

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

Dr. Celeste Schaal
CHIROPRACTOR
Lubbock Highway
Phone 30 Tahoka

Stanley - Jones
Funeral Home
And Burial Association
phone 233 Bx 185 Tahoka

KCBD TV; Channel 11
Wednesday, Feb. 3, ...
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, Feb. 4th, ...
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, Feb. 5th

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, Feb. 6th

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, Feb. 7th

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
9:00 Letter to Loretta
9:30 News of the Hour
9:40 Weather
9:45 Channel 11 Tune Shop
10:00 Peter Potter Show

The Index is agent for most daily newspapers popular in this area; renew with us please Lubbock Morning Avalanche daily and Sunday \$12.95; daily only is \$11 Ft. Worth Star Telegram Daily and Sunday \$13.95 Abilene Reporter News daily and Sunday \$10.95; daily only \$9.95 Also all Magazines by mail

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

Gibson's
CLEANERS
CLEANING
PRESSING
Alterations

LYNN COUNTY FARM BUREAU
Office at Tahoka Co-op gin on Post Highway; P. O. Box 287
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

HIGGINBOTHAM FUNERAL HOME
"Dedicated to Helpfulness"
408 N. Austin St. Lamesa Phone 4585
24 Hour Ambulance Service
Burial INSURANCE "Bonded Protection"

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

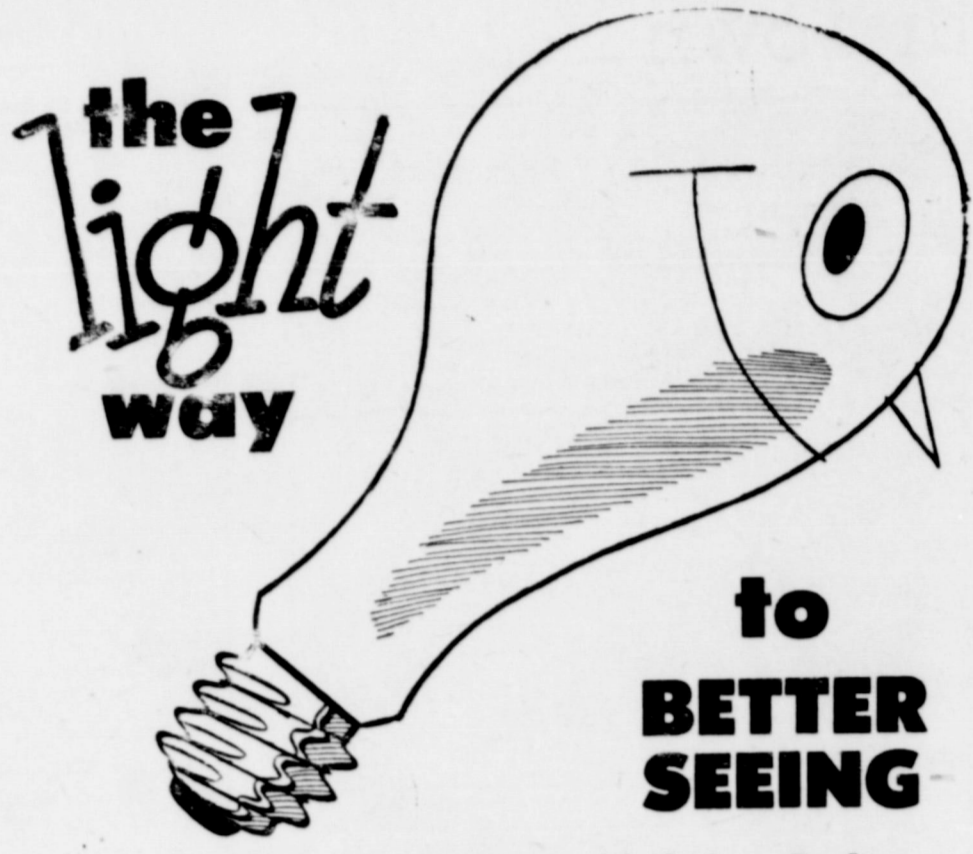
Vernon Cook
Expert Radio and T. V. Technician; Repairs of Electrical Appliances; Wiring.
"No Job Too Large, Nor Too Small"
All Work Is Guaranteed

Careful Attention Given To all
PRESCRIPTIONS
VITAMIN and DRUG VALUES
Always A Line of Elizabeth Arden Products
Lott Pharmacy
Hugh Lott, Registered Pharmacist

O'Donnell Index Press
Published Every Thursday
O. G. SMITH, OWNER
Box B, O'Donnell, Texas
Entered as second-class
Sept. 28, 1923 at post office
O'Donnell, Texas under the
ADV. RATES: 40c LO
NATIONAL 45c
Subscription Rates
In first zone (Dawson, Lynn,
Borden counties)
Beyond first zone

Now Available . . .
Safety Deposit Box
\$3.60, \$7.20, \$10
Annually, Tax Includ
FIRST NATIONAL
Of O'Donnell
Less Than A Penny A
Keeps Your Valuable Safe

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



the light way

to BETTER SEEING

With Three Basic Lighting Rules . . .

Good lighting usually costs little more than poor lighting . . . follow these simple rules and see for yourself:

1. Provide better light for easier seeing with the proper size bulb for every lamp in your home. Right size bulbs eliminate eyestrain caused by dim light from small size bulbs.
2. Fill every socket in your home with the correct size bulb. Empty sockets cut down the efficiency of lighting fixtures, and pave the way for accidents in areas that require good lighting.
3. Always keep a ready supply of extra lamp bulbs on hand. When you have an immediate replacement for old bulbs, it's easy to keep every lamp and fixture in your home ready and workable.

Consult the chart in your dealer's store or in our office for correct size bulbs for every room.

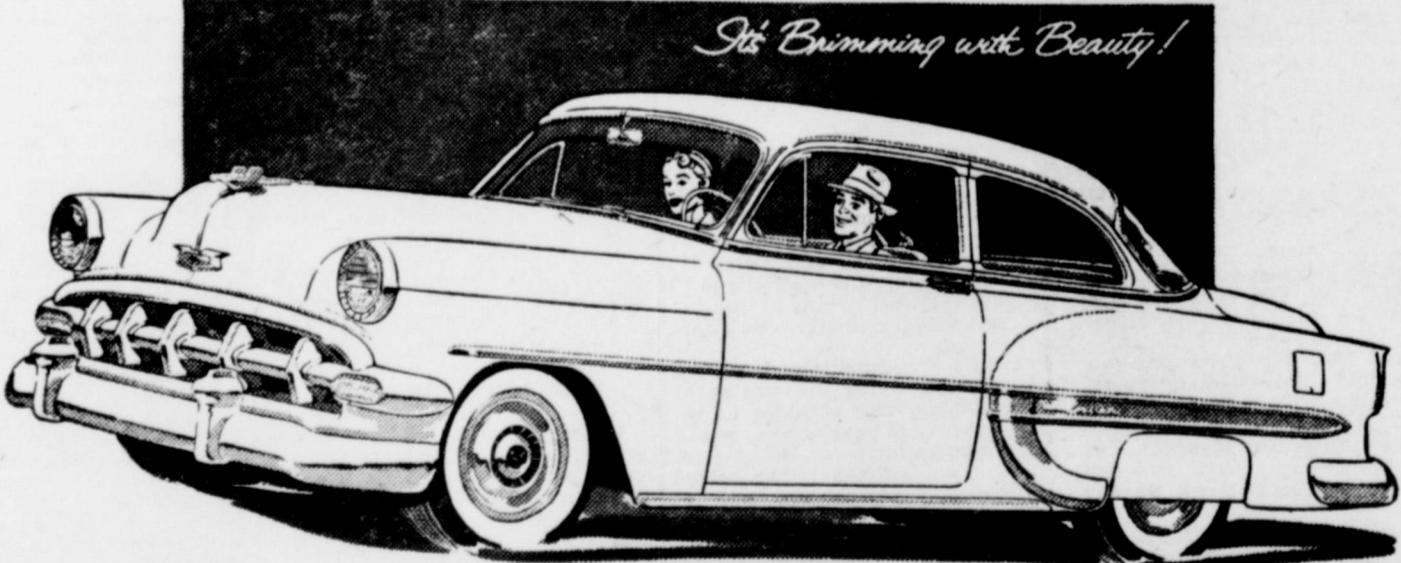


ELECTRICITY DOES SO MUCH - COSTS SO LITTLE

TEXAS ELECTRIC SERVICE COMPANY
J. H. LEMONS, Manager

1-1A

Only the '54 Chevrolet
gives you all these features
at lowest prices!



It's Brimming with Beauty!

The new 1954 Chevrolet Bel Air 2-door sedan. With three great series, Chevrolet offers the most beautiful choice of models in its field.

POWERED FOR PERFORMANCE! Striking New Luxury-Line Styling. Here are the best-looking Chevrolets of all time. Available in 161 model-color combinations!
ENGINEERED FOR ECONOMY! Luxurious New Modern-Mode Interiors. Richer fabrics—vinyl trim—interior colors keyed to exterior colors in "Two-Ten" and Bel Air models!
New Power in "Blue-Flame 125" Engine. More power—more smoothness—more economy—with this brilliant Powerglide engine.
New Power in "Blue-Flame 115" Engine. The "Blue-Flame 115" Engine also gives you new high-compression power, finer performance and important gas savings.
Highly Perfected Powerglide. Now you can have the finer, thrifter Powerglide automatic transmission* on all Chevrolet models.
Extraordinary Four-Fold Economy. (1) Lowest-priced line (2) extremely low operating costs (3) excep-

tionally low maintenance costs (4) traditionally higher resale value.
New Low Price on Power Steering. Gives fingertip control. Available on all models.*
New Power Brakes for Your Safety-Protection. The first and the outstanding Power Brakes* in Chevrolet's field. Do much of the work of braking for you. (Available on Powerglide models.)
New Automatic Window and Seat Controls. Touch a button to raise or lower front windows. Move the front seat up and forward or down and back with the same ease. Available on "Two-Ten" and Bel Air models.*
Come in, see and drive the new 1954 Chevrolet at your earliest convenience, and we believe you'll decide it's the car for you! *Optional at extra cost.



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

Resolve . . .

This New Year to save money on your printing by getting a FREE estimate from the Index job shop.

May we suggest you look over your supply of:

- Imprinted Checks
- Statements
- Letterheads
- Envelopes
- Tabulated and Registered Forms
- Poster Forms
- Rubber Stamps

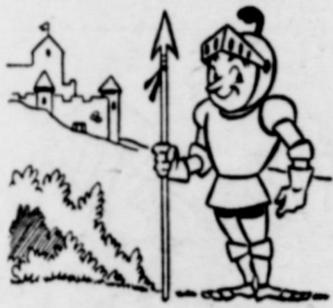
"A dollar spent in O'Donnell CIRCULATES 7 times before going inactive... trade at home"

If we can't save you from 10 to 25 percent, we don't want your job!

The Index

LOST: a sable and white female Collie dog, answers to name of Lassie; if found please notify Bill Snellgrove, rt. 2, O'Donnell; reward offered.

WANTED to buy or rent butane brooder; see Index



IN DAYS OF OLD . . .

PROTECTION of one's property called for armor and walled castles.

Both the drawbridge and the iron suit are now out of fashion. However you can get much more dependable protection for your home and its contents today. Ask us for strong and adequate insurance.

CLAYTON INSURANCE AGENCY

— LOANS —
PHONE 148

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, Pet. 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, Pet. 4:
HORACE BRUNETTE

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

DAWSON COUNTY
For Commissioner, Pet. 2
W. T. "Bill" SNELLGROVE (Re-election)

A. B. (ABE) FURLOW
BORDEN COUNTY

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

KCUB - TV; Channel 13

Wednesday, Feb. 3, . . .

- 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 Telenevs
- 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
- 10:15 Doty on Duty
- 11:30 Sign off

Thursday, Feb. 4th.

- 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 Telenevs
- 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, Feb. 5th

- 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 Telenevs
- 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, Feb. 6th

- 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 80 (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

Sunday, Feb. 7th

- 1:40 Sign On
- 1:45 Hour of Decision
- 2:00 This Is The Life
- 2:30 Student Silhouette
- 3:00 Ramar of the Jungle
- 3:30 Sunday Funnies
- 4:00 Omnibus (CBS)
- 5:30 You Are There (CBS)
- 6:00 Washington Spotlight
- 6:15 Sportsman Club
- 6:30 Jack Benny Show
- 7:00 Toast of the Town (CBS)
- 8:00 Our Miss Brooks (CBS)
- 8:30 Amos and Andy
- 9:00 The Web (CBS)
- 9:30 Fulton Lewis, Jr
- 9:45 Music box
- 10:00 News
- 10:15 Hot Ice

Results of a four year test conducted by the Texas Agricultural Experiment Station and the King Ranch show that cows receiving a phosphorus supplement produced a larger calf crop and heavier calves at weaning age.

Church Of Christ

Raymond L. Copening, Preacher
Sunday Services:
Bible School at 10:00 a. m.
Communion : 11:00 a. m.
Preaching at 11:15 a. m. 7:00 p. m.
Young people's classes at 6:15 p. m.
Monday: Men's Bible class at 7:00 p. m.
Tuesday: Ladies' Bible class at 9:30 a. m.
Wednesday: Bible classes for all ages at 7:00 p. m.
Our services are open to all; you are encouraged to attend and feel at home in our meetings. Your comfort, pleasure and Spiritual welfare is our deepest concern; if you are not attending church regularly, please visit us; you will be a stranger but once.

METHODIST NEWS

Rev. H. A. Longino, pastor
Sunday school10:00 a. m.
Morning worship 11:00 a. m.
Evening worship 7:30 p. m.
W. S. C. S. Faith Circle Mondays at 9:30 a. m. and Martha Martha Circle Tuesday 9:30 a. m.

Assembly of God

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

Houses for rent; for sale 6 in. pump and 110 feet pipe; J. L. Scholer or Clayton Ins. Agency. 4tp

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

Housewives: Address advertising postcards. Must have good handwriting. LINDO, Watertown, Mass.

FIRST BAPTIST CHURCH

"The Friendly Church With A Message"
Otis O. Holladay, pastor
Sunday School10:00
Morning Worship11:00
Youth Choir 5 p. m.
Training Union 6:30 p. m.
Evening worship 7:30 p. m.
Youth Fellowship 8:30 p. m.
First and Second Tuesdays
Inter, G. A. Y. W. A 7:30 p. m.
Brotherhood 7:30 p. m.
Wednesday
Lifeservice Band (Youth) 7 p. m.
Teachers meeting 7 p. m.
Prayer meeting 7:30 p. m.

WANTED: a used metal building for chicken house; Fred Moore, rt. 2 O'Donnell

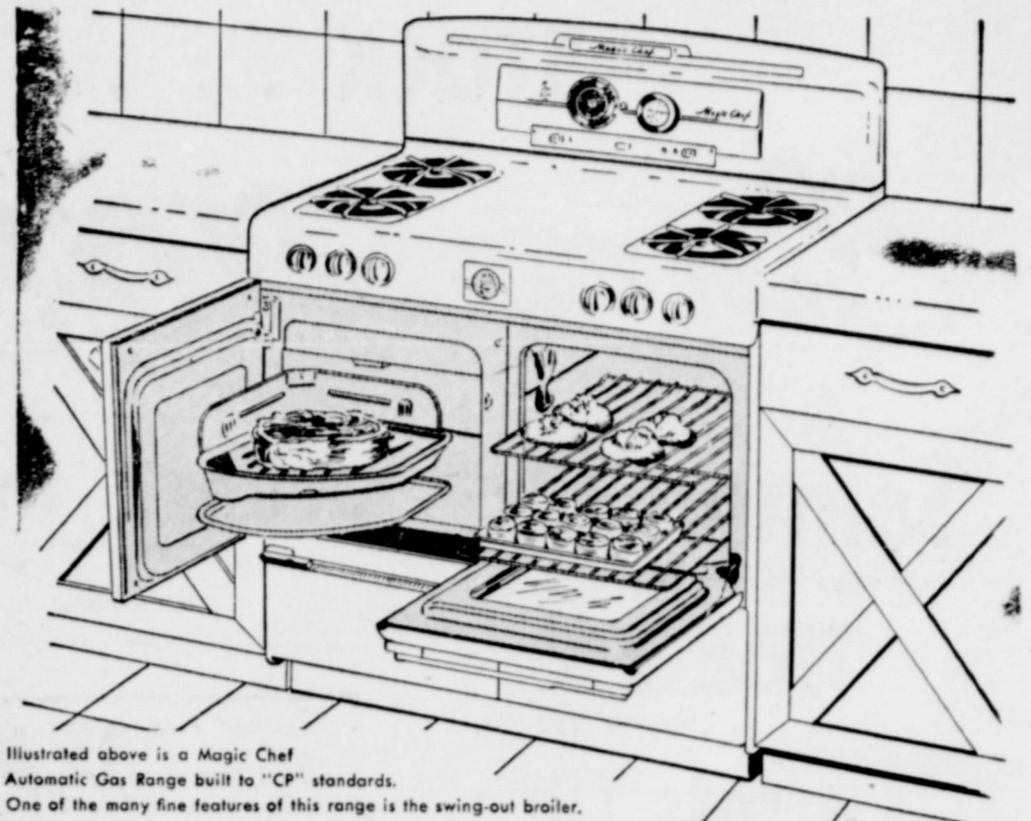
CHURCH OF THE NAZARENE

Sunday School 10 a. m.
E. C. Pace, Supt.
Morning Worship 11 a. m.
N. Y. P. S. Service 7 p. m.
Evangelistic Service 7:45 p. m.

Mid Week Prayer Meeting

Wednesday 8 p. m.
UNUSUAL OPPORTUNITY offers \$30 to \$50 weekly spare time -- \$100 or more full time. Man appointed now can work into district supervisor position paying \$11,000 per

year and up. Product well advertised and accepted liquid fertilizer backed by written guarantee. Little traveling, home nites, but car is essential. Write to: "No-Churn" 210 W Monroe St., Marion Ohio
Send us your NEWS



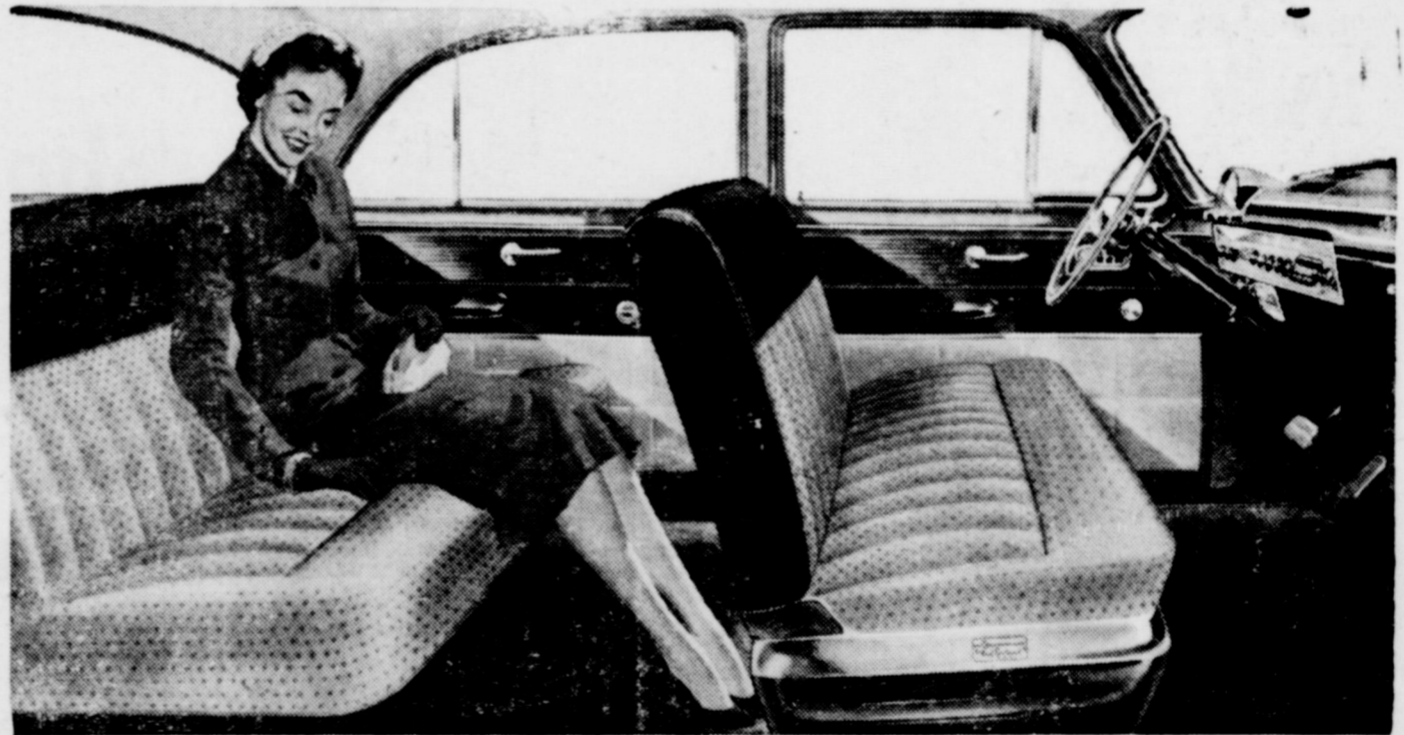
Illustrated above is a Magic Chef Automatic Gas Range built to "CP" standards. One of the many fine features of this range is the swing-out broiler.

Completely automatic... the modern Gas range

Your Buying Guide
The "CP" trademark of the Gas Appliance Manufacturers Association is a "Buying Guide" and means that the gas range on which it appears meets all requirements of the American Gas Association Laboratories and, in addition, special high requirements for convenience, performance and economy. It is a trademark and not a "brand name."

The new, completely automatic Gas ranges are your best buys today. The modern gas ranges, built to "CP" standards, provide you with every modern cooking convenience. Whatever your cooking needs are there is an automatic gas range built to meet your requirements. More than 20 gas range manufacturers build beautiful, dependable ranges to "CP" standards. Buy a modern automatic gas range built to "CP" standards and enjoy cooking perfection. No range is more automatic.

Pioneer Natural Gas Company
FUEL FOR A GROWING EMPIRE



You live in style in the '54 FORD

Your life on wheels couldn't be more pleasant! Your surroundings are a decorator's dream come true with beautiful new interiors you would never have found, formerly, outside of the most expensive cars. You touch a button beneath a window and it goes up or down. Power steering takes up to three-quarters of the work out of steering. Power brakes help you stop with up to one-third less effort. Fordomatic does your shifting for you. A power seat goes up or down, front or back at a button's touch. New Ball-Joint Front Suspension gives you the smoothest ride you've ever experienced. And you'll find driving a lot more fun with the road-ruling "Go" of Ford's new 130-h.p. Y-block V-8 or new 115-h.p. I-block Six.

The many fine-car dividends you get make it more than ever the Standard for the American Road

All power assists optional at extra cost.



TAKE A "TEST DRIVE" AND YOU'LL WANT TO DRIVE IT HOME! F.B.A.P.

FORBES Motor Co.

FORD Sales and Service

Phone 92; O'Donnell, Tex

BLOCKER GROCERY

"Trade Goes Where Invited, Stays Where Treated Best"

SPECIALS For Friday and Saturday
STOCK . . .

UP with these **SPECIALS**

Salmon 33c

Tall can; "Honey Boy"

TIDE 25c

Large Box

Carrots 10c

1 lb cello bag

Spuds 10 lb 39c

Idaho White 10 lb Mesh Bag

Baby food 6 for 49c

Gerber's

Corn 2 for 35c

303 can; "Del Monte" Yellow

Apricots 25c

"Hunt's" No. 2 1-2 can in heavy syrup

Milk 4 for 25c

Small cans; "Carnation"

Jello 2 for 15c

All Flavors

Finest Quality **MEATS**

Beef Roast 45c

Choice cuts lb

Beef ribs 25c

PER LB

Franks 49c

ALL MEAT 1 Cello pkg., per lb

Fryers

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

Alamo oats and Frisco wheat are two new grain varieties recently released by the Texas Agricultural Experiment Station. They were developed by plant breeders of the Station and USDA.

Many farmers wish now they had better records for their operations in 1953. Accurate farm records are a must for figuring income tax returns and should be the basis for changing farm practices. Many good farm record books are available.

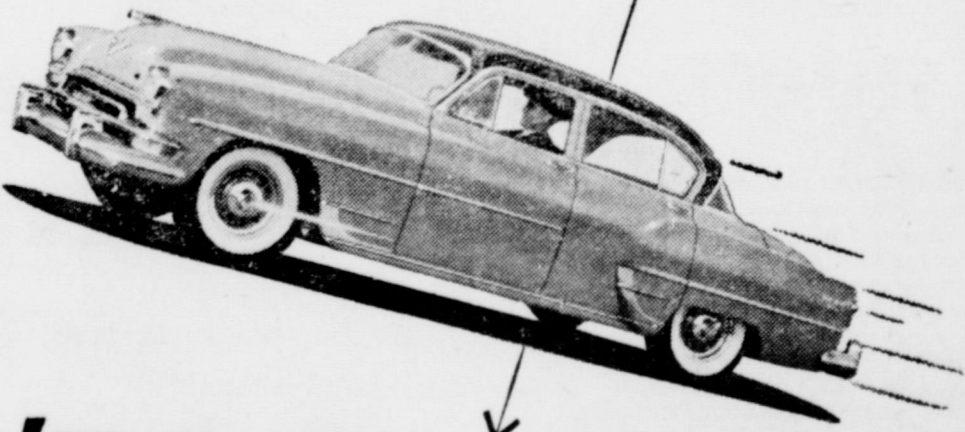
Low growing ornamentals blend well and are especially desirable around the low modern homes. It is now time to make new plantings and transplant old ones.

The soil testing laboratory operated by the Agricultural Extension Service at College Station last year tested and made recommendations on 7,989 soil samples. A soil analysis is a mighty good first in commencing a soil improving program.

The use of mechanical cotton harvesters is increasing. This is due largely to substantial harvesting costs. Most farmers are not concerned right now with cotton planting but it is time to consider several cotton planting factors if a machine will later be used to harvest the crop.

Housewives: Address advertising postcards. Must have good handwriting. LINDO, Watertown, Mass.

No car can match



'54 Chrysler's

235 H.P.

on Imperial and New Yorker De Luxe
195 HP on New Yorker

POWERFLITE

Full-time Power Steering and Power Brakes

Come drive the greatest performing "power team" of all... Chrysler 235 HP with PowerFlite, most automatic of all no-clutch transmissions! This is the car that won the Stevens Challenge Trophy at Indianapolis... covering 2157 miles in 24 hours to set the all-time endurance record in the world's toughest stock-car test! Now let this AAA-certified winner prove to you why the power of leadership is yours in a beautiful Chrysler!

PROVE IT YOURSELF IN A DEMONSTRATION RIDE!

O'Donnell Motor Co.

Chrysler and Plymouth Sales and Service

O'Donnell, Texas

Records and herd replacement programs may well be the factors which will determine the future progress dairy producers make toward increased per cow production. A cow must produce 5,000 pounds of milk per year to stay on the black side of ledger. The average Texas dairy cow produces 3,300 pounds.

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

REX

Fri. and Sat. Feb. 5, 6th

Howard Keel, Polly Bergen

Marjorie Main in

Fast Company ...

Sunday and Monday Feb 7

and 8th

Glenn Ford and Ann

Sheridan in

Appointment in

Honduras

In Technicolor

Specials For Friday and Saturday

- 5 lb bag Texas Oranges
- LEMONS full of juice lb ...
- Frozen CAT FISH, lb only
- Large cans Red and White Potted Meat only ...
- Honey Boy Salmon Dinner
- Mile High Sour Pickles, quart
- 1-2 gal. Charlotte Freeze ice cream
- Large box Wheaties
- Large box Kleenex
- Ranch Style Beans 2 cans for only
- All Meat Bologna lb
- Round Cheese lb

Line Grocery And Market

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

WE'RE SETTING 'EM UP...

PEACHES 25c
No. 2 1-2 Hunt's in heavy syrup

Shortening 3 lb 63c
3 lb ctn. Kimbell's

SO YOU CAN SAVE!

Cheer 69c
Giant Size

Napkins 2 for 25c
Charmin

Pet milk 2 for 25c
Large Cans

4 for 25c
Small Cans

OLEO 17c
One pound

Potato Chips 39c size

8 oz. Jar Honey FREE

FREE 10 lb Spuds
with purchase of \$10 or more of Potatoes are No. 1 Idaho



Salad dressing Pint 29c

FREE 8oz. Sandwich Spread

T-Bone Steak
Or CLUB STEAKS

59c

U. S. Good

Ground meat lb 29c

Bacon lb 73c

BANNER per lb

Fresh Dressed Fryers, Hens

MANSELL BROS

SPECIALS FOR FRIDAY AND SATURDAY

PHONE 50

FREE DELIVERY

PHONE