NUMBER 10

1932 ginning report 8000 bales short of rding to reports is-from the cotton de-Census Bureau.

ke from the cotton dehe Census Bureau.
28.882 bales ginsame date last year.
unty also fell short of
erage, having only 20shull which swept much
shull which sands
shull which

Lee Parce will diof the day will meet

of O'Donnell ladies are tond a district meeting nary Society of the arch which is to be held at Monday. The affair

n announced that the not of the local society, oned from Monday to moon so that all who and the district meet.



SHOPPING DAYS NTIL CHRISTMAS

O MANAGER
T. DAIRY PLANT
of the board of disternoon, C. H. Doak
mager of the West
all the board of disternoon, C. H. Doak
mager of the West
all the board of disternoon, C. H. Doak
were at least twenty-five per cent
better than hat for the same month
better than hat for the same month
better than hat for the same month
on as bookkeeper,
one as bookkeeper,
one and the board of the second of the second
one and in O'Donnell for
years. Until this
manager of higgincompany here,
in manuth as he
mande scores of
inell and other parts
is no introduction to
pice, insamuch as he
mental in the second
of the pressing obligations
of art the control of the pressing obligations
of art the second of the school funds has meen of material assistance, but in common with
stock is valued at
the mortal times a
an a dozen employthe second of the pressing obligations of the school funds has meen of material assistance, but in common with
the fact that they have voluntarreceived by leak of funds.
The school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the fact that the phave voluntartype of the school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the school funds has meen of material assistance, but in common with
the fact that the phave voluntartype of the school funds has meen of material assistance, but in common with
the fact hat the phave voluntartype of the s

which was establargely owned by
By local we mean
all Borden county
stock is valued as
normal times
an a dozen employ
has

MRS. GATES BREAKS ARM
IN FALL LAST WEDNESDAY

IN FALL LAST WEDNESDAY

Fates received a broken
ending when

of Plainview has the past year.

In MFALL LAST WEDNESDAY

Mrs. J. W. Gates received a broken and that he plans to keep and the plans to the plans to

CO-OP OFFICE CLOSES; SMITH RECEIVING AGENT

PIONEER RUSINESS FIRM

GOES INTO BANKRUPTCY

Coming as a surprise and shock to the entire community, Singleton the entire community, Singleton at Labback last Wednesday.

Hardware and Grocery Co., Inc. filed a voluntary petition of bankruptor in the United States District Court at Labback last Wednesday.

Debts were listed as totalling strict Bouring and Lynn County Singleton for the least ing business establishments in Donnell and Lynn County Singleton for finding the properties of the firm At last been eative manager.

We are requested to announce that the T. Literary Society will present the three decembers and three-act drama entitled "Closed by Misses Lord Well and the Present Time Well and December the Alexand Recember from The Alexand Recember of Trans Proventing Present and Misses Lord Well and Newer Against Elevator from The Index week from

M. S. ELECTS OFFICERS AT BUSINESS MEETING

At the regular business meeting of the Missionary Society of the Methodist Church Monday afternoon, officers for the coming year were elected. They are as follows: President, Mrs. W. O. W. Jones; yice-president, Mrs. Ben Moore: corresponding secretary, Mrs. R. O. Stark: local treasurer, Mrs. R. O. Stark: local treasurer, Mrs. Fanny Bearest und crintendent of Bible and crintendent of Bible and Study Mrs. W. R. Burnstt on Evands: of social service. Mrs. J. W. Cates: of supplies, Mrs. Boss Johnson.

Mr and Mrs C N Hoffman



Letters To Santa Claus

and he believes that we can save a lot of postage by mailing letters to the Index to be printed. The paper will then be sent on to him, and there will only be one postage bill, See?

is anxious that all his little friends write him early, so that he may have some idea. what to -bring down to West Texas, and the lade is chiming in with an offer to publish all the letters mailed to him in our care.

You see, Santa realizes that times are rather hard this year, first one?

tractive prices.

The Pre-Christmas sale which open ed Friday at Guye Drygoods has been very successful. Friday was rather quiet due to the fact that weather was ideal for cotton gathering and few people were in town, but Saturday was a rush day from every view point.

point.
This week Blake Drygoods store is carrying a full page ad in the Index, listing unusually good prices on wear ing apparel for grown-ups and children. Both stores have stressed the practical Christmas idea, one with which the Index agrees whole hearted

ly.

And again the Index wishes to emphasize the fact that our merchants are offering gift goods in as wide a variety and at just as reasonated to be found on the South Plains.

Do your Christmas shopping in O'Donnell.

T — LITERARY SOCIETY TO PRESENT PLAY

We are requested to announce that
the T - Literary Society will present
a three-act drama entitled "Closed
Lips" on Friday evening, December
9, at the school auditorium.
Misses Lora Waldrip, Hattie Boales
Minnie Fay McMillin and Florence
Moorre, Mrs. Jim Ward; Earl Evans,
W. M. Waldrip, Jr., John D. McMillan, J. C. McCarley, Jr., and Jim
Ward will take the leading roles.
Everyone is cordially invited to attend.

MRS. BRADLEY TAKEN TO HOSPITAL TUESDAY

We have been asked several times during the past few days whether or not the new subscription rate of 50e per year will be effective for any length of time. This rate will be the regular price for the Index until further notice, and we will be very glad indeed to have new names for the list and to have new names for the list and to have former readers renew their sub-scriptions.

and we will be very glad indeed to have former senders renew their sub-have former readers renew their sub-have former and sub-have former and sub-figures.

If you will notice there is better the sub-ribers, and address of the sub-berber. That date is the expiration date for the reader, Please look at your label and if you are delinquent in your dues, we will appreciate your coming in as soon as possible to renew. The mailing list has not been corrected for several weeks, however, so that there may be some whose labels show a delinquency when they have really already paid up. Corrected records are kept in the office, and the mai registed to see how he stands on the sub-scription business. And comes in and see us abscription business and accomes of printing and for postage, and no business can be very successful nematics, when the sub-scription business and every successful nematics, when the sub-scription business and accomes of printing and for postage, and no business and the sub-scription business and the sub-scription business and the sub-scription successful in the postoffice.

My feel sure that if you appressive for the work of the sub-scription and the sub-sc

CHRISTMAS ATTRACTIONS

TO HOSPITAL TUESDAY

This seems to be sale week in O's onnell, and people from all over the iness woman and resident of O'Donnell, and people from all over the iness woman and resident of O'Donnell, was taken to a Lubbook happing the sheing offered by our tall just before noon Tuesday, suffer leaf merchants, offered at most allow the strength of the strengt

samily, sincerely hopes are is completely recovered.

Master William Shoemaker, second should and short item to his regular distance of fire.

COUNTY SCHOOLS OPEN wear FOR WORK THIS WEEK Throady, However, the new food did not should be should be

ing. He grins and retuses to make any statement about the matter, but interested readers of the Index have the greatest of the Index have the serving to rival the record at the with windmills and cronicled in these columns from time to time.

INDEX TO PUBLISH
CHRISTMAS EDITION
In accordance with a custom set. Lo. these many years are, the Index will publish a special Christmas edition again this year for the benefit of merchants and business men and the like in addition to the Christmas edition gain this year for the serving the result of the private features. There will be a number of appropriate features, Christmas stories and the like in addition to the Christmas and are looking forward to special state by our business will appear on Thursday. December 22nd, or the regular date for that week's Index, so that every resident in our territory may read and enjoy the wishes and greetings extended by local business men.

Beginning Sunday evening, a standard training school will be conducted at the First Baptist Church, said Rev. L. S. Jenkins Monday of this week.

TO BEGIN SUNDAY

Beginning Sunday evening, a standard training school will be conducted at the First Baptist Church, said Rev. L. S. Jenkins Monday of this week.

R. E. Key of Tahoka will be in charge, and sessions will be hald each evening through the will be a serious liness of the little of the conducted at the First Baptist Church, said the late of the conducted at the First Baptist Church, said the late of the conducted at the First Baptist Church, said the late of the

and 50° bring The O'Donnell

To M Address From To	
mucx .	

The O'Donnell Index

Published every Friday at O'Donnell, Texas

JOE ALEXANDER

Owner Pauline Campbell -

\$1.50 PER YEAR—IN ADVANCE

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

FOR BUSINESS MEN ONLY

"No business man in any town ould allow a newspaper published his town to go with out his name d business mentioned in its col-

O. A. BRUTON Jeweler

Lamesa, Texas

J. A. Minor

Niggerhead Coal

LUBBOCK
SANITARIUM & CLIMC
Do. J. T. Krouger
Sperry and Concellation
Dr. J. T. Hutchinson
pr. Br., Nose and Browl
Dr. M. C. Overton
Dissances of Children

Eye, Ear, Nose and Throat Dr. J. H. Stiles

Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Olan Key
logy and General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory

A chartered training school for aurses is conducted in connec-son with the somitarium.

GIBSON AND MAY O'DONNELL AND LUBBOCK

TRUCK LINE

Phone 21 or Phone 48 O'Donnell, Texas

The king of American game birds, the Quall, entered his annual period of trial and tribulation last Thugday when open season began. A number of local hunters took advantage of this opening and brought in their full quota.

The season began in both north and aouth zones, and will continue until January 16, or a total of forty seevn days. The "crop" this season is feared to be rather light. Three West Texas counties are closed this year to quall hunters—Stephens, Borden, and Howard.

Our school dismissed for Thanks-

ednesday.

Miss Carrie B. West and Mr. Huert Cook were married Sunday They
e visiting in Post.

ELVIN RAY MOCRE HAS BIRTHDAY PARTY

Celebrating his eighth birthday, Master Elvin Ray Moore was the gra-cious host Friday afternoon to a num ber of his little friends and school mates when he entertained at the home of his parents, Mr. and Mrs. Ben Moore.

home of his parents, Mr. and Mrs.

The honoree was the happy recipient of a wide variety of useful and appropriate gifts, and the small guests thoroughly enjoyed the job of un-wrapping and admiring them.

After several hours of games, refreshments a candiand apple were resulted to the candidate of the control of the candidate o

ORDAN GODDARD WED

Coming as a complete surprise to heir families and friends, the mariage of Miss Onelta Anderson and fordan Goddard was solemnized Saturday evening at Lovington, N. M.

The bride is the charming and accomplished daughter of Mr. and Mrs.

A. Anderson, and is one of the eaders in school and younger set so-cala activities. She has been especially interested in amateur theatricals, and has been much praised for her work in this lims. She was a member of this year's Senior class and would have received her diploma in May.

Mr. Goddard is the son of Mr. and Mrs. Edd Goddard, who live jun wear of town, and is much escene.

Inough definite plans for the future, it is assumed that thy will make their home on the farm.

The Index joins with their many other friends in extending best wishes and congratulations.

HEAT WITH West Texas Gas Co.

QUAIL HUNTERS OFF FOR 47-DAY PERIOD FRIDAY EVENING

Miss Veda Shumake was hostess riday evening when members of the tome Economies Club met for the urpose of comparing recipes and

making candy.

A very pleasant evening was spent
and the fudge, patience, and heavenly those present were Misses Marie
Greenwood, Lorene Beach, Kitty May
Garner, Jim Ellen Wells, Kimmie Lee
Pearce, Thresa Payne, the hostess,
and Mrs. Scott.

"HAT CHECK GIRL" TO HOW AT TAHOKA

THREE LAKES
(Intended for Last Week)

Our school dismissed for Thanksving.

Mrs. H. T. Moore and daughter of of
Mrs. W. E. Sikes, Thanksving

Mr. and Mrs. W. E. Sikes, Thankshanksgiving in O'Donnell.

Mr. and Mrs. Carroll Edwards and
amily spent Thanksgiving in the
ome of Mr. and Mrs. J. A. Anders
om at O'Donnell.

J. T. Ellis, son of T. M. Ellis, Jr.,

J. T. Ellis, son of T. M. Ellis, Jr.,

J. T. Ellis, son of T. M. Ellis, Jr.,

J. T. Ellis, son of T. M. Ellis, Jr.,

J. T. Ellis, son of T. M. Ellis, Jr.,

J. T. Ellis, son of T. M. Ellis, Jr.,

B. L. Davis and Dick Tune of the B. & O. represented the local Red & White dealers at a banquet at Lub-bock last Thursday evening. They re-port a most enjoyable time.

week.

Mr. and Mrs. Yant of El Paso were
guests of friends here a short time
Sunday. Mr. Yant assisted in building of the curbs and drains here back
in 1925, and the have many friends
here.

here.

Mr. Guy Simpson of Lamesa was
the guest Sunday of his daugter, Mrs.
Sam Singleton.

Mmes. J. P. Bowlin, Boss Johnson,
Hams were in Lubbock Monday.

Mr. and Mrs. C. H. Cabool returnded Thursday evening from Dallas,
where they bought merchandise for
the store.

where they bought merchandise for the store.

Mrs. W. E. Singleton and Miss Winnie Fairley took little Miss Lena Mae Singleton to Lubbock to the hospital Friday for examination. We are glid to report that her dislocated hip is healing nicely.

Mmes. W. H. Ritzenthaler and E. L. Sorrels and little Miss Dorothy Anne Ritzenthaler were in Lubbock Friday. Miss Dorothy underwent an examination at the hospital, and her dector says she is doing very well indeed.

charge of the sandwich shop during his absence.

Mrs. W. H. Thornhill was down from Tahoka Monday, looking after new merchandise for the store here. Incidentally, she renewed her subscription to the Index while she was here. Thank you, Ma'm.

Mrs. John Guess of Young county was in O'Donzell a short time Sunday as the guest of his sister, Mrs. W. E. Guye and family. This was the first time they had seen each other in almost fifteen years.

Mr. and Mrs. Roy. D. Smith have as their guest for several days her sister, Mrs. J. A. Moody of San Angolo. H. F. Moody of Littlefield and J. A. Moody of Levelland were also guests Sunday.

resolutions just yet, the Index here-by goes on record as believing that it's time for O'Donnell people in every direction from town and in town to make the firm decision that "BUY IT IN O'DONNELL" shall be our slogan for the future.

YOUR HOME TOWN MERCHANT

eet by merchants in O'Donnell and a store in another place.

It's the home town merchants who sell to you on credit or on extended time. And we know of merchants right here in O'Donnell flighting with their backs to the wall because they have been too good for their own good. When you buy an article in your home town and find it unsatis-factory, all you have to do is bring it back and your loss is made good. Just think it over, and remember that the best way to make O'Donnell

Mr. and Mrs. Major H. Rodgers and children of Levelland spent Sun-day here with relatives.

The regular meeting of the district nging convention at OK Sunday af-irnoon was well attended, according local people who were present. Though many O'Donnell singers

COST

Ford Repairs REDUCED

Take advantage of the new low cost of our service to put your Ford in A-1 condition. A small investment now will prevent cold weather troubles and yield big dividends in comfort and pleasure. Find out about our special lowcost service combinations You save here also on accessories.

Lynn County Motor Co.



Could Your Car Pass a "Cold Test" like this



Through deep snow drifts that blanketed Wolf Creek Pass, 10,800 feet above sea level in Colorado's Rockies, a great V-type snow plow doggedly pushed its way. A whirring rotary plow spouted clouds of snow, clearing rotary plow spouted clouds of snow, clearing the roadway. And soon, despite temperatures daily below zero, workers of Liberty Truck & Parts Co., of Denver, had opened the 15-mile road.

"We used Conoco Germ Processed Motor Oil and Conoco Gasoline exclusively in our Cletrac Tractors with wonderful results," wrote a Liberty official. "We had no diffused the state of the control of the contro

There's a "cold test" to guide you in buying motor oil!

Concoo Germ Processed Motor Oil is thoroughly dewaxed and circulates freely below zero. It makes Winteryour motor from terrific punishment during the starting period, when half of all motor

CONOCO

ANY OIL WOULD BE BETTER OIL IF GERM PROCESS

LISH THEATRE Tahoka, Tex.

Tahoka, Tex.

Jay and Saturday, Dec. 9-10

TOM MIX

In DER OF DEATH WALLEY' With Issn, Fred Kohler. Remember Issn played the leading role

December 11-12-13 HAROLD LLOYD "MOVIE CRAZY"
With

With
the Cummings and an outcast. Two years in the makOVIE CRAZY is a laugh
a start to finish. Take our
r it, forget your troubles.
d laugh. Entertainment for
family.

S

A-1 now

ubles

nfort

our

tions

ies.

Co.

118

SED

s, Ben Lyon, Ginger (hwsley. She saw everybody and told talks on Broadway, and told talks on Broadway.

OF FAT

VOCATIONAL AGRICULTURE NOTES By R. H. Mathia

A summary of the supervised practice work being done by the Vocatic Month of the supervised practice work being done by the Vocatic Month of the supervised practice work being done by the Vocatic Month of the supervised practice work being done by the Vocatic Month of the supervised practice work being done by the Vocatic Month of the supervised practice would be represented on during this school at a supervised practice would be represented by the supervised practice would be represented by the supervised by t

business basis, deep thought of St. Louis, Mo., and the statement on each of their property of the statement of the property of the property of the property of the statement of the property of the pr

mornings or nights in business detrict, 5c a quart.

town. In residence Would appreciate a portion of
\$\frac{1}{2}\$c a quart.

AT B & O CASH STORE AND JOHNSON & LINE

W. W. WILLIAMS, Mgr. Phone 128

GINDOTHAM FUNERAL HOME

> Ambulance Service Phone 75 **Night Phones**

de Branon rey Thomas LER BALDRIDGE, Leon Mgr.

the trouble, we have not osupply calls for see foods two weeks, but will have still have

THERE MUST BE SOME TAXPAYERS

1. S. Jenkins, Jr., son of Rev. and Mrs. L. S. Jenkins, has been quite ill for scj_ral days with flu. He is some whet improved now.

Mr. and Mrs. W. E. Guye were in Lubbeck Sunday visiting their son, Wrw, and attending to a few matters of business.

Mr. and Mrs. Carey Shook and little daughter, Aubra Lee, have been ill with flu, but are able to be out

A short time ago a certain man decided to see just how strong a woman's curiosity was. He cut a small "personal" item from the newspaper and left the paper where his wife would be sure to find it. When he returned home the next evening he was surprised to find the domestic atmosphere hanging heavy with thunder clouds. Investigation revealed that his wife had borrowed a neighbor's paper to see what he had clipped. He fumbled in his vest pocket for his clipping and was electrified to find, on the opposite side from the "personal" item this headline: "Prominent Citizen Figures In Wild Party at Roadhouse. Due to Prominence of Participants, No Names are Given At This Time."

And now a certain man has no

And now a certain man has no further interest in feminine curiosity

Mrs. C. B. Burdine and son, Les-ter, drove to Amsrillo last Saturday, to meet her mother, Mrs. M. C. Twin-er of Shamrock. Mrs. Twiner will visit in the home of her daughter for some length of time.

E. D. Holman, and daughter, Miss Leona, were ill for several days with at her beauty shop again this weel after seevral days illness.







Store owners looking for Christmas business can't afford to be penny wise and light foolish. No store owner can afford to skimp on lights.

Electric light is so cheap that abundant use of it is true economy because

Abundant Light attracts the shopper.

Abundant Light makes clerks and customers more cheerful Abundant Light prevents eye strain and increases efficiency. Abundant Light makes dark inside space usable and profitable. Abundant Light permits customers to really see what they're buying

People Won't BUY Until They SEF



Opens



Make This A Practical Xmas

Store Open **Evenings Till**

MEN'S UNDERWEAR

Winter weight

59c to 85c

DRESS SHIRTS

A wide variety of new patterns.

49c to \$1.00

01

WORK SHIRTS

A real service quality, best made.

49c to 75c

BOYS' SHIRTS

For Dress Wear

59c

Work or school

39c



A GOLDEN OPPORTUNITY LADIES, TO BUY A COAT AND DRESS FOR THE PRICE OF ONE

DRESSES

Our complete line of fine silk dresses, in all sizes and in a variety of styles and colors. Flat crepe rough silks several woolens also.

COATS

Lovely quality fall and winter coats, in sport and fur trimmed models, all reduced to extremely low prices for this Holiday Sale. A real saving.

TO

SUITS. **OVERCOATS**

Every garment drastical ly reduced. See these a once.

MEN'S DRESS SHOE

Quality and wear in e ery pair of them.

\$2.35 to \$3.50

WORK SHOES

Comfortable and wearing.

\$1.39 to \$2.9

CHILDREN'S SHOE

A full line of children shoes. High quality low cost.



XMAS SALE OF HATS

Close-out of Fall and winter hats. Felts and draped turbans.

98c to \$1.49

New Spring Hats now On Sale



HOSIERY

Sheer chiffon or service weight. Fine guage. All colors and

5c to \$1.00



HATS

What could be nicer or more practical? Finest quality. Priced as low as-

\$1.29 to \$5.95



For dress or heavy work. Complete line in all sizes, at reduced prices.



XMAS SALE OF TIES

The always welcome gift. A new shipment just received. featuring stripes, solid colors and prints.

35c to \$1.00



LEATHER COATS

LINGERIE

The gift supreme, both

in charm and practicality. Bloomers, step-ins,

brassieres, night gowns

and pajamas. A wide

variety.

For coldest days. Sheepskin lined for extra service and warmth.

\$2.95 \$3.95



Every boy will appreciate one of these fine quality sweaters. Coat or slip-on styles. All sizes.

59c to \$1.75



LADIES' SHOES

Soft and beautiful, perfectly fitting, Kid, Suede ;and Patents. Black and Brown.

1.95 3.95



LAKE'S DRY GOODS STOR O'Donnell, Texas