RTISING, PENTEREST

ADVANCING INTO THE FUTURE—BOOSTING, BUILDING, BENEFITTING

Saptist Revival Begins Sunday At Tabernacle

ommissioners Urged By Federal Bureau To Map Farm Road Needs

unty Board To udy Plans, But atches Finance

building Of Roads n County Depends Joon Cost to County

ditional Store om Secured Small Cost

Couts Planning To Exhibit Plains Fair

1tor

"There is no recession in human wants," states Neil Petree, prominent Los Angeles business man, despite a recession in business. That means there must be no sit-down in advertising!"

The records on the books support his statement. Between 1929 and 1933 many stores clipped their advertising budgets—and found they were clipping sales, too.

Between 1929 and 1933 many stores clipped their advertising budgets—and found they were clipping sales, too.

During the current setback, many of them just put that policy in reverse, and aided by the stabilizing effects of advertising, have kept their sales up. Among the leaders in the field have been the large groups of retail stores. In their consistent and permanent use of advertising lies the best proof of the truth of their maxim that the small profits of the multiple-unit store can spell success if tied to large and efficient sales volume. For advertising speaks volumes—in sales as well as in popularity!

What happens in the capitals of the world is news. But what happens in stores, what good buys are available, what special sales are contemplated, that's news, too. Advertising is the news of the stores, but if the public isn't told about it—there's no news. In this instance, no news is bad news, and sales are headed for a inexcusable sit-down.

Inexcusable, because there's never a recession in human wants!

Payment Chain Store Tax Vital

State Comptroller Warns Merchants Penalty May Be Due

Holders "Brown Certificates May Now 'Liquidate'

College Station.—Holders of -5-1 certificates, known as

Robbery Miles' Home Nets \$3

Aged Carpenter Arrested; Booty Not Found By Officers

Testing of Pressure Cookers Meeting Is Set For August 30

Housewives Over Entire Section To Be Invited Guests

Camp At Post To Attract Scouts Who Missed Other Meets

August 27 Primary Finds Only Three County Offices to Be Decided BE HELD TWICE Planned By Press And One Justice Race; O'Daniel Endorsement Enlivens State Battles

Bi-district Games Alvin R. Allison For Class C Is Plan Underway

Wells School To Start On Sept. 5

MRS. L. E. DODD STILL SERIOUSLY ILL AT HER HOME

Mrs. L. E. Dodd, who h

DAILY OF MEET

The Rev. Paul McCasland To Preach; Local Pastor Will Assist

South Plains Fair To Wins Nomination Stage Night Rodeo

Hockley County Judge

New Representative Of This District Alvin R. Allison, Hockley Co judge, has been notified to won the Democratic nominat

BOOSTERS FROM SNYDER BOOST E RODEO SET 19-20

Hot Pot Pad Used For Drawing Of Hooked Rug Design

Now Displaying

NEW FALL STYLES

Men's Suits

By Model Tailors Of Dallas, Texas

"Texas Products By Texas Labor"

Highest quality fabrics . . . a wide selective range of patterns . . . expert workmanship.

FOR DAY SERVICE

Modern Cleaners

To The Voters of

Lynn County:

expenses MUST be kept down, and within the ability of the

ould be finished within the next two years, and it is

entinue to do everything in my power for the best in-

Betty Crocker-EUCHED CELIEUMS

FIRST COUSIN TO AN APPLE PIE

TO THE VOTERS OF LYNN COUNTY:

As in the first primary, I have found it impossible to make a house to house canvass to solicit each of you for your vote and influence.

I wish to take this method of soliciting your vote on Aug. 27 in my race for County Treasurer, and hope you will take it as "my visit to you"—a visit I may have failed to make, but sincerely wanted to.

I am asking for your vote because I really need the work; I believe I am fully qualified to give you the best of service.

I want you to know that this is the first time I have ever sought public office. I want to be sincere with you, and therefore cannot make a lot of promises.

I will try to see as many of you as possible until August 27, but if I should fail to see you, please give my candidacy your earnest consirateation, and it elected, I will be grateful to you always.

MRS. JEWEL WELLS For County Treasurer

Various Uses Of White Cake Outlined By Lynn HD Agent

Mr. and Mrs. Raymond Edwards of Borger.
Mr. and Mrs. Colvin Edwards of Taheka.
Mrs. Hollis Hunt of O'Donnell, Miss Mona Rae Edwards of O'Donnell.
Mrs. Hollis Hunt of O'Donnell, Miss Ethy Lou Edwards of Dibboths in the afternoon were.
Mr. and Mrs. Burton Edwards of Three Lakes and Mrs. Weldon Morthi and children of Draw.
Various Uses O'f White Cake Outlined

And Mules In Texas Decrease Past Years

post 8 years the number of horses and mules on Texas farms had decreased by 379,000, while the decrease in the United States as a whole for the past 10 years is in excess of 10 million. Years is in excess of 10 million. Years is in the state of the puzzle of declining farm mar, vets.

"A recent U, S. D. A. Bulletin, days."

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TO THE VOTERS OF LYNN COUNTY.

The campaign is drawing to a close and then are many voters that I have not seen personal and probably will not get to see and to ask vo for your support in the second primary.

I am not making a house to house canvess since the first primary due to the fact that expense were beyond my means and I had such short time to make it in

I want to take this method of asking you for your vote and influence on August 27, and if you see fit to elect me your next County Clerk I will ever be grateful to you.

Walter M. Mathis

Candidate for County Clerk, Lynn County



Specials SAT., AUG. 20

Meal Tea and

15c

3 lb. Snowdrift 52c

16 oz Pork & Beans "Brimful or B&W"

No. 2 RW C. G.	2 Cans 25c
12 1-2 oz. RW Fomato Juice	3 can 20c
Pint RW Grape Juice	136
RW Corn Flakes	3 fo 25c
Fruit Cocktail	150
No. 1 RW Peaches	100
25 oz. K. C. Baking Powder A	180
16 oz. Sun Spun Salad Dressing	230
8 oz. RW Mayonnaise	130

Tomatoes .. No. 2 Crystal Pack Spinach White Soap b. Blue and White No 2 Grape Fruit Juice 7 120 No. 2 1_2 Goblin Hominy



Watch Our Windows!

B & O CASH GROCERY

DODD & SONS

LINE & S

5c

, (D'Donnell Bress

his

KEEP OWN RECORD

Being Investigated

A Vote For

Garlan G. McWhorter

FOR COUNTY CLERK

Is a Vote for Prompt, Efficient, Reliable and Courteous Service To All.

THE O'DONNELL PRESS



ILL BE ABLE TO SEE ALL-HEAR ALL



WITH LIFETIME GUARANTEE

OMPLETE LINE OF

IGHWAY GARAGE

John Earles O'Donnell, Texas

hou

tte

aho

INSECT

POWDERS

....Of All Descriptions

We Have the Best At the Very Lowest Prices.

What's troubling you . . . your stock . . . your poultry? If it's insects, we can help you!

Corner Drug Store



Re-elect Judge RICHARD CRITZ FIRST FULL TERM

Associate Justice PREME COURT of TEXAS

THE HIGH COMMENT of the serving an unexpired term and of the term he is the choice of nearly all the Judges and Lawyers of Texas.

Judge C... came from the raiks of the people. As a boy he worked on a farm for wages, and all that he is has been attained in spite of poverty and hardship and as a result of his own effort. Judge Critz was a country lawyer in Taylor, Texas, and never represented any large corporations or vested interests.

"CRITZ for the Page 10's RIGHTS"

Try It Once and Know What A Western Welcome Means

The WORTH Promises You Warm Rugged Hospitality....





O. R. O. Now 67c Corner Drug Store

Political ANNOUNCEMENTS

For Representative, 119th Dist.: ALVIN R. ALLISON, Hockley r County Clerk: GARLAN G. McWHORTER WALTER M. MATHIS For County Treasurer: MRS. JEWELL WELLS

Dr. Hall W. Cutler

CHIROPRACTOR

255. LAMESA, TEAS

VOTERS OF FIRST PRIMARY GREETINGS:

Better late than never.

I appreciate the vote that was given me, and while I didn't run like a W. Lee O'Daniet, I had a good time—and intend to do it again sometime.

And maybe next time, I'll get sufficient votes which will allow me to serve you. Thank you.

P. G. GALNEAU

Trade Goes Where Invited ...

Stays Where Treated Well

MAKE OUR STORE YOUR STORE

We Stay Open After 7 O'clock P. M. For Your Convenience And It Doesen't Inconvenience Us.

Spuds 10 lbs

Peaches, gallon 390

Peas, early June, No. 2

Cream, 20

390 Meal bound sacks

Vinegar

Gallon Bring jug

Salad Dressing or Spread Nancy Anne

Bright and Early 17c 1 lb package

Syrup, new sorghum gal. 590

Bright & Early 12

Camay

Summer Drinks, 1 bottle makes 2 gal. 3 bottles

20c

Bran Flakes

O'Kay 10 oz 2 pkgs for

15c

Candy Bulk, mixed 1 bound

1 pound

Tobacco, Dukes, 6 for 200

We have plenty of Tin cans and also have just received a load of Belgius Binder Twine at the lowest prices.

See us for your needs before you bu /.

PLENTY OF ICE WATER

Bring Us Your Eggs. We Pay Cash-trade where you please

Blocker's Grocery

