department is presided over by Johnny Neuvillele to has had fifteen years experience, the past five of which are installed to the properties of the properties of the are installing a new electrical cylinder grinden which also to our already well equipped shop, enables us to better han-all work quickly and satisfactory.

All Work Guaranteed

Wilder & Hubbard **Chevrolet Company** 



AMARILLO, TEXAS SEPT. 22nd to 29th

# GATE

# FREE ATTRACTIONS

Shooley & Collins' Spectacular Winter Garden Revue

Direct from New York! America's most beautiful girls in the most gorgeous production ever brought to the southwest! Every hight, Sept. 23rd to 29th. Popular prices.

Every RODEO Sept. 24th to 28th
The world's greatest ropers and horsemen, in thrilling, death-defying contests and exhibitions of skill! An event of a lifetime! Popular prices.

# PRESCRIPTIONS

While we have hundred of items for sale and many other departments we do not allow ourselves to forget that our PROFESSION IS THAT OF PHARMACY and our prescription department shall come first at all times. We solicit your prescriptions for the following reasons:

Prescriptions filled exactly as directed by physician.

Prescription room in charge of licensed pharmacist. Only fresh drugs and chemicals of highest quality used. Prescriptions filled fast as compatible with accuracy.

At your service day or night.

Prices reasonable as the use of highest quality products will permit.

# WHITSETT DRUG CO.

NOTHING BUT THE BEST

KING'S Candies Scheaffers Fountain Pens

## The O'Donnell Index

Published every Friday at

O'Donnell, Texas
Roberts Printing Company

J. W. Roberts, Editor

	Sub	scription	Rates	\$1.50
In first	zone	zone		\$2.00
Deyona	-	-	- amplies	tion

Entered as second class matter eptember 28, 1923, at the post ffice at O'Donnell, Texas, under the ct of March 3, 1897.

## Community Fair

ctions of the fair to all who en-his kind of entertainment. low is the official premium list: BOARD OF DIRECTORS

AYLER Chairman SORRELS — E. M. WILDER GUY BRADLEY General Exhibit Manager VERNON MARTIN

1. Agricultural
2. Livestock—
3. Dairy Stock V. B. Hohn
b. Swine Joe Snellgrove
c. Horses and mules, J. R. Burkett
3. Vocational Agriculture Class Exhibit Verno Martin
4. Poultry L. B. M. Carl
C. Culinary, Househale B. M. Green
M. E. M. Ben Moere.
6. Pot Plants and Cut Flowers—
M. E. M. Ben Moere.
6. Pot Plants and Cut Flowers—
M. E. Stories, Mrs. J. F.
Paintings Miss Hester Gates.
5. Relies and Curios—Miss Hester
Gates.
6. Relies and Curios—Miss Hester
Gates.

in the first; red, second; te, third, the first; red, second; te, third, the first panner put up in beauticolors will be offered as first of the first panner put up in beauticolors. We have been second for the first panner of the first panner of

sorghums, 10 heads each. Not less than 2 nor more than 4 varieties.

150 Cotton, points 150 6.4 samples of 20 open bolls each, Not less than 2 nor warfelies.

75 12 pecks of potatoes or 2 gallons of peas and two vines or 1 peck of potatoes and 1 gallon of peas and 1 gallon spilled of potatoes and 1 gallon spilled of potatoes and 1 gallon spilled of potatoes and 1 gallon spilled of peas of peas and two vines of each.

Annual Forage crops, points. 50 1 gallon samples of each one and prone vine of each.

Annual Forage Crops, points. 50 1 4 bundles of different varieties 4 shall not be removed from stalks. Eggs, points 75 4 2 dozen each of white eggs and 5 throws eggs.

of brown eggs.
Fruits and Canned Vegetables,
soints 75

Tom Yandell & Tom Brewer, Supts.

Tom Yandell & Tom Brewer, Supts.

A prize of \$5 will be offered to the farmer exhibiting the largest variety exhibits. For the second largest variety E. M. Wilder will offer \$2.50 cash. Crops must be grown in O'Donnell trade territory.

No.

Article

1—10 heads red min mio.
2—10 heads red min mio.
3—10 heads red min mio.
3—10 heads red min mio.
3—10 heads white kaffir.
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3—10 heads grown corn.
3—10 heads so yet middle service of the service o

Department No. 7
Miss Hester Gates, Supt.
Water Color
107—Landscape.
108—Head or figure.
110—Study in Still Life.
111—Flowers.

Best exhibit vegetables at fresh fruits.

ivestock, Department No. 2

Dairy Stock, Division A

V. B. HOHN, Supt.

Bull. 3 years oid and over.

Cow, 3 years and under 4.

Cow, 2 years and under 3.

Heifer, senior yearling.

Heifer, junior yearling.

Bull. grand champion.

Swine, Division B.

Joe Sneligrove, Supt.

Boar, under and over.

Boar, under one year

Sow under one year.

Sow under one year.

Sow under one year.

Swine

Swine

Swine

Briter.)

Swine

Duroc Jerseys

61—Sow, 1. 100 Med Jerseys

62—Senior 100 Med Jersey

63—Junior 100 Med Jersey

63—Junior 100 Med Jersey

66—Junior 100 Med Jersey

67—Senior 100 Med Jersey

68—Junior 100 Med Jersey

69—Senior 100 Med Jersey

69—Junior 100 Med Jersey

60—Junior 100 Med Jersey

60—Junior

47-LOCKETU.
48-Pullet.
49-Old pen.
50-Young pen.
51-Largest Capons any breed.
52-Best Sweepstakes variety.
53-Hen, any variety.
54-Pullet, any variety.

59—Old Trio.
60—Young trio.
Culinary, Household and Textile
Department No. 4
Mrs. Ben Moore, Supt.
69—Loaf yeast bread.
70—Layer cake.
72—Loaf cake.
73—Six biscutust.
74—and Fruits and Vegetables
Square jars preferred.
75—Best jar canned fruit any vriety.

riety.
76—Salad Tomatoes
77—Soup tomatoes.

NOTICE

Dr. Millard F. Swart, Optome-

trist of Lubbock will be at the Corner Drug Store Friday, Sep-

tember 21st to fit glasses. One day only. Dr. Swart will be in

O'Donnell one day each month

to fit glasses

90—Any other pickle.
91—1 quart grape juice.

Household and Textile
92—Hand plaited rug.
93—Best 6 buttonholes (in garment or sample.)
94—Tied and dyed article.
95—Woman's house dress.
97—Article colored embroidery.
98—Article crochet.
99—Tablecloth and mapkin.
100—White linen towel.
101—Baby dress.
102—Child's dress and bloomers (un103—Beby and stress and bloomers (un104—Best handmade, handkerchief.
105—Best pillow case (white).
106—Best brillow case (white).
106—Best brillow case (white).
107—Best Cut Flowers
Mrs. E. L. Sorreis, Mrs. J. F. Campbell, Superintendents
Cut flowers and pot plants will be
scored and awarded ribbons on each
variety.

Relics and Curios

S. T. PRICE, The O'Don-

IF INTERESTED I WILL GIVE YOU A FREE DEM-

AON WEED CEAL
OIL LAMIT MOUGOAL
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### CHURCH NOTES

NITT DO ON BRESS DAY.
WILL DO ON PRESS DAY.

# How Does This Suit You?

Relics and Curios
Mrs. Hester Gates, Supt.
Department No. 6
All relics and curios will be judged ribbons awarded.

110—Study in Still Life.
111—Flowers.
Oil Paintings
112—Landscape.
113—Head or figure.
114—Animal.
115—Study in Still Life.
116—Flowers.

We Buy

NOTHING

Test Cream every day, one can

O'DONNELL PRODUCE

GIVE US A TRIAL

Get your teeth extracted now so you will get use to your plates so you can enjoy Christmas dinner.

For the next 30 days I will not charge for extraction. Pay when you get your articial teeth.

Dr. J. E. Wilson

# OUR STOCK OF

SCALE BEAMS,

COTTON SACKS,

MAIZE FORKS.

MAIZE KNIVES

BINDER TWINE

Is the most complete we have ever had. Will appreciate an opportunity to serve

OUR PRICES ARE RIGHT

MANSELL BROS. HDW. CO.

Mr. and Mrs. Archie Haney and children of Ropes arrived Monday for a few days visit with his par-ents, Mr. and Mrs. G. A. Haney.

# **Special**

We will give double O'Donnell Trading Stamps for Saturday, September 1 and Monday, September 3.

FOSTER'S Filling Station

RSON

ENTI

First"

HIGHWAY 6

# **School Supplies!**

Children will want to come here shop for their SCHOOL SUPPLIES as we everything they will need to carry onth

They will receive our personal attent and courteous treatment.

> SCHOOL SUPPLIES, DRUGS AND SUNDRIES

Double O'Donnell Trading Stamps Given on TRADES DAY.

# CORNER DRU

# Maize Knives, Maiz Forks And Binder Twine

Are now in season and have a full and complete line Also a full line of Ammun

tion for the hunter.

SEE US

SINGLETO

HARDWARE CO.

# RSONAL ENTION

and Winema Sor-for their year's ie going to Baylor where she will ucation, and Miss University, where her Master's de-

e shoppi as we ha

RUGS

ADES DAY

Maiz

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Allen Nelson and e, visited in the en last week.

C. Aten and fam-riday from Austin They reported it . Not having any s for two months. 00 miles in his new have any car trou-

d Mrs. J. T. Weems spent y in Lubbock with Mr. and

prence Henederson is now Big Springs Business Col-OFFICERS

Mrs. M. C. Hamilton and Mrs. Carl Beatenbough are managing the affairs at the Carliels store during San Antonic this week two is in the Carliels and the Carlie Within the last few months the Engelians the young ladies' class of the Baptist Sunday School, have increased in number about fifty per cent. There is more interest shown now than formerly due to the fact that there are more members to take part in the class discussions, and in the different activities. All Sunday School elsewhere are cortially invited to join this class. The following officers were cleeted for the ensuing year: President, Alta Lee Payne; First Vice-President, Jessie Fuller; Second Vice-President Golda Simmons; Third Vice-President Golda Simmons; Secretary, Trixie Harville; Reporter Louise Anderson.

Reporter.

Index Ads Get Results-Try Then

CARD OF THANKS

To our many friends in O'Donnell we wish to take this means of expressing our sincere appreciation of help during the lilness of Godson, and for the beautiful floral offering. May Gods richest blessing be bestowed upon each and every one of you.

Mr. and Mrs. C. F. Godson.

Mr. and Mrs. W. C. Morgan.

Index Ads Get Results-Try Them

HOW COLOR AFFECTS SLEEP

The Munich Society for light resarch has recently made a study of
their daughter,
the Shunake Jr. They were
the My Miss Alice Laverne,
the My Miss Alice L

Index Ads Get Results-Try The

COMING

O'Donnell

One Night Only

Starting at 8:00 P. M.

BENNIE THE BIRD BOY Chicago Radio Star from Stations K. Y. W., W. S. W. S., W. S. B. C., W. Q. J., W. I. B. O., W. E. N. R., W. H. T. and W. C. F. L.

BILLY MAYFIELD

A Texas Boy—Songs and Guitar accompanament and Hazel Gary at the Piano.

At
HIGH SCHOOL AUDITORIUM
ADMISSION

CHILDREN 20e

Wednesday, Sept.

T. E. (Buddie) Baldridge and family of Clovis, N. M., spent the week-end visiting his sister and fam-ily, Mrs. Ben Moore.

## Classitied Ads

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

FOR SALE—Two-bale cotton wag-on in good condition. See W. L. Gardenhire.

NOTICE! BIG SALE!

NOTICE! BIG SALE!
On Pianos, new and used; Victor
Brunswick, Edison and all other
makes of phonographs at ONE
HALF PRICE. Also one Davonola
for \$60.00. You pay \$165.00 for
same. Sheen Music, records, parts
(Singer Agency,)
LAMESA MUSIC COMPANY

PEDDLERS TAKE NOTICE— Before offering anything for sale on lots adjoining Post Office in O'Don-nell consult my daughter, Mrs. Ben Moore. H. E. Baldridge. 1tp

FOR SALE—4-wheel trailer, a good one, well made. A bargain for cash. See A. C. Fairley. 49-2tc

O. H. SHEPPARD, M. D.
General Practice and ElectroTherapeutics. Piles cured without
detention from work or business.
Office half block Southeast Index
Building, O'Donnell, Texas.

CITATION BY PUBLICATION

THE STATE OF TEXAS, To the Sheriff or any Constable of Lynn GREETINGS:

GREETINGS:—
You are hereby commanded to summon GROVER C. BALLOW, by making publication of this citation once in each week for four consecutive weeks previous to the return lished in your County, if there published the published in the properties of the published in the nearest County where a newspaper is published, to appear at not, then in the nearest County where a newspaper is published, to appear at the next regular term of the JUSTICE COURT, for PRECINCT NO. FOUR LIVIN COUNTY, TEXAS, to first Monday in October, A. D., 1288, the name being the First day of October, A. D., 1288, the same being the First day of Cobers, A. D., 1288, the same being the First day of Cobers, A. D., 1288, the mad there to answer the suit of W. H. Guthrie, Plaintiff, against GROVER C. BALLOW, Defendant, numbered on the

A Meetinug at The

# Church of Christ

Will Begin

SATURDAY NITE, SEPTEMBER 22ND.

And will continue over two Sundays

Preaching will be done by

# Van Bonneau

The general public is invited to come out and hear the Gospel preached without addition or subtraction.

O. C. Cox will be in charge of song services.

# Bill Der Says

"Money is made in the mint first-we make it



Contentment To The Builders' Mind.

undertaking unless you deal a a lumber yard that has a repu-on for well-seasoned and well-cted lumber at prices that are

# HIGGINBOTHAM-BARTLETT COMPANY

EVERYTHING TO BUILD ANYTHING" E. T. WELLS, Mgr.

Texas O'Donnell,



# New Dresses

**VELVET TRIMS** SILK CHARMESE FLAT CREPES CHARMEUSE

In all the new styles and colors.

NOTE.—We will be closed Saturday, September 15th, account of religious holiday.

OPEN AT 6:30 P. M.

Attend O Donnell Community Fair, Sept. 21 and 22

Popular Dry Goods Store

CO.

FAIR IS OFF PRESS
the catalogue and premium list
the 1928 Lynn County Fair is
among the citizens of the counties among the citizens of the coun26 and 21 be held on Septem26 and 21 be held on Septem27 and 21 be held on Septem28 and 21 be held on Septem29 and 21 be held on Septem29 and 21 be held on Septem29 and 21 be he mow. They
be secured from Taylor White,
Greenwade, The Lynn County
he demonstration office,
he book is of 32 pages and a
rr, and carries much valuable had
be book is of 32 pages and a
rr, and carries much valuable had
tion to a premium list of nearly
00.00.

### REVIVAL AT EASON SCHOOL

nversions and a number of restoraons.

There was a Missionary Baptist
hurch organized with the following
scharter members:
I. W. Akins, T. T. Akins, A. B.
jaylock, Herman Blaylock, P. M.
andle, J. E. Candle and wife, G. H.
reenlee and wife, Howard Eason,
T. T. Ponel, J.
Roberts and wife, Joe Snellgrove
de wife, William Snellgrove, M. D.
nderwood and wife.

After the organization was comleted the church called Bro. Deuiter for Pator for the next year
de he accepted the call.
The following members were acpted by lecter:
The following members were acpted by lecter:
The following members were acpted by lecter:
On Sunday afternoon Bro. De-

Clee and Earl Grenelee, Mrs. Bob
Atham, L. H. Clark and wife, Dan
bernel.

On Sunday afternoon Bro. Detile of the Comment of

SAN ANTONIO, Texas, Sept. 14. Cities and towns all over Texas are be marked for the guidance of tators flying to theh great airplane iviators flying to theh great airplane of the monstration in connection with the ETAOIN ETAOIN SHRDLU UN NI national convention of the American Legion at San Antonio October 8 to 12.

## MILK BUTTER CREAM

DELIVERIES MADE ANY-WHERE IN TOWN.

ABSOLUTELY SANITARY IN EVERY RESPECT.

-PHONE 30702-

DAIRY

### T-BAR NEWS

The new school house of this com-unity is progressing very rapidly.

with Carl Richter.

Our Home Demonstration Club met at R. E. Townzen, Thursday evening with our new agent present, Miss Greenwade.

New officers were elected at Sunday School September 9, J. C. McCarley, Superintendent, II. D. Henderson, teacher of Adult Class, Mrs. R. E. Townzen teacher of Intermediate-Senior Class, Mrs. H. D. Henderson, teacher of Junior Class, Mrs. want every one that can to come and be with us. We need your cooperation.

Farmers from various parts of the country report that the boll worms seem to be letting up on the cotton. Their ravages seem to be much less marked the past few day. The country report that have been damaging on the country report that the past few day. The country has the cotton of the country fairly well. What it needs is continuing a fairly well. What it needs is continuing fairly well. What it needs is continuing a fairly well. W

Cotton 9170
Potatoes 73
Sweet potatoes 122
Celery 123
Peppers 146
Eggplants 1503
Green beans 409
Carrots 507
Cucumbers 512
Sweet corn 612
Another thing made clear, and of our own section, is that not only are crops more abundant, but due to the increase in soil comperature the corn for the

one time-nonred and enjoyanic cus-tom of "exercise.", To those who need it we will explain that on one Friday out of the month the period from afternoon recess to a o'clock will be devoted to rendering a pro-gram in which songs, reading; and short plays will predominate. This class and 'heir teachers are to be commended on this s.-c).

## GOOD WILL CARAVAN WILL VISIT SOUTH PLAIN CITIES

Index Ads Get Results-Try Ther

DR. FERRELL FARRINGTON
Dentist
Offices in First National Bank
Building
O'Donnell, Texas

# 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



# "Judge Electrical Service by its Results"

Says George E. Roberts, Vice-President, National City Bank, New York

"In the business world today the positions of leadership and responsibility are held by men who have been advanced to them under a system of competition and elimination. The test of littless is an economic test—a test of ability to produce economic results. The fact that as a rule the men in positions of responsibility have come up from the ranks is proof that the system is fundamentally sound and effective. Society cannot alford to change from the economic test of leadership to an arbitrary or political system of selection."

—Gorce E. Roberts.

-George E. Roberts

Science may measure electricity in terms of volts and ohms; business, in terms of kilowatt hours and the curve c<sup>t</sup> production; homemakers, in terms of its labor saving and comfort-making advantages. However measured, its extension

However measured, its extension and application by the electric light and power companies to every department of our industrial and domestic life stands out as among the most important basic causes of America's well-being. From its wires has sprung the golden flood of America's unprecedented prosperity.

But economists no longer limit wealth to things. They echo John Ruskin's sound doctrine, that "there is no wealth but life." And judged from this point of view also, the development of electric service in America will go down as one of the most far-reaching events in history.

These things have been made possible by the application of the sound American principle of leadership through competition and elimination—in short, by the principle of individual enterprise.

To the degree that this principle is maintained will the benefits derived from electric light and power continue to be multiplied.

TEXAS ELECTRIC SERVICE CO.

If You Want To

# BUY, SELL OR TRADE

"Where Quality Counts" GOOD LUMBER—GOOD SERVICE

Lumber, Builders' Hardware, Wind Mills, Wire, Post, Paint and 'Nigger Head Coal.' DON EDWARDS, Manager

Anything, Anywhere, See

M. A. Scott Real Estate Co.

At Rear of Old First Nat'l Bank Bldg.

O'Donnell, Texas

**Deering Twine Prices** Reduced to 15c per lb.

Per 50 pound Bale

PALMER & TULL IMPLEMENT CO

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pros-

John there adged o, the ce in ne of

made of the eaderand

prinnciple ts de-

ower'

CO.

# Weighed--and tound worthy

You may feel perfectly assured in buying any product that is consistently advertised here in the pages of your newspaper. Such a product has been weighed \_ and found worthy. Not necessarily by us \_ not by any committee on advertising integrity \_ \_ but by the sternest judge of the last court of merchandising appeals \_ \_ the buying public.

Advertising is merciless in its treatment of the unworthy product \_ \_ \_ it serves only to hasten its failure. No amount of advertising \_ \_ \_ no matter how skillfully done \_ \_ \_ can force a product of no merit on the public. They simply won't buy it.

It seems reasonable then, doesn't it, to believe that the manufacturer of any product to be offered to the public will see that it is worthy before he backs it with thousands \_ \_ \_ often millions \_ \_ \_ in advertising!

Read the advertisements here in your newspaper----they are reliable statements about reliable products.

# Society

MRS. J. P. BOWLIN ENTER.

TAIN THURSDAY CLUB | Peggy Speck, Speck of La

Mrs. J. P. Bowlin was the gracious estess last Thursday afternoon then the Thursday club met at her

one of Thursday club met at her one. Thursday club met at her Dainty tallies of butterflies and emure colonial dames were given to he guests and they were soon ended to be successful to the successful the season of the successful the Little Miss All the victrols as the five tables of excited players enjoyed the contest. At a late hour in the afternoon delicious sherbet and coconut cake was served to the following guests: Mesdam Metabliston, Shumake Jr. Thurman Wells, St. G. French, Clyde Frost, Waldo McDetri, Carl Westmoreland, Harville, J. W. Schots, G. Prench, Clyde Frost, Waldo McDetri, Carl Westmoreland, Harville, J. W. Campbell, J. F. Campbell, John Earls, E. L. Sorreis, Mack Garner, J. Campbell, J. F. Campbell, John Earls, E. L. Sorreis, Mack Garner, J. Campbell, J. F. Campbell, John Earls, E. L. Sorreis, Mack Garner, J. White-fire the wedding of Miss Lacule Hardberger to Mr. James Lewell Little Hardberger Little Hardberger to Mr. James Lewell Little Hardberger Little Hardberge

ought back descriptions of a week ging impressive because of its aim city.

It is a played by a read at the result in the presence of a large in the presence of their accesses is the business like manner in which they go about like manner in

Littleton of Abilene, attend-groom as best man. Other ints were Jean Holland, son and Mrs. J. F. Holland, and goiter.

ay night.
sees Olene Stephens, Helen
and Hazel Fisher spent last
end at their home. They like
I at O'Donnell awfully well.
Stroud Bearden from Wheelexas, has been visiting among
ds. We have enjoyed his presat our Sunday Schools, singings.

Have a Complete Stock of

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FOR McCORMICK ROW BINDERS

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McCormick-Deering Row Binders

Mr. Homer St. Clair who has been the dees, with Fay Tomlison leader, and of Tahoka for the past six years has been transferred to the local yard, the comes to O'Donnell recommended as a splendid young buisness man, the has already moved his family here and they will be glad to meet all the O'Donnell folks.

Twine, per pound

erends. We have enjoyed his presence at our Sunday Schools, singings, parties, etc very much, and wish wery much he has enjoyed being with us.

Wish Beverly Wells is president of the Junior Class. Summer Clayton, which were the same of the Junior Class. Summer Clayton, the Junior Class. Summer Clayton, which were the same of the Junior Class. Summer Clayton, the Junior Class. Summer Clayton, which were the same of the Junior Class. Summer Clayton, which were the same of the Junior Class. Summer Clayton, or the Junior Class. Summer Clayton, which were the same of the Junior Class. Summer Clayton, or the Junior Class. Summ

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