# THE O'DONNELL INDEX 



| O'Donnell Index lished every Friday st O'Donneell $^{\prime}$ Texas |  |  |
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| Adrersiong Ratee on Apphatition in |  |  |
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|  | Wen |  |
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|  | 6. We moslve to make 1933 the |  |
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|  | the morning of January 2, 1933, hehas our permission to- at least he |  |
| journal, atid |  |  |
|  | J. H Yarborough, Correspondent |  |
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|  | sink list this week, but is feeling bet. Mr. and Mrs. G. C. Watson and |  |
|  |  |  |
|  | sons, Herbert and J. D., have beensick with the flu for several days, | ${ }^{\text {ana }}$ |
|  |  | LOANS COLLECTION MAKING PROGRESS |
|  |  |  |
|  |  |  |
|  |  | menater ot the rexionatotfie here |
|  | Show, Saturday, night, December 31 . <br> Palace Thestre, Lamess, Texas, | 1932 crop production. <br> Figures received from the depart- |
|  |  |  |
|  |  | (taters in merentage of collections |
|  | sister, Mrs, Ben Moore, and her brother, Mr. Lee Baldridge. |  |
|  | $\qquad$ <br> Big New Year's Eve Midnigh |  |
|  |  |  |

IN U. S. 1931 REPORT SAYS Washington, Dee, 22-Only five
tates and the District of Columbia states and the District of cour per an increase death rate per
showed and pared with 1930, says a report of the The States were Dele
Missouri, New Jersey.
The increases. ranged from one-ten
for New Jersey to 1.9 for Nevada The rate for the country whole was 11.1 per thousand and in
cludes the "death registration of continental United States. This
area embraces all states except Texas, , hut includes eight cities in Texas
and is estimated to include 96.3 per cent of the total
United States.
This rate is the lowest since
figures were first kept in 1900 In the registration area as a whole death rate was higher for urban than for rural areas. The exceptions
were Californias. Ilinois, Indiana,
Massachusetts, Michigan, New Jer Massachusetts, Michigan, where rural rates were higher than
urban, and Wisconsin, where rate were the sam

$$
\overline{\text { TREE EATS PEOPLE }}
$$

Like the pitcher plant that catches
and eato flies and inseots, there is
and eate flies and insects, there is
reported to be a tree on the island of
Madagascar that eats human being.
A British
soon visit th
terions Madagascar "sacrifice tree"
hreause the natives worship it and
feed it young native beauties as sac-
A United Press story quotes Caj-
tain Hurst, a fellow of the Royal
Geological Society of London and
leader of this expedition, as declaring
this woman devourer really exists be
him about it.
According to their descriptions the
tree looks like a big pineapple about
eight feet high and six feet in cir-
cumferenee at the base. It has long
tendrils which reach upward. Its
leaves are large and covered vith
claws. These tendrils and leaves are
hyperensitive and when the weight
hypersensitive and when the weight
of the unfortunate maiden is put on
them, the tendrils entwine her while
hide her. They stay in this position
for five or six days when they open
revealing only the broken bones of
the victim.
The earth's circumference is said

COMMITTEE FINDS MANY
CRIMINALS NOT PROSECUTED
Austin, Dec. 14-The Texas Sen
ate fee investigating committee has
revealed in its report, now in prep ira tion for submission to the Leg s's-
ture next January, that 43 out of ev.


PALACE THEATRE Lamesa, Texas
Sunday, Monday and Tuesday "WOW"

Big New Year's Eve Midnite Shor Saturday, December 31st

Water that has passed the millwheel will never grind the corn again and with the coming of another year our happiness increases with plans for more progressive and economical service to our community.

May we have the privilege of thanking the good people of the South Plains for their warm goo d will and friendship and wish each and every one a Happy, Prosperous New Year.

WILL BE READY JANUARY 1 ST TO TEST YOUR LIGHTS

## Shook Tire Co. <br> Lamesa's Leading Tire Store

## The One Oil that Gives You Perfec

 Protection for Winter's Worst Days Ahead Drip! trickle!hours, ordinary the pump quits, ordinary sil away. When quick oil, but an oil that never leard the motor's parts high and dry. You touch penetrates and combines with the mesb)
the starter. The moth ther "hidden the starter. The motor roars. The pump
strains at the sluggish oil. It is only a few
 in the meantime, working surfaces only driven many miles, without damage, on tidden quart alone. This proves that yout partly lubricated are in contact, while the "hidden quart alone. This proves that your motor makes three to five thousand reve motor need never suffer while waiting wimp. Don't remain in doubt. Dridy
lutions. This causes $50 \%$ of all motor wear. and refill with the "hidden quart oil tode

## their belts. Big New Year's Eve Midnight Show, Saturday, night, December 31. Pace Theatre, Nams, Texas,


re sentenced to prison, 43.6 per
ent are acquitted after trial and Show, Saturd
Palace Theatre Miss
French
home from Wayl the holidays with her


## NOTICE



O. A. BRUTON Lamesa, Texas

| All Work Guaranteed |
| :--- |
| mited at TTyyor-MeCall Drug |
| ore on Weat Side of Square |

## oibsil and lubbock

 truck linznoese 21 or Prowe 40 o'Donanll, Tezas

## A. Minor

## gyerhead

 Coal
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credited shool scholarships are the
most numerous of this group because
Texas has so many acereded
In the university the holderof one empt from payment of the registra
tion fee of 330 for the long session Before 1931 the sholarrhips exempt.
ed the holder from the pyyment of ed the holder from the payment of
registration fees for four long ses cegistration fees for
oions in the University
 credited high schools, but they are
expected to follow suit,"' E. J. Mat-
$\underset{\text { Mr. and Mrs. LL E R Robinson and }}{\text { Mity }}$
family spent Christmas with relatives
Miss Mozelle Edwards. who has
been visiting friends and reataives in been wistitn triends and returned home for Christivas inas
Tahe

BRIDGE DANCE FRIDAY
HONORS MISS PALMER

| Honoring Miss Irma D. Palmer who is spending the holidays here with her parents, Miss Thelma Pal mer and Mrs. C. H. Westmoreland were hostesses Friday evening at delightfully informal bridge dance a the home of their parents, Mr. and Mrs. W. L. Palmer. <br> The affair was a complete surprise to the honoree, and was all the more enjoyed for that reason. <br> Games of bridge and dancing were enjoyed until a late hour when refreshments of hot punch and cake were served to Misses Alice Joy Bowlin, Alice Busby, Hazel Burk, Ruth Reberts, Wynona Huff, Morene Huff Beverly Wells; Messrs. Ralph Beach, Flynn Sikes, Howard Tredway, James Cathey, Claude Tate, Charles, Cathey, Owen Vaughn, Sumner Clayton, and Mr. and Mrs. Sam Singleton. <br> TEN COMMANDMENTS GIVEN ON MARRIED LIFE <br> London, Dec. 10 -The latest big name to issue a list of commandments for married women is Rebecca West, noted author and critic. She says if you can't keep her commandments you shouldn't marry. They are: <br> Don't give up too much for your |
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Don't think marriage hurts your
career.
Don't try to marry your boss or
any one much older or younger than
yourself
Don't encourage all the men in the
Dfice at the same time.
Don't neglect your looks.
ARCHEOLOGISTS MAKE
Floyd A, Studer. Amarillo business man and amateur Paleontologist and rcheologist, has mappod 193 anceen
ruins in the Panhandle which E. B Sayles, of the Texas Archealogical Society calls astounding.
Mr. Savles says that Mr. Savles says that the scientists nenole who left such evidence of
theiy residence in the Panhandle came from and what became of them
They built stone houses of from two rooms to 300 rooms and carried on
farming where none is carried on

## with the intention of staying one one week but he found the archeology

Wha from Carlsbad, N. M., last Fri-
day to spend Christmas with her par-

## Winlianes' Daisoy

MILK FROM T. B. TESTED COWS

W. W. WILLIAMS, Mgr.

Phone 128


HIGGINBOTHAM FUNERAL HOME

$\qquad$

Alimony is another war debt that a
lot of ex-husbands would like to see


BAKING POWDER, 19 c PEAS, Kuner EconoB. \& O. CASH STORE


Mr. Bob Burdett is another valued
reader who has reeendy rens.
Miss Rebekah Schooler has been
Ren
gravely ill since Sunday night when
she developed an unusually severe at-
tack of either flu or pneumonia.
Mises Sue, Hester, and Mary Joe
Gates are spending the holidays herc
writh their parents, Mr. and Mrs. J.
W.
Mayor and Mrs. W. S. Cathey and
ons spent the holidays with his fa-
her N. B. Cathey,
ther N. B. Cathey, at Portales, N. M.
Mr. and Mrs. Bill Phillips and
family of Big Spring spent the holi-
dayes here with relatives and friends.
Big New Year's Eve Midnight
Show, Saturday, night, December 31 .
Miss Eula Belle Miles, who is in
shool at Alpine, is spending is the
Christmas holidays here with her Christmas holidays here with her
parents, Mr and Mr. Roy Miles. She
rived Friday evening.
Miss Irma D. Palmer arrived from
the University at Albuquerque, N . the University at Albuquerque, N.
M. Thursday afternoon to spend the
Solidays with her parents, Mr. and Mrs. W. L. Palmer.


## Daily

 Cash Market
## - Through 1932, as in former years, Swift is Company <br> has maintained its nationwide cash market for farm

More than 100 Swift \& Company produce plants in the West and Central West have continued to buy daily market over a thousand miles wide and thousands of miles long. The supply goes wherever demand is best. At no time, in the territories served by these plants, have producers of poultry, butterfat and eggs been without a daily cash marke

- Swift \& Company has not had this year-has never had-any control over prices. The farmer's price is buter, what the consumer can and will pay for the cover the gap, quickly and economically between more than 200,000 farm patrons and nearly as many storekeepers.

Posting daily quotations at its buying plants, Swift
a Company is really saying to the producer
Consumers everywhere, through their retailers, offer oo
much for poultry, butterfat or eggs. Costs of preparation,
transportation and selling are kept at a minimum. With
these service costs deducted the price paid here is about
what retailers will pay at their doors hundreds of miles
away..

- Volume holds down processing cost. Carload shipSwift's Premium Ham and Bacon and Erookfield Sausage West Fowl and Swift's Brookfield Butter, Eggs and growers alike. Swift \& Company

LefRed \&WH hifeLow Prices
Save for Roulveryoy Noxi Year
The Reduction is Direct

 New Year in, in
Sasturday night.
We sre looking forward to gra-
cious services next Sunday at the
Methodist ehurch. We ate cious services next Suaday at the
Methodist church. We are hoping to
see everyone back in Sunday School see everyone back in Sunday sorning
next Sunday morning. The mornit
worship sarvice at 11 o'clock shonld be a high hourr. The League will meet
at $6: 30 \mathrm{P}$. M. and the young people
have charge of the event have charge of the evening worship
service at $7: 15$ with a special pro-
gram. Come and worship with bAPTIST CHURCH ANNOUNCES THEIR SERVICES
S. Jenkins, Pastor Sanuary '1. 1933
$\begin{aligned} & \text { Sunday Schaol: } 10: 20 \text { A. M. Drew }\end{aligned}$
Hobdy, sup't. Preaching $\mathrm{II}: 00$ A. M. Subject:
Power of Unighteousness."
OP. M. All B. Y. P. U.'s meet Desmond Yandell, General mir.
:15 P. MS. Preaching services, sub.
"A Soul, What . day. January $2,3: 90$ P. M. the
T. will meet at the First BapTurch, Mres. Drew Hobdy, Pres.
Just Sunday, being the first day the year, we urge all the come and
meet with us. We extend a welcome meet with us. We extend a welcome
to every one at the Baptist church.
Sunday, Sa special service held at the First Baptist Church. We are to have a
Chatendid out of town singer with splendid out of town singer with
us, who will have charge of the choir. We are planning a wonderful evening service, and wish-everyone who possibly can to be with us.

## NAZARENE CHURCH


 7:00 P. M.

veryone is welcome.
Mrs. Pearl Kelton, Pastor.

## A LONG WAIT <br> $M_{y}$ grand

 cogsAnd says we're going to the dogs
His granddad in his housi of logss
Swore things were going to the Swore things were going to
dogs.
His dad among the Flemish bogs, His dad among the Femish bogs,
Vowed things were going to
dogs. Said things in here going to the dogs
Sut But this is what I wish to state:
The dogs have had an awful w

- Pacific Coop. Wool Grow

Biz New Year's Eve Midnight
Show, Saturday, night, December 31 .
Palace Theatre, Lamesa, Texas.
It would be some compensation if
we could believe that the crooners
we could believe that the
feel as bad as they-sound.
One may keep borrowed prope
so tong that he feels, he owns it. Big New Year's Eve Midnight
Show, Saturday, night, December 31. Show, Saturday, night, December
Palace Theatre, Lamesa, Texas,
Mr. and Mrs. C. E. Ray, and Mr.
and Mrs. W: E. Hebison had as their guastan during the holidays Mrs. Hebtgonst parents, Mr. and Mrs. Alexan
der, her titer, Mis Funiee Aler der, her stiter, Miss Eunice Alexan
der and others der ,and others whom
were unable to secure.
Big. New Year's Eve Midnight
Shive. Saturday, night, Deeember 31. Show, Saturday, night, December 31
Palace Theatre, Lamesa, Texas,

Mr. and Mrs. Marahall Whitset epent Cbristmas in Mundey whithett

## WOMEN



Are Increasingly Aware of the Value of Newspaper

## ADVERTISING



Our wide circulation of readers guarantees you a reading public, and buying area that will pay tenfold the cost of advertising

They have learned through experience that to look in the Index first is to save time and money afterwards. They have learned that advertisements in the Index give them the information they want and the places where they can make their desired purchases. The Index is really a sort of clearing house of shops, those advertising in it steadily come under the notice of the many women subscribers, and they come into their stores, while those who don't advertise lose the chance of even being considered as a prospective market. You have a business, why not make it pay? Appeal to one woman and you appeal to many, for women never keep a secret. Neither does the O'Donnell Index-the chance is open to all, a guaranteed area of women buyers.

## The O'Donnell Index

