Most People Prefer The Lamb County Leader First In News $\because$ First In Special Features

# LAMB COUNTY FARMERS ACHIEVE BIG 

 SUCCESS IN EXHBBTING CURED MEATS| Hounds, |
| :--- |
| You Have |
| Our Prayers |

# LITTLEFIELD-THE PULSE OF THE PLAINS <br> LAMBCOUNTY * LEADER $\mathbb{\chi}$ <br> Official Newspaper of Lamb County, Texa 



LARGE INCREASE INCRCULATION


I. V. FENT WINS FIRSTINBACON AT PLAINS SHOW Other Honors Also Taken
By Lamb Farmers At By Lamb Farmers A Lubbock Show 5in
ing farmers: Ben MeGee. Amherst,
Bruno Birkelbach, Littlefield. Albert
Neuenschwander, Littlefield, Pana Nafzgar, Olton, and I. V. Fent, Of
ton, won first place. In the county
group of 10 hams, selection was made from the following exhibitors: Ben
MeGee, Amherst, I. V. Fent, olton, Paul Nafzgar, Olton, Bruno Birkel-
bsach, Littlefield, and R. . . May, Amsecond place, first place going This is the second cured meat show show, Lamb county entries won prac-
tically all prizes. These farmers ing meat, and are receiving premlum 4-H Club Boys

Sell Calves At Lubbock Show Cod out by 4 H Lamb countser calven Wot week, at an avacray Fridice of club members were at a disadvantage count Commissioner Elliss Foust was the

President To Receive Prize South Plains Ham

## Copies of Leader Are

Sent to President



Is There An Active Is There An Active
Worker In Your Look over the list of numes
in this issue of the teader and eee
if there in an netive candidate in in

High School Football Team

Organizes

| for the highan began workSixtr-six boyrms Monday anore are expectedscholastic difficufor a team ancr than last yearleter men rmajority of |
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| Uins Quality Meat Show w | Mr. Duggan in his letter to Con |
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| of the Nineteenth $C$ | velt |
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| Senator Arthur P. Dugkan, who |  |
| chased the ham. | sta |
| sham was auctioned at 82.05 |  |
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| The ham was expreseed to con |  |
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Vote for Your Favorite Candidate In the Leader's Circulation Campaign

## Do You Own Your Farm

poultry and dairy facilities, production poten:ialiti warrant you a good investment when you purchase a plemy We are selling agricultural tracts from 325.00 to 535.00 p 318.00 per acre. We are also making it poxibl for $\$ 1200$ -A REAL OPPORTUNITY14 offered in this zood land located in the
a: the low price and liberal terms given.

## Yellow House Land Company

## Kerosene Lamps

## Served the Purpose of Illumination.....

-Until the electric light replaced it. Likewise a broom, a washboard, a sad iron may serve for cleaning, washing and ironing in the home.. after a fashion.
-Electrical home aids are as far superior to the outdated devices still used in many homes as the electric light is better than the kerosene makeshift.
-There is no better time than right now to place your home on an efficient, up-to-date basis . . . . with the latest electrical methods of saving time, labor and money.

## TEXAS UTILITIES Company <br> BETTER LIGHT <br> BETTER SIGHT

 THE FACT FINDERS-and Their Discoveries

# Why Hesitate Longer 

## About Entering The Lamb County Leader's 'Everybody Wins' Subscription Campaign?

There is no way for any person who works in the campaign to lose out! You are positively guaranteed either a new auto, a trip, a cash award or other prize,-worth all the effort expended. Every worker in the campaign will be a winner.
If you cannot possibly enter the race yourself, then nominate a friend who you think can get subscriptions to this newspaper and be among the winners. Right now is the best time to enter. DON'T PUT IT OFF ANY LONGER-decide to enter your name today.
OPPORTUNITY IS KNOCKING AT YOUR DOOR TODAY-are you going to pass it up? Here is your chance to earn a new auto or other valuable award without one cent of cost to you. It's just a spare time opportunity-time that would otherwise be wasted.
STOP AND CONSIDER-all these valuable prizes and cash commissions are going to be distributed to energetic men and women of this community within the next few weeks. YOU can in just a few short weeks eam as much as $\$ 500$.
Then why not enter your name and get your share? YOU CANNOT LOSE . . . EVERY WORKER WILL WIN SOMETHING!

## THIS IS THE BIGGEST, MOST LIBERAL, PRIZE CAMPAIGN EVER MADE TOTHE GOOD PEOPLE OF LITTLEFIELD and SURROUNDING TERRITORY

## Here <br> ${ }_{\substack{\text { Are } \\ \text { The }}}$ Prizes TO CHOOSE FROM

NEW MODEL PLYMOUTH" "G"
TWO-DOOR SEDAN, FULLY EQUIPPED Littlefield Motor Company, Local Agents

TRIP TO EUROPE
$\$ 500.00$ N CASH
S250.00 IN CASH


## READ THIS

## TO THOSE WHOHAVE ENTERED ......

What are YOU going to do to insure yourself one of the really BIG prizes in this campaign? Are you doing YOUR part, or are you sitting back and hoping your friends will do it all? This should not be the case when the great value of the prizes is considered. Every candidate should be doing his or her utmost towards making THEIR prize as big as possible. If your friends see that you are doing your part, they will jump in and help you pile up a winning total of votes. If, however, they see that you arel unappreciative and are expecting your friends to do it all, they will throw
their support elsewhere. IT'S UP TO YOU. GET BUSY AND DO YOUR PART-your friends will do theirs.


## USE THESE COUPONS NOW!

GET A FLYING START!

Fill in the entry blank with your own name or the name of some man or woman whom you think would
awards. Mail or bring it to this offiep.

## Nomination Blank

 Good for 10,000 VotesI Hereby Nominate and Cast 10,000 Votes for
Miss, Mr. or Mrs.
Address a candidate in "The Everybody Wins" Subscription Campaign. NOTE-Only one of these Coupons accepted for each member Nominated

HERESHOW-

These two Coupons and four 'renewal' subscriptions for one year each will start you off with-

## 458,000 VOTES

GET BUSY AND ENTER YOUR NAME TODAY!

Here's your opportunity to got into the race good and strong with one stroke-get 4 yearly subscriptions and you will receive 400,000
extra by gending 4 of these coupons in OPPORTUNITY COUPON Good for $\mathbf{1 0 0 , 0 0 0}$ Extra Votes

Member's Name
Address
This Coupon and a one (1) year paid-in-advance subscription or the equivalent thereof, entitles the member to 100,000 extra votes in addition to the regular schedule. Only four of these Coupons allowed any one member.

Announcement Is Made Relative To Land Bank Loans

## 




It's Time To Think Of
Spring Garden Needs


THAXTON BROS. HARDWARE

## Our Assets:

1. CONFIDENCE OF THE PEOPLE
2. DEPOSITS OF THE PEOPLE.
3. vapital paid in by stockholders. Of these three. Confidence of the People is the most important TO BANKING. Confidence of the people can only be merited, we know, by
4. The Character and Integrity of The Officer: and Directors.
5. Efficient, Friendly and Dependable Service by Bank Trained Employes
6. By Strict Adherence to Sound Banking Prin-

On This Basis Your Banking Business Is Solicited

First National Bank LITTLEFIELD

VOTE FOR
The Candid Candidate
W. W. (Hick) HALCOMB
 WORLD'S WORST HICK For Representative 120th District

I am opposed to Greedy Grasping Monopoly In All of Its Insidious Forms.

Ernest Goertz Weds Miss Myrtle Thomas Sunday Morning



FASTER
FURTHER AT LESS COST
$\qquad$ Stive ever built the tinss, To We ato have a generat liee and Parts
$\qquad$

## Hilliard

 TIRE CO. tiltefied, Tem

## the fiftennth annual meeting of THE WOMAN'S MISSIONARY SOCIETY <br> товенеLD ATTHE FRSSTBPITITCHURCH APRIL 8th \& 9th <br> These Following Business Firms and Individuals Extend a Hearty Welcome To All Baptist Ladiesof District No. 9:

First Baptist Church Club Cafe Replin's
Stokes-Alexander Drug Co.

Chisholm's Studio Burleson \& Co., Inc. Jeffries Mercantile Co. Jones Hardware \& Implement $\mathbf{C} 0$. West Texas Gas Co.

Hammons Furniture Higginbotham-Bartlett Co. Lon H. Smith A. R. Hendricks, Insurance

## Morton News

## FREE VOTE COUPON

This Coupon when neatly clipped out and returned The Campaign Department, The Lamb County Lead
will count for 100 votes.
Cast for
Town
No Coupon will be transferred from one candidate to another after being received at The Campaign Department.

## CONOCO INTRODUCES A Remarkable new MOTOR OIL

Its lower consumption and greater protection to motors
proved by the most convincing test ever made!

The process which gives these exclusive new features is pro-
tected by recent $U$. S. patents. Conoco refines a high quality tected by recent U. S. patents. Conoco refines a high quality
paraffin base oil and then adds the extra oiliness that is abso-
lutely necessary toobtain Putely necessary to obtain the protect:
tion every motorist should demand

HIS new oil has a tremendously increased "film strength"-
and a penetrative oilinesss to a always spotect your motor.
"Hidden Quart" never leaves a dry spot or a bearing without "Hidden Quart" never leaves a dry spoter a bearning without
lubrication-it resists dilution-and eliminates much trouble lubrication-it resists dilutis
caused by carbon and sludge.

New and Improved Conoco Germ Processed Motor Oil excels in the most convincing test ever made, under the supervision of the AAA Contest Board. N presenting New and Improved Conoco Germ Pro-
ancsed Mot Mor Oill ance. You will at once be convinced of the direct value
of this new oil. A test so dramatic, so honest, that it will This test was held at the Indianapolis Motor Speed-
way. The Contest Board of the American Automobile Association sunpervised all details, thus assuring an un-
tiased opinion. Six new regular stock cars were delivered tiased opinion. Six new regular stock cars were delivered
direct to them. They tested and measured each to obtain an equal condition in all.
Six brands of motor oil, of the same S. A. E. grade,
were used. Five of them, all purchased by the AAA on the open market, were nationally known, widely recog.
nized leaders. The other one was New and Improved
Con nized leaders. The oeher one was New and mproved
Conoco Germ Processed Motor Oil All cars were then
carefully broken in for 2500 miles. Five quarts, a new carefully broken in for 2500 miles. Five quarts, a new
and complete fil, were put in each car and the crank-
cases sealed. Then the real battle for supremey beger and complete fill, were put in each car and the crank-
cases sealed. Then the rad battle for supremacy began.
The cars were driven for as long as the motors continued The cars were driven for as long as the motors continued
to operate. Here are the results: Oil No. 4 quit at 1713.2 miles;
Oil No. 6 quit at 1764.4 miles; Oil No. 5 wrecked the motor at 1815.9; Oil No. 1 ccased its lubricative proection at 2266.8 miles; and Oil No. 3 at 3318.8 miles. New and Improved Conoco Cerm Processed Motor
Oil carried on to a total 4729 milest Over three thousand miles farther than the first oil to go out, and over four-
teen hundred miles farther than the final oil of the fivel It is the Germ Processing principle, only used by
Conoco, that won the test. This "Hidden Quart" that Conoco, that won the test. This "Hidden Quart" that
lubricates all parts at all times that stays up in your mubricates an parts at ail umes Diat stays up in your
motor and never drains away. Drive into a Conoco Sta-
tion or Dealer for a fill. You are getting the most in


Warning ${ }_{\text {OWNERS... }}^{\text {To Mew CAR }}$



on the meliset


NEW AND IMPROVED CONOCO GERM PROCESSED MOT̈OROIL EXCLUSIVE NEW FEATURES PROTECTED UNDER RECENT U. S. PATENTS


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| Phone 86 |  |

## Fresh Quality GROCERIES

Aldridgen you think of Fresh Quallty Groceries, think of W. Aty groceries at the lowent possible prices. A quick turnover in stock enables us to keep our stock up-to-date and fresh at all

Fresh Meats
-huse you cried our Fresh Meats, They are delicious, For your
next me by and try some of our fresh meats. You will marvel as the taste, freshnem and quality you get when you trade
here.

W. J. ALDRIDGE GROCERY and MARKET



Local Band To Sponsor Clown Minstrel Show

Had You Thoudd

| Local Band To Sponsor Clown Minstrel Show |  |
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## SPECIALS

FOR FRIDAY and SATURDAY BULKCOFFEE JERSEY CORNFLAKES :.... 3lc BLACKPEPPER
CABBAGE fam mans 21.2c

| 8 Pound <br> Carton |
| :---: |

SALT

Sardines

## Sugar

-WE CARRY THE BEST LINE OF FRESH FRUITS AND VEGETABLES THAT CAN BE BOUGHT.

## MARKET




|  | Union annual conference will be found elsewhere in this paper. Thanks <br> to the | wictim of this occasien came to his death by overwork. |
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|  | ME | Unit |
| ay school. Super- | J. W. Hendrix, |  |
| dan in charge. | Church |  |
| on Smith and his | Claskes in |  |
|  |  | Next Monday nigtt, April 9, will be |
|  | ng people'n warship perinit, | cal Legion onit. All members in |
| or attending |  | this poat are arged to be present and |
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| sermon. Dr |  | will follow the business meeting |
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Lense Grinding Laboratory

as usual Sunday. We want you
present.

Announcing! Youls

We Have Just Installed a New LENS Grinding Laboratory and MUST TAME CABE of IRFEM

We wish to take this opportunity to announce to the people of Littlefield and surrounding territory, that we have just installed a modern and up-to-date Grinding Laboratory. This is quite an industry in itself and we want you to come in and let us show you this new equipment. It will be a pleasure to show you the process of grinding lenses.

With this addition to our optical department, we are prepared to do the same work that is done in larger cities and will enable us to give you prompt, one-day service if necessary. It enables us to examine your eyes and make the lenses here in Littlefield and deliver the glasses complete the same day.

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and carried on the Shelvatray to wherever they are wanted. (Patents pending.)
The SHELVABASKET is just the place for carrots, beets, cabbages or what-have-you. No longer do these things have to stand about in unsightly paper bags. (Patents pending.) The STORABIN is a handy, cool place for potatoes, onions, other bulk items and reserve bottle goods. (Patents pending.)
The Crosley TRI-SHELVADOR Electric Refrigerator has every other
essential feature - comDeD $\begin{aligned} & \text { essential-see it-judge } \\ & \text { pare yourself! It's truly }\end{aligned}$ and up or yourself! it's truly the items wanted are placed on the Shelvatray

## DELIVEREDAINSTALLED-ONEXEAR SERVICE

## Carl Smith

For your own protection, why don't you, today, cheek up on your vision. Our examination will frankly reveal whether you need glasses or not. We are moderny equipped.

## Dr. Ira E. Woods

REGISTERED OPTOMETRIST
Office At Madden's Drug Store
Littlefield, Texas



Dr. Smith
Registered Veterinarian 308 W. 4th SL. Littlefield, Texas

| T. WADE POTTER ATTORNEY AT LAW Office in First National Bank Building Littlefield, Texas |
| :---: |

DR. Wm. N, ORR dentist



## C. C. CLEMENTS

 DentistX -Ray Machime in Connection
Office in Fint National Bank
Building

LUBBOCK SANITARIUM \& CLINIC





## LUM'S CHAPEL



FOR SALE OR TRADE

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| Election Order |
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## GET THE HABIT

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signatures of the preof witness the
retary of said Littlefied
Schond necretary of said Littlefield Independent
Sehool District and the seal thereof
hereunto
Mar hereunto affixed and the seal thereot
March, 1934, J. W. JAMES, Prosident,
Littlefield Independent Sch
District. ATTEST:

## MARRIAGE LICENSE ISSUED

 Marriage licenses istued at Olton,since March 19, according to S. A.
Dose, county clerk Doss, county clerk, are as follown:
A. N. Colling of Littlefield and
Ruth Victory, March 24. Ruth Victory, March 24.
Ralph Granthan of Littlefield and
Emma Fraizer, March 24.

## Lamb County Abstract

 Company, Inc. Phone No. 19 olton, texas Office in Courthouse TITLE TOALL LAADS AND
TOWN LOTS LN LAMB COUNTY


## Efficiem Raten.

| $\begin{array}{c}\text { Doing Businese } \\ \text { Since 190. }\end{array}$ |
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GULF SERVICE STATION Highway No. 7. Just West
of Phelps Avenue
MAKE EATING HERE a habit

## Once you start coming here for lunect or dinere, youll may tits the beet best and mott coonomical habbi you have.

PERFECT FOOD EFFICIENT SERVICE
MOODY'S CAFE
YOU
Will Never Make A Mistake
Bner
MOBILGAS and MOBILOIL
At Any Magnolia Station L. R. CROCKETT, Agent Littlefield

## Farm Auction Sales <br> COL. J. W. HORN

Auction in Litttlefield Every Satur-
day on vacant lat
day on vacant lot opposite bank.
CALVIN HENSON Lawyer
Littlefield, Toxeo
General practice in all Courts
Abstracts of Lamb and Histan
Abstracts of Lamb and Hockley



CHETROLIT A mooth, restful, glidback seat . . . a new feeling of safety and relaxation in high-speed or roughroad travel. All these pleasures are yours with Knec-Action wheels. And if your car has enclosed Knee-Action, like Cherrolet's, you not only get this pliding ride at its best, you also get two other extra advantages. One of these is
shock-proof steering. And the other is dependable operation, thoroughly protected against wear and tear. The patent rights on this special kind of Knee-Action are held exclusively by General Motors. That's why no other low-priced car has it. Also, no other has a Fisher body, cable-controlled brakes, a Y-K frame, or a Blue. Flame engineof unsurpassed economy.
PANY, DETROIT, MICHIGAS
THETiOTEta34
Dyibet anty 5 miles and youll never be satisfied with any other low-priced car

## Hewitt Chevrolet Co.

## Littlefield, Texas



TRADE WITH AN INDEPENDENT DEALER AND SAVE MONEY No. 1 KEROSENE-Gallon 51-2c DISTLLLATE BEST GRADE-AGallon $5 c$ ASK FOR BARREL PRICES ON GASOLINE McCORMICK BROS. INDEPEN/ NT

## Go to Church Sunday … Community Movement



ALL BUNDLES MUST BE LEFT AT THE DOOR
-Strange ruling! Yet a ruling that is adhered to stretly by every church. The bundles in question are WORRY, CARE. They must be left at the door when you enter your Church. And when you come out again, the bundles will be gone! No matter how heavy your burdens, no matter how long or far you have carried them, they will be lifted from you as you enter. Remember that! When things are darkest, and you are weary, and the hill ahead looks too steep and you feel that you cannot take another step, remember your Church.

## LEAVES WORRY AND CARE AT HOME

- Your Churches offer you strength, rest and courage. Let your Church help you. Come often. Come in sorrow, but come, too in joy. For though the Church can make your sorrow less bitter it can also make your joy more sweet. Come to Church next Sunday and leave WORRY and CARE at the door:


## Go to the Church Of Your Choice SUNDAY

Where folks are really happy . . . CHURCH . . . . here's an invitation to meet with people of high standing in the community, people of culture, intelligence and character. Come to Church next Sunday. There, joined by a common faith, folks are friendly to one another. You will enjoy being among them, and becoming acquainted with them. In fact, you will make your most worthwhile contacts at church. Come next Sunday, and see.

## Do You Spend Your Sunday

SULKING and FRETTING and BEING BORED?
-If you find yourself dreading next Sunday, that's a symptom. If Sunday, instead of being a rest day, is a lazy, listless, good-for-nothing day, that's another symptom. If you spend Sunday being bored with your own company, and bickering with the folks around you, that, too, is a symptom. Symptoms of what, you ask? Of this! Of a strongly-felt, though not always conscious, need in your life. Church! Come to Church Sunday and see what happens to you.

## THE CHURCH EXHILARATES

-You will discover that Church provides mental and spiritual refreshment which will make Sunday, as well as all the days of the week to follow, more worthwhile. Church exhilarates. Church lifts up. Church banishes worry. Now you know the symp. toms, the malady, the cure. If you want to feel tiptop Sunday, come to Church.


# This "Go-To-Church" Campaign Publicity Sponsored and Paid for by the Following Littlefield Firms and Individuals 

West Texas Gas Co.

Moody's Cafe
Hi-Way Service Station
W. H. (Bill) Gray, Prop.

Texas Utilities C .

## Renfro's

Palace Confectionery
The Homo of Good Foomtain serrice
Lamb County Leader

## Frank Lehman

C. O. Robbins

Stokes-Alexander Drug Co.

Piggly-Wiggly Grocery \& Market
Hammons Furniture \& Undertaking
Madden's Drug Store
Perry Bros.

Yellow House Land Co.



## 

 B. L. (Joth) COGDIL
## STANDINGS

## EM8

lower
cices

FRIDAY and SATURDAY
Bananas oor 15c
Serve Fruits With Cereals RAISIN BRAN

For Health

11c
Strawherries Box 10c
CORN
3 No. 2 Cans
25 c
HOMINY
van camp's
No. $21-2$ Can
10c
GREEN BEANS
2 No. 2 Cans
19 c
SPINACH medina 2 No. 2 Cans 19 c

OLIVES tasty queen 26 Ounce
35 c

| IEA............. |
| :---: |
| PaNCAKE FLOUR..... 10 lo |
| MARSHMALLOWS ...81-2c |
| BAKINGPOWDER |

BIRD SEED ........... 25 c


In the senior boys' track and field,
Olton took charge of things and won
double as many points as the nearost
comperitor. Spade won second and
Litteficd third Fowler of Spade
was


## TOO LATE TO CLASSIFY



| Cormick Brothers. |
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| HOGS WANTED <br> Will pay 50 cents under Fort Worth top for hogs on shipping Jays, which are every Tuesday and Friday, Fenay. <br> Pens located close to P. W. Wal ker sheep pens. <br> J. U. WRIGHT <br> Littlefield, Texas |
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JOHN DEERE
LISTERS
and CULTIVATORS
$\qquad$ Lister or Cultivator, we want you
to see the John Deere modely first. These are now on display for your

## selection.

J. T. HARRIS

