

The O'Donnell Index

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By Roberts Printing Company

J. W. Roberts Editor

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Of Course It Pays!

In this day and time it would seem that about the most foolish question anyone could ask is "Does Advertising Pay." But a great many local business men, if they do not actually ask the question give a negative answer by their actions.

There is a reason for their belief that advertising would not pay them in many cases. Perhaps they have used a small advertisement now and then and because their business was not doubled over night were disappointed and concluded that it did not pay. In other cases the failure of advertising was due to poor and uninteresting copy, or an inferior medium. Again, it might be because the general reputation of the firm was not such as to give the public confidence in its merchandise.

Advertising will not make an unattractive, slipshod, or unreliable store prosperous. But if the merchant has the right goods at the right prices, displays them attractively and gives his customers attentive service, judicious advertising will be the very best investment he can make.

One tobacco company is spending \$12,000,000 this year in advertising a single brand of cigarettes, and declares that its increased business has far more than justified the expendi-

DR. FERRELL FARRINGTON
Dentist
X-Ray Diagnosis
Office Phone No. 9
O'Donnell, Texas
Offices in First National Bank Building

PHONE 30702
DAW-LYNN
DAIRY
C. L. TOMLINSON
Owner
O'Donnell, Texas

C. N. WOODS
Watchmaker and Jeweler
Tahoko, Texas

O. H. SHEPPARD, M. D.
General Practice and Electro-Therapeutics. Pills cured without detraction from work or business.
Office half block Southeast Index Building, O'Donnell, Texas.

BUSINESS AND PROFESSIONAL DIRECTORY

V. G. KEY
Abstracts, Loans And Insurance
Key Building
Lamesa, Texas
GIBSON AND MAY
O'DONNELL AND LUBBOCK
TRUCK LINE
General Hauling
Phone 21 or Phone 48
O'Donnell, Texas

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

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

ture already.
Of course advertising pays, if properly done and provided the advertiser has the goods and prices to back it up.

THE USEFUL HOBO

In the minds of most persons, the terms hobo, tramp and bum have practically the same meaning. But this idea is wrong, according to M. Leinen, agent for a large New York employment company, who declares that he has hired as many as 133,000 Hawey hoboes for railroad work in a single year, and says they were "a fine bunch of men."

Mr. Leinen describes the difference between the three classes mentioned somewhat as follows: A hobo is a traveling worker; a tramp is a stationary non-worker; a bum is a stationary non-worker. While the three intermingle in the large cities during the winter, and the classes are not strictly defined, when the opportunity comes the hobo is willing to work, while the others are not.

Hoboes travel from place to place seeking seasonable enjoyment, such as harvesting, railroad and other construction work, as common laborers, so they fill a real place in the country's economic system. While they are not always exemplary in morals and conduct, they are honest and industrious, as a rule.

And they have a sense of pride as well. The hobo wants to be known as a hobo, and he is insulted to be called a tramp or a bum.

CITY TRANSFER CO.

J. W. Kirkpatrick, Owner
O'Donnell, Texas
Drayage and Heavy Hauling

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 at Lamesa Texas, Phone 237

Who Would Believe It?

According to Dr. M. L. Condon of Chicago, a person may be wrongfully accused of alcoholic indulgence if only the evidence apparently disclosed by the breath is taken at full value.

In other words, the doctor declares that the characteristic odor of the alcohol breath may be caused by many things besides alcoholic drinks among which he names the following:
Eating several apples.
Eating too much ice cream.
Eating many oranges.
Drinking sweet cider.
Eating new bread.

Now, if a nosy official, or scandal-monger, or even the good wife, charges a fellow with having imbibed of contraband beverages, this statement by Dr. Condon may be offered as an alibi.

The only weakness of the argument is suggested by the question: Who would believe it?

Physicians are unable to account for a phenomenon whereby the eyes of Mme. Henriette Germaine of Paris have turned from blue to a bright yellow.

TIRES Vulcanized at Foster's.

W. W. WILLIAMS DAIRY

Sweet milk, 40 cents a gallon, delivered night and morning.

Phone 128

Prompt
YES, sir, ten gallons of ethel—any oil?—Air in your tank
We're eager to fill your tank with powerful, clean-burning power, and to give that courteous, speedy service that's motoring a pleasure to our patrons.
HIGHWAY GARAGE, John Earls, Prop.

SORRELS LUMBER CO.

Dependable Service and Materials

Phone 53
O'Donnell, Texas

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

Plenty of
Money to Loan

AT LOW RATE OF INTEREST

We still have plenty of money to loan for the building of that new home you have been wanting. We have financed about thirty homes in this city during the past few months and all are satisfied with our low interest rate and monthly payments.

Also have plenty of money available for farm loans. We will refinance your present farm loan or will help you sell it.

See us when in need of anything in the above lines.

C. J. BEACH

Real Estate—Loans

GALLOPING GUS
THE HOTFOOT CUSS

Heavy or Light

From fishing-bait to garden seeds

We are prepared to fill your needs;

Just ring us up by day or night, And we'll deliver—half or light

From carpet tacks to anvils—that's our line. And everything in between. If it's hardware, you'll find Galloping Gus on the job every little minute, ready to give you the fastest and most satisfactory service you ever had.

SINGLETON

Hardware Co.

Galloping Gus, the Hotfooted Cuss. Comes when you call without flurry or Fuss!



Tragedy on Main Street

MUD puddles and motor cars, smoky chimneys and dusty winds often are the cause of the unwritten tragedies of life. But you are assured of a happy ending, for C. E. Ray will remove all traces of villainy from your new suit or frock and restore it to you bright, fresh and clean, and our economical process is absolutely odorless too.

C. E. RAY

BARGAINS

FOR SATURDAY ONLY

- Spuds** New Reds Per pound
- Meal** Pearl Meal 24 lb. sack
- Jam** Delmonte 1/2 gal. can.
- Pickles** Sour Quart Can
- Pickles** Sweet Quart can
- BLACKBERRIES** No. 2 Each
- Matches** Good and Cheap 6 Boxes for

It costs you nothing to compare prices. Will give away absolutely Free a \$15 dinner set of dishes Saturday afternoon 7 p. m.

In J. P. Bowlin Building. Cleaner, Cheaper and Better Merchandise. Your trade appreciated.

O'DONNELL CASH AND CARRY GROCERY

OPERATED BY W. M. MASK
"The Farmer's Friend"
Phone 72

OUR ICE CREAM
IS INCOMPARABLE in its flavor, perfect in its purity, a regular visitor to the homes of those who like better things. Offered in 5 delectable flavors
Per Quart 60c
CORNER DRUG STORE



IN HARDBERGER ENTERTAINS FOR NIECE

Genice Hardberger, of the inspiration of the party give by her aunt, Hardberger Saturday night party consumed part of the time from the picture until 3:30 was whatever it is girls' parties. Those present the honor, and Frances Joy Bowlin, Tommy Lynn Bailey, and Kathryn

Mrs. Gay Bradley and son accompanied by little Miss Wells, spent the week-end with Mrs. Bradley's

Friday evening about 8 P. M. young people gathered at of Mr. and Mrs. H. W. Joe Bailey. Delicious ice cake were served to the Misses Glennis Watson, Gladys Seely, Catherine Mr. R. S. Watson, Law- Mr. Marvin Seely, Alton Mr. and Mrs. E. W. Seely children.

will be very quietly ob-O'Donnell, as there is no of any kind planned for Practically all business to be closed throughout the large per cent of the pop-O'Donnell has planned the day in other towns celebrations are going on.

VUNCANIZED at Foster's.

WANT ADS

in the market for your seed. Call at Bowlin, J. P. Bowlin. 41-2t

To buy your surplus. Call at the McDonald-Gay Bradley. 41-2t

VUNCANIZED at Foster's.

BILL AND TANK in good for sale at a bargain. See at Miles Barber Shop.

on & Street do that plumb-They know how. Satisfac-anted. tfc

Dallas Semi-Weekly Farm O'Donnell Index one whole ly \$2.25.

VUNCANIZED at Foster's. of all kinds done on ce. Phone 144, Eaton &

Der Says



NG TO BUILD

are going to build house or repair one, take advantage of our service.

quality building materials, delivered promptly, and intelligent suggestions and advice all worth money. Bring in your plans or tell us what you have in mind.

minutes spent in office before you build will prevent serious regrets afterwards.

GINBOTHAM-LETT COMPANY
"EVERYTHING TO BUILD ANYTHING"
T. WELLS, Mgr.
Well, Texas

Street. Satisfaction guaranteed. tfc

Milk, the National Drink. Daw-Lynn Dairy. tfc

SEE ME for farm and city loans. City loans on monthly plan. Low rate of interest. C. J. (Dock) Beach.

Phone 144 for Plumbing of all kinds. Eaton & Street. tfc

Eaton & Street, licensed plumbers and gas fitters. Prompt service with guaranteed satisfaction. tfc

FOR SALE—Small gas range, practically new. Call at Index office.

Milk, the National Drink. Daw-Lynn Dairy. tfc

FOR SALE—We now have a full line of Men's, Women's and children shoes. If we can't fix your old shoes we will sell you a new pair. Electric Shoe Shop. S. A. Billington, Proprietor. 21-tfc

Both the Dallas Semi-Weekly Farm News and O'Donnell Index one whole year for only \$2.25.

Three room apartment, furnished or unfurnished, lights and water. Edgar Ellis. tfc

NOTICE

I am again located at the Corner Drug Store prepared to do all kinds of watch repairing. Office hours are from 10 a. m. to 4 p. m. I will

appreciate any work entrusted to me and guarantee satisfaction. John R. Burkett.

Two Girls Live on Hot Water and Rice

Due to stomach trouble, Miss A. H. and sister lived on hot water and rice. Now they eat anything and feel fine, they say, since taking Adlerika.

Even the FIRST spoonful of Adlerika relieves gas on the stomach and removes astonishing amount 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.

USE THE

Telephone TO TALK TO MOTHER INSTEAD OF WRITING O'DONNELL TELEPHONE CO.

Mrs. Rebecca Williams of Philadelphia left a valuable estate to Beatrice Coleman, to be given to her when she is 25, provided at that time she is "industrious, sober and not given to jazz."

More per Gallon but LESS per Trip
That's the economy of CONOCO-ETHYL GASOLINE

DURING the summer, when long motor trips are in order, a most important cost factor is wear and tear.

Every time the motor knocks, it is undergoing unnecessary strain. Its life is being shortened—its resale value reduced.

That's why we say, that in the long run, Conoco Ethyl Gasoline will cost you less per trip. Conoco Ethyl absolutely eliminates knocks. It delivers full power with every stroke of the piston. It gives lightning pick-up in traffic driving. In short, it provides a surge of power up the hills or on the level—which keeps your motor gliding along with practically no effort. That's economy! Give Conoco Ethyl a trial. See how cool it keeps your engine, and experience the real satisfaction of having your car run as the manufacturer intended it should. You'll find a convenient Conoco Ethyl pump ready to supply you.

CONTINENTAL OIL COMPANY

Producers, Refiners and Marketers of high grade petroleum products in Arkansas, Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wyoming



CONOCO ETHYL
extra knockless miles

B. M. Haymes Insurance Agency
Complete Insurance Service
Phone 153

Specials

—FOR—

SATURDAY ONLY

SWEET ORANGES, doz. **19c**

CABBAGE, lb. **4c**

NEW SPUDS, lb. **4c**

FLOUR, Red Rose, 48 lb. sack **\$1.60**

SOAP, Swifts Naptha, 7 bars **25c**

SYRUP, Green Label G. W., gal. **98c**

COFFEE, Wamba,, 3 lbs. **\$1.50**

CHANDLER Cash Grocery



Concrete Streets in Texas

WICHITA FALLS has more than 1,000,000 square yards of portland cement concrete pavement.

Wichita Falls is known as "The city that faith built." Concrete pavements have helped this faith because they act as a town tonic.

What about the streets of your town? Like Wichita Falls—you can have paved streets that will stand the immense increase in swiftly moving automobiles and pounding motor trucks.

Portland cement concrete pavements are economical to build and maintain, permanently beautiful and—the safest pavement, wet or dry.

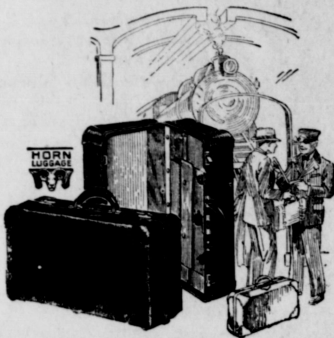
PORTLAND CEMENT ASSOCIATION
Athletic Club Building, Dallas, Texas

PORTLAND CEMENT CONCRETE FOR PERMANENCE

Going For A Trip

Buy your luggage here.

A LARGE ASSORTMENT TO SELECT FROM



SUIT CASES
HAND BAGS
HAT BOXES

AUTO TRUNKS
GLADSTONE BAGS
OVERNIGHT CASES

PRICED 98c TO \$12.50

Popular D. G. Store

"Famous for Values"



They All Come Back for More

There's real artistry in the way our boys concoct sundaes and soft drinks. That call for another round is a sure proof of approval. In the cool, clean, well-ventilated interior of our establishment are many gallons of tasty refreshments awaiting the call of the discriminating tongue.

Malted Milk, 25c; Cream Soda, 15c; Banana Split, 35c; Fruit Sundae, 25c; Ade, 10c; Ice Cream, Qt., 60c.

WHITSETT DRUG CO.

"NOTHING BUT THE BEST"

What's Doing in West Texas

SNYDER will entertain 150 4-H boys at a two-day picnic on July 19 and 20 through the courtesy of W. O. Logan, county agent. Prizes will be offered by merchants and camp will be made at Wolf Park with swimming privileges given by Snyder Golf Club. Two plane rides with "Slim" Lowry, new government licensed pilot in charge.

SWEETWATER is completing

plans for the Fourth Annual Convention of the West Texas Press Association which opens July 12 for a two day session. Round table discussions will take up aviation and free plane rides through the courtesy of the Texas Air Transport Company will be given every registered delegate wearing a ribbon.

E. H. WHITEHEAD, Publicity Manager of the West Texas Chamber of Commerce for the last four years resigned to become assistant manager of the South Texas Chamber of Commerce, at Corpus Christi,

effective July 10. One of his accomplishments was making West Texas Today, official publication, a magazine instead of a newspaper.

WHEELER is building a new sanitarium. The building will be frame with stucco on the outside and sheet rock on the inside and when completed will be 72 by 72 feet with 22 rooms, hall ways running both ways through the entire building. A large basement will be part of this fine acquisition.

The **CISCO** co-operative Livestock Marketing Association shipped two cars of hogs and one of cattle to the Fort Worth market recently. The cattle brought \$1,600. There were one hundred sixty two head of hogs. R. L. Poe remained in Fort Worth to observe the results of a new tattooing machine used on the hogs.

LEVELLAND'S three newest brick business structures on the east side of the square are being completed and will soon be occupied by the Hockley County Realty Company, the Levelland Drug Store and other concerns.

HEREFORD'S new creamery will be installed soon as two car loads of machinery have been received. One car contained vats and churns and the other the refrigerating plant to be used for keeping the cream at the proper temperature to make butter.

PLAINVIEW'S third annual Texas Panhandle Plains Dairy Show will be held in Plainview on April 7, 8, and 9 of 1930. The dates are one week later than those of the former shows, and the change is made in order to get away from the first of the month rush usually encountered by business men over the section.

WINTERS is making progress in cream shipments. Two years ago, about 100 cans of cream per month were shipped out. This year the shipments are averaging 285 per month. Cream brought about \$15,000 into Winters in five months.

TWENTY-FIVE applications have already been received to make the trip with the Fourth Annual Motorcade of the West Texas Chamber of Commerce to the Carlsbad Caverns. B. M. Whitaker, agricultural manager is in charge, and detailed information can be obtained from him in Stamford.

SPERMAN dealers recently received 15 Chevrolet trucks to supply the demand of farmers who desire to haul their wheat crop to town. A sufficient number of railroad cars to

carry the grain to the markets has been assured.

DEL RIO water works system is being installed. The bottom of both of the 1,000,000 gallon tanks have been laid and the forms are being placed for the pouring of concrete on one of them. Each tank will be 28 feet high, and 80 feet wide. Walls are 10 inches thick and well reinforced with steel.

Rountree Succeeds in Getting Aid Money

Carl Rountree of Lamesa, who is representing this district in legislature at Austin, advised friends at Lamesa Monday by telegram that he had succeeded in passing the claims bill Monday in which will be paid farmers whose cotton suffered losses in the pink boll worm zones established in ten West Texas counties, including all of Dawson and a part of Lynn county. Mr. Rountree believes that the Federal Government will also appropriate an equal amount bringing the total reimbursement to \$300,000 which will be paid farmers who were affected by the quarantining zone. Lamesa friends were advised Monday by telegram of the above information. The telegram follows:

"House votes \$150,000 to pay Pink Boll Worm claims. Hope Federal Government will supplant with this amount."

Mr. Rountree originally asked that the House appropriate \$150,000 and the Federal Government a like amount, which seems almost certain, the farmers of the Pink Boll Worm zone will be benefitted by the payment of \$300,000 in claims which means much to the farmers of the affected area.

Mr. Rountree has been working diligently for the interests of farmers in his district ever since he has been in Austin and people of his district are proud of his work. He has already done more for the people of his district than any other representative who has served the district since the writer has been residing on the South Plains. He is a very able representative and should be sent back to represent the people another two years.

O'DONNELL B. Y. P. U. UNIONS ENJOYS TRIP TO RANDALL

The O'Donnell B. Y. P. U. Unions enjoyed the trip to Randall Sunday afternoon, to visit the unions there. We hope to have the Randall union visit us sometime in the near future.

The senior union met at the regular time late Sunday evening, to elect officers for the next quarter. The officers are:

Trust Hodnett—President.
Alta Lee Payne—Vice President.
Marie Devenport—Secretary.
Irene Martin—Corporal-Secy.
Inez La Rue—Corporal 1.
Trixie Harvell—Group 2.

Mrs. Guye—Bible Reader/leader. We hope to make our union an A-1 union in the near future, measuring up to the standard of Excellence.

We wish to invite all young people who are not in other unions to come and meet with us. Reporter.

EPWORTH LEAGUE TO HAVE STUDY COURSE

The local Epworth League began the study Monday evening of "Youth and the New America," which is being conducted by Rev. Duncan. A large attendance is expected each evening. This is one of the most interesting studies open to young people. Those who have heard the first lessons are enthusiastic in their praise.

NOTICE TO HOG OWNERS

Notice is hereby given to all owners of hogs within the City of O'Donnell, that the Hog Law is now in effect and that all hogs must be removed from the city limits. All who fail to comply with the Ordinance are subject to fines. E. M. WILDER, Mayor, City of O'Donnell.

A. B. Davis of Lubbock, one of the most noted secretaries of West Texas as well as a fine dinner speaker at next Tuesday's luncheon of the Community Chamber of Commerce according to a long distance message received by G. S. Dowell, secretary of the O'Donnell Community Chamber of Commerce.

Mr. Davis is secretary of the Lubbock Board of City Development and Chamber of Commerce and is widely known for his splendid work he has been doing for Lubbock. He is sure to bring a message to the people of O'Donnell that will be of untold value towards the future development of our local Chamber of Com-

merce, O'Donnell and this section of the South Plains.

Be sure and remember next Tuesday's luncheon and be on hand; a treat is in store for you.

Misses Glennis Watson, Catherine McDonnell and Mr. E. S. Watson of Whitesboro, are visiting at the home of Mrs. and Mrs. E. W. Seely.

Rev. W. K. Horn was at O'Donnell a short time this afternoon.

Miss Emma Joe Hart, who arrived Sunday for a visit to her grandparents, Rev. and Mrs. J. C. Turner who has been down for so long it not this week.

to TEXAS

young men and women who wish to conquer the world.

we recommend Texas

TEXAS NEEDS YOU, wants you! Her resources await the magic touch of your youth, vision, courage and boundless energy to bring them to full fruition.

Look the whole world over and you will find nowhere a more thrilling, more romantic, more substantial combination of opportunities than Texas has to offer you. Whatever training you may take—engineering, finance, journalism, economics, science, business, industry, agriculture—Texas presents an array of potential avenues for your broader development.

In return for all that you bring to your tasks in Texas, she will repay you in fullest measure. Wealth, happiness, men and women associates of world significance—all that youth could ask in its wildest flights of ambitious dreaming, Texas supplies with lavish hand. Opportunities on every hand for making a name for yourself, carving that ideal niche in the hall of fame which is the priceless birthright of every Texas youth. Stay in Texas and Texas will stay with you.

For the past several years the Texas Electric Service Company has served a large number of Texas cities and towns with electric service. We intimately understand the boundless opportunities which Texas has for young men and women with college background. We urge you to stay in Texas and work, as we have worked, for the development of the mighty empire in all America—Texas.

Texas Electric Service Co. The Silent Partner of Progress

Have Your Clothes

Master Cleaners

We Know How

Our equipment is of the most modern sign and enables us to give you prompt, efficient service with a guarantee.

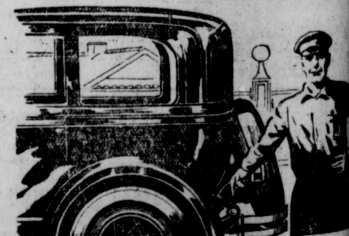
WE CALL FOR AND DELIVER

Your Business Appreciated

Phone 31

Modern Dry Cleaners

Sikes, and Beach, Props.



NO MORE SQUEAKS!

Let Us Do It Right!

Ungreased spring shackles are a great tortor in keeping a car noisy, to say nothing of making the chassis more susceptible to broken springs on rough roads.

Grease with Alemite

A thorough greasing job at our ultra-modern station will eliminate all chances of "dry" springs! We'll grease every point on the car with Alemite. And we'll do it at moderate cost.

RAYBURN CHEVROLET COMPANY