# Goad, Mathis, Daniel County Winners <br> Doors to Swing Open Monday 

Voters Turn Deaf Ear to O'Daniel's Plea for His '6'
 Politicians Long
Standing Turned
Out Of Office

Three-day Motion Picture School Of Cooking Free; Women Invited
 For New Term Compoletedo Prsmary
Teacher l He
L. T. Brewer New County Tax Rate Tractor Dealer For '38 Is Same


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## AGAIN...

## At Your Service!

 school supplies LUNCHESCOLD DRINKS
CANDY
PENCIL With Purchase FREE of each 5c toblet

Mrs. Fowler's School Store

## Thank You... ---Customers!

Each of the merchants listed beiow wish to thank you for your co-operation during the past summer months whereby we were enabled
to close our stores at $7 \mathrm{p} . \mathrm{m}$. each day until September

|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!

LINE \& SON
N. SALEH

MeCARLEY'S
B. \& O. CASH STORE
L. E. DODD
c. C. DRY GOODS CO.


Highway Garage
John Earles O'DONNELL, TEXAS


SALE!
BARGAINS IN WATCHES IN A QUICK DISPGSAL EVENT

| 2-18 size, 17 jewel Elgin ................... \$4.95 |  |
| :---: | :---: |
| 1-15 Jewel 16-size Elgin |  |
| 1-17 Jewel 16-size Elgin |  |
| 1-17 Jewel 12 -size Elgin |  |
| 1 Swiss Wrist Watch |  |
| Bring me your old 8-day clocks and let me put them in first class shape from $\$ 1.00$ up. |  |
| WATCHES, CLOCKS, |  | I Clean Rings 15 c and 25 c

C. S. RAINS

In Mack's Cafe

## fociety




Sale of Items That Will Be Needed! 80 Square Prints

1.98
 Dirndl
Styles

## 89.

Menst Hawk R Band Blue or Stripes
$\mathbf{1} .00$
Hawk Brand
KHAKI SUITS $2.39 \& 2.95$


## Percales and Prints

TAHOKA, TEXAS DEPARTMENT STORE
Lynn County's Finest Store

PETERS SHOES边

## $\$ 1.69 \quad 1.98$

Boys' School Clothing

\$1,780.90 Payment Made On School Bonds By Board

conclus on of songs and rames
they passed punch and cokies.
Others attending were Ina


## COTTON GROWERS!

AS IN THE PAST, WE'RE READY TO GIVE YOU THE FINEST TYPE OF GIN TURNOUTS
A LARGE AMOUNT OF NEW EQUIPMENT HAS BEEN IN-STALLED-MORE IS BEING ADDED DAILY.

## Fine Machinery Expert Service

NEW LEROY NATURAL GAS ENGINE
Factory-Rebuilt Gin Stands
New Conveying System
Two New Cleaners Added

WE WISH TO THANK THOSE OF YOU WHO HAVE PATRONIZED US IN THE PAST SEASONS. We have spared no pains to give you the very best of ginning service, and we hope to merit a continuation of your patronage through the use of the same policy.

To Those Growers With Whom We Have Not
Done Business, We Ask That You GIVE US A TRIAL And See For Yourself That Our Service And Our Dealingils Of The Best.

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

## L. E. Robinson Gin

"Where Ginning Is An Art
O'DONNELL, texas And Courtesy Is Nature" Phone 68


HOW LONG Should A Man's LECS BE?
|
$\square=$
$\qquad$
4-mer

$\qquad$ $\pm=$ Y Fazz

Phone 26



## 

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 and quality merchandise before you buy.

## School Week Only!



HERE ARE A FEW ITEMS:
Crayolas, 8 for

## for

5c
Big Horse Tablet, 3 for....$\quad$ 11c
Assorted Construction paper ...................5c 5
Fouztain pen, pencil
10c Binder and 5c note book paper Superior Pencils, 3 for Better Pencils, 2 for Dictionary 5c quality INK Colored Crayon, 12 sticks $\ldots \ldots \ldots . \quad$ 5c Note book paper, 50 count, 3 for ............ 11c

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

## Next Monday Morning---

## 'Back To School'

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

## G00D LUCK

## 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 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.
nier 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, when you buy space in the PRESS and no bigger. Meaning that when you buy space in the PRESS you pay for what you get and advertisers dominant in the O'Donnell Market.


[^0]:    Revival Meeting
    At Church of The Revival Meeting
    At Church of The Nazarene Underway
    The revival

