

The O'Donnell Index

O'DONNELL, LYNN COUNTY, TEXAS, FRIDAY, MARCH 8, 1929

NUMBER 24

The best advertising medium in Lynn County. Read in 1,500 homes each week.

Department to Present "Rosetime"

County Agent Will Start Work March 15

According to information reaching the Index this week, our county agent Mr. Ray Schafer, will report for duty about the 15th of this month. He was to have reported on the first of the month, but delay was caused by not being able to get a release from the A. & M. College, until the 15th.

The arrival of Mr. Schafer will mean much to the people of Lynn County, as hundreds of farmers have been looking forward to the time when they would be able to secure a county agent. The county officials are to be congratulated upon securing the services of a county agent. Such a progressive step is commendable and is expected to bring good results in the future.

Trades Day Monday Drew Large Crowd

Monday being the first Monday in March was trades day in O'Donnell, and drew crowds from the rural districts who came to town to sell or trade their surplus livestock or in some cases, to buy additional stock. The lot just South of the Higginbotham-Bartlett Lumber Co., was literally covered throughout the day with livestock and traders.

Baccalaureate Day Set For May the 8th

Just a few more weeks and another class of boys and girls will become Ex-Seniors.

The Baccalaureate sermon preached by Douglas Carver of White Deer on May 8 will usher in one of the most brilliant commencement weeks in the history of O'Donnell High School. Many out-of-town guests are expected and the programs promise to be the best we have ever had.

SENIOR CLASS OFFERING EATS AT "ROSETIME" TONIGHT

Be sure and bring along a few extra dimes and quarters when you come to "Rosetime" tonight, because the Senior Class will be there with pop corn, peanuts and candy. Buy a sack or two or half a dozen and help the class along.

LOWER HOUSE APPROVES CUT IN AUTO LICENSE

Stepping on the accelerator for the first time on major legislation, the House of Representatives at Austin Monday passed finally the motor license fee bill, which reduces: fees practically 50 per cent, accords a 20 per cent decrease on trucks and which rearranges the distribution of this fund between county and State.

Under its provisions a county will be allowed to retain the first \$50,000 of the license tax, after which up to \$300,000 State and county will split 50-50, and all above \$300,000 will be returned to the State for the Highway Department.

The measure also permits a county to use 50 per cent of the license fees allotted to it to retire obligations for highway improvements, either state or lateral, while the other 50 per cent may be used for the county road system.

H. E. CLASS TO ATTEND FARMERS' SHORT COURSE

Girls in our Home Economics classes are attending the Farmers' Short Course at Tahoka today. The speaker which will be most interesting to the girls are the talks by Deary Margaret M. Weeks of Texas Technological College, G. L. Smith, and Miss Grace M. Smith. Miss Smith will discuss Women's Work in the community, Mr. Smith's talks dealing with soil and soil fertility and Benefiting the Home Grounds.

J. E. and J. W. Kirkpatrick made a business trip to Lamesa and Seagraves Wednesday.

Remembered!!



O'Donnell Hi Debators Working on Speeches

With county meet only a few weeks off, O'Donnell's crack debating teams are hard at work, O'Donnell has made a wonderful record in this phase of interscholastic contests for the past few years, and the 1929 teams are determined to carry on the standard.

TAHOKA CHAMBER ELECTS NEW SECRETARY

TAHOKA, March 5.—C. C. Williams of Crosbyton has been elected secretary of the Tahoka Chamber of Commerce and has taken charge of the work.

Williams was secretary at Crosbyton for the past 17 months, prior to which he was a Government teacher in the Philippines. He is married and has a family.

A budget of more than \$5,000 was recently raised by the directors for the year's work.

MUSIC CLASS ORGANIZED CONTEST WEEK BEGUN

At the first meeting of the music class Friday afternoon much interest was manifested by the students who entered into the organization and the election of officers with all the enthusiasm at their command.

The class was named Live Wires, with Ina D. Everett elected president and Morena Huff secretary-treasurer. It was unanimously voted to order class pins.

A contest is now under way among the members, and a prize is offered to the one practicing the greatest number of hours this month. As there are twenty-two members, there is every prospect that O'Donnell will enjoy music at all hours.

REV. JOE WILSON ADDRESSES GRADE SCHOOL

Rev. Joe Wilson took as his text Thursday morning when he spoke to the Grade School pupils "My son, if sinners entice thee consent thou not," and speaking in the homely every day language of the playground he drove home some vital lessons in morals.

The Rev. Mr. Wilson is a forceful interesting speaker with an appeal peculiarly for young people. His brief talk was thoroughly enjoyed, and much credit should be given the fifth grade, at whose invitation he was present.

Born to Mr. and Mrs. J. P. Ayler, on last Saturday morning, a fine girl. Mrs. Ayler is in a Sweetwater sanitarium and is reported doing nicely.

Noted Impersonator Scheduled to Appear Here March 21

J. W. Zellner, one of the most noted characters on the stage today, is scheduled to appear in O'Donnell March 21, from 3:00 to 4:00 p. m.

Sheriff Ray of Lamesa Dies Friday

LAMESA, March 1.—Joe L. Ray, 42, sheriff of Dawson County, died in a local hospital at 1 p. m. today from complications of influenza. Within four hours after Ray's death his widow was appointed to succeed him by the county commissioners.

Burial will be in the local cemetery Saturday afternoon following funeral services from the First Baptist church conducted by the pastor, Rev. Ross A. Smith. Mr. Ray had been a member of the Baptist church for many years.

Since becoming a sheriff three years ago Ray had served as secretary-treasurer of the West Texas Sheriff's Association. He was re-elected a few days ago at the organization's convention at Ballinger.

All Dawson county mourns the death of its sheriff, who was serving his second term in office and had been unusually popular and respected for his fair and fearless methods.

At that time he was suffering from a severe cold and shortly after returning home was forced to bed with influenza. Complication arose and he was unconscious for 60 hours before he died.

A native of the Scranton community, Mr. Ray was reared in his father's farm which was traversed by the Callahan-Eastland county line. He had resided in Cisco before coming here 10 years ago. In Eastland county he had served as constable and deputy sheriff.

Surviving are his widow, Mrs. Susie M. (Sprawls) Ray, and an 8-year-old daughter, Bettie Joe; three brothers, R. L. of Fort Worth, Earl of Lamesa and T. M. of Scranton; and six sisters, Mmes. J. L. Clements, Lamesa; Mrs. W. L. Anderson, Fort Worth; Mrs. J. H. Shrader, Scranton; Mrs. A. T. Block, Scranton; Mrs. O. L. Boland, Scranton.

SERIOUS TROUBLE IS PREDICTED IN MEXICO

A new Revolution has broken out in Old Mexico, and threatens to cause serious trouble. Thursday's papers carried headlines, "Capture of Juarez by Mexican Rebels is Feared." It seems that rebels are preparing to strike simultaneously at a number of the principal cities in Mexico.

It will be remembered back in 1919 the rebels attempted to take Juarez, just across the Rio Grande from El Paso, and United States troops drove Pancho Villa out of the border city after bullets fired in that city had killed Americans in El Paso. On Wednesday United States troops were ordered to be prepared for march Thursday. No reason for the order was announced.

Warlike preparations are going on in Juarez where within sight of residents of El Paso machine guns are being set up to defend the city against rebels reported approaching from the south.

Geo's Place Changes Hands

Roy Line and Barry McCasland have bought out the business stand recently known as Geo's Place. The stand is to be remodeled into a first class sandwich shop.

The boys, who are well known to the people of O'Donnell say they will specialize in fine eats and snappy, courteous curb service.

O'DONNELL HAS REAL SPRING WEATHER THIS WEEK

Real spring weather arrived in O'Donnell this week and caused the thermometer to rise to around 90 degrees, the hottest day this year. Many of our business men were attending to their duties coastless for the first time this year.

Widow Made Successor; Funeral for Popular Officer Today

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BETTER THAN 600 CAR LOADS TO BE SHIPPED FROM HERE

Cotton, maize, kaffir, corn and all kinds of small grain is still coming into town by the car loads. The cotton season will soon be over, but maize and other small grains are still coming in at the rate of about five carloads per week. The feed crop in this section of the country will bring about as much money to the farmers as the cotton will this year. Last year O'Donnell shipped approximately six hundred car loads of feed stuff and farmers and grain men claim this season's crop will exceed that of last year.

Mr. and Mrs. R. O. Stark left early Thursday morning for Plainview in response to a message stating Mr. Stark's grandmother was dead.

Quite a number of O'Donnell folks have been attending court at Tahoka this week.

Local Basketeers Defeat O K Thursday

In a thrilling game with plenty of spills and a brilliant display of team work, O'Donnell High School's girls came triumphantly home Thursday afternoon with the heavy end of a 12-10 score.

No one player starred, but each one played for the team. The girls extend their heartiest thanks to Mr. Graham for his assistance.

Our First Oil Well Has Been Abandoned

The community drilling the deep test out on the M. V. Brownfield ranch some twelve miles southwest of here have abandoned the hole after getting down better than 5000 feet. Some say it was abandoned on account of the fact that they had a bucket hung and failed to get it loose, while others seemed to think the test a failure.

Anyway, they are pulling the pipe out of the hole, and we get it from authorities we deem reliable that the company behind the drilling, which is understood to be the Standard of Kentucky, has ordered the drillers to move the derrick over and start another well. On the face of the fact that the big companies are still leasing land and willing to pay a good price for it, it does not look like the big fellows have become pessimistic over the outlook, despite the fact that it is thought this was a dry hole. It is generally known that some oil and gas were encountered at shallow depths, and the finding at a greater depth may have been entirely satisfactory to the company. At least they know what they are doing and we do not in this business.

Strange as it may seem, people at a great distance from Brownfield seem to have greater faith in oil possibilities in this section than we folks on the ground. An oil man was here only recently from Oklahoma, who travels extensively in the north and east, and he said this would prove to be the biggest oil field in the world. But one cannot hurry these oil folks along. They know when a new field is needed and will bring it in when they get ready.—Brownfield Herald.

"ROSETIME" TO BEGIN PROMPTLY AT 8:00

The doors will close at 7:30 next Friday evening at the High School auditorium when "Rosetime" is presented by the O'Donnell Fire Department. Immediately after a short musical program, the curtain will rise and the play begin. Those who wish to see one of the best 3-act comedy-dramas for non-professionals on the stage today, should be there promptly at 7:30, as all indications promise a packed house.

The department is setting this early hour as a courtesy to Mr. Hardy of the Lynn Theatre, who is opening his picture at 10:30 so that no other show will detract from attendance at "Rosetime." This co-operation is heartily appreciated by the Fire Department.

Index Ads Get Results—Try Them

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Cowboys Are Chosen To Accompany Texans

By Wilfred Haggard
 The Cowboy Band, Simmons University, already known as the most widely traveled university band in the world, will soon begin the longest trip in its history when it goes to Washington for the inauguration of President-Elect Herbert Hoover. During the last seven years it has spread the name of West Texas and the West Texas cowboy over sixty thousand miles through twenty-three states.

The band in Washington will bring this section of the state more advertising than it has ever had before. For this reason the Cowboys are expecting very patriotic citizen of West Texas to come out and support their "on to Washington concert" next Monday evening in the Simmons University auditorium, the proceeds from which will be used to send them to the national capitol. They are planning to stage the most elaborate entertainment in their history.

Highly Honored

The Cowboys were chosen to go to Washington as the official band of the Texas delegation because they are representative of Texas as a cattleman's state and because they hold some of the highest honors to come to a band south of the Mason-Dixon line. It is the official band of the West Texas Chamber of Commerce, the Texas and Southwestern Cattle Raisers' association, and the lifetime official band of the United Confederate Veterans.

The band has risen to this eminence during the last seven years for it could hardly have been called a musical organization before 1922 in which year it received the name Band and began its phenomenal growth.

Since 1922 it has attended every important convention in the Southwest and several held in distant states.

7 Times at W. T. C. C.

It has represented Abilene seven times at annual West Texas Chamber of Commerce convention and last year was awarded by being made the official band of that organization. It has attended four United Confederate Veterans' reunions, at three of which it has furnished music as the official band.

It also played at the National democratic convention in Houston last summer and at the American Legion convention in San Antonio last fall.—Abilene Morning News.

The farmer who pays clover-seed prices for red clover seed mixed with weed seeds not only pays for useless stuff, but he will be put to considerable expense for several years afterwards, especially if the weeds are buckhorn, wild carrot, Canada thistle, or dock. With a simple magnifying glass, costing less than a dollar, anyone can readily pick out the weed seeds from a sample of clover. Good red-clover seed is plump, and bright and varies in color from yellow to deep violet. Some brown seeds are always present, but there should not be many, as they are often dead.

Eggs for hatching should be kept in a cool place free from drafts and not excessively dry. A basement or cellar is a good place.

OUR MOTTO

"Service First"

Our Service Department is complete in every detail. Our mechanics know how to take care of your car troubles.

We also handle the best—
GAS, OILS, GREASES
 and ACCESSORIES

No sale is complete until you are entirely satisfied.

HIGHWAY GARAGE
 Henny & Earls, Props.

LUBBOCK RETAIL MERCHANTS ASSOCIATION TO HAVE MEET

LUBBOCK, Texas, March 8.—Plans are under way for the largest meeting of Lubbock and South Plains merchants and professional men in the history of the Lubbock Retail Merchants Association, when the organization holds its annual meeting Thursday evening.

G. W. Sulley, educational director of the National Cash Register Company of Dayton, Ohio, will be the principal speaker of the evening.

Visitors from South Plains towns will be invited in as special guests, including the president and secretary of every Retail Merchants Association on the South Plains and the editor of all the newspapers in this section.

Sulley, the principal speaker comes to Lubbock with a high recommendation for being a forceful, a pleasing and an instructive speaker. "Practical Means for Bettering Business in Lubbock" will be the subject of his address. The talk will deal largely with the actual problems confronting retailers and other business men in Lubbock and the South Plains section. Among the topics to be discussed by the speaker will be advertising, co-operation between merchants, retail salesmanship, buying, store, service, stock turn, and general store management.

Plenty of water and salt with a minimum amount of concentrated feed for several days before and after calving helps to prevent milk fever in the dairy cow. If the disease does develop, however, it is easy to treat it by injecting sterile air (air filtered through liquid or cotton) into the udder. Keep an air pump or a milk-fever outfit on hand. Mature cows, particularly high producers, are more susceptible than the young cows.

There are several kinds of lice that attack poultry, but fortunately they can all be controlled by sodium fluoride. One pound of this powder will treat 100 hens at a cost of about 40 cents, and 1 or 2 applications a year will keep the birds free from the pests, if their houses are kept clean. At this time of year, it is best to use the "pinch" method of applying the material; that is, apply pinches of the powder over the various parts of the fowl.

MEN WILL FIGHT

He has failed!
 He is hollow inside.
 Yet for years
 I thought him a strong man.

He resisted every force
 He built a fine business,
 A bout with typhoid fever
 When he was thirty;

Internal injuries
 In an automobile accident at forty;
 Grief over a lost son
 At fifty—

A scandal-monger's attack,
 A disastrous fire—
 He resisted them all,
 He kept on smiling,
 He met the troubles life brings,
 Kept his square chin up.

Then conditions changed,
 Profits grew less,
 Competition keener.
 For the first time in his life
 He faced a real battle.
 The battle of men.

He sat in his store
 Bewailing the good old days.
 He failed!
 All his life
 He had resisted everything—
 Everything but temptation!

When the time came to fight
 He was tempted and fled!
 He failed to realize:
 You can't run away from tomorrow.

Real men fight!
 To the very end!
 They resist the temptation to quit.
 New competition sues them on.
 They do not know fear.
 A sickly balance sheet
 Is a challenge to battle.
 Is a bugle call to action.
 A slump in trade

We are all inherently lazy!
 Tempted to follow the course of least resistance.
 Temptation tests character!
 Strong men resist.
 Strong men fight temptation!
 —C. Francis in Postum Co. Post.

Bad laws, if they exist, should be repealed as soon as possible, still, while they continue in force, for the sake of example they should be religiously observed.—Abraham Lincoln.

Index Ads Get Results—Try Them

For 9 Years Gas Ruined Her Sleep

Due to stomach gas I was restless and nervous for 9 years. Adlerika has helped me so that now I eat and sleep good.—Mrs. E. Touchstone.

Just ONE spoonful Adlerika relieves gas and that bloated feeling so that you can eat and sleep well. Acts on BOTH upper and lower bowel and removes old waste matter you never thought was there. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Corner Drug Store.

It is important to supply protein in the poultry ration, and it is also important to furnish the right kind of protein. Meat foods, fish meal, and milk, are some of the best sources of good protein, say poultry experts of the U. S. Department of Agriculture.

NOTICE OF CITY ELECTION

At a regular meeting of the City Council of the City of O'Donnell, Texas, held at the City Hall, on February 7th, A. D., 1929, a quorum being present, it was ordered upon motion by Alderman Singleton, and seconded by unanimous vote, that an election be held in the City of O'Donnell, Lynn County, Texas, on the first Tuesday in April, A. D., 1929, at the City Hall, for the purpose of electing a Mayor, three Aldermen, a City Marshall, and City Attorney, for the ensuing two years, and in pursuance thereto, the following notice



WNU Cuts
 Make Your
 Ads Bring
 Better Results



GALLOPING GUS
 THE HOTFOOT CUSS

Let There Be Light
 Humpty Dumpty sat on a wall;
 Humpty Dumpty had a great fall;
 For it was such a dark, dark night,
 And Humpty had no pocket light.

It's never "the dark of the moon" for the man who owns a good electric flashlight, says Galloping Gus, for all he has to do is to press the button to release a flood of illumination. They're handy in the garage or barn and comfortable under the pillow at night. Of course we have batteries and bulbs for them.

SINGLETON
 Hardware Co.

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

is hereby ordered published as the law provides, to-wit:

"Notice is hereby given that an election will be held in the City of O'Donnell, Lynn County, Texas, on the 1st Tuesday in April A. D., 1929, the same being the 2nd day of said month, said election to be held in the City Hall, City of O'Donnell, Texas, for the purpose of electing a Mayor, three (3) Aldermen, a City Marshall, and a City Attorney, for the said City of O'Donnell, Texas, for the ensuing two years.

The polls of said election will be open at eight (8) o'clock, A. M., and will close at seven o'clock (7 P. M.) Every person not disqualified by law, who shall have attained the age of twenty-one years, and who is entitled to vote for members of the Legislature, and who shall have resided within the corporate limits of said City for six (6) months next preceding the date of said election, shall be entitled to vote.
 J. M. CHRISTOPHER, C. H. MANSELL, J. R. MAYO and CLYDE ASH are hereby given authority to hold said election, in accordance with the Statutes of the State of Texas governing such elections, and make returns thereof as required by law.
 Dated at O'Donnell, Texas, this 7th day of February, 1929.

WNU AD CUT & COPY SERVICE
 CUTS and COPY for YOUR ADS
 Monthly Release for Advertisers,
 on file in this Office

Auto Repairing

WHEN YOU ARE SICK you immerse yourself to the Family Physician. A little experienced skill and knowledge—presto, you are toned up! All with you and the world.

That's the way we treat your car. We order we fix anything from motor trouble to the straightening of your lights. No job too big, no job too small. Any you'll find our charges are reasonable.

DRIVE THAT OLD BUS IN AN HOUR. MECHANICS WILL DO THE TRICK.

Rayburn Chevrolet

"Sales and Service"
 "A Six in the Price Range of the World"

YOUR FARM

WILL LAST LONGER IF YOU USE
GENUINE ALEMITE
 —GREASE—

The best grease is the cheapest long run.

We have a good supply of Alemite in bulk, made especially for Tractor use. The price is reasonable. Bring your containers and we'll fill them for you. None better.

LISTER POINTS
 Our supply of GENUINE LISTER POINTS is complete, priced at **\$2.50 EACH**

PALMER & TULL
 "Quality Implements"

GAS, OILS AND ACCESSORIES
 With the best of service.
WHOLESALE PRICES ON Firestone Tires and Tubes.
GULF SERVICE STATION
 Hinkle & Son, Props.



Luncheon Time Suggestions

When you wish to prepare a lunch for your family or for an afternoon party you may be giving, do not worry over what to serve—let us suggest an array of tasty items, most of them ready to serve. It will save you many hours of work and worry, and the cost is no more.

Telephone 28
WE DELIVER

Complete line of fresh vegetables at all times.

CITY GROCERY

Holman & Holman, Props.

7th day of February, 1929.
 E. M. TAYLOR, Mayor, City of O'Donnell, Texas.
 ATTEST: W. A. THOMPSON, City Clerk, City of O'Donnell, Texas.
 (SEAL)

BUSINESS PROFESSIONAL DIRECTOR

V. O. KEENE
 Abstracts, Loans, Insurance, Key Notes, Letters, etc.

GIBSON AND O'DONNELL
 TRUCK LUBRICANTS
 General Manager
 Phone 21 or 22
 O'Donnell, Texas

I. O. G. T. Meets Every Monday. Odd Fellows. O'Donnell, Texas. Visiting Brothers.

J. S. PERRY
 Undertaking and Funeral Services
 FUNERAL CHAPEL
 PHONE 10
 O'DONNELL, TEXAS

DR. FERRILL
 Dentist
 X-Ray
 Office Phone
 O'Donnell, Texas
 Offices in First Building

On That Will Be Builder

... Chevrolet's position as the largest builder of automobiles is sustained again this year in official production figures which give 106,014 passenger and truck units as output from 45 days production on the plant. This figure not only breaks all previous records of manufacture of six cylinder cars, but exceeds the entire year's output of any other manufacturer during the year.

Figures as revealed by W. S. ... president of the company, ... December 15 to February ... production was 86,178, ... 36,776 units were produced last two weeks of December.

... of this remarkable 45 day record was the manufacturing of 6,729 cars, one for every day during the period. This can be regarded as an industry record. In February would find all the smooth productive factories to meet maximum Chevrolet's peak day as a record does not compare with the company's all time record for a single day, which was 28,192 cars, when 7,075 units were produced.

... comparison with last year's production this January is units less than January ... numerous handicaps in change over as huge as effected successfully last year. It is 12,502 in excess of 1928, when 73,476 four cylinder cars were turned out. Last year involved 20 widely scattered plants, and called for an enormous amount of tools, patterns and equipment. While the changeover was engaged intensively, production of last year's cars—an achievement, speed and efficiency, has surpassed in the industry.

... shipping statistics relationship were recalled last ... Motor plant manufacturer, an average of 1,000 per working day, ... December 15, when the six cylinder announcement was made on ... During December, he 300 motors were produced ... of better than 2,000 a

... which would seem to indicate Chevrolet was well fortified and kept its promise of ... January 1, six weeks from the new car was announced. ... this year calls tentatively 200,000 units. Several expansions, completed during 12 months, have increased the annual capacity by ... Chevrolet out- production program calling for ... and actually sur- passed 200,000 in a little over 10 months time.

... and C. T. Smith shipping of fat yearlings from their Muleshoe recently ... The cars are ready for about 120 days, ... brought good prices. ... and Ferris will send an ... to the market

WHAT'S DOING IN WEST TEXAS

When work is completed on the Lee Highway, according to a Crowell paper, Ford will be one of the first counties in Texas to have all bridges across the county 24 feet wide, and a reinforced concrete. Ford will have 35 bridges, and culverts, with all culverts 30 feet in width.

Perkins & Reynolds, well drilling contractors of Kermis, were recently awarded a contract for sinking a second well on Locust street property of the utility concern. The bore of the new well will be 8 1/2 and is expected to increase the available water supply 3,000 barrels daily.

During one stretch of nineteen days, J. T. Draper, Jr. of Lone Star, made a profit of \$61.00 from his 400 hens. The eggs sold amounted to \$90.05, and the feed cost \$29.05. The price ranged from 30 to 36 cents. Draper intends to build his flock up to 1,000 hens and devote his entire time to them.

Good results in increased interest since terracing schools have been noted. Since a demonstration of running a terrace and contouring on the W. A. Hallman farm January 28, all of County Agent W. S. Foster's time was spoken for to demonstrate until the last week in February.

The Lockney Clinic and Hospital which was sponsored and recently opened by Drs. Mary M. S. M., and C. D. Henry has just completed the installation of X-ray to the facilities of the Hospital. Lockney considers herself fortunate to have competent doctors and modern equipment in a good local hospital.

A contract has been let and work started on a \$225,000 cracking plant at Burk Burnett. The plant is to be built for the Nobel Oil Company, and calls for a one unit plant with a capacity for handling 1500 barrels of fuel oil per day to produce 700 gallons of high pressure gasoline with the remainder in oil.

Work has been started on the completion of the Presbyterian Church at Snyder. When completed about May 1st, the building will be one of the most modern church structures of West Texas, consisting of an auditorium, ten Sunday School rooms, kitchen, session room, minister's study and other departmental rooms.

Clearing of the lots on which Abernathy's cheese factory is to be built has started, and plans for the building proper are being completed. The factory is creating quite a bit of interest among farmers because of increased dairy products prices which are expected.

A terracing school using the most modern of machinery was conducted March 1st and 2nd between Stamford,

and Haskell, by the Agricultural Department of the West Texas Chamber of Commerce. C. H. Colvin, secretary of the Eastland Chamber of Commerce assisted with direction of running the terrace lines.

FACTS—NOT THEORIES

The reason for American progress is that we have based our government and economic systems on the practical realities of fact, not the dim dreams of theory.

It is no accident that we, the youngest of the world's great nations by hundreds and thousands of years, lead the world in almost every phase of human activity.

From time immemorial, the old world has been torn between conflicting factions, each offering the people sure-fire panaceas for all ills, done up in attractive packages of rhetoric.

The result has been governments vacillating between one economic followed tyranny, to be replaced by system and another. Monarchy has more or less popular rule. The latest phase is a wholesale socialism that nationalizes industry toward paternalistic ends.

The United States all the while has gone ahead developing and building on the integral ideas which form the constitutional foundation of democratic government. With an implicit faith in the worthiness of private rights of property, private initiative as opposed to political bureaucracy, and personal liberty to the limits of law and order, we have established an industrial state which is the high point of civilized attainment.

The proof of the pudding, in this case, is in the relative status, social and economic, of the average American and the average foreigner. We have avoided experiment and the result is unprecedented progress and prosperity.

RADIO ANNOUNCEMENT OF INTEREST POULTRY RAISERS

Announcement has been made that RADIO STATION K.T.S.A., San Antonio, Texas, has arranged for a series of lectures on the care and treatment of poultry by Dr. L. D. LeGear, C. S., National Poultry Expert, Author and lecturer. These talks will be given twice daily at 1:30 p. m. and at 5:45 p. m. from March 4th to March 9th inclusive.

Dr. LeGear invites all to write to him in care of Radio Station K.T.S.A., San Antonio, Texas, at once about any poultry troubles they may have. He will endeavor to answer all questions over the radio.

To the person writing from the longest distance at once, a prize will be given. This prize will be a complete set of Dr. LeGear's Poultry Course of Fourteen Volumes, containing 500 pages, with 200 illustrations all in a beautifully covered art case.

Another prize set will be given to the person who writes the best letter to Dr. L. D. LeGear, V. S., care of Radio Station K.T.S.A., San Antonio, Texas, which tells about hearing his talk over this radio station.

Dr. LeGear's Complete Poultry

"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 NAYMON EVERETT, Prop.

Guide and Feeding Manual will be mailed to Everybody who writes to Dr. LeGear care of this radio station in San Antonio.

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

Natural Gas Service And Just Natural Gas--

If you could go to the corner grocery or out to a gas well, get a sackful of gas, pay cash for it and carry it home, you could buy a huge volume of it for 5 cents.

Of course your gas sack would have to be large and it would have to be good and tight. That might add somewhat to the cost.

Just when you happened to need the gas, the weather might be unpleasant outside, too.

When you get your sack of gas home, you would have quite a merry time trying to get the gas fed into the burners of your stove.

It is then that you would realize that you had bought the wrong thing. You wanted Gas Service and you had bought just gas. Gas without service is just a vapor that cannot be handled by ordinary means. It is of little use to anyone.

Gas With Service is a clean, efficient reliable fuel—ready to do your instant bidding when and where you want it. It is Gas Service, rather than just gas, that you buy, use and pay for.

WEST TEXAS GAS CO. (Headquarters for Gas Appliances)

MILK BUTTER CREAM DELIVERIES MADE ANYWHERE IN TOWN. ABSOLUTELY SANITARY IN EVERY RESPECT.

—PHONE 30702—

DAW-LYNN DAIRY

C. L. TOMLINSON, Owner

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



Cheerful Service Promptly Given When you are having trouble with your present plumbing, or wish new plumbing work done—call us. We are prepared to give prompt attention to your work. Every job we do is guaranteed.

Eaton and Street Phone 144 Plumbing of all kinds

for Economical Transportation

now- Six Cylinder Trucks with the economy of the four!

Crowded traffic conditions today demand six-cylinder performance—with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now—for the first time in commercial car history—this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four—but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1 1/2 Ton Utility Chassis are available with an unusually wide selection of body types—and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration—load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$595. Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$345; 1 3/4 Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

RAYBURN CHEVROLET CO. A SIX IN THE PRICE RANGE OF THE FOUR

The O'Donnell Index
 Published every Friday at
 O'Donnell, Texas
 by Roberts Printing Company.

J. W. Roberts, Editor

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 September 28, 1923 at the post
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 Act of March 3, 1879.



HIGHER COSTS MEAN HIGHER RATES

Bills have been introduced in the legislatures of several states to limit the number of cars in a freight train. Congress has been petitioned to reduce hours-of-service law from 16 to 12.

These resolutions are presented with the ostensible purpose of "promoting the safety of employes and the traveling public."

There is no excuse for legislature of this kind. Statistics show that accidents are growing less with each succeeding year and that railroad rates are lower and the service better.

Reducing and limiting the number of cars in a freight train means an increase in cost which in turn would necessitate an increase in rates.

Furthermore shippers may now be accommodated and served by all the freight trains whereas a train having the number of cars fixed by law could not pick up cars enroute.

Under the present law no employe having anything to do with train operation is permitted to be on duty for more than 16 hours. This does not mean that 16 hours is a day's work, for the working time of employes in train service does not even average eight hours; it means that 16 hours shall be the absolute maximum, where such time might be required because of unusual conditions.

There are some districts where the running time of a freight train between terminals is 12 to 14 hours and the men agree to this and are paid accordingly. Fixing the maximum at 12 hours would either necessitate a change in the location of terminals or a reduction in tonnage per train. Either change would increase the cost of service to the public.

WHAT IS ADVERTISING?

By Henry J. Harbour, Adv. Manager Fairbanks, Morse and Co.

Advertising's Job

Advertising is the link in the chain of distribution from factory to user. Its job is to let a lot of people know the news at one time, to speed up the whole performance and make possible the big production that leads to lower costs.

That, gentlemen, to my way of thinking, is advertising in its essentials. Business men with a sound knowledge of marketing procedure are using it as simply and directly as this.

And since advertising is a mighty business force, a force which if directed into the right channels is well-nigh irresistible, this is perhaps the best answer to the question—"Why Advertise?"

Now you say, "Oh! it's all right for these big fellows to advertise, but not for me. I ran a full page ad once in the Springtime Gazette and never got a thing out of it."

Well, let's bring this thing right home to our own industry. From 1918 to 1922, I have the pleasure of personally interviewing 1,586 dealers associated in the farm implement, machinery and hardware business. I got from them their total sales. I also got from them the amount of advertising each dealer carried on annually. I went further and learned which dealers were making a profit and which were just betting by. From all this mass of information, this fact stood out most prominently, that those dealers who were advertising regularly were receiving the biggest volume of business and shar-

Watch for
SILVER NIGHT
 at
LYNN THEATRE

ing in the greatest profits.
 In other words I discovered that the advertising dealers in this industry were enjoying from seven to thirty-four times a larger volume of business than their associates who did not advertise.

Greater Volume

Again, in an industry similar to the one in which you are engaged these facts stood forth after a careful investigation of the activities of 555 dealers, 284 of whom advertised regularly and 271 of whom did not advertise.

The non-advertising dealers did an average volume in that particular line of only one-third the size of the average volume enjoyed by the advertising dealer.

JOE BAILEY NEWS

The Joe Bailey 4-H Club met in a regular meeting Friday, March 1, 1929. Eleven members were present and one new member was added to our club.

Miss Thelma Greenwade, County Home Demonstration Agent was present.

Mrs. Alma Ragan, club sponsor was present. She called the roll, each club member answering what they had done on their work.

Ina Mae Bowles, finished sewing box, practiced button hole stitching, fancy stitching, made muffins once. Mildred Cottrell finished sewing box, has 16 eggs setting, material bought for night gown, chicken coop made and cooked five meals, 5 buttonholes.

Bertie Payne, finished sewing box, completed button hole stitching, material for night gown, chicken coop made and cooked five meals. Allie Brewer, sewing box completed, decorative stitches, five button holes, cooked five meals and made muffins three times. Lauerne Co. in, material for apron, chicken coop made, cooked five meals and muffins five times. Letta Godwin, sewing box completed, material for apron, cooked five meals and muffins five times. Bernice Bowles, sewing box, apron cut, practiced button holes, and cooked muffins once. Theo Warren, sewing box apron made, two chicks, chicken coop made, cooked five meals and made muffins three times. Lois Cottrell, sewing box, apron made, 16 eggs setting, chicken coop made, four button holes, three meals cooked. Dorothy Payne, sewing box made, material for apron, chicken coop made, and three button holes. Beatrice Beckham, sewing box made and cooked five meals.

The entire club is interested and we are hoping to do good work this year.

Reporter.

COUNTY AGENT TO BEGIN WORK ON MARCH 15TH

According to County Judge G. C. Grider the County Agent employed by the County will begin work on March 15.

He was to have been here March 1st, but he could not get his release from the Registered Breeders Association at Tullia where he was employed.

Judge Grider states that Mr. Roy Schafer, for that is his name, comes here highly recommended by officials of the extension of the A. & M. College, and he hopes that the people will be free to call on him with their farm problems.

New Feed Manufacturing Company for The South Plains

R. E. Swain of Lubbock carries an ad in the Pointer this week announcing the opening of a Poultry and Dairy feed manufacturing plant. Mr. Swain says "He can see no logic in shipping grain from this country to Fort Worth and having it manufactured into balanced ration feed, and then shipping it back, having paid the freight two ways, yet not manufacturing it right here where it is grown, saving all that freight expense."

He goes on to say "This is the greatest feed producing area in the State and sees no reason why it should not continue to be so." Mr. Swain started his plant a month ago with a scoop and shovel and 100 pounds of mash, it has grown to a capacity of two car loads per week. Mr. Swain is very optimistic over the outlook for the dairy and poultry business on the South Plains in the next few years. He hopes to have the largest plant of its kind on the plains next year.

TO THE CLASS OF '29

Dear class of 'twentynine, We know that you are fine. May you always be so, Where ever you may go.

This year we all must part. A new life you must start. In a land of learning, With a broaded yearning.

Remember us behind, (As good as you can find.) In your steps follow we, To win a crown like thee.

The road is long and rough, And there is many a bluff, To cause us to stumble, If we stop to "fumble."

There is a righteous staff, That is less than the half, The price of some other; That staff comes from mother.

Love not vice and folly, Although you are jolly, Be a man at the oar, And view the stream all o'er.

When the boat is drifting, Into sand its drifting, And with blasts you labor, Fight manly with the saber.

When the sun is sinking fast, And your youth and time are past, May you be crowned with glory, And leave us a sweet story. —Foy Heathington.

TALK TOO MUCH

Many well meaning Representatives sent to the Legislature talk too much. And strange as it may seem they are given all the rope they want and eventually they hang themselves.

Usually if there is a dangerous new member in the House, who is possessed of a caeothec loquendi, he is permitted to prove that he is a walking encyclopedia, and then his influence ceases to be worthy of consideration when the time comes that he is needed badly on really worthwhile matters.

Bide your time—strike only when the iron's hot, and then deliver the blows with telling effect.

NEW OPPORTUNITIES

New opportunities are continually arising for saving money, time and effort—opportunity for gaining added comfort, conveniences and happiness. Opportunities are presented for obtaining the things that tend to elevate, improve and idealize the important business of living.

These opportunities are placed before you in the advertising columns of this paper.

Merchants and manufacturers are advertising here for your benefit, as well as their own. They seek to tell you what is new in the markets and the stores—to inform you of all that the world of invention and discovery is doing to make your work easier, your home life more pleasant, your clothing and food problems less difficult. Newspaper advertising offers you an unending source of opportunity.

Mrs. J. D. Fairley and little daughter, Norma Faye, returned Sunday from a visit with Mrs. Fairley's parents.

WANT ADS

WANTED—Old clean rags at the Index Office.

NOTICE—I am now ready to call your cotton seed at customary prices. L. E. Jones, Rt. 2, O'Donnell, Texas. 22-4tp

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

FOR RENT—Two nicely furnished rooms for light housekeeping. Close to school. Lights, water and gas. Call at Index Office for particulars.

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. 21-4tc

Watch for
SILVER NIGHT
 at
LYNN THEATRE

If you want Chinese Elms or any good nursery stock, that does well in this country, send your order to Dalmont Nursery, Route 2, Plainview, Texas. 22-4tc

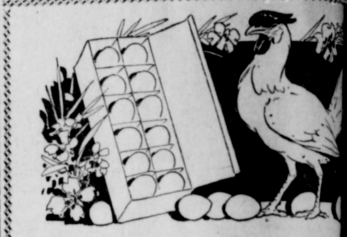
SEE ME for State Certified cotton seed. C. L. Tomlinson, O'Donnell, Texas, Phone 50702. 23-4fc

WANTED—Old clean rags at the Index Office.

WANTED—Two good jersey milk cows. Must be fresh. See J. H. B. Kyle, O'Donnell, Texas. 24-2tp

WANTED—Quilting and quilt piecing. Mrs. Mary Hobby, phone 102F3.

WILL STAND my Jack this season at same location. \$10.00 on insurance. Would like to have your trade. James Pratt. 24-4tp



Specials for Easter

Below is a few specials you can't afford to overlook when doing your Easter shopping.

Work Shirts, (Money Worth,
 New Silk Hosiery
 Tennis Shoes, all sizes, 89c &
 Bloomers, see them, per pair \$1.
 Window Draperies, see them, pr.

MANY OTHER BARGAINS

THORNHILL'S VARIETY STORE

WESTMORELAND

Creates Wonderful Spring Buying Spirit

We have just received a most careful selected stock of Ready-to-Wear and Millinery. The Snap Styles of the Also novelty foot wear that will be bound to please you in respect.

SEE OUR SHOW WINDOW

MEN'S FURNISHINGS AND SHOES

Fellows, right in this department you wont find any trouble making just the selection you have been looking for in your hats, shirts, ties, sox and oxfords. We have made a Careful of just what it takes to please you, and "We Have It."

Don't Fail To See What We Boast To

WESTMORELAND

"SELLING THE BEST FOR LESS"

O'Donnell, Texas

Palace

LUBBOCK

Only theatre on the South Plains equipped to present "gemine" Talking and Sound Pictures.

The Voice Of Vitaphone Will Thrill

The South Plains—as it is thrilling the world. 3 days starting **THURSDAY**

SEE and HEAR THE FIRST TALKING PICTURE

LIGHTS OF NEW YORK

with AN ALL-STAR CAST

3 DAYS STARTING **SUNDAY, MARCH 10**

DOUGLAS MCKEAN

The Carnation Kid

TALKING-FOUND

Added **VITAPHONE ACTS**

Sunday Matinee Only

Shows start at 3, 3:20, 6:00

SUNDAY PRICES

20, 25, 40, Boxes Loges 75

Phone 1177 for Reservations

Weekday Bargain Matinee

10, 15, 20, Boxes Loges 50

NIGHTS

20, 25, 40, Boxes Loges 75

Shows Start 1, 1:30, 8:00, 8:30

Complete Show From 9:30

OPENING SOON! THE GREATER LINSEY!

South Plains Finest Theatre—(constructed) especially for TALKING PICTURE With finest equipment money can buy

NEWS

PUBLIC SALES ARE VERY DIFFERENT FROM 50 YEARS AGO

One of our readers Mr. W. O. Ratliff, handed us a clipping from a Kentucky newspaper advertising a public sale that took place more than 50 years ago that will be of interest to our readers of today. A comparison of the contents advertised at the public sale fifty years ago and today will convince one of the rapidly changing times. Can you imagine what the next fifty years holds in store. Below is the clipping:

Public Sale of the '50s.
A Missouri reader sends Capper's Weekly this copy of an old sale bill of ante-bellum times, recently reprinted in his county paper:

Having sold my farm and intending to move to Missouri, I will sell at public auction 1 mile west and 4 miles south of Harrisburg, Ky., on Saturday, September 26, 1850, the following described property, to wit: One buck nigger, 25 years old, wt. 210 pounds; 4 nigger wenchens from 18 to 24 years old; 3 nigger boys 6 years old; 13 nigger hoes, one pine sled; 6 yokes of oxen well broke; 10 ox yokes with hickory boys, one saddle pony 5 years old; 2 ox carts with 6-inch tires, one side saddle; 3 double shovel plows; 2 stump plows; 10 and 12-inch; 25 one-gallon whiskey jugs; 10 gallons of apple cider, one barrel of good sorghum; 2 barrels of soap; 2 barrels of kraut; one extra good nigger whip; 2 tons of tobacco 2 years old. Sale will start at 10:30. Terms cash. I need the money.

COL. H. W. JOHNSON, Auct.
Joe Cooley, Owner.

Index Ads Get Results—Try Them

GIRLS ORDERING B. SWEATERS

Plans are now being discussed whereby members of the Girls' basketball team will be awarded school sweaters. Several will boast four stripes.

Let's not forget the part our girls play in athletics. They work just as hard as the boys, and deserve fully as much, so let's all fall in line and help.

Mr. J. H. B. Kyle, an old timer in these parts who has been sojourning the past three years around Rogers, N. M., have moved back to O'Donnell with his family and will farm northwest of town the coming year. "Daddy" Kyle says he is glad to be back among friends in one of the best countries in the world. His many friends welcome he and family back to the fold.

CARD OF THANKS

We appreciate the help and kindness of the good people of New-moore that they paid my mother and grandmother during her sickness and death.

Mr. and Mrs. J. F. Rogers and children.

Mr. and Mrs. C. B. Hubbard and family spent Sunday in Big Springs with Mrs. Hubbard's parents. They were accompanied on their return by their sister, Mrs. Ed Camp.

Index Ads Get Results—Try Them

PERMANENT WAVES

Come to the Hub Beauty Parlor for your next wave. Fully equipped to give Frederick Permanents. Satisfaction Guaranteed.

HUB BEAUTY PARLOR
Sibil Tarrance, Mgr. Tahoka



DUNN SANITARIUM
Fully equipped for X-Ray and Electro-Therapy. Ambulance furnished free day or night. Two blocks south of school bldg. Lamesa, Texas Phone 212

MUSTANGS LOOSE TO PERRYTON
(From Wilson Pointer)

After the three game series had been tied at one all by the Mustangs Friday night, they came back for the second encounter for the night to loose to the fast Perryton cagers 28 to 14.

The Fire works was opened Thursday night with a 25.9 win for the visitors. The Mustangs played a listless game to loose to the boys from up on the north plains. In the second game of the series played Friday night, the Mustangs played sensational ball to down the Perryton quintet 27-22. The game was close all the way and only by accurate shooting and excellent passing were they able to stay ahead of the visitors.

Johnnie Key was the sensation of the game with his super defensive work. Johnnie was every where all the time. Luke Coleman also showed up as a bright light at center. Although his opponent at the pivot position was taller, Luke had little difficulty in placing the ball to his team mates to advantage.

Immediately after the second game came the third and final and the boys couldn't get going, hence the sad story. Perryton goes to A. & M. and the Mustangs remain at home. Perryton won by 28-14.

Although defeated for bi-district honors the Mustangs were glorious in defeat. There are no alibies, the best team won and no argument. Perryton placed the best team on the court that the Mustangs has been forced to meet this season, they were fast and accurate and should go a long way in the State Meet. They were a fine bunch of boys, played a clean game and were as good sports in defeat as in victory.

We have never been to Perryton, but we know it is a real town, for it couldn't be otherwise and turn out athletes such as we saw in action at Lubbock. A better bunch of sports we never saw. There was less rough stuff and fewer fouls in those games than any that we have ever seen. Our hats off to you Perryton, you have a bunch of perfect gentlemen to represent you on the court. Our best wishes go with you as you enter the state meet, we hope you win it.

Maybe we will meet you again next year, at any rate it is our intention of meeting the winner from district one and when we meet you we hope we lick you, but if we don't we will have the pleasure of knowing that we were beaten by a team that plays fair and square and can take defeat with a smile.

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

Sunday & Monday
Bebe Daniels in
Take Me Home

Commissioners Will Attempt to Open Road
(From Wilson Pointer)

The road from Wilson to Slaton will again hold the spot light when the Commissioners meet Monday.

According to J. R. Houston, Wilson will be called on to raise something like \$200.00. The County will furnish over \$400.00.

This road has been a Joaner, we have been trying for a couple of years to get it opened up down the track, when this is done it is hoped that we will be able to get it designated as a State Highway and we think it can be done.

According to the plans now, when the road is granted it is hoped to have Lynn County and Lubbock County begin work at the line at the same time and work away from each other.

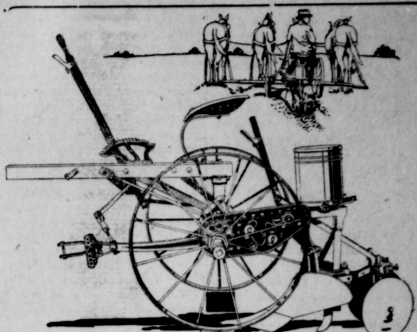
We hope there is no slip this time and the road will be granted.

Mr. and Mrs. L. N. Nichols, accompanied by their daughter Miss Claire Ruth, spent the week-end in Floydada with their daughter and family.

Mrs. Roy Gibson and children drove to Lubbock Sunday afternoon.

MR. WILLIAMS ACCEPTS POSITION AT TAHOKA

Mr. Williams of Ralls has accepted the position of secretary of the Chamber of Commerce at Tahoka. Mr. Williams was formerly secretary at Ralls.



You'll Get Bigger Yields

You're sure to get bigger yields if you plant your corn and cotton just the way it should be planted—the right stand in the right kind of seed bed. You'll get that accuracy and good work if you use the

John Deere No. 448

It is equipped with the famous 999 Corn Drop—plants as accurately as the human hand. Plates for planting a variety of seeds can be furnished. You can plant just the stand of cotton you want. The John Deere Saw-Tooth Type Steel-Picker Wheel picks out the lintiest seeds and drops them one at a time as close or far apart as your soil demands. John Deere bottom scours well and does good work. Lever control insures uniform covering at depth desired. Leveling device keeps beam from "bobbing".

We have a "448" ready for you. Come in and see it when you are in town.

Mansell Bros. Hdw. Co.

John Deere and Oliver Implements



At this Store You Get **QUALITY AND SERVICE**

Two For One



Two For One

DRESS SALE

BEGINNING SAT. MARCH 9, ENDING SAT. MARCH 16TH

One Lot Priced at **\$8.95**—ANOTHER ONE FREE.
Second Lot Priced at **\$15.95**—ANOTHER ONE FREE.
Third Lot Priced at **\$21.75**—ANOTHER ONE FREE.

SPECIAL All Metallic and Felt Hats, regular \$1.00 \$3.95 to \$5.95, your choice

C. C. DRY GOODS CO.

Tires on New Ford Is Better Than Ever

One of the problems which demanded most careful study and exhaustive experimenting in the building and equipping of the new Model A Ford car was that of tires.

The new Ford was an entirely new car in its class, with power, speed and acceleration that were also new to the field of light, moderate priced cars. The very first test model of the car proved that tires which could be counted upon to "stand the gaff" with the Model A Ford must be large, tougher and better able in every way to withstand wear, heat from friction and ordinarily damaging action of bumps, ruts and other uneven road surfaces upon the tread and the sidewall of the tire.

To begin with, these tires with all Model A Fords are equipped, while designated as 30x4.50 in size, actually give an effect equal to that of tires measuring 30x4.75, when fitted to the special drop center steel spoke wheels of the car.

The designers of the Model A Ford realized that this car would go into many parts of the world and find many varied road conditions. So the tires with which the first few test models of the new car were equipped were subjected to every possible type of service and from these tests Ford engineers were able to determine specifications that would produce a truly modern balloon tire with all the excellence of design, workmanship and material to insure its giving a service on a par with that of the Model A car itself.

Tires for the Model A Ford are made by several of the best manufacturers of the country, but every tire must meet those specifications. The rubber which goes into each of these tires must be of the finest grade, new, live rubber that has been properly cured. Just so much of this rubber, to within a fraction of an ounce—and no less—must be used. The cotton from which the cord is manufactured must be of the fine-long-fibre variety, tough and durable. And each lot of tires received at the Ford assembly lines must first be carefully inspected and tested to see that they meet these specifications and that there are no flaws or defects in tread, sidewall or shoulder.

In testing sample tires from lots delivered to the assembly lines, the Ford Motor Company subjects them in many instances to treatment they will never receive at the hands of the average owner. One of the testing devices drops the tire down from a height of several feet, under a weight equivalent to that of a fully loaded car, upon a section of steel rail similar to those at a railroad crossing. Tires are also placed on test cars and operated over rough roads at below normal pressures, over gravel, crush stone and through sand and mud. For Ford engineers have determined there shall be no chronic troubles in the tires of the Model A Ford.

Mrs. Glenn Allen Entertains Wednesday

Mrs. Glenn Allen entertained a number of ladies in her lovely country home on Wednesday afternoon. After the guests had removed their wraps and were all seated comfortably in the living room, they were informed by their hostess that they had been invited for two reasons. First, because she thought we needed a sample of good pure country air, and second, because she invited us to entertain her. We certainly tried to do our best and each was required to perform in some way. Speaking of O'Donnell's talent, well, you'd be surprised. The latest song hits and readings were rendered, each in her own charming way. Although we tried to do our part, the hostess certainly knew how to do hers. All kinds of guessing games and pranks of every description were played upon us. At the appointed hour delicious refreshments were served to the following: Mesdames J. W. Gates, R. O. Stark, B. J. Boyd, M. C. Garner, Guy Bradley, J. P. Bowlin, Boss Johnson, A. A. House, and J. W. Roberts.

TRIED IT ON RACHEL

Customer in a small store: "Lizzy, how many doors have you got in this store?"

Lizzy: "Vy, two doors of course. De front door and de back door."

Customer: "Ah, that is where you are wrong, Lizzy. You have four doors. You have a front door, a back door, a cuspidor, and Isadore."

Lizzy: "Ha, ha, dot's good. Just you wait and I get that on Rachel."

Later, after the arrival of Rachel: Lizzy: "Rachel, how many doors have you got in dis store?"

Rachel: "Aw, now, don't be so foolish. Ve got two doors, of course."

Lizzy: "Aw, no, Rachel, ve got four doors—the front door, the back door, the spittoon and meself."

W. B. McQueen, who lives six miles southeast of Memphis gathered 80 bales of cotton from a 40 acre field. He attributes his success to good seed and a good season. On another 240 acres, in cotton he gathered 250 bales of 500 pounds each.

C. N. WOODS

Watchmaker and Jeweler

Tahoka, Texas

CITY TRANSFER CO.

J. W. Kirkpatrick, Owner

Drayage and Heavy Hauling

O'Donnell, Texas

MORE THUTH THAN POETRY

"Where's the president of this railroad?" asked the man who called at the general offices.

"He's down in Washington, attending the session o' some kind uv an investigatin' committee," replied the office boy.

"Where's the general manager?"

"He's apparin' before th' Interstate Commerce Commission."

"Well, where's the general superintendent?"

"He's at the meeting of th' legislature, fightin' some bum law."

"Where is the head of the legal department?"

"He's in court, tryin' a suit."

"Then where is the passenger agent?"

"He's explainin' t' th' commercial travelers why we can't reduce the fare."

"Where is the general freight agent?"

"He's gone out in th' country to attend a meeting of th' grange an' tell th' farmers why we ain't got no freight cars."

Who's running the blame railroad, anyway?"

"The legislatures and investigators."—Pittsburg Press.

More than a hundred Floydada farmers recently attended a meeting of the Hale County Dairy Association organized more than six years ago. After the meeting it was voted that such an organization be perfected in Floyd County. More than 25 contracts were signed and leaders of the movement say that little trouble will be experienced in getting a large membership for the new institution.

Index Ads Get Results—Try Them

John Deere Man Is Impressed With Tech

LUBBOCK, Texas, February 8.—"It just isn't so," said Charles Deere Wyman of Moline, Ill., president of the John Deere Implement company, upon seeing Texas Technological College for the first time when visiting Lubbock recently. He had heard about the big new school on the South Plains of Texas, he said, but he could not believe that a great section of the once open prairie had been dotted with great buildings, that in so short a space of time thousands of trees had been planted, and that a student body in excess of 2,000 had already crowded into the school.

TREND OF ROAD PAVING

According to a comprehensive report by the Highway Research Board there is a strong indication that low cost improved roads will incline in the future as in the past more than half the surfaede mileage in the United States.

For this purpose, says the Board, asphalt or tar products give especially good results. Either is of low cost and provides a smooth-riding and durable roadway.

The modern trend of paving mar-

FAIRLEY & HAYMES

INSURANCE AND REAL ESTATE

OF ALL KINDS

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

NOTICE

We will wash on Mondays, Wednesdays and Fridays. We deliver on Tuesdays, Thursdays and Saturdays. Please let us call on you and give us a test bundle. All work guaranteed satisfactory.

Set your laundry on your porch and we will gladly pick it up.

We charge 8 cents a pound for rough dry clothes. Finished work comes by the piece.

O'DONNELL STEAM LAUNDRY

Dewey Parker, Prop.

Phone 31

Baby Chicks--

Our big 18,000 egg Petersine Electric Hatchery is now in operation and we invite everyone to call and see it. We are located in the Fritz Building and will be glad to show you the new wonder.

New hatches will be put on Mondays and Thursdays of each week. Make your reservations early for that Spring hatch.

We will have baby chicks for sale at an early date. So leave your order now. Bring your eggs in on Saturdays and on Wednesdays.

O'Donnell Electric Hatchery

Fritz Building

ket roads and arteries which do not bear the heaviest traffic, has made it necessary that economical surfaces be developed. Otherwise the cost of paving would be entirely out of proportion to the benefit of the road.

Sweetwater is interested in the matter of city planning to the extent of obtaining a visit from Gardner S. Rogers, city planning expert of the United States Chamber of Commerce. The work of zoning traffic, building parks, beautifying school grounds, athletic fields, additions to city, encouragement of individual pride in the home will be considered.

No other state in the Union having even approximately the population of Texas has such a large percentage of rural residents.

Easter Sunday March 31.

It is believed that the population of 10,000,000 coming predominantly from the

C. E. CAMERON is the representative Texas Electric Service Company in O'Donnell.

For an information your electric light Mr. C. E. Cameron Electric Service Company, Phone No. 10 or at Lamesa Texas

Safety—

Every action by the officers of this institution is determined by one major consideration—

The safety of our depositors

In all our investments, in all of our we are guided by this policy—in order your surplus money may be here for you day and night—and that it ways be available for your use at the ent's demand.

THE FIRST NATIONAL

"Security—Reliability—Courte"

Tires for the new are specially made to give long wear



When the new Ford was designed, it was immediately apparent that a new tire must have to be made to match the car's performance. It was distinctly a new problem, for here was a car with quicker acceleration, greater speed and more braking efficiency than any car of similar size or weight.

So that every Ford owner might be assured of maximum tire mileage at the lowest cost, the Ford Motor Company devoted many months to research and experiment in conjunction with the leading tire manufacturers.

As a result, certain definite specifications were developed for tires for the new Ford. These specify cords of certain strength and texture, a large volume of tread and side-wall rubber, sturdy non-skid design, and reinforced plies for protection against bruise breaks—all the strong features of construction formerly considered for only the largest tires.

Great care also was taken to secure the best riding qualities in connection with the transverse springs and the Houdaille shock absorbers.

Though designated as they have the air space of tires because center rim of the wheels.

For best kept inflated to sure of 35 checked regularly this is important because walls of a tire over-heating the rubber the insulation, the separation of

At the end miles, when front wheels grease, it is checked. This premature

When they will find the particularly to make repairs at small cost for replacem you will be tires built Ford to spec

SORRELS LUMBER CO.

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

WITH OUR COMPLIMENTS LADIES!

A Delightful \$3.00 "Facial" and scientific Beauty Advice without charge

We have arranged at considerable expense, to bring to our city March 11th to 16th Mrs. Irene Starnes one of the profession's expert beauty specialists. She is a graduate in her art, capable of rendering really scientific service. It will be our pleasure to have her give you without charge, one "Dorothy Perkins" Facial.

If you desire it she will advise you on personal beauty problems. We will have a private booth in our store.

To avoid the possibility of waiting, phone us for Appointment.

CORNER DRUG STORE

"The Rexall Store"

FORD MOTOR COMPANY

Texas Technological College, Lubbock, Texas.
 Motion Pictures.
Afternoon—1:30
 Music—Boy's Glee Club.
 Beautifying the Home Grounds—G. L. Smith.
 Motion Pictures.
 Women's Work in the Community—Grace M. Smith.
 Motion Pictures.
Evening—7:30
 Community Singing—Led by M. L. H. Baze.
 Reading—Mrs. Nat Williams.
 Motion Pictures.
 Dairymen's Problems—H. S. Moley.
 Motion Pictures.

If the leaves and trash in the orchard have not already been plowed under or raked up and burned, do it now, so that they will not provide harbor for the spring crop of injurious insects.

The population of Texas has increased about 17.6 per cent since 1920, being estimated at more than 5,490,000.

FOR SALE—Jersey cow and 7 month old heifer calf, and two practically new gas stoves, one range and one heater. Call at Index office for particulars. 23-1tp

Index Ads Get Results—Try Them

POLITICAL ANNOUNCEMENTS

The Index is authorized to announce the following names subject to City Election to be held April 2, 1929.

Mayor of O'Donnell
 E. M. Wilder, re-election.
Marshall and Tax Collector
 J. H. Yarbrough
 J. Y. Everett
 C. C. Nelson.

CHINESE ELMS

Fruit trees, evergreens, shrubbery, roses, hedges, etc. Write for price list or call at 13 street and Avenue L. Lubbock, Texas. 1tc

SEE US

When you need Tanks, Skylights, Incubator Repairs, Sink Drains, either Nickeloid or Zinc tops, any kind of Tin and Copper Work. Satisfaction guaranteed.

O'DONNELL TIN SHOP
 C. E. Fullerton, Prop.

WE HAVE purchased the Hall Co. Seed Co., Memphis, Texas, improved half-and-half cotton seed of the Western Wonder Variety. This is the best matured seed in the state, high lint and good staple not had to fall out. Will mature two weeks earlier than seed grown in the East or South. No insects, price \$1.75 per bushel, while they last. O'Donnell Feed & Cbal Co. 22-4tp

You can now buy Burkhill Butter at the M-System Market and City Grocery Store. 23-2tp

WILL STAND Jersey Bull, registered, Tormentor's Cowslip Fox, No. 285439; Sire Rosette's Tormentor of F., No. 266184; Dam, Tootsie's Grand Ruby, No. 637017; Located in southeast part of town, at F. M. Vaughn's place. Will stand for \$3.00. 23-4tp

The population per square mile in Texas is about 20.9, as compared with 40.4 for the entire United States. Index Ads Get Results—Try Them

The New Dress

ISN'T ANY PRETTIER—

Then many old ones, once they have been revived in our cleaning establishment. We have skilled men who understand the reconditioning of fragile fabrics.

Phone us to call for your favorite old dresses—let us delight you with our cleaning work.

C. E. RAY

Phone 66

Course, Today
 Held in Tahoka, Texas March 23 and 24 in High School Auditorium
Evening, 7:30
 Community Singing—Led by M. L. H. Baze.
Evening, 10:00
 Community Singing—Led by M. L. H. Baze.
Evening, 7:30
 Community Singing—Led by M. L. H. Baze.
Evening, 7:30
 Community Singing—Led by M. L. H. Baze.
Evening, 7:30
 Community Singing—Led by M. L. H. Baze.

Better Built for Better Service
 construction assures longer power and longer life when you buy a **WESTER** WINDMILL.

Don Says



IS THE BEST

best of ev-
 materials
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 remature was

COMPANY
 BUILD
 Texas



Yesterday

The small isolated power plant was fairly capable of serving the simple needs for electric service. The use of electricity was few, it had not then assumed the importance in daily life which it now holds.



To day

The isolated power plant is not capable of meeting the modern demand for electric service. Great generating stations produce electric power which is transmitted over high tension power lines for many miles, thus making possible metropolitan electric service in the smallest towns.

the PURPOSE of the
Texas Electric Service Company
as a Texas Institution



While Texas produces almost 30% of the Pecans grown in the United States, you will find Pecans from many other sections on sale in Texas stores which do not feature Texas pecans. It is possible to produce much new wealth in Texas by proper marketing of Pecans.

The Texas Electric Service Company was established several years ago for the purpose of rendering electric service to Texas cities and towns.

It was evident, even then, that isolated power plants would not be able to supply the rapidly multiplying needs of Texas people for electric service.

After long study and experiment the engineers of the Texas Electric Service Company, together with other leading electrical engineers throughout the world, found that electric energy could be transmitted over high tension power lines for great distances from large generating stations, thus making possible a metropolitan type of electric service for smaller communities.

From that day until this it has been the purpose of this Company to render an electric service adequate to the needs of Texas people, in order that any user in any community served

could at any time of the day or night, press an electric button and receive instant, dependable electric service at a reasonable cost.

Revolutionary changes have been made in the methods of generating and distributing electric power. Changes are rapid, so rapid, even now, that equipment which is the last word today will be obsolete tomorrow. Electric service has become so inseparably a part of our daily life that it would be impossible for us to move through a day without its aid. The tremendous burden of responsibility which is thus thrown upon the Texas Electric Service Company is borne with true American efficiency.

Through all the changes within its own industry, through poor years and good, through prosperity and depression, into this present era of stabilized and sound development, the Texas Electric Service Company has held unwaveringly to its great purpose. As a result those Texas cities and towns served by this Company have unrivalled electric service.

The Silent Partner of Progress

TEXAS ELECTRIC SERVICE COMPANY



Welcome Easter In One of
Our New Suits

(ALL WITH TWO PAIR PANTS)

It will be very easy to welcome Easter in a new outfit if you come here to make your selections. New styles, of the best materials tailored in a manner equal to the highest quality custom tailoring.

\$24.75 and \$27.85

Popular Dry Goods Store

"We Give and Redeem O'Donnell Trading Stamps"

BEAUTY SPECIALIST COMING TO THE CORNER DRUG STORE

Mrs. Irene Starnes representing Dorothy Perkins Toiletries, will be at the Corner Drug Store next week. Mrs. Starnes is a graduate beauty specialist, and has wide experience in beauty culture.

A private booth has been installed in the store where ladies may go for consultation with the specialist and for treatments if it is desired. She will gladly make telephone appointments with any one who desires to consult her.

No charge is made for the consultations, the management having made special arrangements whereby customers and users of the Dorothy Perkins toilet articles may be given expert advice without cost, and where others may be made acquainted with the excellence and wide range of variety of the Dorothy Perkins line.

A cordial invitation is extended to all who wish to avail themselves of the opportunity to consult with a competent specialist as to their peculiar cosmetic and beauty culture needs.

THREE LAKES NEWS ITEMS

(Too late for last week)

The Three Lakes track team has begun practicing for the county meet.

Mr. and Mrs. G. W. Mangham Sr., visited Mr. and Mrs. W. E. Hufflines of Woodrow Sunday.

Mr. and Mrs. Carrol Edwards visited Mr. and Mrs. John Andy Edwards, Sunday.

Mr. and Mrs. J. H. Barnett, Jr., spent the week-end at Lubbock visiting Mrs. Barnett's parents.

Mr. and Mrs. Perry have moved into our community and we are glad to have them.

Mr. and Mrs. W. F. Haynie of Verbena have moved here to make their home. We welcome them to our community.

Mrs. W. E. Sikes, Mrs. T. M. Ellis Jr., and J. T. Mrs. H. F. Moore and baby, Miss Lenora Sikes and Dorothy Johnson and Mr. Clinton Sikes all spent Saturday in Lubbock visiting Mrs. Sikes sister, Mrs. Moore.

WELLS SANDSTORM

Betty Tyler was badly hurt Sunday after falling from the tower of Mr. Jordan windmill. She was playing on a trolley line and missed her hold. Most of her injuries are about the face. We hope that she will recover soon. There were several visitors to come in to see her.

We had a larger crowd at the singing Sunday evening and hope that all enjoyed themselves.

Mrs. W. C. Jones returned home Saturday afternoon from Sweetwater.

Miss Johnie Merle Smith was a guest of Miss Floy, Sunday.

Miss Allie Tyler gave the ball players an entertainment last Friday night and we all sure enjoyed ourselves and hope she will entertain us again soon.

Miss Floy Phipps was disappointed Sunday when she heard that Mr. Dever Greenwood went to Lubbock Sunday morning. We can't blame her.

Reporter.

KNOW TEXAS

Texas' largest tree is a giant live Oak at Rio Frio, in the southwestern part of Real County. The spread of its branches is 100 feet.

The Devil's Sink Hole is a cavern in Edwards County. From the edge of the entrance there is a sheer drop of more than 200 feet.

The word "Texas" comes from the Spanish pronunciation "Tejas," the name of an Indian tribe encountered by the Spanish in 1869.

EAT AND DRINK AT THE GOLDEN EAGLE

Hamburgers, sandwiches, cigarettes, cigars, chewing gum, milk, pies and candies.

J. E. Kirkpatrick, mother, Mrs. R. W. Kirkpatrick, J. W.

LYNN THEATRE

Friday Show opens at 8 With Water For Admision 25 News—C

Saturday Wally Wally The Desert of News—C

Sunday & Monday Bebe Dames Take Me News—C

10 PEOPLE VISIT MON. TUES. & WED.

Tues. & Wed. A Zane Gray Jack Hat The Water News—C

Thurs. & Fri. The Big News—C

Saturday The Glorious News—C

SCHOOL NEWS

Signs and portraits of Easter can be found in almost every room in the Grammar school. In the First Grade room an especially attractive

picture graces the front board. Measles and whooping-cough seem to be slackening their pace, and most of the pupils are now back at their work. In Mrs. Martin's room, the High

6th and Low Seventh grades the following pupils made 100 per cent in arithmetic the past week: Lorene Beach, Ruby Keith, Johnnie Edwards, Lawrence Tredway, Melvin Moore, Yayne Clayton, Marie Aten, Veda Shumake, Mavis Hart, Kitty Mae Garner, Margaret Miller, R. E. Barnett, Earl Howard, Christie Simmons, Cubie Bray and Addie Williams.

The baseball girls of Grammar school and the basket ball girls of High School matched a game of ball with O. K. last Thursday. We are very sorry that the base ball girls did not win the game, but we feel that it was because they had not had as much practice as the girls of O. K., but we intend to beat them in the next game we play with them.

The basket ball girls won of which we were very proud. We feel that our basket ball girls will make a success.

The basket ball boys of Grammar school went to Joe Bailey last Friday for a match game of ball. They lost the game but promise to do better next time.

The boys who are over fourteen are organizing a real base ball team and we hope them success.

The High Seventh have ordered their pins and are looking for them to come in soon.

The Seventh are glad to have Lois Burdet and T. A. Greenwood back in school, after being out on account of sickness. But are sorry Ruby Burdine is out with the measles and hope she will be back in school soon.

Reporter.

W. R. Bradfute and Sn. Rufe, left for Wheeler, Texas, Friday after visiting in the home of Mr. and Mrs. J. W. Kirkpatrick.

New Jewelry

We are showing the newest designs in

**ELGIN WHIST WATCHES
WARWICK WRIST WATCHES
BANDS AND COSTUME JEWELRY**

We also have a new assortment of blue-white diamond rings in the new mountings 18kt. White gold.

\$25.00 Up

WHITSETT DRUG CO.
"Nothing but the Best"

Welcome Easter

With a New Frock, Coat, Hat and Shoes

Our special prices for Friday, Saturday and Monday will give a wonderful opportunity to economize on your Easter purchases. Give us a chance to prove this by looking these values over.

Easter Fashion Favors These Modes

So fascinating styled are these new modes for Easter you will find it difficult to decide just which garments you will like best. But which ever one you choose, the styling will be authoritative.

Beautiful new styles arrived this week.



EASTER MILLINERY AND FOOT WEAR

Just arrived this week. Modes of the moment interpreted in a pleasing manner at prices that prove the economy of making your purchase now, while this offer lasts.



W. E. GUYE DRY GOODS
We Give and Redeem Thrift Stamps