

The O'Donnell Index
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Published every Friday at
O'Donnell, Texas
MRS. FERRELL FARRINGTON
Editor and Owner
\$50 PER YEAR IN ADVANCE
Advertising Rates on Application

**BUY GOODYEAR—GET
MORE FOR
YOUR
MONEY**

3 GOOD REASONS WHY:
(1) Goodyear not only
builds the best but the
most tires by millions
— (2) Goodyear is the
industry's lowest cost
producer — (3) We
Goodyear dealers do
the largest tire business
in America.



**WHAT'S
THE BEST TIRE
TO BUY?**

Here's America's biggest
seller—by millions! Look
it over—let us show you
why "G-3" heads the list.

**GOODYEAR
G3**

ALL-WEATHER
Compared with previous
All-Weathers

"G-3" GIVES YOU
43% more miles of real
non-skid safety (we have
customer records to prove
this a mild statement)
Quicker-stopping grip
Average of 2 pounds more
rubber per tire

NO EXTRA PRICE

**MUD MEANS NOTHING
TO THE NEW**

**GOODYEAR
STUDDIED TIRE**



HIGHWAY GARAGE
JOHN EARLES, Prop.

**McCarley's Store
Growth Phenomenal**

Opened with the firm conviction that
no business is entitled to survive ex-
cept those prepared to serve, the J. C.
McCarley store here has enjoyed a
phenomenal growth during the past
year. The opening of the variety
store little more than a year ago
marked Mr. McCarley's first experience
in business in O'Donnell, though he
had owned and operated the T-Bar
store for a number of years.

Through his experience with that
mercantile establishment and the
knowledge of human nature and busi-
ness methods gained in that field, Mr.
McCarley has piloted his store into a
far larger sphere of service and en-
deavor than even he would have
dreamed last year. He opened the
variety store with a modest but re-
quisite stock of goods, but before many
weeks his business demanded that this
stock be widened and increased. With-
in a few months it became necessary
to add a ready-to-wear department,
and his sister, Mrs. S. D. Allen, was
brought from Florence to supervise
this department. About the same time
Mr. McCarley purchased the building
in which the store was located.

An unexpected and very gratifying
fall business was enjoyed by the store,
and by the first of 1936 it was easily
apparent that it would be necessary
to secure larger quarters. After mull-
ing over the problem from every angle,
Mr. and Mrs. McCarley fell upon the
plan of dividing the variety depart-
ment from the fast growing ready-to-wear
and drygoods part of the establish-
ment, and totally separating them.
This solution was adopted as soon as
suitable quarters for the variety stock
could be found.

Early in the year the T. A. Carlisle
building was leased for an indefinite
period, and as the variety stock could
be moved into the new place, new and
modern equipment and fixtures for a
thoroughly up-to-date ready-to-wear
and drygoods store were installed in
the old location. At the same time,
both stocks were greatly increased.

This week, both stores are open for
business. Mrs. Carl Alexander, who is
manager of the ready-to-wear will be
assisted in management by Mrs. Allen.
Mr. and Mrs. McCarley will divide
their time between the two establish-
ments, and he will tend advice and
assistance in buying, etc.

This growth and development from
a small beginning sounds like one of
the stories we read, but each step in

**Political
Announcements**

- For Representative:**
Crede Rhea.
District Attorney 106th District:
TRUITT SMITH, re-election
Tax Assessor-Collector:
A. M. CADE, re-election
For County Judge:
P. W. GOAD
W. E. (Happy) Smith (Re-election)
For County Clerk:
H. C. STORY
ROY O. NETTLES
Hershel D. Collins
For County Treasurer, Lynn County:
MISS VIOLA ELLIS
(Re-Election)
For Sheriff, Lynn County:
B. L. PARKER
(Re-Election)
Public Weigher Precinct 4:
W. E. (Ed) PAYNE, re-election
Commissioner Precinct 3:
WALDO McLAURIN, re-election
Commissioner, Precinct 2, Dawson Co.:
D. L. ADCOCK
G. C. Aten
H. L. Hohn.

**NEWEST EASTER
STYLES**



Every man wants rich color in his clothes—not gaudy
colors but pleasantly cheerful.
We have the very newest Grays, Tans and Blues—
checks, plaids and herringbones and all others—
direct from the Mills. Over 300 beautiful all wool
patterns to select from and made strictly to your indi-
vidual measure. And latest fashions that will appeal
to you.
Exceptionally fine values at UNUSUALLY LOW
PRICES. No obligation to come and look. Satisfaction
guaranteed.

MODERN CLEANERS



The growth is based on hard fact. Managers of the two places have listed
and is due, Mr. McCarley firmly be- a few of the hundreds of bargains
lieves, to the stores' policy of giving which can be found at either place,
a fair deal to everyone. and have arranged them in an ad-
Observing the opening of the variety which appears on this page of the In-
store in its new home and the en- low. These are not sale pieces; they
largement of the dry goods store, the are every-day bargains at these stores.

TO OUR FRIENDS AND PATRONS

In order that we may better meet the
public demand for first-class service, we
have this week installed the new

VCO-56 HOFF-MAN PRESS

The very latest press made.
It gives woollens a soft finish without
shine; gives silks and rayons a brilliant
lustre. Suitable for all fabrics — all se-
sons. Ideal for silk and summer suits.

We invite you to visit our shop and in-
spect this new equipment.

C. E. RAY TAILOR SHOP

Phone 66
We Call for and Deliver

Do YOU NEED MONEY?

We don't promise to give you money out of our cash
drawer, but we DO promise to make the money you al-
ready have, do a lot more than you ever dreamed it
could do.

OUR TWO STORES

Are operated on these two principles:
'More for your money'

'Every purchase guaranteed, to please you'

By following these two slogans and by purchasing
in quantity lots on many items for both the dry goods
and the variety stores, we honestly believe that we are
in position to save you a lot of money this year.

FOR EXAMPLE :

VARIETY BARGAINS

(In Our New Location in Carlisle Bldg.)

COSMETICS

A full line—priced so low that any woman can afford to look her
best.

KITCHEN UTENSILS

Beautifully decorated ovenware—Granite in colors—Aluminumware
in every kind of pan.

SCHOOL SUPPLIES

The most complete stock money could buy. Priced low enough that
school expenses won't scare dad to death.

SEED

For vegetable or flower garden
5c - 10c - 15c pkg.

DOG HARNESS

Soft leather, brass-stud trim

25c pair

SEWING SUPPLIES

Novelty buttons, thread, lace, machine needles, snaps, bias tape.

All the notions
PRICED RIGHT

DISHES

We are proud of our stock of really good dishes and colored glass-
ware. See our stock before buying.

We choose these items at random, just to give you an idea of the
wide variety of our stock. Ask us for what you need.

READY-TO-WEAR & DRY GOODS

LADIES' UNDERWEAR

One table of bargain items. A complete line of high quality silk and
rayon lingerie.

COUNTRY CLUB HOSIERY

Complete range of colors and grades

29c to 98c pair

PIECE GOODS

Beautiful silk crepes, solid colors or prints. All the new summer
sheer materials, including batiste, laces and lace cloth, shantung,
candlewick. Complete price range in excellent quality prints.

ANKLETS

All colors and sizes. Good quality

10c pr.

We carry DAVIS HATS and CAPS for men and boys
Just received a car load of POOL WORK CLOTHES
You know the quality.

WE FEATURE:

GRAHAM-BROWN SHOES
PUBLIC & TOWN TOPICS DRESS SHIRTS
HANES UNDERWEAR
BROTHERS & TEXAN SHIRTS
TOOTLE LEATHER-WEAR, GUARANTEED OVERA-

PATTERNS

New spring book is here

15c Each

ORDER YOUR BABY CHICKS

We are now ready to take your orders for healthy, high-bred
baby chicks, any variety. Come in and talk over your plans with
us; maybe we can advise you or show you how you can save some
money.

We are equipped with the very best brooder, and can safely
care for 1000 chicks in any kind of weather.

JOHN A. MINOR FEED & COAL ST.

We carry Checkerboard feeds, including Dog Chow, Cow Chow, etc.
LOCAL DEALER FOR NIGGERHEAD COAL

NOTICE

The Melroy Chiropractic Clinic in Lamesa is one of the best
equipped chiropractic offices in the Southwest. With an office
force of six attendants the very best in chiropractic, mineral sweat
baths, electro-therapy, etc., is assured for our patients. Dr. T. A.
Melroy, formerly of O'Donnell, is connected with the clinic.

Make your health your greatest asset. We invite you and your
family to take advantage of our free clinic on Tuesday night from
7:30 to 9:30. For night or day service, Phone 394.

McCarley Variety

**McCarley
Dry Goods**

and Mrs. Geoffrey Holman of Lamesa spent the week-end here with their parents, Mr. and Mrs. Ed Holman.

and Mrs. B. M. Haynes and others were in Tahoka Sunday afternoon.

B. M. HAYNES

Real Estate and Insurance
First National Bank Bldg.
O'Donnell, Texas

Miss Marie McDonald, who recently accepted a position in the city secretary's office at Lamesa, spent the week-end here with her parents, Mr. and Mrs. J. W. McDonald.

Medicines C. C. Caldwell, E. T. Wells and W. E. Singleton were in Lubbock Monday.

LOST OR STRAYED: Pair mare mules 1 black, 1 bay, weight about 900. Last heard of 6 miles north Tahoka. Notify S. B. Arnett, box 958; or phone 9010 Lubbock; or notify Guy Weekes, Lamesa and receive reward. 11p

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. Olan Key
Obstetrics
Dr. J. S. Stanley
Urology and General Medicine
Dr. J. P. Medelman
X-Ray and Laboratory

E. H. Hunt J. H. Felton
Superintendent Business Mgr.

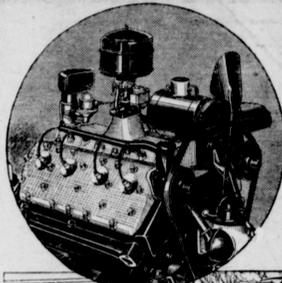
A chartered training school for nurses is conducted in connection with the sanitarium.



How Will You Have Your Hair Dressed?

The approach of spring brings with it new styles in coiffures. Whatever new mode you desire can be obtained here to your complete satisfaction.

ALL WORK GUARANTEED
MERLE'S BEAUTY SHOP



Get that V-8 Feeling!

An 85 horsepower V-8 engine powers the Ford V-8. It is the only V-8 car below \$1645. Its great economy and complete dependability are proved today by over 2,500,000 Ford V-8's on America's highways. Get that "V-8 feeling" before you choose a car.

Your Ford Dealer



IN TRAFFIC, the smooth Ford V-8 engine means quicker pick-up and less gear-shifting. New steering ease in the 1936 Ford makes parking easier than ever.

QUICK STARTING, whatever the weather—thanks to the husky 17-plate Ford battery, dual down-draft carburetor, ignition that is enclosed and moisture-proof.

ON LONG TRIPS, a Ford holds fast speeds easily—has power to spare on hills. And with Ford V-8 handling ease and comfort, you arrive still feeling fresh.

FOR WOMEN—shifting gears and steering have been made even easier in this Ford V-8. While Ford beauty, comfort, and roominess are things to be proud of.

\$510 AND UP, F.O.B. DETROIT—Standard accessories, group including lamps and spare tire extra.

Ford V-8

\$25 A MONTH after usual low down-payment, business user under new authorized Ford finance plan of Universal Credit Co. 6% for 12 months or 5 1/2% a month for longer periods figured on total unpaid balance plus insurance. Attractive UCC terms on used cars also.

THE ONLY LOW-PRICED CAR WITH A V-8 ENGINE!

Drs. S. E. SHOULTZ & SON

MAGNETIC MASSEUR
Office Work Done Night and Day Phone 28
Location—Quinn Building across northeast Court House, Lamesa
We also have control of the Princess Apartments and have an office there, and give hot baths, have rooms to take care of those coming from a distance. Our rates are: by the treatment, \$2.00; seven treatments, \$12.50; 14 treatments, \$20.00; 21 treatments \$28.50; 28 treatments \$35.00.
If you are a sufferer you cannot afford to pass up these prices. From 2 to 4 weeks generally cures the worst troubles. Give us a trial and be convinced. J. H. Stiles



\$10,000 OR \$1,000,000

The Two Men Will Receive The Same Attention and Service



More than any other institution in our city, it falls upon our hometown bank to encourage and to foster the establishment and growth of our hometown business enterprises.

It is the policy of this bank, now home owned and controlled, to encourage the establishment of all worthwhile and legitimate business enterprises, and we spare no effort, thought, or time to further the interests of those citizens who are trying to expand a business in a business-like manner. No matter how small nor how large the enterprise may be, if it is for the betterment of our town and is being conducted according to business principles, this bank stands ready to lend a hand.

We invite you to come in, discuss your business problems with us. We will gladly go over the situation with you and give you the benefit of wide business experience. If your business is sound and expansion is based on legitimate circumstances, financial assistance can be arranged

FIRST NATIONAL BANK
O'Donnell
C. H. DOAK President
J. L. SHOEMAKER Vice-President & Cashier

TRUSTEE ELECTION

Notice is hereby given that by authority of law in such cases made and provided, an election is hereby ordered to be held at the school building in O'Donnell, Texas, on the first Saturday in April, 1936, the same being the 4th day of April, 1936, for the purpose of electing two (2) trustees for the O'Donnell Independent School District. The present terms of office of T. R. Tune and Ed James expire at this election, and their places on the board are to be filled at this time. D. M. Estes is hereby appointed presiding judge of said election and John P. Mayo associate judge. The polls shall be opened at 8:00 p. m. on said day, and said election shall be held and returns thereof made in accordance with the law in such cases made and provided. WITNESS my hand and official seal this 9th day of March, A. D. 1936. BEVERLY WELLS, Secretary, O'Donnell Ind. School. Dist.

MEN WANTED for Raleigh Route of 800 families. Write today, Pawleigh, Dept. TXC-865-SA, Memphis, Tenn.

J. M. Christopher and D. M. Estes made a business trip to Lamesa Friday. He comes to the local high school highly commended as a man a speaker, and it is felt that he is enabled to do a wonderful work. Services will be held twice daily, at 10 o'clock in the morning and again at 8:00 in the evening, and everyone is cordial invitation to come and part in any or all of the meetings. Members of this church always find a warm welcome to anyone invited enough to come and hear any message, and during the revival season will be of special interest to get the crowds as possible, so that they may be widespread.

DR. C. T. ...
GENERAL PRACTICE
O'Donnell, Texas
PHONE 185

DAMP WASH
10 Pounds

30c
Phone 141

LAMESA STEAM LAUNDRY

Lynn County Meet Set For March 20-21

At a meeting of the executive committee of the Lynn County Interscholastic League, held at Tahoka, Tuesday of last week, dates for the annual county meet was set for the last of this month, or March 20-21, to be exact. Because of its central position, Tahoka was again selected as the meeting place. We could not secure a program of the events of the two days in their chronological order, but we hope to have this program in time for publication next week.

Mrs. Samuel Singleton and little daughter, Ameida Ann, returned home Saturday afternoon.

They were taken from Lubbock sanitarium last week but spent several days in Lamesa with Mr. and Mrs. Guy Simpson. Little Miss Ameida Ann expressed her approval of her hometown soon after her arrival Saturday. Mr. and Mrs. Roy Miles and daughters, Dorothy Allen and Mrs. T. A. Greenwood, returned last week from a visit with Mrs. Gene Gardiner at Austin. They were accompanied, of course, by little Miss Jerry Joan Greenwood who strained her eyesight looking at the sights on the trip.

DR. FERRELL FARRINGTON
DENTIST
Office Hours, 9 to 5
First National Bank Bldg.
O'Donnell, Texas

O'Donnell Lodge No. 1187
Stated communications each Saturday night on or after full moon each month. Members urged to attend; visitors always welcome.
Naymon Everett, W. M.
Oll D. Harris, Sec.

THE RED & WHITE

To Our Friends And Patrons

PLAY TO BE STAGED FREE OF CHARGE
We are asked to announce that on Friday evening, March 27, the public is invited to see and hear "Up the Hill to Paradise," a three-act drama which will be presented at the high school auditorium. There will be no admission, we were told to emphasize. Further details of this affair will be announced next week. Mr. and Mrs. R. F. Baldridge of the Randall community have returned from an extended visit with relatives.

When spring and summer weather come on, the needs and the appetites of your family from day to day. But the lucky housewife who buys at Red & White Stores has no need as to what to buy.

They know that Red & White Stores carry a full line of the most delicious and seasonable vegetables, fruits, meats, and condiments, all put up in convenient and handy containers. Plan your soups, your salads, and your desserts from the Red & White line.

Both your neighborhood stores carry a full line of meats and fresh vegetables as well.

B & O Cash Store J. N. Line & Sons



Pink pills for pale people

What a laugh! And yet, when Grandfather hitched up his galluses and set out in search of something to 'fix up his stomach' or 'cure his liver', the chances were about ten to one he'd be stopped on a street corner and sold something of no value whatever, by just such words!

Don't take chances like this with your own health and life, and don't risk the well-being of your loved ones.

When you are sick, call in your family physician; he, and he alone, is competent to diagnose your case and prescribe the necessary medicines. We are proud and happy to endorse our local physicians; they are thoroughly competent, they are honest, and they have your best interests at heart.

After your physician has prescribed for you, bring your prescription to our store to be filled by an efficient, honest, and registered pharmacist. Your own recovery or the recovery of your family depends just as much upon the man who compounds the prescription as upon the man who writes it. Place your trust in no one other than your family physician and in a registered pharmacist in a drug store which uses only the purest and highest-test drugs. Our store is that kind of a store. In our prescription room you will find only the best drugs available on the market today.

Your health is too precious to trust to a patent medicine instead of better. He has no other 'sucker', which is his name for the unfortunates who listen to his high-flown promises and throw away good money. Your health and well-being are vitally important to your family doctor and to your hometown druggist. Our success in our professions depends on your recovery.

CALL IN YOUR PHYSICIAN - BRING YOUR PRESCRIPTION TO US

DAVIS DRUG STORE

SEWING MACHINES

For Sale, Rent or Trade. All our machines in first class shape

We also handle vacuum sweepers

We can supply you with new or with used machines of this type, and all are guaranteed to give perfect satisfaction or we will put them in good shape at our own expense. We repair all makes of sewing machines, and have at all times a full line of parts and supplies for any make.

Singer Sewing Machine Agency
Lamesa, Texas
1st door N First National Bank
Phone 344

Good Coffee Is Worth the Money

You buy good coffee to get the full coffee flavor, but the true flavor can be captured only by making the coffee properly, and one requirement is the right amount of HEAT.

The heating element in an electric percolator or electric coffee-maker is designed to provide the exact amount of heat needed to bring out the full flavor of good coffee—and none of the bitterness that too much heat draws out of the coffee grounds.



See the new percolators and coffee makers at our store.

Percolators \$4.95 and up
Convenient Terms

TEXAS ELECTRIC SERVICE COMPANY

C. E. CAMERON, Manager



Higginbotham Funeral Home

Lamesa, Texas

AMBULANCE SERVICE

Phone 75
NIGHT PHONE

Clyde Branon 223
Geo. D. Norman 51

HOME PLATE—

(Continued from front page)

ent at the meeting last Sunday, and our opinion was not solicited in any way, so we will content ourselves with announcing the meeting to be held Sunday afternoon at three o'clock, and asking all our baseball fans to be present.

A personal invitation will be extended to each business man to be present or to send a representative, in order that his opinion concerning the baseball situation may be plainly stated.

We deem this only fair, since the real expense of the team, the uniforms, salary for out-of-town players, salary of the manager, etc., come from the pockets of these same business men, it looks like they should have some voice in how the club is to be conducted this year. Personally, we did everything we could afford last year, and then some, to back up the club, and we know that most all other business and professional men in town did likewise. New uniforms were bought through free-will contributions, equipment was bought through courtesy of our local drug stores, and the town backed the club in every way possible.

We also know that toward the last of the season, we heard much criticism of the way it was conducted, such as the use of out-of-town players who demanded a salary when hometown boys were not used, and were paid the bulk of the money in the treasury for playing in a few games, and bills to local merchants left unpaid.

However, we had nothing to do with the management, and that part of it was none of our business; we enjoyed every game we saw last season, and were proud of the work done by our team; we merely quote some of the criticism we heard on the sideline.

Everybody come to the meeting Sunday afternoon, and express your own opinion of how a baseball club should be run. We'll report it faithfully, and

promise to back the team to the best of our ability again this year; no matter which side wins the argument.

O R O
Is Now 67c

We guarantee it to relieve your fowls of Blue Bugs, Lice, Worms, and Dogs of Running Fits. For sale by

CORNER DRUG

AT THE
REX
O'DONNELL, TEXAS
WEEK OF MARCH 13 TO 19

Friday - Saturday
MARCH 13-14
Ken Maynard in
'The Cattle Thief'
Also—Chapter No. 1
Adventures of Frank Merriwell

Sat. Owl Show
AT 11 P. M.
Ann Sothorn, Lloyd Nolan in
'You May Be Next'

Sunday - Monday
MARCH 15-16
Sylvia Sydney in
'Mary Burns, Fugitive'
Prison bars and bullets—could not keep her from the man she loved.

Tuesday
MARCH 17
'Preview Murder Mystery'
With
Gail Patrick, Reginald Denning

Wednesday - Thurs.
MARCH 18-19
Paul Muni in
'The Story of Louis Pasteur'

SAVE MONEY AND STEPS

USE YOUR TELEPHONE

RESIDENCE PHONE \$2 per month
BUSINESS PHONE \$3.50 per month

O'Donnell Telephone Co.

YOU CAN DO THIS WHILE WE UNLOAD THAT FEED OF YOURS

Give us a trial before you sell.

KOENINGER GRAIN CO.

Local Agents for Chapman Ranch Cotton Seed

Genuine Farmall

Sleeves & Pistons

Reduced to--

\$16.50

Don't risk ruining the usefulness of your tractor by using inferior, off-brand parts

PALMER IMPLEMENT

O'Donnell, Texas