

THE 'INDEX' INDEX

O'DONNELL, LYNN COUNTY, TEXAS, THURSDAY, DECEMBER 15, 1932

NUMBER 11

WIZEN DEAD AFTER SHORT ILLNESS

West Texan and long of O'Donnell passed away Tuesday when J. W. Chandler, press funeral services were conducted, with interment at the cemetery at Gall, and spent many years. He will be buried Monday.

He had been out of the children, his condition only after midnight the children were called. He was born in James June 26, 1864. He was the age of fifteen, prior to his removal in 1894 he was by Petty, and to this day three children, Mrs. S. J. S. and Mrs. F. C. N. M. R. Chan- nary, 1900 and was

1906 he married to this union were David Chandler of Homer Deakins of well, Allan, and Mir- and having passed away with his family 1923, and has been recovery business. He was joined the and soon after the and in 1919.

and useful life friends who were in sympathy, and generosity have been families in this

REPORTED SLIGHTLY BETTER

Gay Bradley, Lubbock hospital pneumonia de- Tuesday he was that she is with a fighting Mr. Bradley and the family have effort is being put

best possible ally have been her, and tele- he has received

PLANNED CHURCH

Methodist church the evening ser- and will pre- Christmas announcements this week.

OWN FROM LUBBOCK

Mr. and Mrs. R. H. R. Vermillion received here last Thursday called Mrs. W. E. Vermillion to Decatur to attend the funeral services of her infant niece, Mary Ruth Laquire, who drowned at the home of her grandparents ten miles from that place.

FORMER EDITOR MOVES TO MISSOURI HOME

Mr. and Mrs. W. H. Ritzenthaler and little daughter, Dorothy Anne, left by automobile Wednesday morning for Salisbury Missouri, where they expect to make their home. Their household goods were also taken overland by the Gibson Truck Line. Mr. Gilson himself driving.

Mr. and Mrs. Ritzenthaler have been active forces for the best interests of the town and community since their coming to O'Donnell early in 1930 when Mr. Ritzenthaler purchased the O'Donnell Index from J. W. Roberts. Church, business and social circles will feel their absence keenly.

BILL YANDILL IMPROVING AT HOSPITAL

News received Saturday from Bill Yandill was that he is much improved from the severe attack of rheumatism and will likely be able to leave the hospital at Sweetwater by the last of the month.

Bill, who is the son of Mr. and Mrs. T. J. Yandill, was taken to the hospital three weeks ago after suffering for several weeks from the rheumatic disorder in his feet and legs. He had been practically unable to walk for several days.

His letter to his his parents, however, brought the happy news that he had that day been able to walk to town from the hospital, and that he had every hope of being completely recovered by Christmas.

The Index joins with other friends in congratulations and the wish that his recovery may be soon and permanent.

LOCAL COUPLE WED DECEMBER TENTH

Coming as a surprise to their many friends here, an announcement was made Monday evening of the marriage of Miss Kathryn Veazey and Mr. Glenn Everett, the ceremony being performed at Lovington, New Mexico. Rev. Beauchamp, pastor of the Baptist church, read the service.

They were accompanied by Miss Hazel Burk and Mr. Howard Tredway. The bride is the younger daughter of Mr. and Mrs. W. H. Veazey of the same members of O'Donnell's graduating class. She has for a number of years been active in the school and social activities of O'Donnell.

The groom, also a 1932 graduate is the son of Mr. and Mrs. J. V. Everett, and has spent the greater part of his life in O'Donnell, where he is esteemed for his many sterling qualities. He is employed at the Corner Drug store. The couple will make their home in O'Donnell.

WANTS CORRESPONDENTS FROM EACH COMMUNITY

The Index is particularly anxious to have a correspondent from each community in the trade territory, and will be glad to furnish stationery and stamps, along with a year's subscription, to those who wish to send in a weekly news letter.

These correspondents would be expected to send in a weekly news letter telling the more important events of community life, these letters to be mailed on Monday of each week in plenty of time for each week's publication. Anyone interested is requested to signify this interest by writing the editor, giving complete name and address, and writing materials will be sent immediately.

MRS. VERMILLION'S NIECE DROWNED AT DECATUR

Telephone messages received here last Thursday called Mrs. W. E. Vermillion to Decatur to attend the funeral services of her infant niece, Mary Ruth Laquire, who drowned at the home of her grandparents ten miles from that place.

Accompanied by her son, John, and daughters, Margaret and Norma Ruth, Mrs. Vermillion left immediately for the scene of the tragedy, returning to O'Donnell Sunday.

The tragic accident occurred on the farm home of the baby's grandparents, Mr. and Mrs. F. P. Mote, where she and her parents, Mr. and Mrs. D. A. Laquire, have been making their home. The two-year old baby wandered away from other members of the family and in some way fell into a spring pool which had been dammed up. She had been in the water only a short time when she was found by her frantic parents, but first all measures, even a pulmonologist, could not revive her.

The Index joins with other friends in extending sympathy to the bereaved family.

MATT H. RUSSELL DIES THURSDAY MORNING

Matt H. Russell, resident and citizen of this section for more than nine years, passed quietly away at the family home of Mrs. O'Donnell, at an early hour Thursday morning, December 8, after an illness of several months.

Rev. W. K. Horn, former pastor of the Baptist church here and pastor of the deceased at the time of his death, conducted the funeral services at the home Thursday afternoon. Scores of friends were present to pay the last tribute of respect. Interment was made in the city cemetery.

Decased was fifty-six years, ten months and twenty-six days of age at the time of his death. He was born in Lone Oak, Arkansas but came to O'Donnell here. He was converted and became a member of the Baptist church in his boyhood, having been a faithful and devout Christian for almost the length of the ordinary life time.

He had been in poor health since last June, suffering from several complications, though heart failure was the immediate cause of his death. Every available effort to prolong his life had been used, but even these and the devoted attention and care of his wife could not long halt the ravages of the disease.

The pastor in a few well-chosen words detailed his useful Christian life, while the words of friends and loved ones expressed the respect and affection in which he was held.

He is survived by his widow, one son, Junior, three daughters, Marie, Lizzie, and a sister, Mrs. Lizzie Philey of Chillicothe. The Index joins with the other many friends of the family in extending deepest sympathy.

CHRISTMAS EDITION TO APPEAR NEXT WEEK

As was announced last week, the Index again plans to have a special Christmas edition which will appear next week, or on Thursday, December 22. As several of our local merchants are planning to list Christmas bargains, the attention of our readers is called to the fact that Index advertising in this month are of unusual interest.

In case any of the merchants have not already had this in mind, the Index reminds that next week's edition will be the Christmas greeting, name, address, and that within the next few days a member of the staff will call with suggestions and the invitation to participate in this general expression of good will.

Bear this in mind, and join in with other business institutions of O'Donnell in extending Christmas wishes to our trade territory.

FLU EPIDEMIC CONTINUES. MANY LOCAL PATIENTS

Though the present much lowered temperature is expected, or hoped to check it, the epidemic of influenza still continues unabated. Practically every family in town has at least one patient, and in some instances every member of the family is either just recovering or is confined to the house.

Closing the school for a few days has been informally discussed for the past several days, but as we go to press we understand nothing definite has been announced.

Local physicians, basing their opinion that fully seven to five per cent of the population either has or has just recovered, urge in warning men, women and children to take every precaution against exposure and incipient colds. Warm, dry clothing, plenty of rest and sleep, plenty of water, nourishing food, thorough elimination of all body wastes are among the most important preventive measures quoted.

WINTER WEATHER HERALDS CHRISTMAS SEASON

Tiring of the unusually mild weather which has so long favored the farmers of this section, old-fashioned Winter swooped down on the South Plains with win Thursday evening, and the mercury has dropped steadily until local people are beginning to wonder if this winter is to equal that of 1923.

A light mist mingled with snow Friday night has frozen on trees and shrubbery, making winter scenery almost unrivaled in picturesque beauty. Every tiny twig and limb has been sheathed in ice since Friday night, so that the entire landscape presents a Christmas card appearance. Even the ground has been frozen for many hours, though not as deep as it was in February of 1929.

Lowest level reached in temperature here was reported Monday morning when it fell to about eight degrees, but a number of local citizens solemnly aver that the thermometers were broken and that it should have registered at least 50 below. However, that estimate is not to be taken as final.

This is the first real winter the South Plains has enjoyed—or suffered—this year, and children are gleefully predicting a white Christmas. Snowfall here is extremely light so far, it being less than an inch, but old timers are saying that a slight moderation will bring about one of the heaviest snows in the history of this part of the country.

The Index has not heard of any livestock losses so far, though number of breeders report that frozen water tanks has made caring for the animals very inconvenient. It will be remembered that there was considerable loss due to frozen or frost-bitten animals three years ago.

Fortunately, the greater per cent of the cotton and feed crops has already been harvested, so that farmers are not having as hard a time as they otherwise would have.

LET THE INDEX SOLVE YOUR CHRISTMAS PROBLEM

For the benefit of those who have not yet renewed their subscriptions or placed their names on our list of readers, we are again publishing the bargain rate coupon and renewing the offer of fifty cents per year for our subscriptions. This bargain rate applies to O'Donnell trade territory only.

Response to this much lowered rate has been most gratifying, and we hope to publish our honor roll in another issue of the paper. There are still a number of our readers, however, who have not yet renewed their delinquent subscriptions, and to these especially do we make the reminder that the Christmas greeting, name, address and that within the next few days a member of the staff will call with suggestions and the invitation to participate in this general expression of good will.

Bear this in mind, and join in with other business institutions of O'Donnell in extending Christmas wishes to our trade territory.

O'DONNELL MERCHANTS OFFER SPECIAL CHRISTMAS BARGAINS

Each year the Index remarks that never before have so many and so varied gifts been offered by local merchants, and this Christmas season finds us making the same statement again. But really and truly, the array of toys as well as practical gifts is so varied and so reasonable in price that one scarcely knows where to begin shopping. Needless to say, it will not be necessary for O'Donnell people to make any shopping expeditions to other towns, for the stores here are literally jammed with Christmas merchandise.

Both the Corner and Whitsett drug stores are this week carrying special ad listing Christmas suggestions, and both stores have arranged windows and counters so that these goods are displayed in their best advantage. Fountain pens, pencils, toyltries, candies, jewelry, smoking supplies—the list is too long to be more than barely touched upon, but they range from fascinating perfumes on up and down to such practical luxuries as alarm clocks and electric warming pads.

All the five dry goods stores have bought heavily of merchandise suitable for Christmas gifts. Gay's store again stresses the many bargains found during the good will sale, and lists still other items especially suitable for holiday-minded shoppers. Hestery, lace, underwear, gloves, and ready-to-wear are merely suggestions for what can be found for Her, while gloves, handkerchiefs, ties and the like are attractively priced.

Levine's Drygoods is also offering a number of suitable gift items, ready-to-wear, undies, and handkerchiefs especially for ladies, shirts, ties, etc., for men. C. Drygoods has recently received quantities of Christmas merchandise priced very attractive as has the Economy Store.

In addition to articles of wearing apparel of this kind, all these stores and others are offering many other household supplies at very low prices.

The grocery stores are laying in stocks of holiday edibles, and are planning special Christmas dinners. Index readers are asked to look for these bargains next week.

Both Thornhill and Whitehead variety stores have laid in an assortment of holiday goods, toys, fire works, etc., for the children, and scores of practical and lovely gifts for both adults and young. W. Mansell Hardware has bought heavily of furniture, etc., and offers many items which make wonderful gifts to the entire family.

While this little tour through the shops is not to be taken as a shopping guide, the Index wonders why a tire or two, some other motorizing accessory or necessity wouldn't make a splendid remembrance on Christmas day. For that matter, why would not a new car be a thoughtful gift?

Indeed, as indexed, O'Donnell people are peculiarly fortunate this year in being able to find every kind of toy or gift right here in our own stores, with as wide a variety and as low prices as can be found anywhere.

SHAKESPEARE CLUB TO BE ORGANIZED

The National Junior Shakespeare Story Telling Club has shortly formed a branch here under the direction of Miss Louise Edwards, who has been employed by the National Association as local organizer.

The club is educational in purpose and is designed to acquaint every grade school child with the works of the famous bard and in such a way that it will appear like play to them. At the same time, it prepares them for high school English studies, while those who are not fortunate enough to advance beyond the grades will have a working knowledge of the classics.

The plan consists of story hours for the children, who groups will meet and tell Shakespeare stories in simplified form. Then the grade school champions will contest those of other schools for the town honors. Children from the Third through the Seventh Grades are eligible for membership.

FUNERAL SERVICES THURSDAY FOR ANNIE BELLE ESTES

The death last Wednesday of Annie Belle Estes, daughter of Mr. and Mrs. D. M. Estes, was one of the most unexpected and poignant tragedies which has occurred in O'Donnell in many months.

The child, whose bright, loving disposition had endeared her to all with whom she came in contact, had been ill only a short time when pneumonia claimed her life. She first became ill Monday, and remained at home that day. Tuesday morning she urged to be allowed to attend classes, but her mother thought it best that she stay in a little longer, and by Wednesday morning she had grown so much worse that the services first of all were called. Everything that medical skill and loving attention could do was done for her, but to no avail, and she passed away shortly after ten o'clock Wednesday evening.

Funeral services were conducted Thursday afternoon at the Methodist church, Rev. W. R. Burnett conducting the sad rites in the presence of throngs of sorrowing friends of the family. Interment was made in the City Cemetery.

Annie Belle was born March 21, 1918, and died December 7, 1932, being fourteen years, eight months and eighteen days of age at the time of her death. Early in infancy, she was adopted by Mr. and Mrs. W. H. who loved and cared for her as their own during the years she blessed their home. In the words of one near to the family, they have much to console after the service first few days of heartbreak, and her life can be reviewed. They were "as good to her as any parents were ever good to their own flesh and blood, and she repaid every kindness with a love that knew no bounds. She was brought up in the footsteps of Christ, and now she is enjoying the pleasures of her reward. So few of us are able to say "Lord, here I am," she could say.

Annie Belle professed faith in Christ and joined the Methodist church three years ago. Her life since then has been a shining and glorious example to all around her. She was a loving and obedient child during her stay on earth, and though her going leaves broken hearts and a vacancy which can never be filled, those who loved her would not recall her from her rest in Jesus.

She is survived by her parents, by her brothers and sisters, Messrs. and Mesdames Perry Clayton, R. P. Slaughter, Guy Bohannon, James Ferguson, Erving Ferguson, Miss Winnie Ferguson, and S. H. Nelson and family.

The Index feels that a dear personal friend has gone from us, and with the community, joins in mourning her going and in extending sincere sympathy to the grief stricken family.

P. T. A. TO PRESENT CHRISTMAS PROGRAM

Miss Christine Millwee and Mrs. W. E. Heblson will have charge of the regular program of the P. T. A. Teachers Association Tuesday afternoon when a Christmas program will be rendered.

Superintendent L. F. McAfee will also present the lecture of a series of lectures on "The Child." All parents and patrons of the school have a cordial invitation to be present.

EPWORTH LEAGUE PROGRAM THIS SUNDAY EVENING

We are asked to announce that due to inclement weather, the special program which was to have been rendered by the Epworth League Sunday night has been moved up to the coming Sunday evening service. The same program will be rendered as previously announced, and everyone is cordially invited to be present.

JOHNSON & LINE HAS NEW MANAGER

A new nine-pound manager for Johnson & Line arrived Tuesday, December 13, and will make his home here with his parents, Mr. and Mrs. Harvey Line.

As the Index goes to press, a name worthy of being worn by the young man had not been selected, but he will likely be called Harvey, Jr. Mother and baby are both doing well.

COUNTY WINNING REPORT BETTER THAN LAST YEAR

This year's ginning report for December is 2,200 bales greater than for the same time last year, according to reports received this week from the cotton department of the census bureau. There were 43,683 bales ginned prior to December 7, 1932 as compared with 41,016 for the same period last year.

Dawson county is still short of last year's report, only 34,296 bales having been ginned this year as compar-



YE STORE of Ye Olde Times Christmas Spirit

USEFUL Gifts



FOUNTAIN PENS
SHEAFFER LIFETIMES
Regular \$10.00 \$7.50
Regular \$7.50 \$5.45

Sheaffers, \$5 \$3.75 All Other Makes Priced
Sheaffers \$3.50 \$2.75 \$1.00 to \$1.50
Sheaffers \$3 \$2.25

LADIES' ELGIN WATCH

Regular \$32.50 \$24.75



MEN'S ELGIN WATCHES

17-Jewel, white gold case, pocket watch \$24.75
17-Jewel, yellow gold R. R. case, reg. 32.50 \$24.75
7-Jewel, yellow gold, R. R. case, reg. 20.00 \$14.95

WATCH BANDS

For men, reg. \$5 value, now only \$2.95
For Men, reg. \$3.50 value, now only \$1.95

Ladies Bands Priced in Proportion

GIFTS UNIQUE



25 to 50 PER CENT REDUCTION
ON JEWELRY

CIGARETTE CASES

Reg. \$10.00 value now \$6.75
Reg. \$7.50 value, now \$4.95

All Toys and Gift Goods HALF - PRICE

200 Phonograph Records
75c value 15c ea. 2 for 25c
Other appropriate Gift Items
too numerous to mention, all
greatly reduced.

Whitsett Drug

"Nothing But The Best"

O'Donnell, Texas



PERFUME

The ideal gift for wife,
er, sister or sweetheart
choice of odors, reason
priced.

STATIONERY

The thoughtful gift. We have a
large assortment.

COMPACTS, VANITIES

HALF PRICE

A gift always appreciated
and appreciated.



TOILET ARTICLES

We have a wide array
of dressing table neces-
sities. Beautiful colors,
high quality materials,
at low prices.



GIBSON AND MAY
O'DONNELL AND LUBBOCK
TRUCK LINE
General Hauling
Phone 21 or Phone 48
O'Donnell, Texas

J. A. Minor
Exclusive Agent For
**Niggerhead
Coal**

See me for further particulars or
call 120

O. A. BRUTON
Jeweler
Lamesa, Texas
All Work Guaranteed
Located at Taylor-McCall Drug
Store on West Side of Square

**LUBBOCK
SANITARIUM & CLINIC**
Dr. J. T. Krueger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Otan Key
Urology and General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory

C. E. Hunt J. H. Felton
Superintendent Business Mgr.
A chartered training school for
surses is conducted in connec-
tion with the sanitarium.

WANT ADS

CARD OF THANKS

We take this opportunity to thank
our many friends for the acts of
kindness and sympathy and for the
beautiful floral offerings in our recent
bereavement. May God bless and
keep each one of you.

Mr. and Mrs. D. M. Estes,
Mr. and Mrs. Perry Clayton
Mr. and Mrs. R. P. Slaughter
Mr. and Mrs. Guy Bohannon
Mr. and Mrs. James Ferguson
Mr. and Mrs. E. Ferguson
Miss Winnie Ferguson,
S. H. Nelson and family.

CARD OF THANKS

We wish to thank each and every
one for the kind deeds and loving
words given us during the illness and
death of our loved father and hus-
band, especially Bro. Horn for his com-
forting words. May God bless each
and every one.

Mrs. Matt H. Russell and children

FOR TRADE: Want to exchange six
head of work stock, one double row
planter, 1 double row cultivator for
Farmall Tractor and equipment. Must
be in good condition.—Lloyd Bran-
nen, Luther, Texas.

FOR SALE: Child's bed and matress,
large size. In splendid condi-
tion.—Mrs. W. A. Hinkle. 11 2tp

PLAIN VIEW NEWS

Edith Walker, Correspondent

Although it has been several weeks
since news of Plain View goings and
doings has been chronicled in the In-
dex, it has not been because of lack
of unusual happening out our way,
but because there has been so much
that it has kept even a lazy corre-
spondent hopping too fast to report
the important news.

Most unusual of all has been the
enormous cotton crop, and though the
greater part of it has been harvested
we farmers are still hustling to get
it out of the fields before the weather
man replaces this fair weather with a
season of snow, sleet, or what would
be worse, sand storms.

Most of the youngsters of the com-
munity are back in school again after
having been absent to help with the
gathering of crops. Although Plain
View will suffer only one teacher this
year, the fact that she is Miss Flet-
cher assures pupils and parents that
this will be another good school year.
Though a number of Plain View-
ites apparently preferred the attrac-

tions of a carnival in town to the ex-
citement of a pig supper, that event
held at the school building Friday
evening was well attended and a nice
profit was realized from the pig sale
and the Prettiest Girl contest. Miss
Mhristine Austin was voted the pret-
tiest girl.

Finis Glaghen returned Tuesday
from a week's visit with his sister,
Mrs. Robert Lane of Comanche.

Rev. and Mrs. George L. Fletcher
and children, George, Lee, and Ly-
nelle, have moved back from Hood
county where they have lived for the
past year. All old friends and neigh-
bors were indeed glad to welcome
them home again.

Misses Alma and Gladys Berry left
Saturday for Amherst where they
will spend the winter with their father,
Griff Berry, and attend school. Al-
though the young people of this and
nearby communities will miss the
girls they wish them much success
and happiness.

Mr. and Mrs. Bill Walker and Mr.
and Mrs. McAllister and children
were in Lubbock Saturday.

Little Thomas Edward Herd, who
is known locally as Bubber, accident-
ally got hold of a can of concentrated
lye while playing last Tuesday, and
was severely burned by its contents.
He was taken immediately to the of-
fice of a physician for treatment, but
Bubber is still suffering from a very
sore mouth and throat, all caused
by a new kind of canned fire.

There has been quite a bit of sick-
ness in the community during the
past week, and though there are no
serious cases, practically every home
has its share of bad cold patients.

(Editor's Note: We are indeed glad
to welcome the Plain View reporter
back to our columns, though we re-
gret that the above letter was receiv-
ed too late for last week's Index.)

SIDELIGHTS

By Marvin Jones
Member of Congress from Texas

The new Congress must face many
serious problems. None of these is
more important than those relating
to agriculture.

Agriculture is the most vital part
of our present industrial system. It is
governed by the same laws which
govern other businesses. If these ba-
sic laws are disturbed, and if atten-
tion is centered only on a portion of
the entire system, the remaining part
will suffer. That is what has happen-
ed to agriculture. The farmer is suf-
fering from the results of favoritism
to other industries and from discrim-
inations against him.

The first thing to do is to find

the cause of the trouble. After that
the next step is to seek some way of
removing the cause.

The present plight of agriculture
has been produced in several ways:

1st.—Discrimination as a result of
unfair trade barriers.

2nd.—Discrimination in freight
rates.

3rd.—A medium of exchange that
does not truly measure values.

4th.—A tax system which bears too
heavily on the farm and ranch.

Here lies the trouble and here must
be found the remedy. The following
program would be of real service:

1st.—Modification of trade bar-
riers, and the placing of agriculture
on a basis of equality in any system.

2nd.—Correction of discrimination
in freight rates.

3rd.—Either a stabilization of the
currency on a sound basis or a re-
mortgage of farm mortgages with a
scaling down of interest.

4th.—Readjustment of the propor-
tion of taxes, especially of a state
and local nature, which now burdens
the farm and ranch; also a very real
reduction in expenses of government
national, state and local.

Conditions are at so low an ebb
that it may be necessary to apply a
temporary remedy until such time as
permanent changes and restoration
can be effected. Such a plan, howev-
er, should have a time limit, because
artificial methods usually fail as a
long range program.

It is the province of government
to hold the scales of justice evenly
balanced so that every man and ev-
ery woman will have an equal chance
in the economic life of our country.
If this balance is maintained, each
individual and each group will be
free to work out their own problems
unhindered by unwise laws and un-
wise business methods.

The hobble must be removed. The
chains which our discriminatory laws
and trade practices have forged
about the feet of agriculture must
be severed. If the farmer is given an
even chance, he will be better able
to cope with his problems and solve
them successfully.

The purchasing power of the farm-
er has been destroyed, an other ef-
fect of this has spread to other parts
of our industrial system, resulting in
a greatly reduced market for manu-
factured products. The paralysis
which has seized agriculture has
crept up on the rest of the struc-
ture.

When agriculture is restored to a
basis of equality with other busi-
nesses and the balance is again estab-
lished, then better conditions gener-
ally can be expected. A return to simple
time honored principles which have

proved themselves worthy is the way
out of the tragedy.

Mrs. C. H. Westmoreland and lit

Williams' Dairy MILK FROM T. B. TESTED

Delivered mornings or nights In business districts
any place in town. In residence Would appreciate
districts, 7 1/2c a quart. your business.

FOR SALE AT B & O CASH STORE AND JOHN
W. W. WILLIAMS, Mgr.
Phone 128

HIGGINBOTHAM FUNERAL

Lamesa, Texas

Ambulance Service

Phone 75

Night Phones

Clyde Branon
Aubrey Thomas

LEE BALDRIDGE, Local Mgr.

HEAT WITH GAS

West Texas Gas



FOR HER



OUR STORE HAS A COMPLETE STOCK OF THESE AND OTHER Gift ITEMS, ALL AT EXTREMELY LOW PRICES.



SHOP NOW

FOR HIM



Let us help you with your shopping problems. Our entire stock of Gift Goods has been reduced in price for your benefit. We are mentioning only a few appropriate and practical Gifts.

SHOP NOW

CORNER DRUG

O'Donnell Index

Published every Friday at O'Donnell, Texas
 JOE ALEXANDER
 Owner
 Pauline Campbell — Editor
 PER YEAR—IN ADVANCE
 Advertising Rates on Application.

ON GIVES NEW THOUGHT ON FIGHT AGAINST DISABLED

Publicity is being given to the National Economy League and its attempt to organize business men of a drive in the coming session of congress to curtail by \$450,000,000 the benefits now paid veterans of the World War and other wars.

Wonder if the business men of this community have given thought to the amount of money that goes into this community each year as a result of the sums paid to World War veterans? E. O. Stark, commander of the American Legion here today, "We will let the answer for themselves, but for the World War, the disability community allowance is \$20,620,000 annually amounting to \$194,277, the difference is that the latter is for disability connected with the veteran's war service, the smaller sum is not. The total of two items is \$308,897,000 annually, which amount is what is received by veterans and spent by them in necessities of life, etc.

A story appearing in last week's issue of the Lynn County News is devoted to a brief description of the vast silica deposits on the Cassell farm north of O'Donnell, and the fact that this silica, when mixed with a little oil, makes an excellent floor sweep which is not only cheaper than that imported, but is also actually much superior in quality.

A number of O'Donnell business houses have been using this since last summer, and an inquiry this week shows that they agree with the News in this estimate of the merits of the county product.

The deposit, estimated from one to two million tons, is leased by J. C. Blackburn, who also manufactures the floor sweep.

Miss Alice Joy Bowlin, who is attending Texas Tech, spent the week end at home with her parents, Mr. and Mrs. J. P. Bowlin.

"As a matter of fact, the amount is much larger, because such disabled veterans naturally reside in the towns and cities. A careful survey made recently of a typical American city of about 20,000 population (Inglewood, Calif.) revealed that the disabled veterans residing there receive approximately \$10,000 per month. If that ratio would hold good throughout all towns and cities, then the one of 10,000 population would get \$5,000 per month, or \$60,000 per year.

"Does this money mean anything to the merchants, to the doctors, the dentists—yes, and to the banker, the school teachers, tax payers and laborers? Of course it does, because they would miss that money each month and each year. It could easily be the difference between profit and bankruptcy for many firms.

"Then there is another side to the story. Many of these veterans have no other means of support than the small sums they receive from the government. Take this support away from these veterans and what is going to happen?

"They are almost certain to become wards of the city and county. Remember, the veterans are paid out of federal taxes, and not from local and state taxes. Their pay comes out of the huge profits of federal income tax payers. But if they become burdens on their local communities, they affect the average American home owner and business man.

"Besides, they fought for the federal government and it is a federal problem, not a state or local liability."

SILICA DEPOSITS BEING WORKED

A story appearing in last week's issue of the Lynn County News is devoted to a brief description of the vast silica deposits on the Cassell farm north of O'Donnell, and the fact that this silica, when mixed with a little oil, makes an excellent floor sweep which is not only cheaper than that imported, but is also actually much superior in quality.

A number of O'Donnell business houses have been using this since last summer, and an inquiry this week shows that they agree with the News in this estimate of the merits of the county product.

The deposit, estimated from one to two million tons, is leased by J. C. Blackburn, who also manufactures the floor sweep.

Miss Alice Joy Bowlin, who is attending Texas Tech, spent the week end at home with her parents, Mr. and Mrs. J. P. Bowlin.

DISCOVERS THAT GROCERIES ARE CHEAPER THAN IN 1906

Austin, Texas, Dec. 6.—Adrian Pool, former student of the University of Texas and now a member of the State Board of Control, recently discovered among his papers an order he had given an Austin wholesale grocer in 1906, while he was manager of the dining room in old Brackenridge Hall, boys' dormitory at the University. He promptly sent a duplicate order to the same grocer, to learn that today the order totaled \$429.67, while in 1906 the same items amounted to \$521.97. Staple groceries are lower he found, but meats are higher than in 1906.

SHOWER WEDNESDAY NIGHT FOR RECENT BRIDE

Honoring Mrs. Jordan Goddard, who was Miss Onetta Anderson before her recent marriage, Mrs. V. B. Hahn and Misses Irene Jordan and Louise Anderson were hostesses at a miscellaneous shower at the home of Mrs. W. E. Vermillion last Wednesday evening.

In the course of a pleasant social hour, the honoree was declared winner of a novel contest, the prize being the array of lovely and useful gifts.

After her few words of thanks, delicious refreshments of nut cakes and hot chocolate were served to forty guests.

SUNDAY SCHOOL CLASS ENTERTAINED FRIDAY

Mmes. A. H. Lattimore and B. H. Scott were co-hostesses Friday evening to members of the Loyal Workers class of the Methodist Sunday School entertaining at the home of her former.

In spite of inclement weather, several members of the class braved the cold, and were amply rewarded by the cheer and enjoyment in the beautifully decorated home.

After an exceedingly enjoyable social hour, refreshments of salad, cheese niblets, and hot chocolate were served, the salad course carrying out the Christmas colors.

Mrs. B. J. Boyd has been quite ill for several days. Her mother, Mrs. Reeves, is here from Lamesa.

Fred Henderson has been ill this week, but is reported to be slightly improved Wednesday.

Mrs. W. T. Huff, who was ill most of last week, is much better now, and is able to be up.

Mr. and Mrs. H. A. Lattimore spent Sunday in Lubbock with relatives and friends.

E. T. Wells is able to be up after a severe attack of flu, and went to Lamesa Monday morning to take over his duties as head of the book-keeping department at the milk plant.

Mrs. Fred Henderson returned several days ago from a visit with her sister, Mrs. Carl Cox, and family at Carlsbad, New Mexico.

Irvin and Ted Wright and Naymon Everett went hunting Sunday afternoon, reporting fair luck and lots of fun.

Mr. and Mrs. W. H. Ritzenthaler and little daughter, Dorothy Anne, spent the week end in Snyder with friends and relatives.

Mr. and Mrs. W. E. Guye and Earl Wayne were in Lubbock Sunday afternoon.

John Stokes, who has been quite ill for several days so far recovered from the flu that he is able to be out of bed.

Mr. and Mrs. C. H. Cabool and Mr. Casey Cabool spent Sunday in Lamesa with friends.

ON TEXAS FARMS
 By W. H. Darrow, Extension Service Editor

Registered brood sows have replaced scrubs on 27 farms in Victoria county as a result of 4-H club work. A year ago 5 registered Duroc-James Gilts and a male were placed in club boys' hands, re-payment to be made at the rate of 8 female pigs per gilt. Thus far 22 gilts have been produced and placed with 22 club boys on 27 many farms.

A 19 per cent protein mash made at home from home raised grains by 64 Hamilton county poultrymen co-operating with the county agent has enabled them to feed hens for an average of 4 1/2 cents apiece per month. The mash, including grinding costs, is 95 to 98 cents per hundred.

Tankersley Home Demonstration

club in Tom Green county has 12 members who have canned 5593 containers of home grown food this year producing a total of \$2876.40 worth of home products with the help of their families, made clothing valued at \$1078.75, and aided 81 other families in living at home.

Jack McClure, El Paso county 4-H club boy, has ginned 5299 pounds of lint from 5 acres of cotton grown under irrigation. He makes a practice of rotating cotton and alfalfa every four years, and in addition manured the land on which this cotton grew. His income was \$482.15 and his expense \$175.85.

It pays to bank earth up around orange trees in the winter, J. J. Fournain in Hardin county has found. In a demonstration with the county agent he carried 56 "sawdust" trees through the cold winter of three years ago and has them bearing again at the rate of one-half bushel per tree. He is selling them readily at his front gate on the Beaumont highway.

THE RED & WHITE STORES



"Mother, they are always so nice to me in Red & White Stores"

- SYRUP, Ingleside, No. 10 63c
- SYRUP, Ingleside, No. 5 37c
- COFFEE, 1 pound 25c
- Melo-Cup, blend 25c
- PINEAPPLE, No. 1 Tin 9c
- R & W, crushed or sliced
- B. & O. CASH STORE

- CATSUP, Gibbs, 12c
- 14 oz. bottle
- PICKLES, Qt. Jar, Mt. Brand, ready sliced 14c
- Dried Fruits, Apricots, apples, peaches, 2 lbs 21c
- PINTO BEANS choice 17c
- Re-cleaned, 5 pounds
- BACON, No. 1 Dry Salt 7 1/2c
- per pound
- P. & G. SOAP 19c
- 5 giant Bars

ED COOK & SON JOHNSON & LINE



SANTA HAS HEADQUARTERS AT THIS STORE FOR CHRISTMAS

You will agree with this statement when you see the scores of novel and useful gift items received at our store this week. Tam and Scarf sets, Ladies' bags in a variety of styles, rich silk and knitted scarfs for men, unique tie and toy sets for very young men, dainty evening handkerchief and bead sets for sister... these and scores of others... at

Blake's Dry Goods

W. E. Guye Dry Goods

GOD WILL SALE

A Real Event for the Thrifty Shopper



SILK FROCKS

Most appropriate and appreciated gift for the feminine set.

30 New Frocks

Arrived this week, and we are offering you your choice of the entire stock at

\$3.95 ea.

We are grateful to our many friends and customers for the confidence you have manifested during this SALE, which has made it a great success. In return, we are making more drastic reductions in prices, which will help you to supply your own needs as well as reach a larger number with Christmas gifts.

WASH FROCKS

Our regular \$1.95 wash frocks including numbers just received, all to go at

\$1.33 ea.

These Make Lovely Gifts

LADIES' GLOVES

Genuine Mocco and Softest Kid \$1.98
Kid, durable quality, soft finish 95c
Suede fabrics 49c and 89c

Make This A Practical Christmas!



HOSIERY

A lovely gift. Never have we been able to offer as large a variety in style and price in everything new in hosiery. Do not miss this opportunity of solving many of your gift problems.

TAM and SCARF TO MATCH

A very practical gift, offered at **49c to 98c**

\$1.49 value **98c**

\$1.19 value **89c**

85c value **69c**



LADIES' NOVELTY SHOES

A MOST APPROPRIATE GIFT
We have nothing but the newest Fall styles in Ladies' Shoes to offer. Many new numbers have arrived during this sale. Regardless of new stock, we have grouped them at unheard of prices. We are determined to move them.

GROUP 1, UP TO \$3.25 VALUE

\$2.49

GROUP 2, UP TO \$2.75 VALUE

\$1.98

GROUP 3, UP TO \$2.35 VALUE

\$1.79

GROUP 4, UP TO \$1.98 VALUE

\$1.49

Hundreds of Gifts for a \$1 Bill

ADDED FEATURE TO OUR GOOD WILL SALE

HOSIERY

Extra special. One group Ladies' Hosiery, including fancy mesh and plain chiffon, regular \$1.79 to \$1.95 value, choice

\$1.00 per pair

RAYON UNDIES FOR GIFTS

Fancy Trim Bloomers

2 for **\$1.00**

Excellent quality plain rayon

3 for **\$1.00**

MEN'S DRESS GLOVES

Soft Quality Kid

\$1.00 pair

GIFT LUGGAGE

Variety of choice at

\$1.00 each

HANDKERCHIEFS

Ladies' linen, batiste and prints, choice of 8, 14, or 20.
Men's and Boys' varied, fancy plain, 8, 14, or 20

\$1.00

TIES

EXCELLENT GIFTS

1 lot, 4 for

1 lot, 3 for

1 lot, 2 for

MEN'S HOSIERY

FOR GIFTS
Fancy sock, assorted in Xmas 4 pairs

\$1.00

Other fancy numbers, 5, 8 and 10 pairs

\$1.00

SEE OUR WINDOWS FOR NUMEROUS GIFT SUGGESTIONS

W. E. Guye Dry Goods

CONOCO TRAVEL BUREAU BUS VISITS O'DONNELL

Making it possible for 300 thousand American motor tourists to travel comfortably along 343 million miles of strange highways may sound like a tremendous if not impractical task for an oil corporation to undertake.

Furnishing a personalized scenic service to each of these thousands of people free of charge may sound even more unbelievable. Yet that is just what the Conoco Travel Bureau, maintained by Continental Oil Company, has accomplished thus far this year, according to Marshall Dana, in charge of the huge Conoco Travel Bureau bus which reached O'Donnell last Friday. The novel, red, green and white bus, which is one of the two now touring America in behalf of the Bureau, carries a number of interesting scenic displays and is equipped to broadcast both radio music and speeches to the crowds which gather around to inspect it.

Almost three years ago when the Bureau set up headquarters in Denver in the heart of the Rocky Mountain vacation region, many people shook their heads and voiced the opinion that such a large scale undertaking could never be successful. Like the Wright brothers' first airplane and the early day automobile, it was looked upon as rather a dubious experiment.

During the first year the Bureau was in operation, however, it planned more than 26,000 trips for motorists. In 1931 a number of features were added, the service was advertised in newspapers throughout the country and 67,000 motorists called upon the Bureau for assistance. In order to help tourists while they were actually on the road as well as beforehand, Conoco service station salesmen in addition to those of Red Triangle dealers throughout the country were specially trained to render valuable assistance to Conoco Travelers who called upon them. If a motorist wrote the Bureau for information concerning Virginia's Shenandoah Valley, Grand Caverns in New Mexico, Mt. Ranier National Park in Washington, the 10,000 Lake country of Minnesota or any other of the thousands of beautiful American outdoor playgrounds, he received a veritable "armload" of interesting literature, specially marked road maps showing detour, cabin camp and hotel guides and a Conoco Passport by return mail. Thus equipped he and members of his family would set out on their cross country jaunt freed from all worry concerning the best and least expensive routes, what they could expect to see and other numerous and distracting details which plague all travelers into strange

stations in every city or hamlet along their route, they found that they received almost unbelievable additional aid from the men in charge. Conoco men were eager to check their baggage for them while they did some shopping around; saw to it that they missed seeing nothing of interest in each small area, and actually went out of their way to be courteous.

It was such service as this, Mr. Dana told the O'Donnell Index reporter, that has caused the Bureau to break all previous records thus far this year. Statistics compiled at the end of September, he said, revealed the fact that nearly 130,000 trips had been planned for applicants since January 1 and that more than 145,000 Conoco Passports had been issued. Assuming that three-fourths or 97,500 of the trips planned were actually taken, and that the distance for each trip averaged 3,500 miles, the total distance traveled approximates 342 million miles. Assuming also at least three people took each trip, the total number of Bureau patrons would be nearly 300,000.

Despite the fact that the summer vacation period has passed, those in charge of the Bureau predict that thousands of Americans will be routed to winter vacation lands and sport events during the coming months.

"The service extended by the Conoco Travel Bureau is of wide general value, aside from the direct benefit to the motorists," Mr. Dana pointed out, "in that it encourages motorists to stop and shop throughout the country, and because a large staff of workers have been enlisted from the ranks of the unemployed to handle the work. In the beautiful Conoco Travel Bureau Headquarters building in Denver a large number of men and women are kept constantly marking road maps and supplying innumerable pieces of literature devoted to scenic spots throughout the country."

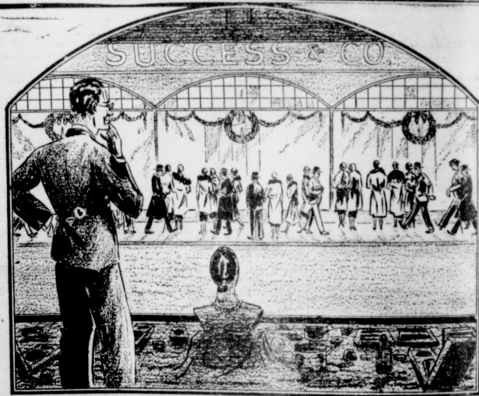
Anyone who travels by motor car is eligible to call upon the Conoco Travel Bureau for a free trip service regardless of the distance traveled or the route to be covered.

In addition to Mr. Dana, the other members of the bus party included L. E. McAlester of Denver, Director of the Bureau, C. J. Oden of Fort Worth, assistant Division Manager, Irvin Wright, local Conoco agent, and John Richards of Ponca City, Oklahoma, driver of the bus.

Mrs. W. L. Palmer and Miss Thelma were in Lubbock on business Tuesday afternoon.

Sumner Clayton, son of Mr. and Mrs. S. M. Clayton, has recently leased Craft's Tailor shop at Tahoka. His brother, Wayne, is there assist-

Mr. Merchant:
Is Your Christmas Business Going ACROSS the Street?



Christmas crowds go where there is light and action. If your Christmas business goes across the street, investigate your lighting—your store windows and displays are evidently not as bright and attractive as the other fellow's across the way.

In one town, a row of stores on the dead side of the street were transformed with light. Their attractively lighted windows invited—commanded—closer inspection. By actual count, it was proved that light diverted people to that side—the wrong side—of the street.

Your show windows should make business for you. The higher the lighting intensity, the better people can see objects in your windows. That is why

big, successful stores keep their windows well lighted electrically all day long.

Skimping on light is penny wise but light foolish. Electric light is so cheap that abundant use of it is true economy. Current for a 50 watt lamp costs only one cent for three hours' use.

Abundant light is one of the best salesmen.

Is light on your overall earning for you? If not, let us help plan an installation which will be a good business builder.

Just telephone or write our office for this free advisory service.

Shoppers Won't Buy Until They SEE

TEXAS ELECTRIC SERVICE COMPANY

