$\qquad$


## Robinson Crusoe Advertised

Robinson Cruso was stranded-and sick of it! Only his man Friday and a goat and a parrot for companionship! He wanted to get off the island, and to do this, he knew he must communicate with people who might pass, afar off, in ships. So he did what any man does who wants to reach people-He advertised!

True, he had only a ragged shirt with which to do his advertising, but he stuck it on a pole, secured the pole in the ground and waited-for days! Didn't get discouraged at the first days of failure, you see. No good advertiser does! And finallyhe got results!

If Robinson Crusoe, with one old shirt, could accomplish his purpose, could reach the folks he sought, what do you think you could do with the infinite advertising possibilities offered you in The O'Donnell Index? Artistic type and excelled illustrations at your disposal-skillful printers to set it into whatever message you chooseand the folks you want to reach all near athand! Doesn't stand to reason you'd get results, too?

## The O'Domell Index


business by big wompanies, who the
raised the rates to an exhorbitant fig.

COLDS HARD TO CURE Colds are often hard to cure but they are comparatively easy to pre-
vent. If you feel one coming on, or if
the other members of your family are suffering with colds and you are quite sure that your turn is about,
due, you owe it to yourself to adopt preventive measures.
This does not neecessarily call for medicines, or at least what one us
ually looks upon as medicines ually looks upon as medicines. If
the cold is actually upon you in the cold is aetually upon you in full
force, your physician should of course be called, but quite often an ounce of prevention will be found worth the full pound of proverbial cure-
and prevention is relatively inexpenand prevention is relatively inexpen-
sive. One of the simplest preventives is
oldfashioned bicarbonate of soda and fresh lemon juice, a combination of which seems to be very effective a-
gainst those colds which begin in the gainst those colds which begin in the da and the juice of one lemon in da and the juice of one lemon in
glass of water. Thirty minutes later repeat the dose, and in another hali hour take the third,
Soda has always been recognized
as a decided alkaline agent as a decided alkaline agent, and o
late, lemon and orange juice have late, lemon and orange juice
been placed in the same class. bly more of us have acidosis to some
extent than not, so a combination of extent than not, so a combination of
two alkaline agents like bicarbonate of soda and lemon juice (taken un
sweetened by all means) plays hovo with axy acid condition in the body. It's a simple remedy, very easy
take and you will be surprised what it will do.
MOTHER'S SHIPTON'S PROPHECY
We rather like to point the finger of scorn at modern prophets, but
almost five hundred years Mother Shipton made a prophecy poem that causes us to scratch our
heads in wonder-to say the least.


That New Home?
If you have no home of your own, or if your home is not as good as you would like to have, just drop around to our office and let us help you plan one that all your neighbors will admire and that you can easily pay for
If we furnish the material, you'll get your money's worth.
If we build the house, it will be both beautiful and substantial.

## HigGIMBDTHM. BRFILETI COMPAIIY

"Everything to build E. ANYTHING"

O'Donnell, Texas

## SORRELS LUMBER CO.

plete stock of building material
STAR WINDMILLS and PIPING
STbed Wire and Posts, Poultry and Hog Wire, Paints. Oils and Varnishes

## Baby Chicks--

From our first hatch will be off in about two weeks.
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 chic̣ks for sale at an early date. So leave your order now. Bring your eggs in on Saturdays and on Wednesdays.

## 0'Dornell Electric Hatchery <br> Fritz Building



## Cheertal Seroice 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

## Worth Your While

YOU HAVE TO PAY for the gas you burn, but you do not need to burn any more than JUST ENOUGH to get the results you want.
IT IS A UNIQUE VIRTUE of natural gas that RESULTS ARE BETTER when you burn just enough than when you burn more than is necessary. Economy and satisfaction make a happy combination that comes from burning gas in the RIGHT WAY. THESE RIGHT WAYS of burning gas are worth your while. The recommendations and suggestions which our experts offer you mean money and satisfaction to you if you will but use them.
You may be satisfied, and, yet, we can show you how to get still better results. It's very simple and easily done. The great rub of the matter is that the better you burn gas, the less you need to burn. It is an actual fact that improving the results you get from the gas also cuts gas bills. We want you satisfied.
West Texas Gas Co.
(Headquarters for Gas Appliarces)

## Cleaned Suits Wear Longer

Once when a man bought a suit to wear, He never cleaned and pressed it till some big affair:
Then he did it mainly to make it look new, With little thought of the good it would do. But now he has found beyond all doubt, That pressed suits wear longer than those without.
C. E. RAY

Phone 66

If You Want To

## BUY, SELI OR TRADE <br> Anything, Anywhere, See

M. A. Scott Real Estate Co.
phone 157
At Rear of Old First Nat'l Bank Bldg. O'Donnell, Texas

## LET US DO YOUR LAUNDRY WORK

Let us do your laundry work for a few weeks. Then you'll know the ecenomy of our plan.

JUST PHONE 31
WE CALL FOR AND DELIVER
We are here to stay and absolutely guarantee all work entrusted to us.
O'DONNELL STEAM LAUNDRY
Dewey Parker, Owner

| Subscription <br> 4s first zote <br> beyond tirst zotie | Rater |
| :---: | :---: |
| Advertising rates on afplicatiou <br> Eitered is swond class matter soptember z8. 1923 at the poat effier ut othonineli, " exas, under the Act of March 3, 189 , |  |
|  |  |
|  | PRESS |

adVERTISING is NEWS
The Editor of the O'Donnell Index frequenty hears complaints a vertising purposes. People who ar in a mood to listen to a concert or a speech are not pleased when they
are forced to hear how a soap or cos. are forced to hear how a soap or cos-
metic will preserve "that school girl complexion."
Possibly some of these complain ers are unreasonable. Perhaps they should realize that advertising enables the broadcasing station to present a delightful program without cost just as advertising enables the pub lisher to sell his newspaper at less
than the value of the white paper or which it appears.
But public attitude cannot be ig.
nored. Advertising nored. Advertising that arouses reand the newspaper cannot be com pared as advertising mediums. Wit
the former you are forced to listen the former you are forced to listen.
With the latter you can read whereever your interest directs your atten Advertising is or should be news news having a commercial ${ }^{\text {For this reason it belongs primarily }}$ in the newspaper.

## THE LOCAL DOCTOR

Of all the follies to which human
flesh in heir there is none more ridic flesh in heir there is none more ridic ity or service is better by virtue of
the fact that it was secured in som other town.
This attitude not only injures the
business interests of a community but reaets also to the disadvantage of the eitizens who persist in sending their
ollars out of town.
amount of alarm in medical circles.
"How long," it is being asked, "will "How long," of good, general practitioners their citizens persist in running ities when the roads are good an of emergency or when the roads are almost impassible? Why do they do it? It is hard for an intelligent man to answer this
question. Everyone familiar with
the practice of medieine knows that the city is the great haven of the quack and uncthical practitioner. A poor doctor can exist indefinitely in of his record. A poor doctor could nell for a singe year. Furthermore, to treat most
ments successfully it is neceessry the physician to have some knowledg of the peculiarities of a patient. Th is the only one in possession of such information.
octor-to assure for yourself the best medical treatment possible and services of capable members of the medical profession. If your case anusual, he will send you to a spec case and knowing about the work of leaders in his profession, he will di-
reet you to the right man. You rect you to the right man. You ar
taking a chance when you follow different course.

The building of the new modern two story brick, Masonic hall two story brick, Masonic hall at
Ralls, is under way, the corner stone having been laid recently. The build ing is to cost $\$ 20,000$, the upper stor ivities and to include for lodge acbanquet rooms, kitchenette, rooms, modern conveniences.

One of the major projects of cer bozes for ranchmen. with no expense to. This is done provided they supply the desired The The University of Tex
WHISKERS AND PROGRESSreforms destined to make his country
Lots 1, and 2, in Block 136, yea: Lots 1 , and
1926 and 1927
$\qquad$
$\qquad$ Lots 1, 2, and 3, in Block 130 , Lots 1, 2, and 3, in Block 129 ,
year 1927. year 1927.
Lots 1, and 2, in Block 119, 1925 Cot 14, in Block 93, year 1926. Lot 14, in Block 93 , year 1926.
Lot $70-70$ in Block 57 , year 1924. Lot 9, in Block, 77, 1924, and Lots 4, and 5, in Block 130, 1924 and 1926.
Lots 1. Lots 1, 2, and
1924 and 1926 . $\qquad$ any valid lien on said real estate should see the City Tax Colletco:
Mr. J. Y. Everett about Mr. J. Y. Everett about this at once
CITY OF O'DONNELL
By W. H. Crunk, City Attorney

| HIGH GRADE COTTON SEED <br> Carefuliy selected, well matured from cotton, which made from 1-2 to 1 and $1-2$ bales per acre. of the Western Wonder variety 40 per cent and better lint, $7-8$ to 1 inch staple, germination over 95 per cent. Will mature two weeks earlier than seed growh anywhere in the east or south, free from insects. Prices 12 to 48 bushel bags. Special prices on car up $\$ 2.00$ per buahel, 3 to 9 bashels, $\$ 2.50$ per bushel, all in new thee buhsel bags. Special prices on car lots, Freight prepaid. Mait orders to Hall County Seed Co., Memphis, Texas. $\qquad$ 19-3te <br> NOTICE OF CITY ELECTION <br> At a regulat 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 Alderman Hardberger, and passed by unanimous vote, that an election be held in the City of $O^{\prime}$. Donnell, Lynn County, Texas, on the first Tuesday in April, A. D., 1929, at the City Hall, for the purpose electing a Mayor, three Aldermen, a City Marshall, and City Attorney, for the ensuing two years, and in pursuance thereto, the following notice is hereby ordered published as the law provides, to-wit: <br> "Notice is hereby given that an | election will be held in the City' of O'Donnell, Lynn County, Texas, on the ast 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 May or, three (3) Aldermen, a City Marshal, and a City Attorney, for the said City of O'Donnell, Texas, for the ensuing two years. <br> The poils of said election will be open at eight (8) o'elock, 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 entitied 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. <br> 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. <br> Dated at O'Donnell, Texas, this the 7 th day of February, A. D., 1929." <br> E. M. WILDER, <br> Mayor, City of O'Donnell, Texas. <br> Attest: W. A. Tredway, City Secretary, City of O'Donnell, Texas. (SEAL) |
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& \text { immediately stirred up a veritable } \\
& \text { hornet's nest. The priests exhorted }
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& \text { An uprising started. The wild men }
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& \text { of Mr. Owen Hei }
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& \text { throne. }
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$$ of Afghanistan than they themselves

imagine. How they look fondly back to the past, and greet with an inhospitable attitude the advent of anyhing new.
Let a man advance a new idea on how O'Donnell may be made a better heavily on traditil of those who lean aside and scoff. As our town was in the past so it should always be in
the future, they feel. They differ from the Asiatic barbarians only in


Texas Electric Service Company




DUNN SANITARI
Fully equipped for X-Ray Therapy. Ambulance furnish or night. Two blocks south of
Lamesa, Texas

## HARDWAI

FOR HARD WEA

## Whether it be kitchen utensils,

 workshop, equipment for th may be sure it is built for ha comes from our store.In no other line is the value greater importance. Everyth ware is purchased to give There is no style factor.
The first cost must be divided iod of service to determine th of your purchase. When you anything in our line, we know "The greatest bargain I ever from

About $900, \overline{000,000}$ pounds of jute
is being used in the United States
annually, and it is gradually increas
annual
ing.
ing.
It is important principally from
About $150,000,000$ pounds of jute is used for cotton bhgging, but as about one-half of this covering is rewoven, about $80,000,000$ pounds of
new jute is used each year for cotton new jute is used each year for cotton bagging. In other words, about ten
times as much jute is shipped into this country every year as is neces. sary to cover the entire cotton crop of the United States. The other 90 per cent is used for other purposes,
fr sacks, bags, wrapping material ir the body of carpets and linoleum nd various other purposes If cotton were substituted
past week, President A, M. Bourlan of the West Texas hCamber of Conte
merce, accompanied by E. H. Whitehead, Publicity Manager, has made of the Small and Woodward Bill now pending in the State Legislature.
Mr. Bourland declares the Smal Bill which has to do with land the validation is one of the most impor-
tant pieces of legislation to confront the people of Texas for the last hal century. Many Texans who for 40 years have thought themselves
cure in the titles cure in the titles to their land, recently discovered that when
old time land maps and survey: old time land maps and surveys are
checked by modern instruments that arrors are found which make vacant and ranches in the State. Because Texas this land has
o land grabbers.
stream is any creek that is 30 fee wide, even if it is dry all year thru. back to the state if the land become
valuable, as in case of The Small Bill seeks to validat itles held by the present owners, o
o give the adjacent property owner prior right to pureahse the "vacant"
land. The Woodward Bill would give th mestic and irrigation uses to munic palities prior to power companies for hydro-electrie power, and other uses. The fight against power companies
using the water in Texas when it was using the water in Texas when it wa ie purposes has engaged the West Texas chamber for over a year. Of everal Bills in the Legislature now protection, aceoridng to Mr. Bour

## LET'S PRAY

The story is told that in a cer cain town a preacher wes in a cer sain town a sermon on t.
out of debt.

THE STORE WHERE YOUR NEEDS ARE FILLED EFFICIENTLY, PROMPTLY AND AT VERY REASONABLE PRICES

Service is our motto - our prescription department is run on that principle. Medicines are correctly compounded and delivered in the shortest possible time, at the lowest possible price.
We carry a full line of drugs, rubber goods and novelties.

This is the drug store of Service and Quality!

CORNER DRUG STORE
"The Rexall Store"


The Arrival Of New Spring Merchandise. Every Train Brings Something New.

## NEW

SILKS, WOOLENS, PRINTS, NOVELTY CLOTHS, WASH GOODS, DRAPERIES ETC.

## NEW

dresses, COATS, hats, SHOES, HOSIERY.

## NEW

MEN'S SUITS, HATS, CAPS, SHIRTS, .TIES, SHOES AND MANY OTHER WEARABLES.
it will be our pleasure to show you.

## Popluar D. G. Store <br> PHONE 72

We Give and Redeem O'Donnell Trading Stamps


## WANT ADS

SEE ME for farm and city loans. City loans on monthly plan. Low
rate of interest. C. J. (Dock) Beach. ate of intert (Dech) Beach. FOR RENT-Four furnished bed
rooms. Will furnish meals if desirrooms. Will furnish meals if desir-
ed. Reasonable rates. Call at the
. Re J. R. Sanders house, or phone 62.
G. A. Buchanan.
19 -tfo


WANTED-
Index Office.

## WANTED-Old clean rags at the

 Index Office.| Frruit trees, evergreens, shrubbery, |
| :---: | :---: | :---: | roses, etc., from one who has spent list or call at 13 street and Avenue many yeras experimenting with different varieties on the plains. BEN

MOORE. Phone $506-03$. 10 -tfo WANTED-To trade a good Jersey WANTED-To trade a good Jersey
cow for double row cultivator. See cow for double row cuitivator,
Grover Sutton, ${ }^{\prime}$ 'Donnell, Texas.
FOR SALE'-Half and Half Cotton
Seed. See Grover Sotton, O'Donnell, Seed.
Texas.
FOR SALE-We now have a full line of Men's, Women's and children
shoes. If we can't fix your old shoes shoes. will sell you a new pair. Electric Shoe Shop. S. A. Billington, Pro-
21-tfe prietor. STRAYED-Dehorned brown Jerto my piace 13 th of January. Two miles north of O'Donnell. Chas, 21-1tp
$\frac{\text { Connal, O'Donnell, Texas, }}{\text { FOR RENT-Two nicely furished }}$ rooms for light housekeeping. Close to school. Lights, wheter and gas.
Call at Index Offiee for particulars. Call at Index Offiee for particulars.See as before you sell that corn.
We pay highest market price at all
times. Henderson $\&$ Koeninger.


We bay Moine, Kaffir and all kinds
O. H. SHEPPARD, M. D. Geners! Practice and Electrotention Office half block Southeast Index suilding, O'Donnell, Texas
We buy Maize, Kaffir and all kinds small grain. Highest market price
paid at all times. Henderson \& Koeringer.

WANTED-Old clean rags at the
chinese elms
ses, hedges, etc. Write for price
ant or call at 13 street and Avenue WANTED-Good second hand windmill, tower and pipe. Goddard Edwards, Higginbotham-Bartlett Co.,
O'Donnell, Texas.
20-1tp
There has been so much agitation we announce with extreme great
we about off-color jokes that pleasure the arrival of an absolutely lean joke, as witness:
He: "You are a little Fairy. May hold your Palmolive?"
She: "Not on your
ead's solid Ivory"
He: "This is where 1 get the Col gate."
She:

## "I Woolbury that joke if

Born to Mr. and Mrs: A. L, Everett
fine boy, John Lafayette Everett. The fine boy arrived on Frebruary 1
1929, and all parties doing nicely. 1929, and all parties doing nicely

Mrs. M. C. Hamilton was taken Thursday morning to a Lubbock
pital for a serious operation. H. E. Gillispie made a business trip Leveliand Wednenday
$\qquad$ Wednenday for Mildred Midland Wensenday for Mildred Midlahd, wa
Mrs. Cowden plans to go on to Dal. noon. Rev, Joe wilson and family late Mra. M. C. Tull apent the past of Idalou, are now oecupying the week with
Baptist parmonage. We are very Plainvien

> U. HOLD THEIR FIRST CIRCLE M

The W. M. U. of the Baptist Church has been divided into three circles, which are well organized and ready for detailed work.The North Side Circle met Monday afternoon at Che home of the leader, Mrs. Grover
Sutton, the Center Circle met with Mrs. W. E. Vermillion, and the South Side Circle with Mrs, A. C. Lambert. Meetings next week will be held at 3:00 o'clock Monday afternoon, at the following places:
North Side, Mrs. Ed The study of th eW.
will be continued.
There was once a young lady who had never rode on a street car before. The man came by for fares and when
he came to this lady he said "Your Fare Lady," The ginl pat her finger in her mouth and said "Thank
$\qquad$
Mrs. Cynthia Goodman of Hollis, Oklahoma, and Mrs, Zura Brester from Ballinger, have been at the bedside of thier father Mr. J. C. Turner, who is very ill from high blood and
Bright's disease. Mr. Turner is at the home of his daughter, Mrs. Geo. Martin.
Miss Leta Rodgers came up Sat-
urday morning to spend the weekurday morning to spend the week-
end with her parents. She returned end with her parents. She retu
to her school Sunday evening.

Mrs. W. L, Rodgers and Mrs. W. B. Fortner went to Post Sunday to the funeral of the twenty-six month old son of Mrs. Rodger's niece, Mrs.
Clude Redman. Our sympathy is exClude Redman. Our sympathy is
tended to the bereaved family.

$\qquad$ spending a few days with her parents Mr. and Mrs. W. L. Rodgers.
Rev. W. K. Horn of Close City, as in O'Donnell Wednesday after-
Mra. M. C. Tull apent the past
Those

Those who dimpute the doetrine
that human beingen have descended
freon lover animalo find it difficult to eaplain the close relintionahip

## Anniversary <br> 

## Specials For Saturule

Gal. Pears pro Guloe Comb Honey par Gillon Comb Honey mat callon Dixie Jelly pememer Fig Preserves per oum
Pides suew mined
Per Quart
Country Maid Syrup smm, mane coun
Delicious Apples pru Dou.
PRODUCE DEPARTMEN
We will keep a full line at all times of Cow Feed, Chick and Hog Feed. We will pay highest market prics for s
chickens, and turkeys.
We have just received a fresh car of Kimbell's Beat Flo we are selling per sack $\$ 1.85$. Per hundred, $\$ 3.60$. If
"We Give O'Donnell Trading Stamps:
B. \& O. CASE STORS "Where Cash Talks"

