

The O'Donnell Index

O'DONNELL, LYNN COUNTY, TEXAS, MARCH 25, 1927

NUMBER 26.

Scholastic Leaguers Farming City Today

SPRING TERM DISTRICT COURT CLOSES; DOCKET VERY LIGHT

The spring term of the district court expired last Saturday, ending a four weeks term.

It was not a particularly busy session. A number of civil cases were tried and at least two were settled by agreement of the parties after the selection of the jury. There were no criminal cases tried that elicited much general interest. In fact there were not many criminal cases on the docket except a few old cases that had gradually accumulated with little prospect of conviction and a few cases returned by the grand jury.

The last criminal case tried was that of the State of Texas vs. Charley Brown, an O'Donnell negro. Brown entered a plea of guilty and asked for a suspension of the sentence. The jury granted his plea, assessing his punishment at five years and suspended the sentence. This was a case in which he was charged with having sold liquor to a negro woman, and it was shown by the evidence that the woman had laid a scheme by which to catch him. —Lynn County News.

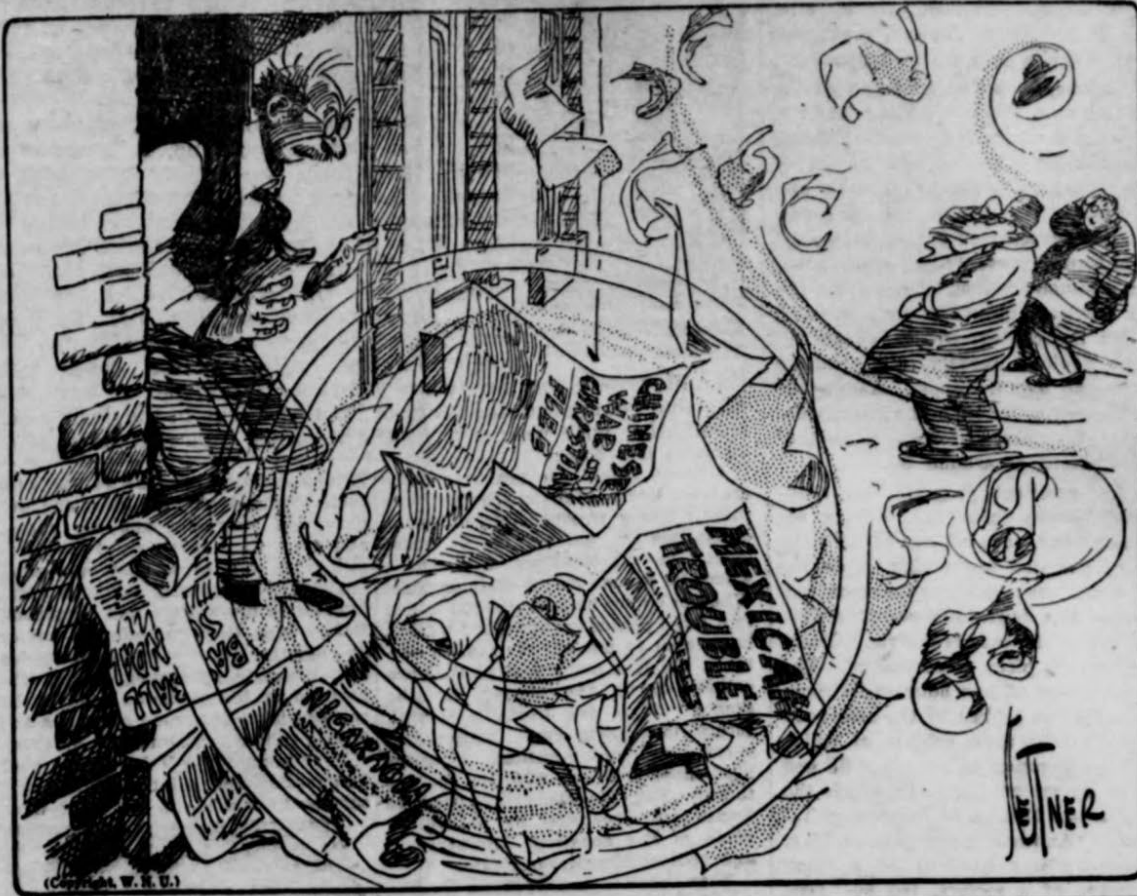
Those Who Aided In Lynn County Meet

The Lynn County Interscholastic League is in session this week in O'Donnell. The entertainment of the visitors together with the medals, ribbons and other necessary items amounts to quite an expense. In order to help defray expenses the Parent-Teachers Association with aid of the student body have taken a public subscription and ask that we publish same so that the public may know who are the contributors behind the worthy cause. Below is the list:

Mansell Bros., Senior Boys Declamation, High School	\$3.50
E. A. Jones Hardware Company Junior Girls Declamation, high school	\$2.50
Lynn Theatre, Junior Boys Track	\$2.50
O'Donnell Telephone Co.	\$3.50
M-System	\$2.50
Carlisle & Co.	\$2.50
W. R. Sanderson	\$1.00
C. H. Doak	\$1.00
Fairley & Haymes	\$1.00
Home Bakery	\$1.00
Morris Sanderson	\$1.00
Cicero-Smith Lumber Co.	\$2.50
Don Edwards	\$1.00
D. M. Estes	50c
R. O. Miles	\$1.00
Jones Dry Goods	\$3.00
C. H. Westmoreland	\$1.00
Guthrie Mercantile	\$1.00
H. E. Gillespie	\$1.00
Higginbotham-Bartlett	\$1.00
Dr. Campbell	50c
T. A. Armstrong	\$1.00
Jeff Musick	50c
Foster's Filling Station	50c
Sorrels Lumber Company	\$2.50
O'Donnell Index	\$1.00
A. A. House	\$2.00
J. P. Bowlin	\$2.50
Fritz Filling Station	\$1.00
Graves Cash Grocery	\$1.00
Johnson & Taylor, Barbers	50c
City Cafe	\$1.00
Christopher Drugs	\$2.50
Jeff Shook	\$1.00
Dr. C. P. Tate	\$1.00
Dr. O. H. Shepard	50c
C. E. Ray	\$1.00
W. E. Guye	\$2.50
E. M. Wilder	\$1.00
B. J. Boyd	\$2.50
McDonald-Ely Gin	\$3.00
McClung Hotel	\$1.00
Highway Garage	\$1.00
Tonsor Barber Shop	\$1.00
Recall Cafe	\$1.00
J. G. McCarroll	25c
City Market	50c
Total	\$68.25

Mrs. Ben L. Cowden and little daughter returned Wednesday from a three weeks visit to Mineral Wells.

Whirl of the March Wind



Oil May Build City Of O'Donnell Soon

The shallow test being drilled by Boyd Fortner for Dr. Gerson and associates on the E. D. Yeates farm eleven miles west of town is drilling around one hundred and fifty feet. Considerable delay was caused the past week on account of having a bit lost in the hole. This obstacle has been overcome and work is going ahead with all possible speed in search of the liquid gold. Dr. Gerson is becoming more enthusiastic over the prospects with each foot of hole made. His prediction is that O'Donnell will be a city of ten thousand population within the next twelve months caused by the new oil strike in Lynn county, which he expects to make in the next few hundred feet.

Information reaching the Index office states that casing is being pulled in the Gail test well preparatory to abandonment, at a reported depth of 4260 feet. As to where the rig will be moved, we are unable to learn, but it is the consensus of opinion that it will be moved to their 16,000 acre tract southwest of O'Donnell. That being true, it won't be long until all eyes will be turned to the O'Donnell territory, as geologists and oil men have great faith and will anxiously await the results of the 3500 foot test to be drilled on this tract.

A rumor reaching here Wednesday stated that the drill had penetrated the oil sand in the test well six miles north of Sweetwater, and is bailing considerable oil. This is purely a wildcat proposition, and is several miles from the nearest production.

ROTARY RIG TO BE USED AT HART WELL

C. O. Edwards, who returned Tuesday from Ft. Worth, says that he conversed with Mr. Hart, president of the Hart Oil Corporation, Monday and was informed that another big oil company had become interested with the Hart company in the well on the T-Bar ranch five miles west of town, and that a rotary rig will be placed on the location at an early date and a new hole drilled. It is understood that the rig is to be brought up from Coleman.

The driller on the Yeates farm 15 miles southwest of Tahoka had reached a depth of 80 feet and was drilling in hard rock on Tuesday, according to J. B. Nance. —Lynn County News.

G. E. Knight and son Winter, Pierce agents of Tahoka were here Thursday on business.

WHY NOT ENTER THE LYNN COUNTY YARD BEAUTIFUL CONTEST

Considerable interest is being manifested in the Lynn County Yard Improvement contest. Applications have been pouring in daily since March 1st, entrance date. Applications will be received until March 30. Those desiring to enter should send in their applications before April 1st. The contest will close September 1st.

The Index is printing a coupon below that will help anyone who wishes to enter the contest. For information concerning same communicate with Miss Millie M. Halsey, Tahoka, or Mrs. Ben Moore, O'Donnell.

No residence no matter how expensive is really attractive unless the grounds and surroundings are equally beautiful. On the other hand the humblest dwelling can be made wonderfully home like and attractive in the proper setting. The first essential is a neat, smooth green turf. This can be secured by the use of proper grass seed, or by cultivation and care of the native mesquite grass which makes a nice thick turf when given the water and a small bit of fertilizer. To grow a beautiful lawn quickly apply Sulphate of Ammonia at the rate of 200 pounds per acre and keep well watered. (Have Ford Dealer order the A. S.)

Nothing adds more to the permanent enjoyment of a home than the shrubs which increase in beauty from year to year and require very little care and cultivation. One of the best for this section is the Spirea Van Houttei (Bride Wreath). Planted singly or in groups on the lawn or in a hedge, it makes a beautiful ornament at all seasons. It is well covered with neat, green foliage which in early summer is completely hidden beneath clusters of pure white flowers. Other shrubs for this section are the Abelia Grandiflora and Salvia Gregi (Sage). These shrubs are safe for this section, according to D. L. Jones, Supt. Expt. Farm, Lubbock, Texas.

Name _____
Address _____
Community _____
Owner _____
Tenant _____

FREEZE PAST WEEK KILLS EARLY FRUIT

Right in the midst of what appeared to be the real spring, a raging blizzard came sweeping out of the north and swooped down upon O'Donnell, striking sometime early Friday morning. The thermometer was sent scurrying down below the freezing point and it is feared considerable damage was rendered the fruit crop of the south plains.

The past few days preceding the blizzard was warm and springlike causing trees to put out and a majority of the young orchards were in full bloom. The damage to fruit was extensive, but as to whether the crop is a total loss, we are unable to say. Some orchard owners say everything was killed while others say the damage was only partial.

O'DONNELL FIRE DEPARTMENT ASKS COOPERATION

The local Fire Department was chartered on May 19, 1926, and is a voluntary association, without capital stock, and declares no pecuniary dividends. It exists for purely charitable or benevolent purposes, in that its purpose and scope is to render assistance and protection to the property of the town and the lives of its inhabitants. Its membership is entirely composed of young business men, who earn their living at their own trade or profession, and receive nothing for their services except the knowledge of performing a public duty.

It is essential that the boys have the cooperation of the town in their work. It is not meant by this that they have received no cooperation. On the contrary, the spirit backing them has done much toward making their duties easier and more pleasant. Their efforts have been appreciated, and the results have been good, if not excellent; however, even with a fire department of this character, there are financial obligations which must be confronted, it must come from voluntary subscription from the general public, or it must come from some extra work on the part of the boys who are members of the department.

The Lynn Theatre, very generously and patriotically rendered assistance to the cause on March 11, 1927, by dividing the net proceeds of "The False Alarm" with the Fire Department. For that the Department is grateful, and hereby sincerely thanks the management of the Lynn Theatre for the financial assistance rendered.

The local Fire Department last year sent three representatives to the State Fireman's Convention, at Harlington. O'Donnell's representatives were the only representatives from any Department there represented, who attended at their own expense. Not one cent was contributed toward the expense of the trip. Tahoka paid all expenses of their delegates. Post City paid all expenses of their delegates. Our neighboring towns generously and public spiritedly made it possible for their boys. This year the State Convention will be held at San Antonio, and it is the desire of the local department to send three delegates. Not only that, they are further confronted with State Dues, which must be paid to the State Association.

The local department has voted to take in a number of Honorary Members of the department. Those who have been favored as Honorary members, have been considered, from the standpoint of good citizenship, and public-spiritedness. They will in the course of a few days, receive honorary-membership cards, which will bear a request for remittance to the Department of the small sum of One Dollar, which membership fee will be used by the Department toward meeting the expenses of the above necessities. However acceptance of this Honorary Membership is by no means compulsory. If same is not desired, it may be returned to the Department and the matter will be closed. This membership does not require attendance at fires, meetings etc. However, such attendance will be permitted and appreciated.

If you consider the efforts rendered by the Department beneficial, and you feel that the public should encourage the boys, get in line, with them for the public good, and you will be receiving a good deal of

FRED HENDERSON SELLS INTEREST IN LYNN THEATRE

Fred Henderson, one of the owners of the new Lynn Theatre, sold his interest to his partner, Mr. Lance M. Davis, owner of a chain of theatres, with headquarters at Rotan. The Lynn Theatre is now one of a chain of show houses operated throughout West Texas by Mr. Davis.

Mr. Henderson will devote his entire time to his gin interests in O'Donnell.

The Lynn Theatre has only been in operation a little more than thirty days and since that time has been enjoying a splendid patronage caused by the class of pictures being shown. Mr. G. Bert Davis, local manager, says the change in management will not affect the policy of the theatre. They will continue to show nothing but the latest pictures of the highest class.

MAYOR KIBBE ATTENDING I. O. O. F. GRAND LODGE

Mayor C. T. Kibbe has been absent from the city this week. He is a delegate to the Grand Lodge of the I. O. O. F. which is in session in Waco.

TWO-THIRDS OF THOSE BORN IN COUNTY MALES

Of the nine children born in Dawson county in the last forty days six of them have been males, according to a report compiled from the office of County Clerk, Owen C. Taylor. A pair of twins, a boy and a girl, were also born February 18 to Mr. and Mrs. J. B. Martin.

Other births were:

February 25, born to Mr. and Mrs. Frank Shumake, boy.
February 9, born to Mr. and Mrs. Alton Morrison, boy.
January 4, born to Mr. and Mrs. John Lee Gamble, girl.
February 20, born to Mr. and Mrs. Edward Lester Patton, boy.
February 14, born to Mr. and Mrs. George Harris McClintock, boy.
February 24, to Mr. and Mrs. Floyd Bymer, boy.
January 25 born to Mr. and Mrs. Henry Koch, boy.—Dawson County Journal.

FIRE BOYS ANSWER ALARM THURSDAY MORNING

The local fire department was called out about 10:30 Thursday morning, making a run to the Widow Shook place west of town where some feed stacks had become ignited. The origin of the fire is unknown. Very little damage resulted from the flames. Some feed and a small portion of a fence was burned.

The O'Donnell Index

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By Roberts Printing Company.

J. W. Roberts, Editor

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Entered as second class matter September 28, 1923, at the post office at O'Donnell, Texas, under the Act of March 3, 1897.

ANNOUNCEMENTS

The Index is authorized to announce the following as candidates for office subject to City Election, City of O'Donnell, to be held April 5th:

For Mayor:

- C. MILLSAP.
- C. T. KIBBE,
- E. M. WILDER

For Alderman:

- GEO. D. FOSTER
- R. C. CARROLL
- C. L. DAVIS
- ED SINGLETON.

For City Marshall:

- T. A. WIMBERLEY
- J. Y. EVERETT
- B. L. PARKER

For City Attorney:

- W. H. CRUNK

CITY CANDIDATES BUSY CAMPAIGNING FOR OFFICE

Much interest is being manifest in the approaching city election to be held Tuesday, April 5th. The interest is very unusual for a town the size of O'Donnell. It has been our experience in the past to have to seek the candidates and use every persuasive means to induce them to consent to their names going on the city ticket. Such is not the case in O'Donnell this year. We have a bunch of public spirited citizen eager for the opportunity to serve their town and people. We are carrying in our announcement column eleven names of enterprising citizens asking for the opportunity to serve the people of O'Donnell in six different positions. All are good men and would, if elected make good officials. A mayor, a marshal, three aldermen and a city attorney will be elected on April 5.

The approaching election has created so much interest the election judge has ordered the tickets printed ten days prior to the election so that voters who expect to be absent from the city on April 5 may be able to cast their ballot as an absentee voter, for their favorite candidate. Absentee votes will be allowed ten days prior to the election. So if you expect to be absent from the city on election day, don't fail to cast your ballot for the candidate of your choice before leaving. It may be the deciding vote.

The chief advantage resulting from the green sprouting of seed potatoes in the light, is that of indicating the strongest eyes. In cutting such tubers it is possible to discard the weak and blind or dead eyes, thereby insuring a practically perfect stand of plants of uniform vigor. When grown for an early crop the plants from sprouted seed are usually ready to dig a few days earlier than those from unsprouted seed and the yield is usually greater.

You can't expect tonics, which the hens take internally, to kill cOOTIES, mites, blue bugs, fleas, and those sorts of parasites. Don't waste your money that way. You won't kill the bugs—but you may kill the chickens.

Contrast in flavor is important in a meal. Don't repeat the same favor too often. For instance, even though we liked tomatoes, we would not relish a meal commencing with tomato soup, followed by tomato sauce on the meat, or stewed tomatoes and fresh sliced tomato salad.

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Build Your Home Now

BENNETT MFG. CO.

E. M. Wilder Mgr.

ZONE MEETING AT O'DONNELL OF MISSIONARY SOCIETIES WAS WELL ATTENDED

Mrs. Annie Baker Gooch, formerly county superintendent, was elected secretary of Zone No 6, Woman's Missionary Societies, at a largely attended session held Tuesday at O'Donnell. She succeeds Mrs. F. Wendt, resigned. Mrs. S. H. Adams, district leader of Slaton, pronounced the meeting as the best attended of any zone meeting since she became leader of the Lubbock district. The meeting was presided over by Mrs. W. P. Avriett of Lamesa, zone leader. Tahoka gets the next meeting.

Ackerly, baby organization of the zone, won the attendance banner, having 8 of its 9 members present. Tahoka came second with 22 out of 26 members present. Lamesa had the largest delegation, not the greatest percentage of its membership. The banner presented to Ackerly will be retained by that organization until the next quarterly zone meeting when the contest will be staged all over again. Ackerly is pepped up over the signal honor. About 50 O'Donnell members and visitors were present. Out-of-town attendance was placed at around 80.

An excellent program was rendered in the forenoon. During officers hour, each officer of an auxiliary presided instructing in duties. A sumptuous noon-hour luncheon was served in a down-town store for 125. It was on the cafeteria style. Chicken was the piece de resistance. The noon recess of one hour and fifteen minutes was broken by the afternoon program the main subject of which was a discussion of how to build and keep up an auxiliary, in which the leader was Mrs. G. M. Stewart of Tahoka. Another interesting subject discussed was How to be a Good Member of a Society, led by Mrs. Veazy of O'Donnell.

A playlet, "Sarah Speaks Out", in which Mrs. Dixie Kilgore of Lamesa was "Sarah," supported by ladies of the Lamesa auxiliary was an impressive feature. It is to be repeated in other places shortly.

A special prayer was offered up by the auxiliaries for Rev. Mr. Hicks, well known Methodist leader in the Northwest Texas Conference, and father of Rev. W. B. Hicks of O'Donnell, who was attacked with paralysis a few days ago. Likewise a petition went up for Grandma Peterson, mother of the Petersons of the McCarty community, dangerously ill at Trent. She has been a devoted member of the McCarty auxiliary.

O'Donnell was the only town in the zone having a children's missionary society present. These went through their program like old folks, teaching what members were expected to do.

The secretary was instructed to write Mrs. Wendt, former secretary, and Mrs. Eldridge, former member, expressing regret at their absence. Letters also are to be written to Rev. Mr. Hicks and Grandma Peterson expressing appreciation of their labors during the interim of zone meetings.

A notable feature was the consecration service when scores of women knelt at the altar and prayed led by Mother Randle of Lamesa. The service was concluded by Mrs. Breedlove of Tahoka. Then followed the singing of "Have Thine Own Way Lord," and "God Be With You Till We Meet Again." The benediction was by Rev. Mr. Breedlove of Tahoka the only minister present.

At the last zone meeting, according to Mrs. W. P. Avriett, the zone leader, there were four old grandmothers present. This time there were only two—Grandmother Orson of O'Donnell and Adair of Tahoka. Rev. Mr. Breedlove was introduced as "the only pebble on the beach" because he was the only man present.

Mrs. Avriett had given two months of hard study to the preparation of the program, which was a very interesting and profitable one. She uses the Journal to express her appreciation of the hearty cooperation of all who participated in the program, and especially, on behalf of the various auxiliaries, extends thanks to O'Donnell for the magnificent entertainment and luncheon at noon.

—Dawson County Journal

A LOTTERY WITHOUT A WINNER

By W. R. MOREHOUSE
Public Relations Commission, American Bankers Association

(There is presented herewith the first of a series of articles exposing the wiles of sharpers who are after your money.)

ALMOST unbelievable amounts are lost to the American people annually from unwise ventures. This loss, estimated at nearly one billion dollars a year, is accounted for when you take into consideration that practically all of the money "invested" in numerous fake schemes and half-baked projects is forfeited by the investors. In presenting this series of articles regarding sharp practices and various kinds of swindles we hope to prevent thousands of people from falling into the traps already set for them by irresponsible and unscrupulous promoters.



W. R. MOREHOUSE

Through the use of only actual cases selected from several thousand, it is hoped to prove conclusively the futility of taking a "gambler's chance" with your savings, for as in a lottery without a winner you are bound to lose. Much of the material here used has been supplied by the Better Business Bureaus throughout the United States which are non-profit organizations serving the investor without charge and acting wholly in the public interest. Read these cases and then file them away for future reference, for sooner or later you may find yourself on the verge of "taking a leap in the dark"—of speculating with your savings as the people here told about were inveigled into doing.

A "good front" has put over more crooked deals than any other one thing. Every irresponsible promoter specializes in putting on a "good front" in his dealings with those whom he fleeces out of their savings. Whether or not he is successful is due to a large degree on how good a front he is able to put on. In motion pictures, the sets, or "props" as they are called, supply the setting for the scenes. They are used to portray things that seem large, things that seem grand and beautiful. Peer behind those sets and what do you see there? You see that the attractive fronts are supported by braces made of the cheapest, knottiest and poorest timber imaginable.

They serve their purpose in the world of make-believe, but in real life you cannot afford to buy

Satanic cunning they fall in line with their intended victim's likes and dislikes, his viewpoint and his hobby, and when they have gained his favor and trust they grow more and more confidential, presently taking a great interest in his welfare and happiness. Before long they are offering advice and pointing out how he can better his own interests by making a new disposition of his available cash or by selling his present good securities and buying others recommended by them. Your promoter will draw upon your imagination and paint a picture of a scheme by which you can make thou-



The Lure of Easy Money

only good fronts. Your house must have real rooms behind it, your purchases and investments real values. In the field of wild-cat financing if you peer behind the "good front" which the promoter puts on you will find that it is supported only by deception, dishonesty and fraud.

Unscrupulous persons of the "good front" type are expert actors in the role of "big brother" to inexperienced investors with money at their command. As protector and advisor to the widow and the inexperienced, which they claim to be, they are in reality wolves in sheep's clothing.

Gaining the Victim's Confidence
In personal appearance they are impressive. As conversationalists they are convincing. As students of the traits of human nature they rate high. In short, they know how to stalk their prey successfully. With

(The next article in this series will tell of a clever scheme practiced in many parts of the country by which the unwary are robbed of their money.)

sands of dollars without effort or risk,—he may describe some invention selling for an astounding sum, or depict the prospects of a fabulous mine or oil company that is going to double and treble in value over night. As a climax he may paint the picture of a vine-covered cottage which is to be yours in your old age, with its radiantly burning fire on the hearth and with all the luxuries that go with a happy home. And finally, he may paint you sitting before this fire, happy and contented—Independent for life, as the result of an investment made according to his advice.

But there is a great difference between what you get and what the wild-cat promoter paints in the imagination of his victims. By the lure of easy money he leads them over the precipice of financial ruin. Instead of old-age ease and comforts there usually results poverty and privation.

have been the main obstructions to lower production costs. Larger power units are doing much to decrease labor factors. Also, larger power units if used over larger farm areas can do much to lower the power percentage.

Professor J. B. Davidson, senior agricultural engineer, United States Department of Agriculture, summing up investigational work in 36 states, offers this equation for farming:

$$I = (S - C)Q$$

When "I" equals income
"S" is selling price
"C" is cost of production
"Q" is the quantity of production

Professor Davidson states: "Where quantity of production is held uppermost one finds prosperous farmers who plan to farm more acres without increasing the overhead."

Corn controls central western agriculture. In that area the average one man can farm is dependent on the number he can cultivate. With the single row cultivator he was unable to cultivate more than four to seven acres per day. The two row cultivator doubt if this...

Of these items one can...
erred stationary, namely, the...
Labor and power are variable

CICERO-SMITH LUMBER

"Where Quality Counts"
GOOD LUMBER — GOOD SERVICE
Lumber, Builders Hardware, Wind Mill Wire, Post, Paint and "Nigger Head Cement"
Don Edwards, Manager

"A Pippin of Soda"

We hear that remark quite often from ing folks after they've indulged in a Pippin Soda here.

And remember that when you think Christopher Drug Store you want to think of the many aids to youth and beauty found here. We have an exceptional assortment of beauty aids that any woman will be more than pleased to have.

CHRISTOPHER DRUG
THE NYAL STORE

YOUR CAR

Will give you more service with but very little expense if you will just drive it around and let us tune it up.
Expert Battery Work On Short Notice
Telephone 124

Gantt & Hubbard

LYNN THEATRE
"A Davis Chain Theatre"

PROGRAM FOR WEEK BEGINNING MONDAY, MARCH 28

MONDAY AND TUESDAY:
Bert Lytell In
"THE LONE WOLF RETURNS"
Also Fox News Reel

WEDNESDAY AND THURSDAY:
Adolphe Menjou In
"BLONDE OR BRUNETTE"
Also Felix the Cat

FRIDAY:
"DON'T TELL THE WIFE"
Also "The Phantom Police"
Regular admission—10c and 35c

SATURDAY:
Hoot Gibson In
"CHIP OF THE FLYING U"
Also two-reel comedy

Get free tickets to Thursday night show and Saturday Matinee from your merchants.
COMING APRIL 8TH
Combined Merchants Spring Style Show

These Cars are DOUBLY guaranteed!

YOU RECOGNIZE the emblems shown below. But do you know what General Motors has done to make each car the outstanding value in its price class? How it is using its great resources to provide each with a finer engine—a stouter chassis—a more beautiful, more lasting body—a finish that defies wear and weather—quality materials in those hidden places where quality is most needed? You'll save money on your new car by clipping the coupon below. Mail it TODAY.



7 models—\$525 to \$745. The quality car of the low-priced field. 3-speed transmission. Dry-disc clutch. Smooth, powerful engine. Fisher Bodies. Duco finish. Fully equipped. CHEVROLET TRUCK CHASSIS: 1/2-ton, \$395; 1-ton, \$495.



5 models—\$775 to \$975. Has largest 6-cylinder engine in its price class. Fisher Bodies. Duco finish. Beautiful, stylish lines. Value proved by unprecedented sales.



11 models—\$875 to \$1,190. Gratifies your finer taste. Satisfies every need. Fisher Bodies. Duco finish. 6-cylinder motor. Harmonic balancer, 4-wheel brakes and other new features.



7 models—\$1,095 to \$1,295. The "six" that is winning and holding goodwill everywhere. Fisher Bodies. Duco finish. Rubber silenced chassis and other tested improvements. 4-wheel brakes.



18 models—\$1,195 to \$1,995. Everybody knows Buick's worth. Now finer than ever. New models vibrationless beyond belief. 6-cylinder valve-in-head engine. Fisher bodies. Duco finish.



6 models—\$2,495 to \$2,685. The new and beautiful car designed and built as a companion car to Cadillac. Has V-type 8-cylinder engine. Bodies by Fisher. Duco finish. Now on display.



Body styles and types—\$2,995 to \$9,000. The pioneer in the 8-cylinder field. Standard of the world. Duco finish. Bodies by Fisher Fleetwood. 500 different color and upholstery combinations.

(ALL PRICES F. O. B. FACTORIES)

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 PONTIAC I have checked—together with the name of the nearest dealer in case I may wish a demonstration.
 OLDSMOBILE ALSO YOUR PROVING GROUND BOOK.
 OAKLAND Name.....
 BUICK Address.....
 LASALLE
 CADILLAC

FRIGIDAIRE Electric Refrigerator DELCO-LIGHT Electric Plants

WEST TEXAS CHAMBER OF COMMERCE NOTES

McCAMEY—Construction is under way by the Orient Railroad on additional sotrage trackage. When completed, the car capacity of the Orient's yards will be increased 175, making a total capacity of 1,010 cars

MIDLAND—The local light company and properties was sold recently to the Texas Power and Light Company. Another move of importance to the town was sale of the Curtis property to Clarence Scharbauer. Scharbauer plans to erect a modern five room hotel on the property.

SWEETWATER—At the suggestion of the West Texas Chamber of Commerce, Judge W. C. Crane has suggested the name of Tonkawa Hills for a picturesque wooded range extending toward Buffalo Gap. The name suggested would perpetuate a tribe of friendly Indians who aided the pioneer Texas plainsman against the Comanches. Manager Wade has been asked to lend support of the West Texas Chamber of Commerce in securing legislative designation of the name "Tonkawa Hills".

CHILLICOTHE—Five new brick buildings are being erected by Wofford Brothers, west of the Touchstone & Linsecum Motor Company. The contract, let to J. K. Stuckey, calls for a modern fire proof tile and concrete building to be 115x80 feet. This makes a total of 13 brick and concrete business houses to go up in Chillicothe in the last three years.

JEFF DAVIS—The Jeff Davis County Chamber of Commerce has been organized with more than forty paid members. A membership of 75 is expected before complete organization. One of the first official acts of the newly formed body was to take out five memberships in the West Texas Chamber of Commerce.

WICHITA FALLS—Scores of towns are already sending in their names promising to bring large delegations to the annual convention of the West Texas Chamber of Commerce to be held here May 16 and 17. Active interest in the part to be played in the mammoth pageant of nations is displayed. Lots are to be drawn by the various towns who will send delegations to see what nationality they will represent in costume, colors, and flags in the huge pageant.

LEFORS—Contract has been let for the construction of a modern sanitary water and sewer system here, and work has already begun.

SLATON—Plans for installing a new and modern common battery plant or flashlight system for improved telephone service in Slaton are announced by officials of the Southwestern Bell Telephone Company, Dallas.

CROSBYTON—Crosbyton promises to rival Baird as banner district convention city. Plans underway for the South Plains District Convention to be held here April 7 indicate a record attendance.

Dallas—Preparations for the meeting of the Southwest Division of the National Gas Association of America here April 12 and 13 indicate that it will be the biggest meeting of natural gas people ever held in the Southwest.

TEXAS PROGRESS NOTES

McAllen—Contract has been let by the Rio Grande Valley Telephone Company for construction of a new telephone building here.

Fort Worth—The construction program of the Fort Worth Power and Light Company for this year includes new substations and transmission lines to serve the growing demands of the population of Fort Worth.

Pampa—Additional power facilities have been installed here by the Southwestern Public Service Company and the power supply is adequate for the increased population.

Donna—Extension of electric power service to the farms north of Donna for more than a mile is being arranged by the Central Power and Light Company with the work now under way.

Amarillo—Construction work is being pushed on the large new power plant of the Southwestern Public Service Company in this city. The plant will be in operation about March 1.

A pretty garnish for salad is made of sharp-flavored club cheese rolled in the shape of a carrot, with a sprig of parsley at the big end.

"It Pays to Look Well"



The Fitch Shampoo is more than a shampoo. Applied with our super-service methods, it is a scientific scalp treatment.

Super-service is our motto—which means the very latest scientific equipment, standard toilet preparations, clean towels and absolute sanitation.

TONSOR BARBER SHOP

FOSTER'S

Filling Station

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Prompt Service

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Good Values

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Office across street from P. O.
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A Good Position—a big salary in what counts on the road to success. We quickly train you for a good position in a bank, wholesale house, mercantile establishment, and the like, and secure position for you. Coupon will bring SPECIAL information. Mail it today.

Name..... Address.....

"Attention Ladies"

We now have a complete stock of flower Trellises, Arches and Pergolas which will provide new beauty spots for every Home at a very low cost.

Call in or write us for our book entitled "New Beauty for Every Home."

HIGGINBOTHAM BARTLETT CO.

THE HOME BUILDERS
 Phone 103 — E. T. Wells, Local Mgr.
 O'DONNELL, TEXAS

Everything you expect from your MOTOR FUEL

MOTORISTS who drive the year 'round with Conoco Gasoline know they are getting their money's worth. They know it because Conoco never fails in any of the three important tests upon which Gasoline should be judged.

Conoco starts without overtaking the battery; it delivers a snappy pick-up for traffic driving; it releases full power to the pistons with the resulting extra mileage.

Is it any wonder that car owners who know invariably fill their tanks at the Conoco sign.

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Producers, Refiners and Marketers of high-grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

STARTING ACCELERATION POWER & MILEAGE



TRIPLE TEST MOTOR FUEL



Young eyes must be protected

DOCTORS know that improper lighting is a frequent cause of headaches, backwardness in school and poor eyesight.

It isn't worth the risk when proper lighting is so cheap and so easy to get

Let our experience help you. Any advice or information you want on lighting will be gladly given for the asking

TEXAS ELECTRIC SERVICE CO.

Electricity Is Your Servant

HOLDEN & SCRIMSHIRE

TAILORS

Telephone No. 3

Cleaning, Pressing Altering, and Dying

Ladies Work Specialty

One Day Service, Rain or Shine

All Work Called for and Delivered

The Cow, The Sow and the Hen

Help Make Their Owners Prosperous Men

DIVERSIFY... We Will Help You

THE FIRST NATIONAL BANK

Conservative—Safe—Accommodating

We Deal In USED IMPLEMENTS

Let your wants be known. In our large stock of used implements you will find just what you want.

It makes no difference whether you want to buy or trade, we are prepared to supply your needs.

We have some wonderful bargains in

PLOWS, SINGLE AND DOUBLE ROW LISTER PLANTERS

—SEE US—

SINGLETON HDW. & GRO. CO.

AUTOMOBILE INDUSTRY ON THE UPGRADE

An optimistic note on the spring business outlook in the automobile industry, discounting the 'saturation point' bugaboo and pointing out favorable conditions throughout the country, is sounded in a statement just issued by William S. Knudsen, president and general manager of the Chevrolet Motor Company.

"In forecasting a continuance of good business prospects for the Spring months, I am perhaps influenced by the aspect of our own sales which have never been better in the history of the company," said Mr. Knudsen.

"As evidencing steady growth in automobile production during this period, statistics issued by the United States Department of Commerce for the last three years covering the six months from January 1 to June 30 are interesting. The figures for these years follow:

1924	2,054,561
1925	2,173,525
1926	2,450, 780

"With these figures showing business on the upgrade generally, there are only two reasons which could be advanced for a possible decrease in sales—first, reaching the so-called 'saturation point'—and second, a general decline in business production a reactive tendency in buying.

"No one has ever been able to advance any reasonable formula for figuring the 'saturation point'. The 'two or more' car trend is so pronounced that former theories are being constantly upset. If we knew the total area which would be occupied if all cars produced were running within that area, making it impossible for this space to accommodate any more cars, some basis would be available for figuring 'saturation'. But such a situation is impossible—and we may leave the 'saturation point' for the future to determine, inasmuch as the human mind will find it possible to open up any bottleneck of traffic congestion which might develop.

"As for the general trend in business, country-wide reports show the usual spring activity is opening-up twenty days ahead of schedule. With the winter fairly mild, marked only by severity in spots, rapid acceleration of municipal and private construction operations is indicated. Farming should start early due to the good weather and manufacturing operations generally are in excellent conditions.

"Rapid turnover at smaller profits is the keynote throughout industry as reflected by our country's business. With this policy can only come a demand for more transportation.

"The shippers are demanding better freight service; the business traveller is demanding better train service and the automobile user is demanding better service of his car, and the firm that is in a position to assure the buyer this better service can have nothing but bright prospects for the spring of 1927."

Quanah—Construction has begun on the 66,000 volt electric transmission line of the West Texas Utilities Company between Munday and Quanah.

The 13,000 new laws that the legislature is passing during this year's session will at least do good by making work for the printers.

Seems no reason why the income taxpayers should lie awake nights, for fear they returned too much income.

Electrical Work

Wiring Houses a Specialty
Motor Work
Agent for
Edison Mazda Lamps
Call or See Me at Home on 9th St
Opposite Sorrels Lumber Yard
PHONE 136

H. E. GILLESPIE

FRITZ FILLING STATION

Prompt Service and Courteous Treatment

Gas, Oils and Accessories

KNOW TEXAS

Assessed value of property in Texas was \$42,605,988 more in 1926 than in 1925.

The number of acres of land in Texas assessed for taxes in 1926 was 167,892,365.

In 1926 15013 miles of railroad in Texas was assessed for taxes on a valuation of \$148,604,636, an increase of \$598,132 over 1925.

Cattle to the number of 4,450,378 were assessed for taxes in Texas in 1926.

There were 2,983,959 sheep and 1,704,101 goats assessed for taxes in Texas in 1926.

The mountain region of Texas lying west of the Pecos Rives has an area equal to that of the state of west Virginia.

The uniformly good farming region of Texas that lies in the Central and midwest part of the state is as large as the two states of Ohio and Kentucky.

In the Edwards Plateau region of Texas is a stock raising section as large as the state of Tennessee.

Texas has the third longest coast line among the states and yet Texas is generally accepted as a great inland region.

Geologists consider that every major section of Texas is potential petroleum producing territory.

Ruffled tie-back curtains of cream colored voile or marquisette over a glazed chintz shade are charming for a girl's bedroom.

W. A. Tredway

ALL KINDS OF INSURANCE
Office Back of Corner Drug Store
O'Donnell, Texas

Fairley & Haymes Real Estate—Insurance

Best Cotton Land on the Southplains
TELEPHONE NO. 153
O'DONNELL, TEXAS

FLOWERS

All kinds cut flowers and pot plants. Funeral design work a specialty.

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THE FLORIST
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COMPLETE STOCK OF BUILDING MATERIAL
STAR WINDMILLS and PIPING
Barbed Wire and Posts, Poultry and Hog Wire, Paints, Oils and Varnishes

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The Beautiful Fisher Body COACH

—a host of improvements

- New AC Air Cleaner
- New AC Oil Filter
- New Heavy One-Piece Full-Crown Fenders
- New Windshield Pillars (Narrower to provide perfect, clear vision)
- New Bullet-Type Headlamps
- New Tire Carrier
- New Coincidental Lock (Combination Ignition and Steering Lock)
- New Remote Control Door Handles
- New Duco Colors
- New Gasoline Gauge
- New Radiator
- New Bodies by Fisher
- New Windshield on Open Models
- New and Improved Transmission
- New Brake and Clutch Pedal Closure (Preventing excessive drag on floor of car)

With the beautiful Chevrolet Coach reduced to \$595, you no longer need to deny yourself the luxury of owning a closed car of true distinction, fine quality and modern design. The Fisher Body is spacious, comfortable and finished in lasting lustrous St. James Gray Duco. And like all other Chevrolet models, the Coach provides Chevrolet's world famous smartness, power and dependability, enhanced by a host of new quality features and mechanical improvements. Come in! See the greatest closed car value of all time!



The most beautiful Chevrolet in Chevrolet history!

LILES CHEVROLET CO.

QUALITY AT LOW COST



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Customers looking for a low price they want a BORN Clo twice their it because You'll know a minute you Measure su factio guar

C. E.



BIG AUCTION SALE

STARTS FRIDAY MORNING 10 O'CLOCK

AT THE

O'DONNELL MERCANTILE COMPANY, O'DONNELL, TEXAS

DON'T FAIL TO BE ON TIME, THESE GOODS WILL BE SOLD AT ANY PRICE, THIS STOCK OF GOODS MUST BE SOLD. IF YOU WON'T GIVE US OUR PRICE, WE ARE GOING TO TAKE YOURS.

The Highest Bidder Gets Them

WE BOUGHT THIS STOCK OF MERCHANDISE FROM THE BANKRUPT COURT.

And It Must Be Sold And Sold Quick

MR. SEAL, FROM LUBBOCK, WELL KNOWN AUCTIONEER, ONE OF THE BEST ON THE PLAINS, WILL BE WITH US. FREE PRIZES WILL BE GIVEN AWAY EACH DAY SALES EACH DAY WILL BE AT 10:00 A. M., 1:00 P. . AND 7:00 P. M.

Chevrolet Converted Into Snowmobile

Faced with the necessity of making long trips through a territory frequently covered with snow drifts 20 feet deep and where temperature often hover around 38 degrees below zero, Charles Surrrell, of the firm of M. Surrrell & Son, Chevrolet dealers at Newberry, Michigan, has constructed a novel Chevrolet "snowmobile", utilizing a Chevrolet motor and chassis.

The front end of the queer looking vehicle, which attracts unusual attention wherever it appears in the snow-covered upper peninsula, is fitted at the front end with wooden skis, attached to the regulation Chevrolet axle and steering knuckles. The car is easily handled despite the heavy snow drifts and the average depth of 30 inches of snow encountered in his daily travels, Mr. Surrrell says. The rear end of the car is fitted with two sets of Chevrolet wheels set tandem style, over which an endless tractor belt equipped with flanges operates.

So powerful is the special tractor equipment when powered with the standard Chevrolet motor that Mr. Surrrell has often been called upon to tow heavy cars out of snow drifts where they have become hopelessly stalled. The extensive alterations

required to transform the Chevrolet into a snowmobile were all made in the service station of M. Surrrell & Son. The Chevrolet motor had already put in four years of active service on a Chevrolet touring car before it was utilized for special winter service, Mr. Surrrell says.

Ed Singleton Announces for Alderman

The Index is authorized this week to announce the candidacy of Mr. Ed Singleton for the office of Alderman subject to the City Election, April 5th.

Mr. Singleton needs no introduction to the people of O'Donnell, having spent a greater part of his life a resident of this community. He is one of O'Donnell's most promising young business men and his dealings with the public during the past few years have made for him many warm friends who will vouch for his business integrity.

His friends ask that the voters of O'Donnell give his candidacy due consideration before casting their votes in the April election.

Lee Garner, former resident of O'Donnell, but now residing in Quanah, arrived Wednesday for a few days visit and to look after some business matters.

Young Peoples Missionary Society Met In Regular Session

The Young Peoples Missionary Society met at their regular meeting place with twenty present and two new members. After an unusually interesting program we held a short business session. Miss Hester Gates was elected delegate to go to the north west Texas Annual Missionary Conference at Abilene in April. The Society also was divided into two divisions with a leader for each. Miss Blanche Popplewell is captain for the Blue and Miss Velma Slaughter is captain for the Red. This contest is to see which division can get the most points during one quarter and the losing side will have to entertain the winners. After the meeting we were instructed to go to the parsonage and there were served delicious refreshments of Jello, Cheese klips and ice tea by the hostess, Miss Carmon Hyde and Roberta House. Reporter

WHAT'S A SETTING OF 500,000 EGGS?

A single plant which produced three million baby chicks a year is a recent addition to the uses of electrical energy to increase the country's food supply.

The mammoth hatchery, located in California, has electric incubators which take 500,000 eggs at a time. Each setting weighs thirty tons, and each egg is automatically turned six times a day. A temperature of 103 degrees is maintained, and at the end of the twenty-first day electrically operated gears open the long line of incubator doors, so that the new chicks may have air and light.

From the incubators the half million chicks are transferred to electrically heated brooders.

It is said that larger percentages of hatched eggs and more uniformly vigorous chicks are produced by electric incubation than by any other means.

PRESBYTERIAN AUXILIARY

The ladies of the Presbyterian Auxiliary met Monday, March 21, in the home of Mrs. J. F. Campbell. Our lesson was taken from the second Chapter of John.

Those present were: Mrs. W. J. Smith, Mrs. Koeniger, Mrs. John Schooler, Mrs. Hal Singleton, Mrs. Joe Williams, Miss Willie Schooler, Mrs. J. Wood Parker, Mrs. J. F. Campbell, Mrs. J. W. Roberts.

After a very interesting lesson we adjourned to meet the following week with Mrs. A. W. Gibbs.

BERRY FLAT

After a absence will try to let you hear of us again.

Our school is moving along nicely every one seems to be learning fast.

The wind has sure been blowing for the past month, drying out all our season.

A few in this part are through plowing while some are just started. John Kocurek is intending to plant corn this week.

The party at Mr. McKinsley's Saturday night was enjoyed by a nice crowd.

Mrs. Pratt, Mr. and Mrs. Bill Stephens of Tredway, spent Sunday with Mr. and Mrs. J. E. Calcote. Also Mrs. Elmer Hollor of Gail visited at J. E. Calcote's Sunday.

M. F. Calcote was home from Midland a few days last week but has gone back to work. He reports plenty of work down there.

Several from this part were in Lamesa las week on Business.

M. E. Jones of Lubbock was in this part of county last week looking after his place. He also bought five or six brood sows and brought them down and placed on his farm in this community.

If nothing happens more than we know, Brother Braswell will preach at Berry Flat this coming Saturday night and Sunday and Sunday night. Everyone come.

Blue Eyes

HAVE YOU MADE THOSE SPRING IMPROVEMENTS

We are reminded almost daily that spring is swiftly approaching. On one of these nice sunshiny days why not get out and give your home grounds the once over, and ask yourself if they are a credit to O'Donnell and your street?

Disorder is as contagious as measles, and the results are often much worse. If you have allowed your back yard to become a dump heap, your neighbors will probably catch the same idea, and you will all give an impression of indolence and indifference, perhaps of failure.

Neatness and beauty are also catching. If you are seen clearing up the refuse or removing defects, an impression is made on the neighborhood consciousness. The wives anxiously ask their guilty looking men, when they are going to get busy Pretty soon they too are removing their coats and operating wheelbarrows or rakes or hammers. And soon O'Donnell would look like a different city.

Carrol Baldwin was a business visitor in Lubbock Wednesday.

Winners

Eliminations for the interscholastic league contest in music was held at the O'Donnell high school on last Thursday afternoon. Alaverne Busby won first and Mary Joe Gates was declared second in the contest.

During the elimination in tennis held on Thursday afternoon Fannie Dell Busby and Pauline Hamilton were winners of doubles. Fannie Dell Busby was also winner in singles.

The county interscholastic league is in session at the O'Donnell high school and will close Saturday night. The winners in the eliminations over the county are being put through the test in the finals in the various events.

"BABY CHICKS"

\$1.00 books your own. Our own farm White horns, at hatchery produce other breeds, also. We hatch every Wednesday by prepaid parcel. Customers must receive valuation for their chicks for prices. Roberts Texas.

PILE PERMANENTLY BY USING PYSO

PRODUCE WANTED

We pay highest prices for chickens, turkeys, hides and cream. Call phone and we will come and get them.

ANDREWS PRODUCE COMPANY
O'Donnell, Texas

Magnolia Products

ARE UNEXCELLED

That complete satisfaction given Magnolia Products is the cause of its famous sales today.

CALL US—WE ARE AT YOUR SERVICE

Harlan Holt

Wholesale Distributor

MAGNOLIA PRODUCTS

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A Saving of \$15.00

Big sales and small profits is the reason for this phenomenal offer.

Guaranteed All Wool 2-piece Suits to Order

\$21.75

All One Price

Regular \$35 and \$40 Values Full Suit or Overcoat, \$25.75

Single Pants, \$8.25

If you've been paying around \$35 or \$40 for your clothes, you'll appreciate what a wonderful bargain this is. First class tailoring and absolute satisfaction guaranteed.

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Cleaning, Pressing, Dying and Alterations
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