

Dr. G. H. NANCE
Optometrist
528 N. 1st Lamesa; ph 554

Dr. Celeste Schaal
CHIROPRACTOR
Lubbock Highway
Phone 30 Tahoka

KCBD TV; Channel 11

Wednesday, March 10
2:45 News, Market, Weather
3:00 Ladies Matinee
3:30 The Cook Book
4:00 Welcome Travelers
4:30 On Your Account
5:00 Range Rider
5:30 Interlude
5:55 Showtime
6:00 Channel 11 Revue
6:25 Sports
6:30 The World Today
6:40 Weather
6:45 Bernie Howell
7:00 I Married Joan
7:30 My Little Margie
8:00 To Be Announced
8:30 TV Theatre
9:00 Greatest Fighters
9:15 Plains Serenade
9:45 News of the Hour
9:55 Weather
10:00 Files of Jeffrey Jones
Thursday, March 11
2:45 News, Market, Weather
3:00 Ladies Matinee
3:30 The Cook Book
4:00 Welcome Travelers
4:30 On Your Account
5:00 6-Gun Theatre
5:55 Showtime
6:00 Channel 11 Revue
6:25 Sports
6:30 The World Today
6:40 Weather
6:45 Bernie Howell
7:00 Groucho Marx
7:30 T Men In Action
8:00 Dragnet
8:30 I Led 3 Lives
9:00 Martin Kane

9:30 Eddie Fisher
9:45 News of the Hour
9:55 Weather
10:00 Boston Blackie
10:30 Norman Sper
Friday, March 12
2:45 News, Market, Weather
3:00 Ladies Matinee
3:30 The Cook Book
4:00 Welcome Travelers
4:30 On Your Account
5:00 Cisco Kid
5:55 Showtime
6:00 Channel 11 Revue
6:25 Sports
6:30 The World Today
6:40 Weather
6:45 Bernie Howell
7:00 Garroway at Large
7:30 Life of Riley
8:00 Favorite Story
8:30 Comeback
9:00 Your Hit Parade
9:30 News of the Hour
9:45 Channel 11 Tune Shop
10:00 Into the Night
Saturday, March 13th
2:45 News, Weather
3:00 6-Gun Theatre
4:00 Playtime
4:30 Johnny Jupiter
5:00 Farm Show RFD 11
5:30 Showtime
6:00 Sports
6:05 Channel 11 Revue
6:30 The World Today
6:40 Weather
6:45 Channel 11 Melodies
7:00 Victory At Sea
7:30 Ted Mack's Amateur Hour
8:00 Theatre Guild
9:00 Talent Patrol
9:30 Eddie Fisher
9:45 News of the Hour

9:55 Weather
10:00 Texas Rassin
Sunday, March 14th
2:45 The Pastor
3:00 Hopalong Cassidy
4:00 Ask Your Doctor
4:30 Royal Playhouse
5:00 Know Your Bible
5:30 Channel 11 Interlude
5:45 Opportunity Knocks
6:00 Winchell - Mahoney
6:30 The World Today
6:40 Weather
6:45 Channel 11 Melodies
7:00 Comedy Hour
8:00 TV Playhouse

8:00 Letter to Loretta
9:30 News of the Hour
9:40 Weather
9:45 Channel 11 Tune Shop
10:00 Peter Potter Show
For sale: Alfalfa hay; also Turn keys, fat, ready to eat. Harvey Mc Kee 8p
Wanted: Your washing and ironing. Mrs. Alvin Pyron at 3rd and Miles Streets. 3tp

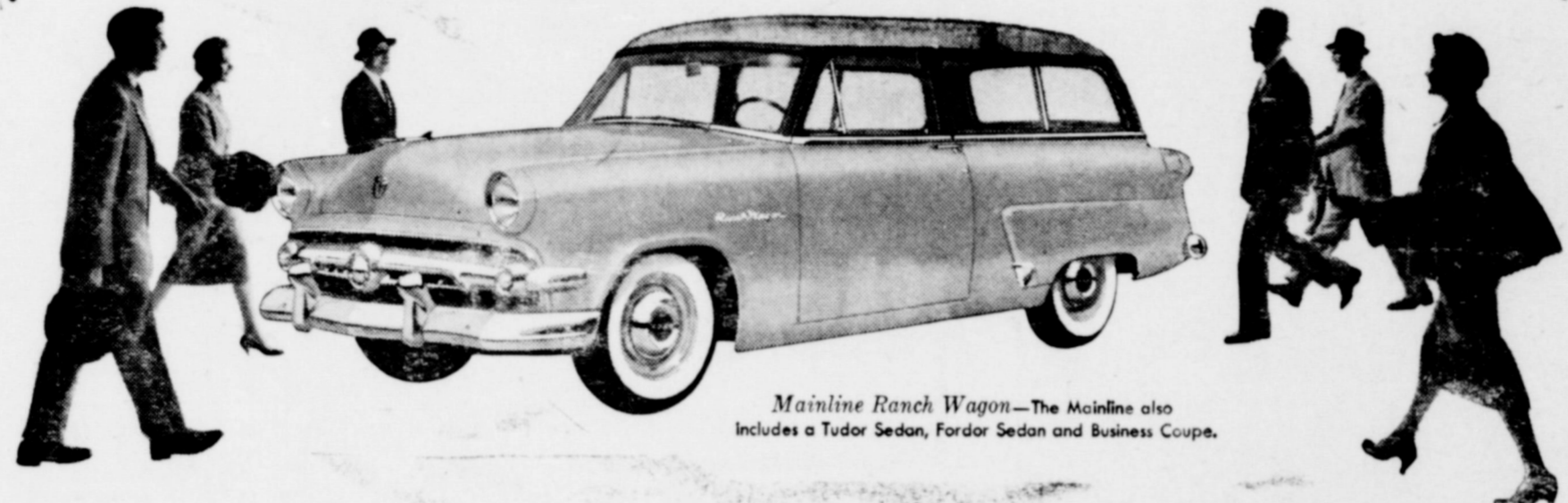
LYNN COUNTY FARM BUREAU
Office at Tahoka Co-op gin on Post Highway; P. O. Box 297
Phone No. 528
We Attend to Your Insurance Needs
Gas Exemption Forms Filled Out for any Farmer FREE!
Office hours: 1 to 5 P. M. and Saturday Mornings

SHOP THESE WEEK END SPECIALS
Parchment Bond Paper was \$2.50 box now \$1.50
Kaz Vaporizer, fine for sinus trouble \$2.64
It's New Kidmetics Castile Shampoo with shampoo Goggles both for only \$1
Helen Cornell Bubble Bath was \$1.20 now 72c
Always A Line of Elizabeth Arden Products
Lott Pharmacy
Hugh Lott, Registered Pharmacist

CALL OR COME BY
Moore Insurance
"For All Your Insurance Needs"
Phone 220

REX
Friday and Saturday
Mar. 12th and 13th
DOUBLE FEATURE
Wayne Morris in
Fighting Lawman
AND
Kirby Grant in
Yukon Gold
Sunday and Mon. March
14th and 15th
BING CROSBY in
Little Boy Lost
Better than Bing's "Going My Way"

MUDDLED MODEL
A DOZEN designers. A dozen ideas. Combine them and you have chaos.
It could be the same with your property insurance unless ONE agency handles your protection. Let us be that agency. Let us give your protection program the attention it needs.
CLAYTON INSURANCE AGENCY
- LOANS -
PHONE 149
Stanley - Jones
Funeral Home
And Burial Association
phone 233 Bx 185 Tahoka



Mainline Ranch Wagon—The Mainline also includes a Tudor Sedan, Fordor Sedan and Business Coupe.

The big choice for '54!

With 28 new models... 2 new deep-block engines...
all the optional power assists* of costliest cars...
the 1954 Ford is fast becoming America's favorite.



Crestline Skyliner—The Crestline also features the Sunliner, Victoria, Fordor Sedan and Country Squire.

It's wide choice that helps make Ford the big choice for 1954!
Whichever of Ford's 14 body styles you choose, you get the crisp clean lines of the recognized style-leader. And whichever of Ford's new engines you choose—the brilliant 130-h.p. Y-block V-8 or the flashing 115-h.p. I-block Six—you get thrilling "GO" with satisfying economy. What's more, with new Ball-Joint Suspension—exclusive to Ford in its field—you enjoy handling and riding ease that's literally a new experience. And with a choice of all the worthwhile power assists... power steering, power brakes, power windows all around, 4-way power seat and versatile Fordomatic Drive... you can have your Ford as automatic as you want it. Why not make Ford your choice, too? Whatever your taste and requirements, there's a Ford that's exactly your kind of car.
*at extra cost



Customline Fordor Sedan—The Customline also offers a Tudor Sedan, Club Coupe, Ranch Wagon and Country Sedan.

We cordially invite you to Test Drive **Ford** ... America's "Worth More" Car
FORBES Motor Co.
FORD Sales and Service
Phone 92; O'Donnell, Texas

Real Estate
- FARMS - RANCHES -
CITY PROPERTY
Leases and Royalties
B. M. Haymes

NOTICE
EFFECTIVE THIS DATE WE ARE DISCONTINUING THE PICK-UP AND DELIVERY OF LAUNDRY.

VAN'S
SOFT WATER
Laundry

Joe M. Lehman, M. D.
Medicine and Surgery
Hours 8 a m to 6 p m daily
Sunday: 9 a m to 11 a m
Office phone 134; Home 209

Now Available...
Safety Deposit Boxes
\$3.60, \$7.20, \$18
Annually, Tax Included
FIRST NATIONAL BANK
Of O'Donnell
Less Than A Penny A Day Keeps Your Valuables safe.

Gibson's
CLEANERS
CLEANING
PRESSING
Alterations

DONNELL UPHOLSTERY
 Draperies, Belts, Buttons,
 Cushions and Cornices
 Next door north of Index
 Mrs. H. L. Wood

Composted burrs make good
 fertilizer; come to J. P. Bowlin
 Gin and haul off all you want FREE

houses for rent; for sale 6 in.
 and 110 feet pipe; J. L. Sch-
 p or Clayton Ins. Agency. 41p

Sandstorm Season is here. For
 weatherstripping, door and window
 repairs see or call Benny Moore 5p

Vernon Cook

Expert Radio and T. V. Technician; Repairs of all
 Electrical Appliances; Wiring.

"No Job Too Large, Nor Too Small"
 All Work Is Guaranteed



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"Dedicated to Helpfulness"
 403 N. Austin St. Lamesa Phone 4535
 24 Hour Ambulance Service
 Burial INSURANCE "Bonded Protection"

O'Donnell Index - Press

Published Every Wednesday By

O. G. SMITH, JR.

Box B, O'Donnell, Texas

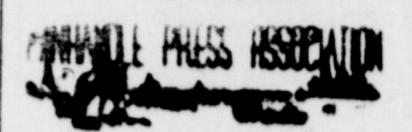
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 National 45c per column inch.

SUBSCRIPTION RATES

In Lynn, Dawson and Borden
 Counties\$1.50 per year
 Elsewhere\$2.00 year

Card Of Thanks 50c Classified
 Advertising 2c per word with mini-
 mum charge 50c

Read label at top of paper to see
 when your paper expires.



KCUB - TV; Channel 13

Wednesday, March 10
 2:00 Program previews
 2:05 TV Sermonette
 2:15 Shopping Bag
 2:45 Love of Life (CBS)
 3:00 Recipe Round - up
 3:45 Gary Moore Show (CBS)
 4:00 Doty On Duty
 4:15 Children Theatre
 4:45 Uncle Dirk
 4:55 Children Theatre
 5:30 Springtime In Texas
 6:00 Johnny On The Spot
 6:30 Telenews
 6:45 News, Weather, Sports
 7:00 Godfrey & Friends (CBS)
 8:00 Strike It Rich (CBS)
 8:30 I've Got A Secret (CBS)
 9:00 Life With Elizabeth
 9:30 Regal Theatre
 10:00 News, Weather, Sports

POLITICAL ANNOUNCEMENTS

For District Attorney, 106 Dist.
 VERNON TOWNES

LYNN COUNTY

For County Treasurer
 THOMAS REID (re-election)

For County Judge:
 W. M. MATHIS (Re-election)

For Commissioner, Pct. 3
 MRS BEATRICE McLAURIN

For County Clerk
 MRS. BEULAH PRIDMORE
 (Re-election)

For County Superintendent of
 Schools
 MRS. LENORE TUNNELL
 (Re-election)

For Justice of Peace, Pct. 4 :
 HORACE BRUNETTE

For Tax Assessor - Collector
 J. E. (Red) BROWN

For Sheriff
 NORVELL (Booger) REDWINE
 (Re-Election)

For County Attorney
 MITCHELL WILLIAMS
 (Re-election)

DAWSON COUNTY

For Commissioner, Pct. 2
 W. T. "Bill" SNELGROVE
 (Re-election)

A. B. (ABE) FURLOW
 BORDEN COUNTY

For Commissioner, Pct. 1
 ROLAND SWANSON

10:15 Doty on Duty
 11:30 Sign off

Thursday, March 11
 2:00 Program previews
 2:05 TV Sermonette
 2:15 Shopping Bag
 2:45 Love of Life (CBS)
 3:00 Recipe Round - up
 3:45 Bandstand
 4:00 Doty On Duty
 4:15 Children's Theatre
 5:30 Desert Trail
 6:00 Johnny On The Spot
 6:30 Telenews
 6:45 News, Weather, Sports
 7:00 Meet Mr. McNutley
 7:30 Racket Squad
 8:00 Wrestling from Hollywood
 9:00 On Stage
 9:30 Place The Face (CBS)
 10:00 News, Weather, Sports
 10:15 Movie Time
 11:30 Sign Off

Friday, March 12

2:00 Program previews
 2:05 TV Sermonette
 2:15 Shopping Bag
 2:45 Love of Life
 3:00 Recipe Round - up
 3:45 Bandstand
 4:00 Doty On Duty
 4:15 Children Theatre
 4:45 Uncle Dirk
 4:55 Children Theatre
 5:15 Kit Carson
 5:45 Childrens Theatre
 6:00 Johnny On The Spot
 6:30 Telenews
 6:45 News, Weather, Sports
 7:00 Abbott and Costello
 7:30 Topper (CBS)
 8:00 Wrestling from Chicago
 9:00 My Friend Irma (CBS)
 9:30 Greatest Drama
 9:45 Music Box
 10:00 News, Weather, Sports
 10:15 There's No Escape
 11:30 Sign off

Saturday, March 13th
 3:25 Sign On

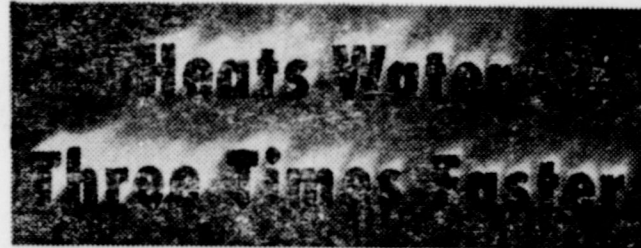
3:40 TV Sermonette
 3:45 Last 10 Feet
 4:00 Heritage of the Plains
 5:00 Facts Form
 5:30 The Big Picture
 6:00 Industry on Parade
 6:15 News
 6:30 Beat The Clock CBS
 7:00 Jackie Gleason Show (CBS)
 8:00 Herb Shriner (CBS)
 8:30 Life Begins At 50 (CBS)
 9:00 Medallion Theatre (CBS)
 9:30 I'm The Law
 10:00 Kousin Ken's Korner
 10:30 Stronghold
 11:30 Sign off

Assembly of God

Sunday School 10 a. m.
 morning worship 11:00 a. m.
 Evening worship 7:30 p. m.

For sale: a very good two wheel
 trailer, good tires, ready to go.
 \$290; see Index

Only Gas



To assure yourself and your family of an
 adequate supply of really hot water...
 install an automatic gas water heater sized
 to the needs of your family. The clean blue
 flame of natural gas makes possible the
 fast recovery rate of hot water... gas heats
 water three times faster than any other
 automatic fuel. See your plumber or gas
 appliance dealer today. Ask him to install
 an automatic gas water heater in your home.

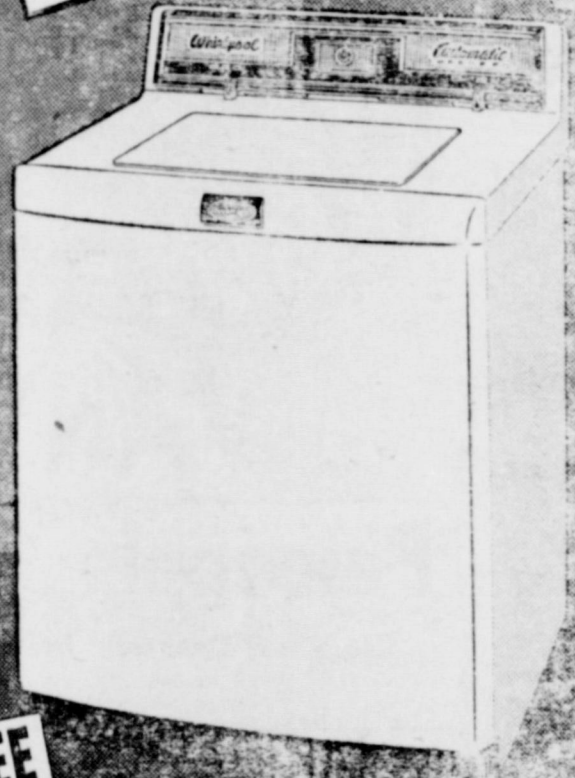
MINIMUM RECOMMENDATIONS FOR NORMAL HOT WATER REQUIREMENTS		
Number Bathrooms	Number Bedrooms	Storage Cap'y. Gallons
1	1 or 2	30
1	3 or 4	40
2	2 or 3	40
2	4 or 5	50
3	3	50
3 or 4	4 or 5	75



Illustrated above is a Rheem automatic
 gas water heater. The Rheem Coppermatic
 tank is made of a pure rustproof, corrosion-
 resistant copper.

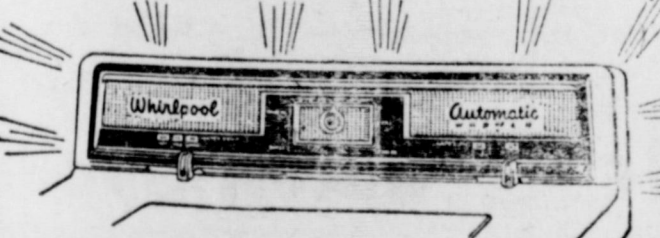
Pioneer Natural Gas Company
 FUEL FOR A GROWING EMPIRE

You are invited to enjoy...
**LIGHTER,
 BRIGHTER WASHDAYS
 IN 1954**



Whirlpool

Imperial
WASHER
 fully automatic



with exclusive new GUIDE LITE CONTROL

Light up washday with effortless
 Guide Lite Control of the greatest
 benefits in automatic washing:
 Whirlpool's soap-and-water saving
 Suds-Miser—extra-thorough
 Agiflow Action, and cleansing
 Seven Rinses that use no more
 water than ordinary rinsing.

Enjoy added economy with new
 Select-a-Level Control for water
 savings on your SMALL laundry
 loads. And there's a new Deli-
 cate Fabric Guide for washing
 even the daintiest garments.

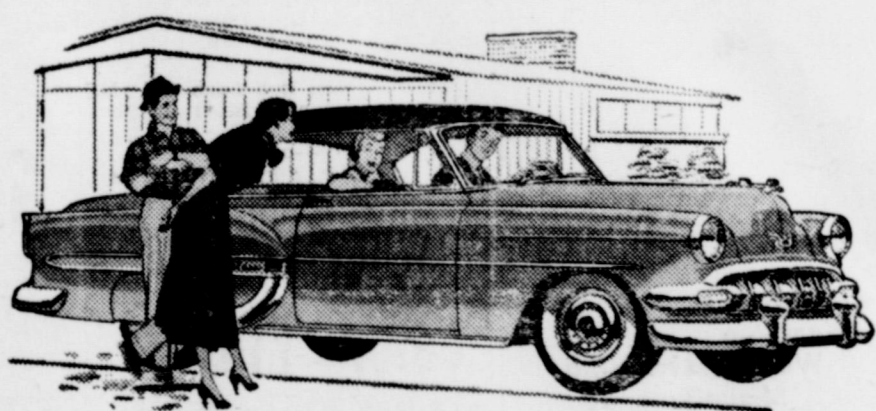
5 YEAR WARRANTY
 ON TRANSMISSION

A WEEK

After a small down payment

See a Whirlpool Guide Lite
 demonstration in our store today!

SINGLETON APPLIANCE



(Isn't this why more people want—and buy—
 Chevrolets than any other car?)

What you want most Chevrolet gives you first



See how Chevrolet stays ahead of other low-priced cars in all
 the things that mean the most to you. See how much less Chevrolet
 costs you—it's the lowest-priced line of them all. Come on in
 and let us show you how you can have the things you want and
 be a good many dollars ahead with a new Chevrolet.
 That's promising a lot, but we welcome the chance to prove it!

OUT AHEAD with that bigger,
 lower look. Only Chevrolet and leading
 higher-priced cars have Body by Fisher
 with that big, smooth, low-slung look.

OUT AHEAD with the highest-
 compression overhead valve engines.
 Chevrolet's great engines have the
 highest compression ratio of any leading
 low-priced car.

OUT AHEAD with that smooth and
 solid big-car ride. Chevrolet's the only
 low-priced car with Unitized Knee-Action
 —one reason for its finer road-smoothing,
 road-hugging ride.

OUT AHEAD with zippy, thrifty
 Powerglide. It's the first and most
 advanced automatic transmission in the
 low-price field. Acceleration is instantly
 responsive and as smooth as silk. Op-
 tional on all models at extra cost.

OUT AHEAD with bigger brakes.
 Chevrolet brakes are largest in the low-
 price field for smoother, safer stops!

OUT AHEAD with automatic power
 controls. Chevrolet is the first low-priced
 car to bring you all the latest automatic
 power features and controls as extra-
 cost options.



Ellis Chevrolet Co.
 Chevrolet Sales and Service: O'Donnell, Texas

BLOCKER GROCERY

"Trade Goes Where Invited, Stays Where Treated Best"

SPECIALS For Friday and Saturday



CHERRIES 23c
"Kimbells" No. 2 can red, sour pitted

CARROTS 10c
Fresh, 1 lb. plastic bag

Pickles 25c
Full quart, sour or dill

Biscuits 2 for 19c
Bordens

TIDE 25c
LARGE BOX

Peaches 27c
No. 2 1-2 can; Del Monte; Sliced or halves in heavy syrup

TRADE WHERE MA SAVES MONEY FOR PA
We Reserve The Right to Limit. Nothing Sold to Merchants to be re-sold

NOW OPEN... THE DOSS LAUNDRY
UNDER NEW MANAGEMENT
IS NOW OPEN FOR BUSINESS

All Equipment Completely Repaired

WE INVITE YOU TO TRY US;
We Appreciate Your Patronage

DOSS LAUNDRY

C. A. DOSS, Mgr.

Modernize Your Home

From \$60 to \$2,500.00
No Down Payment
No Red Tape
Lower FHA Rate
Up To 36 Months To Pay
Small Monthly Payments
Add Rooms
Garage
Insulation
Painting

Reroofing
Plumbing
Weatherstripping
Miscellaneous
Repairs

BRING US YOUR NEEDS TODAY

Cicero Smith

LUMBER COMPANY

Don Edwards, Mgr.

Always

Complete Stock of

AUTO parts

WE ALWAYS APPRECIATE YOUR TRADE

**O'Donnell
Auto Supply**

BOYD SMITH, OWNER

Bakerite 79c
3 lb can

Beef Roast 48c
Choice cuts lb

Beef Ribs 28c
PER LB

bologna 39c
All Meat, lb

Fryers

THURSDAY BRIDGE CLUB

Mrs. L. L. Birdwell was hostess to the Thursday Bridge Club last week. Mrs. Mack Noble won high prize, Mrs. Sam Singleton, second high, Mrs. Glen Gibson, bingo and Mrs. J. T. Forbes traveling. Mrs. O. G. Smith, jr. will host the club at the next meeting.

Mrs. B. D. Ballew and Oswald visited in Brownfield Sunday.

Mrs. Willie Smylie attended a home coming in Quitaque last week.

Mrs. Hugh Longino and children of El Paso are visiting Rev. and Mrs. H. A. Longino this week.

Mr and Mrs. Rob Lane and Mr and Mrs. Sid Jones visited in Pimbrook, Sunday.

Mr and Mrs. John McVicker and Doc McVicker and Hardy Carlisle of Plainview visited in the Guy Bradley home Sunday.

Senior Play

The Senior play for this year is DEADLY ERNEST. The cast was selected by Mrs. Sutton, Mrs. White James Reed and Maurice Jones and includes the following students: Nolan Porterfield, Retha Gillespie, NanaBeth Cox, Carolyn Pearce, Ann Singleton, Peggy Pearce, Patsy Mahurin, Mary Moore, Frances Vandiver, Arthur Jackson, Derry Moore, Red Rains, Gerald Moore Odell Howard and stage hands are Sallie Gray and Ralph Simpson. The senior trip will be to the Prade Dude ranch and Rev. Troy Dale will speak at the graduation exercises.

NEGRO MINISTREL SET FOR PLAINS SCHOOL THURSDAY

The Mesquite Home Demonstration club will present a negro minstrel Thursday nite, March 11th in the Plains auditorium at 7:30 p. m. Admission will be 50c for adults and 25c for school children. One fourth of the proceeds will go to the 4 H club of Borden County.

MARINE HOME ON LEAVE

A large number of guests attended a welcome home party honoring Pfc. Margarito Gloria Saturday nite. Gloria is in the Marines and is stationed at Camp Pendleton, Cal.

More than half a million Texans planted gardens last year and indications point to more in '54. Do not make the garden too large. Stagger the plantings.

A new Agricultural Extension Service publication, C-341, Guide For Controlling Insects on Ornamental Plants in Texas, is now available at local county extension agt. offices.

Card of Thanks

We wish to express sincere gratitude to each of you for the lovely flowers and the many other expressions of sympathy in our time of sorrow at the loss of our loved one. Mr and Mrs. Choyce W. Robertson.

I am back home now and will do your washing, ironing, rough dry, Mrs. Carroll Davis.

3 room house and bath with furniture for sale or trade for a factory built trailer house. See or write Mrs. E. L. Thompson, Box 903, O'Donnell or see Jimmy Hask.

For sale: the John Bates farm located 12 miles west of O'Donnell and 6 miles north of Welch; nice 7 room house, hard wood floors thru out, in-laid on 4 rooms. Write John Bates, Rt. 2 O'Donnell.

Card Of Thanks

We wish to express our gratitude and thanks to everyone who has been so kind and thoughtful during the illness of Patsy. God bless each and everyone. The C. M. Pearce Family.

CARD OF THANKS

We wish to take this means of expressing our heart-felt thanks to those who ministered to our needs at the time of the loss of our loved one; also our special thanks for the flowers, the food, the cards. Our special thanks to Jeff Shook, Naymon Everett, Jimmy Forbes, and Bro. Holladay. May God bless you. The McMillan Family.

New Moore News

Mr and Mrs. Hubert Webb visited Tom Webb in the Colorado City hospital Monday; he is recovering nicely.

Mr and Mrs. Raymond Crutcher of Tokio are visiting the O. P. Crutcher home this week.

Sam Webb of Brownfield visited in this community last week.

The Hubert Webbs and Jude Taylor's visited in Odessa Friday with friends and relatives.

The W. A. Kings of Taboka and G. E. Bickers family of Draw were Sunday visitors here.

SIGN OF THE TIMES

Sometime during Monday nite the grade school office was entered and about \$5 was taken from a drink machine, according to Sid Jones, building supervisor. Entry to the front door. The entry seems to have been made by breaking the glass of the work of youths and not a professional job. A number of entries have been made in O'Donnell within recent months.

Sunday nite the high school Junior High Buildings were entered and about \$15 taken. The major damage that has been done to the damaged caused by breaking locks on filing cabinets, etc. Member J. T. Forbes said.

R. G. Ledbetter entered the O'Donnell hospital at Big Spring Tuesday.

Specials For Friday and Saturday

- Stalk Celery, good crisp lb 12c
- Lemons, good, juicy, lb 15c
- 10 oz. Thomas Frozen Fresh Strawberries 25c
- 46 oz. can Texas Tomato Juice 10c
- No. 2 can Libby's Sliced beets 15c
- Giant bar plain or almond Hershey 15c
- Big size Napkins, linen finish, Good Housekeeping 15c
- Giant Post Toasties with marbles 20c
- Mum's peaches, sliced or halves no. 2 1-2 can 25c
- No. 2 can Wolf Chili 50c
- Armour Star Picnic hams lb 40c
- All meat Bologna, lb 30c

Line Grocery And Market

Plenty of parking behind the store; come in and see with us WE DELIVER PHONE 118

Begorra

ST PAT HIMSELF WOULD PRAISE



**FREE
10 lbs Spuds**

With \$7.50 food purchase

Pet dry milk 19c

Small Jar

Sprinkler \$3.65

For Lawn and garden, 50 ft. Flexible plastic

AJAX 2 for 25c

Cleanser

Snowdrift 77c

Shortening; 3 lb can

Sugar 5 lb 45c

Shampoo 59c

HALO, qt. economy bottle

Pineapple 25c

No. 2 can Crushed, Del Monte

Flour 89c

10 lbs Pillsberry

FAB 69c

Giant Box

Bacon 69c

Banner, per lb

Beef roast 49c

Milk, pen fed and home killed, Choice

Sausage \$1.15

2 lb roll, E and R pork

MANSELL BROS

SPECIALS FOR FRIDAY AND SATURDAY

PHONE 50

FREE DELIVERY

PHONE 50