

ed Customers **w Rural Electric**

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hn Heck, County onnell Last Week

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waits yo will co of Lubbock,

Preaching Will Be Done By Rev. Frank M. Beauchamp

e project. It houses wired New Postoffice Is The News last Modern Type; Has said. "But we emberships and All New Fixtures



Official Vote of County Will Be Found on Page 3

second term, by defe

53 of 254

ut. governo. an 436,938 Attorney general—Ma 583, Woodul, 354,586. Railroad commissione 457,421, Terrell 379,890 Sadler f

Land commissioner-Gilles fatm. 68, McDonald 371,389. Supreme court-Critz 479,312, eye, his avidson 330,052. Supreme Graves 434. left Eva

ess-district 3 (8 co counties 8 compl th 29,274, Gentry 5 strict 13 (15 counties 26. district 15 counties, 15 complete, 29,806, McFarlane 27,593.

Stores Closing at

7 to Stay Open To be a during the summer voic. ed their appreciation this week d, and made it possible for them Car And Train In Crash; Car Driver Gaser To Haspital

grocery merchants, bably be known by

Will Rebuild On Site Of Fire Here August 24

Charges Filed In

Stabbing Affray Tahoka Scene Friday Of Bloody Battle; Two In Hospital

Charges of aggravated ere filed against Ch hompson 50, and C vans, 45, and charges

B. Evans Jr., are slated to be heard tember 19 by Justce of P S. Swan, while the cases the elders will be tried ty court before Judg Good of Peace W. th

Evans and son wounds, while The ten about the head ording to examiaccording to examining office Statements which confli were given McCord and Sh B. L. Parker relative to the

suffered father left side The

d the fight after it had hed to Lubb

mbulance and were admi after 3 o'clock that after

Goes To Hospital

++ Har 45, wh

ade In B

Even the Press

L. T. Brewer New County Tax Rate **Tractor Dealer** For '38 Is Same State Rate Is 49 Cents And County Is 80 Cents On \$100.00

Confederate Pension ... Total State Rate County Rate

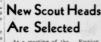
Jury Fu

Assumes Dealership Of Allis-Chalmers Here Tuesday

L. T. Brewer, grain dealer, be-came the dealer for Allis-Chalm, ers tractors and other equipment Tuesday when final papers were signed. He succeeds Shack Bauc-um, from whom he purchased, as dealer. State and county tax rate for the year 1938 will remain the same as for 1937, says A. M. Cade, Lynn county assessor and collector, in explaining the rates recently set by the State Tax Board and the Lynn State Tax the county each \$100.00

The public is invited to attend to showing, according to Mr.

Robinson Gin Ready Saturday



Revival Meeting At Church of The

Nazarene Underway

ealer. As his opening of Ms sales cam-saign, Mr. Brewer will sponsor the count, the showing of a free motion pic, leach \$100.0 ture at the Res. Theater buseday is assessed afternoon. The picture of feature length, will demonstrate Alls, know when Chalmers products. Mr. Cade to Ally, and the atterned break-down to Mr. In order that ta gives the own or rates, respect. State Rate



Published Every Fida - Form. Close Thursday N terms at the postaffice at O'Donnell, Texas, as second steer, uniter the Act of March 3, 1879. WILLIAM G. FORGY, Editor and Owner

woted to the Best Interests of O'Donnell and Lynn County-One o the best agricultural sections of Texas.

SUBSCRIPTION PRICE-In Lynn and Adjoining Counties \$1.00 per annum; elsewhere \$1.50 per annum. Payable in advance. of error or omission in advertisements the publishers do not hold themselves liable for damages further than the amount received by them for such advertising.

Any erroneous reflection upon the character, standing or repu-ion of any person, firm or corporation will be gladly and fully rected upon being brought to the publishers' attention.

An order of the set of the publishers' standard. **S13.600,000 OF YOUR MORE** It is estimated that yoverrmmet—federal, state and national— itil evy taxes to the tune of \$13.500,000,000 this year. Just one-ninth of that sam will be raised through informe taxes, the grantle balance will be raised through informet taxes which there are the other of a pair of shoes, a ticket to a show, the grantle balance will be raised through informet taxes, the grantle balance will be raised through informet taxes, the grantle balance will be raised through informet taxes, the grantle balance will be raised through informet taxes, the grantle balance will be raised through informet taxes, the moderate means. A man with a thousand dollars a year ests is worked to findinely greater importance to him. The marks problem, which desn't touch the poor. There isn't a man or child in this country who doesn't partaces—and the overament is that ordinary eitian who think he tax free beause to exercise that ordinary eitian who think he tax free beause to a man with first work sufferer from extravariant to extravariant that ordinary eitian who think he tax free beause to be a marker to be the sufference from extravariant to extravariant that ordinary eitian who think he tax free beause to be a marker to be and the sufference from extravariant to extravariant that ordinary eitian who think he tax free beauses the mark of the sufference from extravariant to be a sufference from

AN OMINOUS WARNING Latest example of the trend toward arbitra

AN OMINOUS WARNING Latest example of the trend toward arbitrary centralization of government in the United State, may be found in the "life and death" power over the private electric industry which congress has vested in the Secretary of the Interioer. The Secretary, as Public Works Administrator, is authorized to make grants (give 45 per cent of the project cost as an outright domation) and loans of federal funds to municipalities wishing 'to undortake the construction of public projects. Moreover, in cases where construction of such projects wolld result in destructive com-petition with existing private electric utilities, he alone is given the authority to determine the price at which the private utilities "must" sell their properties or be faced with duplication and feder-ally subdified competition.

by subsidized competition. The new program is under way and the savings and jobs of in-stors and workers in private utilities in twenty one cities are al-ost completely at the mercy of a single government official in makington! Already a total of more than \$0,500,000 of the tax-yers money has been allotted to destroy the private utility proper-s in these twenty-one cities, either through "shotgun" bargaining cuthroat commention.

r cuttroat competition. All of his may not seem to strike very close to home as far as our econcerned, unless you happen to be one of the unfortunate frectly affected. But suppose congress empowered one man to in Washington and hand out money to destroy your business, our job or your savings—tax money that, ironically, you had weat to help pay? Unless this spreading evil is halted, it will sooner or later touch leives of everyone. The public versus-private-ownership contro-erny of the electric utilities in an iminous forewarning.

YOUR FIRE BILL You, the reader of this article

the how to fire prover

and a first of THE O'DONNELL PRESS, O'DONNELL, TEXAS

the OPDONNELL PRESS, O'DONNELL, the second second a quarter of a billion annually, to an in-significant sum. And you can help save the ten thousand persons. By the same taken, it is you who must pay the bill for our collective national carelessness with fire and its harards. And it is you sho suffer when fire strikes. Many of expensive and complicated equipment, plus an involves the same taken, it is you who must pay the bill for our course of expensive and complicated equipment, plus an involves payment of inspections by high-priced experts. That is true only in a homes and on farms—and in these cases adequate fire prevention usually requires little expenditure of either time or money. Im-roperly stored inflamable liquids, uncared for beating plants, am-samement, clearts and a strike and the derives and a strike samement, clearts and a fire, large or small, think of it evolt prover, in community retrogression, in loss jobs, in hyber insurance or signatifie and for the strike and it is derived purchasing experiment of these true or it in decreased purchasing the first of the plants, and it is decreased purchasing experiment of the strikes of the strike or the power, in community retrogression, in loss jobs, in hyber insurace or signatifie and insectionable total waste. Then answer this quer-tion. "It the little effort that would make my property safe, worth while ".

tion: while?

<text>

orms and drouth which left their ark as far east as the Atlantic cean, public enthusiasm appar. tily ran away with the idea of anting much of the plains solidly of the plains solidly ox explained. "This public enthusiasm s merely public enthusians never, and did not conside problem of the thousands or rating here for many years original and ms and ranches that have been rating here for many years. original and present object of Forest Service in helping mers to grow shelterbelts is to some of the gamble out of our and the gamble out of

at quart explaine intervals," Silcox explained one acre of trees properly ded will protect about 20 acr. f crop land," the Forest Ser Chief säid, and added that be the initial cost to the Fed government of protecting and eroo destruc

the corresponding 1937 period. Benots of items upon which 1 to 3 it 4 inches deep, and a Exports of items upon which 1 to 3 inches deep of well American exporters are granted dy manuer may be adden associal concessions under the trade "rebranking or harrowing." To 36,413,433, almost a million fortilizer in regions con-ted for the first three months last dellars over the 55,857,415 report printfall and light soil, will ted for the first three months last dellars over the 55,857,415 report printfall and light soil, will ted for the first three months last dellars over the 55,857,415 report printfall and light soil, will ted for the first three months last dellars over a 1037. Theremased more than 14 million dellars, or calendar years 1037. The in-the sprint, Seed with a land crease is stifted and addres in-crease in sprots of agrains. In the norther may are sprinted out, American growers of grains, increased 11, percent in 1937 as Rossocup the said of the said more which duties were re-the seed at the time of phi three larger exports. The export blast should be phase the said more which duties were re-the seed as the time of phi three larger exports. The report blast heats and more ment of fruits and vegetables bush beans aboud be phased and the tase of the State the fall and variety of versents in and variety of versents in and variety of versents in the second term in the sec

and eggplant that have sur-formed the summer may be fall to lated the summer may be fall Blo by supplying to 3 tablespoons let of nitrate o fooda 6 to 12 inches form the plant, J. F. Rosborough, borticulturist of the Extension service of texas A. & M ure, said in discussion

NO BU

 bush beans shou
 Rosborough said.
 part o fthe State should afford as and variety of v
 spring garden.
 Among the var mended for fall white Icicle and dish, shorts shogin Pod b s, Detro

Hall

Thank You... ---Customers!

> Each of the merchants listed below wish to thank you for your co-operation during the past summer months whereby we were enabled to close our stores at 7 p.m. each day until September 1.

Many of you have told us that you realized we were entitled to hours of recreation, and we sincerely hope that we have not inconvenienced you to any great extent.

We want you to know that, through your hearty co-operation and good-will, you have allowed us to be with our families more to enjoy life better, to be with our neighbors more and to become a better neighbor thereby.

You have also made it possible for our employees to have shorter hours, and to spend those hours as they wished. Each employee of each store adds their "Thank You's" to ours.

THANK YOU, VERY, VERY MUCH!

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LINE & SON N. SALEH M-CARLEY'S

B. & O. CASH STORE L. E. DODD C. C. DRY GOODS CO.





THURSDAY, SEPTEMEBER

· .	Tahoka	son	akes	v Home	×	Tahoka	Jonnell	Issland	rdon	gnolia	st Point	wmoore	xie	rgan	keview	TAL
Lieutenant Governor: PIERCE BROOKS, of Dallas County COKE R. STEVENSON of Kimble County	243	116	1 22	168	111	299	1 967	175	1 39	1 50	1 17	1 60	1 40	1 90	1 50	1002
							267 242	30	29	19	17 19	21	46 53	30	31	1166
GERALD WOODUL of Harris County	172	114	13			329 173	271 236	73	35	51	24	53	53 47	39 27	45 44	1627 1114
Associate Justice Justice States of Jefferson County W. H. DAVIDSON, of Jefferson County RICHARD CRITZ of Williamson County RICHARD CRITZ of Williamson County Indre, Court of Criminal Appeals, unexpired term	271 144	108 99	24	135 92	101	276	273	65	33	30 31	19 14	47 34	54 41	39 27	47 42	1522 1105
HARRY N. GRAVES of Williamson County JAMES A. STEPHENS of Knox County	155 255	95 109	15 22	85 139	63 121	168	177 311	38	18 41	29 33	14 20	25	43	25 41	29 53	979 1627
Rairoad Commissioner Of General Land Office:	84 360	88 140	7 30	63 186	53	116 390	153	16 91	18 45	13 58	6 30	14 68	23	14 55	26 67	694 2096
BASCOM GILLES OF TRAVIS County	212	95 116	23	102 126	87 103	235	273	44	24 36	30	14 20	39 41	51	39 30	41 40	1309 1353
Representative, 119th Legislative District; ALVIN R. ALLISON of Hockley County	305	92 106	31	181	135	360	347	68 31	28 26	55 14	27	64 18	85	45 20	76	1836 672
G. C. GRIDER W. GOAD	1 304	59	17 20	95 161	84	163	275	55	14 52	28	14 20	51 31	28 70	13 56	24 65	1224 1550
GARLAN G. McWHORTER	1 190	1 1 4 5	9 28	207 49	14	209	206	6	38 27	13 56	15	30 52	42	28 38	57	1208 1619
MRS. JEWELL WELLS	1 999	1114	23	120 139	96	304	231	43	23	26	29	21	40	29 40	36	1367
g Justice of The Peace, Pre. No. 4: g Justice of The Peace, Pre. No. 4: GEORGE D. FOSTER rots D. M. ESTES			1	100	1	1	258		1	1		42				281 259

NOBODY'S BUSINESS TLIAN CAPERS JR.

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Hall W. Cutler

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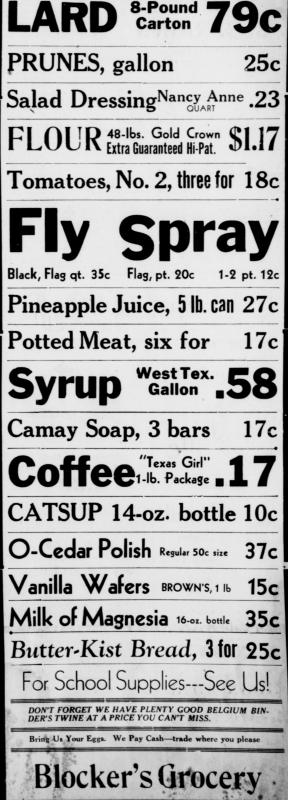
odul, it will be o

A REAL LINIMENT McFarl CORNER DRUG

PROBAK



Aims of Poultrymen Change In 20 Years; Breed Is Important



BLOCKFR

Trade Goes Where Invited... Stays Where Treated Well

MAKE OUR STORE YOUR STORE





Hawk Brand KHAKI SUITS (Shirt and Pants) 2.39 & 2.95

TAHOKA. TEXAS

FRVINF

.49

One Table

Percales and Prints

A good Assortment of bright new Percales and 80 Square Prints-Specially 14c

Lynn County's Finest Store

DEPARTMENT STORE

And See For Yourself That Our Service And Our Dealing Is Of The Best.

A satisfied customer is a booster . . . and we'll give ou such service that will satisfy you.

L. E. Robinson Gin

O'DONNELL, TEXAS

Where Ginning Is An Ar And Courtesy Is Nature"

ne 68

P.

here's the recipe for these old-time favorites. And In that your children will like them just as well as you did. Washboards

for m day.

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EPTEMBER 1, 19

R

hank You...

wish to thank each of you who voted for me in the runoff primary last Saturand made it possible for me to again serve you as County Judge. Your confidence in me makes me resolve even more to do my best.

P. W. Goad

County Judge

Prospect

able, 32

To Gin

MANAGERS

we do

GOOD WORK

at

EASONABLE PRICES

00 appreciate the business. Let us figure with you. Our the will be prompt.

O'Donnell Press

Job Department Telephone No. 26

the ginning season near, you are doutless going to need ing Supplies—Before buying why not get our quotations as

Miss visited the past month parents, Mr. and Mrs. chols and t the past

 Sales In Stor.

 Store State Shop.

 And Store State Shop.

 State Shop.

hases. ... r its succe-tation and ms of

Health

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O'DONNELL PRESS, O'DONNELL, TEXAS

gain of 4 per cent; hogs, 543, against 414 cars, an increase of 23.2 per cent; and sheep, 918, compared with 498 cars, a gain of 84 per cent. Shipments during the first sev-en month storaled 47.324 cars, compared with 52,774 cars during the like period last year, a decline of nearly 10 per cent. Prevention of Diptheria With

Duplicate of Lost Security Number May Be Secured

The spectrum and complex holes relating to diptheria nee has firmly established value of serum treatment is its preventive and curative es. However, toxin-antitoxin s successor toxold for immuni and antitoxin for cure, are ms of which the general pub-ie even ye not fully aware. indicated, toxod is the im, afthe or preventive agent new Workers who have ocial security ac ards may now re ards at the near indicated, texcel is the ing or preventive agent y employed. However, is r months are required by to develop immunity me the Schick test as the Schick test as the Schick test as the Schick test as real schemester and the eventive treatment. I'm should receive dip unitation as early as p unitation as early as the schemester as the schemester of the schemester as the schemester as the schemester of the schemester as th cards may now receive duplicate cards at the nearest office of the Social Security Board, pro-vided the numbers originally held can be satisfactorily identified, according to J. Gordon James, manager of that office. Where this identification cannot be made, this identification cannot be made. this identification cannot be made, the statistic of the second second heretofore from the Board's rec-ord headquarters in Baitmore, where the files of all partici-pants in the Federal, old-age insur-ance pargram are maintained. dup offi dipther

Lamesa Boy Killed in the age group under si

Monday By .22; Was Believed "Unloaded" Joe Bert McBride, 10 son of O. C. McBride,

ginner was killed a onday afternoon with le was discharged. ally

He and a playmate, Kenneth Pruitt, were playing with a rifle at the Pruitt home when the ac-cident happened.

taken cuent happenen. soft is The rifle was helleved empty Il save when the accident happened. tive, it The McBride boy was rushed to w illness a hospital, but died soon y is us, after reaching medical authorities. Ching to The slug had passed through his t may check

CARD OF THANKS

Sincerely, Mr. and Mrs. Ervin Fancher.

Change of Address Mr. and Mrs. Raymond have moved into the new parage apartment of Mrs. W parage apartment of Mrs. W Hancock on East Fifth Stree Mr. and Mrs. Aaron Bi and daughter have moved in Roberts residence on north treter recently occupied by and Mrs. Buaby.

Visitors In Hancock Hor Visitors in the home of Mrs Visitors in the home of Mrs E. Hancock and family Su were Mr. and Mrs. Brooks Ai of Fort Worth, Mr. and Mr C. McAnalley of Post, Arnold son of Childress and W. E. cock of Chillicothe.

From Loop Mr. and Mrs. Morris Sand son and three children of L were in O'Donnell Friday visit in the C, H. Doak and W. Sanderson homes. Loop

Autorson nomes. He Find, Best Way Of Excepting Dilemma Lation, Ill.--If you were stand-ng on Nothing throw the ground, and start from the ground and start, what would you do? To get back to the roof meant climbing over a cornice. That would disturb the hornets. And hornets don't fancy being pushed around.

around. Forty feet is a long jump That left only one thing, a H. Walters did it—nothing. He emerged from the tid predicament in fifteen mi without a sting. ticklis

Dr. and Mrs. J. F. Campbell ere in Stamford where they at-ended the wedding of Mrs. campbell's nephew.

Miss Jim Ellen Wells, who has been visiting in Gatesville for the last month, returned home Tuesday.

We wish to express our thanks for the many nice gifts received after our loss lat week by free which destroged the Curtis STOLEN—The party who picked building. Word cannot express up Boston Serve tail Buildog, fe-our appreciation for the sympathy make last Tuesday night is known. So you had better return to a

void serious trouble. CHAS. A. RAINS, Jews

THANKS TO THE VOTERS OF LYNN COUNTY:

May I take this means of expressing my most hearty appreciation for your good support that elected me your Next County Clerk in Saturday's Democratic Primary.

AGE THRE

I shall strive at all times to make you a good County Clerk and to conduct myself in such way that I may continue to merit the confidence that you have placed in me.

AGAIN I SAY THANK YOU Walter M. Mathis



Mrs. Fowler's School Store

FREE of each 5c tablet

To You, and You And You! are cordially invited to attend a premier attraction TUESDAY AFTERNOON, SEPTEMBER 6 At The Rex Theatre Free Motion Picture Show Everything is FREE! The picture is entertaining ... instructive.... and there will be plenty of comedy. Don't Fail To Attend The SHOW TUESDAY. See In It's All FREE! ACTION **THE NEW 1938 Allis-Chalmers** Tractors

The Outstanding All-Crop Harvester

See Them In The Show Two Before You Buy

Brewer DEALER

HOW LONG Should A Man's LEGS BE?

THE O'DONNEL

THURSDAY, SE

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and White Jelly Pickles Standard ish

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CASH

... And Abraham Lincoln replied: "Just long enough to reach the ground." By the same common sense kind of reasoning, if he had been asked, "How big should a newspaper's circulation be?" he would no doubt have said, "Just big enough to reach the MARKET."

Business is retrieving its losses through the elimination of waste. The process is well under way. Nothing is exempt from the hard, sharp pencil of the cost expert.

And nothing is being more intently studied than advertising costs!

The new theory, or rather the old theory newly called back into service, assumes complete co-ordination of sales and advertising effort, looking toward the progressive consolidation of markets ONE AT A TIME. And to accomplish this each market is treated as a separate and distinct unit and receives undivided attention, independent of other markets perhaps quite as important.

This means that there will be no overlapping—no dabbling with other tasks while O'Donnell and its immediate territory happens to be the market objecive.

Under this new order the advertiser must differntiate between trading area circulation and far flung outside circulation which has no bearing on the task of winning a specific market.

The PRESS concentrates over 92 per cent of its circulation inside the O'Donnell trading area. It is big enough to reach, specifically, the O'Donnell market and no bigger. Meaning that when you buy space in the PRESS you pay for what you get and you really get what you pay for. It dominates because it makes advertisers dominant in the O'Donnell Market.

The O'Donnell Press

Phone 26

ONOMIC HI-LIGHTS ails, Dividend Chec al and International

Affect the Dimmer Pails, Dividend Check and Arrow of the second sector has been and which is now five or similar to yard.
 Affect the Dimmer Pails, Dividend Check and Strong Strong

o-mouth basis a d timeso and pectation that s must occur. tion of per-and with the w a spark if the year in June,

as All Time LERIKA

G STORE

CASH GROCERY

Wool Market Invites Starting Of Small Flock Of Sheep

ring the higher, espectang and then at the state of the state of the state of the state of the state situation is ority indicates that they has been situation is ority indicates that they has been situation is ority indicates that they has been at a state of reemployment of the state of the state situation is ority indicates that they has been a situation is ority indicates that they has been a state of the state of reemployment source of the state of the state of the state situation is ority indicates that they has been a state of the state of the state of the state situation is ority indicates that they has been a state of the state of the state of the state situation fall the other hand, at least 10,000,000 of the state state of the state of the

stock exchange has slowed some what. But prices have held their gains for the most part, and bul-lish sentiment is still uppermost. ich because of the ind ability to issitudes or range in small num-nive close sheepman ed by European scares-have been so many of them last few years, and so few GENERAL OUTLOOK: range Most

om De. quick agree that the ent will contin Milk fe The go

LINE & SON

YOU

BE

O'DONNELL PRESS, O'DONNELL, TEXAS

hay, to keep the dams in strong

Boll Worms March Over Texas And Leave Crops Ruined

College Station-Boll thr ngth of r ches a leng inch and a the lead of

thers to make the dist ween the two species Boll worms that hav o a size where they he bolls cannot be po they do not consume a gree of the surface of the leaf the boll tissue. Before the attained their full size, h feed actively on the leaves in the stage application arsenate are effective To destroy the

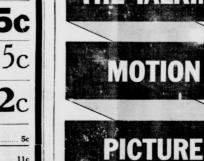
worms and to prevent age to the bolls, Rep that calcium arsenate as a dust at the rate per acre. This should

later and tation a

2 (1112)









ABLE TO SEE ALL AND TO HEAR ALL

llo .		5c
kes Gra	ipe Nut 3 packages	25c
EA	LIPTON 1-4 pound	22 c
t Juice	2 for 300 Size 15c Goblin Hominy	
	23c No. 2 Brown Beauty Beans	11c
es	37c Crystal White Soap	6 bars 23c
ad White	19c No. 2 Mayfield Corn	· 2 Cans 15c
White y	21c 14_oz. Standard Catsup	
des	23c No. 2 Red and White Spinach	2 cans 25c
	No. 2 Red and White	2 cans
White	14c Peas	

DODD & SONS

Specials

Return From Lubbock Mis

AGE SEVEN

The Daily Life GOOD NEWS FOR NERVOUS PEOPLE Dr. Miles Nervine

Soothes irritated nerves, permits refreshing sleep, helps you to "get hold of yourself."

NexaLy everyone is nervous these days. Financia work and exciting recreation put a strain on the nerv-ous system that brings on Steeplessness, Nervous Head-ache, Nervous Indigestion, Restlezaness, Irritability.

attack of nerves may make you lose el with your husband or wife, appear a ur children.

DR. MILES NERVINE h



ADMISSION

PRESENTED BY The O'Donnell Press At The

Rex Theatre Sep. 12-13-14

It has romance, humor, glamour-it will hold your interest every minute you are in the audience, and you will see many monstrations of new recipes that have been prepared ecially for this picture by several of America's foremost ne economists. There will be daily gifts for some forate women and, of course, free recipes for everyone

PROGRAM FOR LIKE PRESENT

lege Station—The general for the 1939 governmental altural adjustment program the same as those now in cf.

ad Jack Shelton, vice_direc-d state agent of the Texas M. College Extension Ser-J. D. McCarley, local me who has been ill at his ho shown a n improvement in retary of Agriculture

MY HEAD-ACHE'S GONE! MY , HEAD IS CLEAR! BEAR

enabled to bring the intermediate of a second the secon program to delay expe the legislar

his information was welcomed more than 100 farmer-tate of the second sec

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he said. At the State Democratic Con. vention at Beaumont, Sept. 12, he will be a delegge and that is all, the nominae said.

the nominee said. "It's the people's convention at them frame the platform and committee

and the Sta

Alka Seltzer There is a modern pleasant way to get relief from Headache, Gas on Stomach, Colds, Heart-burn, "Morning After" and Muscular Pains. Just drop one or two ALKA-SELTZER tablets in-to s glass of water. Watch it bubble-listen to it fizz As soon as tablet is dissolved, drink the tangy solution

Visit In Levelland J. P. Bowlin and s returned Monday fro and where they were gue and Mrs. H. E. Gillisj residents of O'Donnell. Mrs. J

Return To Los Angeles r. and Mrs. L. P. Rogers and hters will leave today for home in Los Angeles after a ers will leave ome in Los Angel visit with relativ

Attended Funeral Services Mrs. W. T. Huff and daug nded . W. T. Huff and Mn harles Cathey and Mn a Huff returned the for be week from Comanch is week from Comanch



ALKA-SELTZER, when dissolved in wate

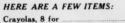
BE WISE ! ALKALIZE !



A Complete Close Out!

THIS IS NOT A "CATCH-PHRASE" but a REAL HON-will be held back. And we're making this sale when you need it most, just when school days are starting. If you need anything in the way of school Supplies, BE SURE to compare our prices and quality merchandise before you buy.

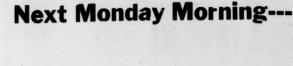
School Week Only!





Crayolas, 10 for	
Big Horse Tablet, 3 for	110
Assorted Construction paper	50
Fountain pen, pencil	. 250
10c Binder and 5c note book paper	110
Superior Pencils, 3 for	50
Better Pencils, 2 for	50
Dictionary	150
5c quality INK	30
Colored Crayon, 12 sticks	50
Note book paper, 50 count, 3 for	110

We're closing out our entire stock of School Supplies—nothing EST-TO-GOODNESS CLOSEOUT OF ALL THE School Supplies WE HAVE ON HAND. Send Your Children to the Corner Drug



'Back To School'

THURSDAY, SEPTEME

Past Triumphs will be overshadowed by those yet to cmoe during the coming term . . . new leaders will arise to make their way.

GOOD LUCK

To every school child and to every teacher is the wish of the

O'Donnell Press

The School News will appear each week in the Press, watch for it!

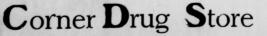
Advertising Will Pay...

Business is retrieving its losses through the elimination of waste. The process is well under way. Nothing is exempt from the hard, sharp pencil of the cost expert. And nothing is being more intently studied than advertising

And nothing is being more intentity studied than accounting costs! The new theory, or rather the old theory newly called back into service, assumes complete co-ordination of sales and adver-tising effort, looking toward the progressive consolidation of markets ONE AT A TIME. And to accomplish this each market is treated as a separate and distinct unit and receives undivided attention, independent of other markets perhaps quite as im-mathened. portant.

portant. This means that there will be no overlapping—no dabbling with other tasks while O'Donnell and its immediate territory hap-

with other tasks while O'Donnell and its immediate territory hap-pens to be the market objecice. Under this new order the advertiser must differntiate between trading area circulation and far flung outside circulation which has no bearing on the task of winning a specific market. The PRESS concentrates over 92 per cent of its circulation inside the O'Donnell trading area. It is big enough to reach, specifically, the O'Donnell market and no bigger. Meaning that when you buy space in the PRESS you pay for what you get and you really get what you pay for. It dominates because it makes advertisers dominant in the O'Donnell Market.



Fort Worth.-W. Lee O'Dai has no purpose to set up a per-al political machine. He has no tention to work for a second te Politica still do not interest h He will be Governor of all people and not of any faction the people of Texas. These things he said in his daily press conference, Monday he announced he will see the

THE O'DONNELL PRESS, O'DONNELL, TEXA