# 15 <br> <br> LAMB COUNTY LEADER <br> <br> LAMB COUNTY LEADER <br> Official Newspaper of Lamb County, Texas 

SCHOOL SUPERINTENDENT EXPLAINS WHY COST OF LITTLEFIELD SCHOOLS IS MORE THAN LUBBOCK AND LESS THAN OTHERS

If Littefield Did Not Transport Pupils, Tax Rate Could Be Cut to 72 Cents per $\$ 100$ Valuation, or $\$ 18.08$


## Little Glimpses of America


 Birth of Baby Daughte
T. WADE POTTER
ASKSRE-ELECTION
CDUNTY \&ITORNEY

## THE LEADER, YOUR HOME PAPER, $\$ 1.50$ A YR



Our patrons know that B \& M stands for quality, satisfaction, service and low price. If you do not trade here, let us convince you, too.

B \& M Cash Grocery

## Then beitir automomilis ars bulli .a. buick will bullo then E verything that is BUICK foronly 1195

You may have thought that you couldn't buy a Buick for as littie as $\$ 1195$-that you would have to pay considetably more for Buick quality.
The truch is that you can have any one of three popular Buick models at this figure-a Sedan, Coupe or SFgrt Roadster-all of them, cars of true Buick quality
You have always wanted'a Buick-and today's Buick surpasses all previots creations. Sec it.drive it-andown the car you lave long wanted.



## BAIRD MOTOR COMPANY

Distributors, Plainview, Texas
CITYGARAGE
Local Dealer
LITTLEFIELD, TEXAS

"The man with the hoe-beats the man with the hokum.'


Wm. G. McAdoo
THE MORTALITY RATE ON AUTOS Comparatively speaking, the number of autos bruised or broken up or burned up is astonishing Hardly a day passes in any community without ome sort of auto mishap.
Why not protect your car and yourself from losses personal or otherwise
The cost is small-the satisfaction is large.

## "There is no Substitute for Safety"

FIRST NATIONAL BANK

## LITTLEFIELD, TEXAS

## WE staive for a man to man relationship that

 We staive for a man to man relationship thatWILL prevewt misundegstandincs, menit more CONPIDENCE, AND CREATE FRIENDSHIPS.

## TEACHER HOME ECONOMICS WOULD HAVE SPECIAL BUILDING FOR CLASSES; GETS A

 HIGH RATING FROM STATE SUPERVISOR

## In All America no Better Built Car at the Price

More power ... more spered .... more emoothnemen. A brillian
change of pare. You instinutively expect them. You some bow know that's what you get in thy All-American Six.,
But comsider thrse other renomn for its stirring suceren The exicting care and craftsmansthip with whith the car i built. How marvolousiy it survives the tests and trials of
time. . Here are stamina and ruturance that reale only from All-tmeriean engincering, Ihis, tugered, overaike units. Balanecand simplicity of idsaign. Month nftier month of pitileses testing on General Motors Proving Ground..: why its power, sperd and smooth hess are measured in ten-
of thounands of miles. Why erouomy and dependebility of thousands of miles. Why ceouomy nnd dependability
are Onkland owners' by-words. Why All-American ownere will tell you-"No better built ear at the price!






JONES BROS. MOTOR CO. LITTLEFIELD

TEXAS
OAKLAND ALL AMERICAN SIX

CHIEF OF YAKIMA INDIANS LECTURES
AND GIVES MOVIE SHOW AT PALACE TO
MANY PEOPLE WHO FIRST SAW AN INDIAN


Monday night.
Nipo Strongheart, chief of the Yak Cecil DeMille picture corporation at Hollywood, Los Angeles, was present-
ed to tell of his people, the subject of his lecture accompanying the pic-
ture being "From Peace Pipe to W ture being "From Peace Pipe to War
Trail," and delivered in a vividly dramatic manner.
Many yeafs ago, according Strongheart, the Government of th United States made a treaty with th
Indians of his tribe, promising the unlimited perpetual fishing rights the rivers of the Northwest; but a
the settlers began coming in thi privilege was gratually antil it was finally cut off Ther were serious skirmishes
Indians and the white
 iding they would fight the white ma with his own weapons sent youn
Strongheart to college, where he stud Mr. Speckles' great idea Santa Claus sat on a bench next the sunny side of his North Pole bung riad and harrassed look quite forvign
to his usual jovial experssion. Sam Speckles, a foreman in one of Santa oy shops, passed by and noticed the
cood old saint. "What's the matter, ood old saint.
Santa?" he asket
"This job's getting too big for on
man, unswered Santa. "The world getting better and better all the tim more work to do, and it's getting
mat meat be a mighty hard task to make thin
enough to go around, let alone distril uting them. Mr. Specklos scratched his heac
"Well," he said, "here's an iidea, an think it's a mighty good one. Re
nemeber that fige magazine full remeber hat hae magaze nal niee thing
tories and pietures and
you had the other day?" Oh, y
mean The Youth's Companion," sa mean The Youth's Companion," sai
Santa. "Yes, that's it," thswere
Sam. "Well, it aeems to me that
you'd tell a lot of parents about tha you'd tell a lot of parents about tha
magaxine and how fine and enjoyabl magaxine and how fine and enjoyabl
it was for boys and girls they'd giv ion as a gift to lots of young folk. and that would help you a lot."
"That's a mizhty "That's a mighty good iitea," gai
Santa, "and, as a matter of fact man parents do Just that already, butSanta sighed, "I wish that more
them realized what a fine gift Youth's Companion makes, and wou sive it too."
Just send your order to the addres below, and wo will see to it that our
Uncle Sam relieves Sente Uncle Sam relieves Santa of the bur
den of delivering at least one gift Subscribers will receive:

1. The Youth's Companion
big monthly issues in 1928, and big monthly issues in 1928, and
2. Two extra numbers to new 2. Two extra numbers to new su All for only $\$ 2$.
3. The Companion's new book
humor "1001 One Minute storie humor " 1001 One Minute Storie
alvo included FREE alvo included FREE (bend 10 cen THE YOUTH'S COMPANION 8 N Dept., Boiston, Mass,
uoseriptions Received at this offic

## ELECTRICAL APPLIANCES

Electrical appliances relieve household worries by saving time and work. First came the electri light. Then progressive people everywhere began to see the saving in time, labor and money from performing a great many household duties electrically. The adoption of one Electrical Home Device quickly demonstrates the possibilities of another. Install ing electric service in your home is but the first sten to modern comforts. With electrical appliances you can relieve the strain of many household duties. We sell all manner of labor-saving electrical devices and our prices are low. Come in and see our dispay.

R. E. MeCASKILI, Manager, Cooper Bldy, Littlofiold, Texee Littlefield,

Toms


## LAMB COUNTY LEADER


sadvertising rates given puon application.
 JESS. MITCHELL,

## Netional Editorial Asoociation, MEMBER Texas Press Association


 Hritten, on only one side of the paper, and must raach this office not late
Chan Wednestay noon of each week. The rigit of revision or rejection in
reerred by the publiser reserved by byite noon of per eac Por masertising that doess not show in its text or typorraphy that it is paid

 pablication must be paid for nt the regular advertising rate per
tor eath imue prited
obituaries, cards of of thanks, and resolutions of respect will also be charg


 THE DIFFERENCE
 © We have been wondering how
many of our subscriters have though: of some of the differecces between a
city daily and a country weekly newspaper. One great difference is this
In order to get your name is paper you have to shoot your wife,
get gored to didath by Alivere, marry n movie star, prodice the end of the
world or do something else sensation word or do something ise senstion
a. To get your name in the Leader
ail you a baby nat your house, invite in at $f$ fow
friends, buy a purebred bull or $i \mathrm{im}$ prove, your property. Ensy isn't it
Well, come on and tell we tout it Well, come on and tell ur abit
The Leader wants all the news it can
get The more news the better pap get The more news the bety
 Co In our chasing after news the edi-
tor of this great oducational sheet sometimes has some queer exeprienc
Oan anty a few days ago we wero
talking to a farmer triend of ours who talking to a farmer friend of ours who
lives not far from here We whko
hime if there was any nes. frem him it there was any news from hin
community. "No, 1 ion't believ there has been anything very imp
ant happened in some time." ant happened in some time." he re
plied per did hear of some one ou
our way who got his sliverer turned over in a ditch and had a log broken and his head pretty badly cut up; bu
I didn't learn his name. Anyway 1 didn't learn his name. Anyway I
don't have any kinfolk out that way dont have any kinforch.
so it don't matter much.
"Then the other night while yoing
to meetin,' kuided by faith and lan tern, the preacher fell into 1 a dry well
about 15 feet deop. 1 dontit know whether he got out or not never heard
anyone sam, and It have plum forgot
what his name Now there were two good stories STAND BY Your town C Any man who lives in a given
town ought to have appreciation
enough for the place of his residane enough for the place of his residine
to live for it He ought to bo anx
jou to advance the community; to iou to advance e the community; that
have rempect for he great power thai
protecter protects him with the aveanturages of
advanced civilization and
makes possible for him to achieve resulte He should always speak well or it, and
stand by its civic and commercial sup. The man who cannot and will not decr ythe town in which he obtains
his livelite his livelihood, ought to have sense
enough to quit it. Littefield, at lese does not want that stripe of citizen. WHY THEY BUY AWAY WHY THEY BUY AWAY a It seems to be normal that from twenty to twenty-five per cent of the people in a community feel they can
go elsewhere and do better in their purchases. That fact was pretty demunity eatablished in several comA tory adio tomes to us that a certain furmers recently g good sdirectly to campaign selling amoked salt. It of tered two cans of good quality amoked matt for 32.50 , postage prepaid. Or
dera for lema than twa capm not ac

Political Announcements
TAX Assessor 1 herewith make announcement o
my candidacy for reelection to th
office of Tax Assessor of Lamb county
subject to the will of majority votery
at the coming Demoeratic primary
election.
-ROY L. GATTIS

For Commistioner, 4th Precinct
Announcement is herewith made of my candidacy for the office of
County Commissioner, Precinct Four, Lamb County, subject to the decision
of voters at the Democratic primary

## $\xrightarrow[- \text { ELLIS J. FOUST }]{ }$

## For County Attorney 1 desire to make announcem my candidacy for reeelection to the office of County Attorney, Lamb office of County Attorney, Lamb County, subject to the will of major- ity voters at primary, July 28 th, - T. WADE POTTER. For County and District Clerk I take this means of publically an-

 nouncing my desire for re-electionHo the office of County and District
Clerk, of Lamb County, subject to the Clerk, of Lamb County, subject to the
decision of the voters at the Demo-
cratic primary, July 28 th. cratic primary, Jul - A. H. McGA 2th. For Tax Anenorn
For County Treosurser 1 take this means of announcing
to the qualifed voters of Lamb County my candidacy for re-election a subject to the action of the Democratic primary to be held July 28 th, 1928

For Commissioner, Precinct Throe I herewith make announcement for re-election as Commissioner of Pre-
einet No. three, Lamb County, subject to decision of the voten

## For Sheriff and Tax Collector

 Announcement is herewith made ofmy zlesire for re-election as Sheriff subject to the decision of majority
qualified voters at the Democratic primary, July 28 th, 1928 .
$\qquad$ cans from the radio station, sending
in his $\$ 2.50$. After getting his package from the Post Office, he dropped
in at the store of his regular merchant The dealer, noticing the package, ask-
ed him what he had in it. With reluctance the farmer told him what it
was and the price paid. The dealer took the farmer back into the stor
and showed him the identient and showed him the identical smoked
zalt packages which the dealer was sat packages which the dealer waa
selling at $\$ 1.00$ per can, and the harmer could buy one or as many as
The dealer was inclined to blame the farmer for not trading at home.
He contended that the farmer should He contended that the farmer should
have investigated before he sent hir money out of town. The farmer said
that it is the dealer's job to tell the trade about the merchandine he has
for sale. The farmer is right. The for sale. The farmer is right. The
dealer could and should have used lolocal newspaper advertising space to
tell of the smoked salt. This is just tell of the smoked salt. This is just
another case where the local meranother caste where the local mer-
chant, thru failing to tell his business story, caused the customer to
buy out of town when it would have been to his advantage to buy at home.
Investigation will show that Investigation will show that the
most powerful argument for trading at home frequently remains hidden a home frequently remains hidden
on the shelves of the town's stores because nobody tells the story.
Wo also know it to We also know it to be a fact that
many auberibers to the Lamb County Lender have saved more than the price of their year's more than the
takipg advantage of from
more articles priced in some adveftise-
ment run in jut one is it that some Littlefeld men
What pa-
wouks rather find an argument than a per. More than one
told us of that fact. It is simply a case of whe It is simply a case of where co-op
oration on the part of the seller and ration on the part of the seller and
renedtlittlefield girl who had her ear
buyer arrive at buyer arrive at mutual advantage pierced so she could wear ear-ringe? hrough the use
for their benefit.

## LITTLE LEADERS

 is run down, but the average Little is run down, but the hasn't that much sense. Most any Littlefield woman who ha been married 10 or 15 years can tellyou that she didn't marry the best We can't see much in sight for the Littlefield boy who wants a job tha
he can loaf eight hours a day on in stead of six,

## SHOES!

This Store is headquarters for the well known and highly appreciated DR. AUSTIN'S ARCH SUPPORT SHOES


We have them for both men and women, high or low style, either black or tan and in the very
latest modes and lasts.

This is one of the most comfortable and sensible shoes ever put on the market. People who have enjoyed the foot-comfort of this shoe will have no other. Ask anyone of our numerous cus tomers.

In order to induce more people to try out this: fine health and ease-giving shoe we are offering a special reduction of

## 20 per cent from regular price

Call at our store and let us show you a pair of hese scientifically built shoes that are bringing so

## SHAW-ARNETT CO.

LITTLEFIELD,

TEXAS

## "VEN, VIII VCI" <br> -Napoleon Bonepart <br> The NEW FORD

Came, Saw and Conquored!

1,200 People Visited<br>Our Show Rooms Last Friday

All of them were greatly surprised and wonderfully pleased with the demonstration model of the New Ford. A large number of orders for these cars were placed with us on that day, in addition to the more than 100 that have already been received.

We are expecting shipments of the New Fords to begin arriving any time now. Better place your order NOW! Begin your enjoyment of a New Ford as quickly as possible.

## John H. Arnett Motor Co.

Authorized Sales and Service
CARS-TRUCKS-TRACTTORS
Littefield,
Tezas

## "TEX" RICKARD

World Famous Sports Promoter, writes:


The Cream of the Tobacco Crop
"No article can grow without quality behind it. LUCKY STRIKES are growing and have grown because of their quality. 'The Cream of the Crop'goes intoLUCKY STRIKE. The best Tobacco is bought for them. I know, because it is my job to see


## "It's toasted"

№ Throat Irritation-№ Cough.

then all the benefits of HighCompression

N terms of you and your car 1 Winter Conoco Ethyl Gasoline means a quick start in the cold est weather, more powerful and flexible operation, less gear shifting, faster pickup, practically no vibration and a minimum of wear and tear.
Aren't such advantages worth a few cents per week?
Get it at the Conoco Ethyl Sign.
CONTINENTAL OIL COMPANY
Producers, Refiners and Marketers
of hieb erevede petopeum productrtin in fkenes.







