Most People Prefer the Lamb County Leader---It Gives You all the News of 12 Pages this Week -- Lamb County and Adjoining Trade Territory.--12 Pages this Week

| EVENTS ANNOUNCED FOR LAMB COUNTY INTERSCHOLASTIC LEAGUE CONTEST <br> MANY ATTEND C. OF C. BANQUET PROGRAM WILL CLIOSNGGEVENT $\square$ MARCH 30 AND NEW MEMBERS |  |
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## \$ LEADER $\mathbb{*}$

Official Newspaper of Lamb County, Texas
LAMB COUNTYILLEADER OFFERS
BIG OPPORTUNTYY TO WORKERS
IN CIRCULATION CAMPAIGN

| IS LAUNCHED APPOINTED <br> ATHLETIC CLUB <br> TO SPONSOR <br> CARNII <br> Event To Take Place Ap Under Direction Of Miss Nance |
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## ISCANDDATE




ASKS ELECTION
AS COMMISSIONER
PRECNCTNO. 4 Grady W. Simpson Enters
Race; Resident of County 10 Years

WILL ROGERS and ARTHUR BRISBANE
The Highest Salaried Newspaper Writers in the United States CONTRIBUTE WEEKLY

## to the

LAMB COUNTY LEADER
Lamb County Leader Readers Enjoy, in Will Rogers and Arthur Brisbane, Two of the Highest Priced Features, Which Are Found Only in the Better Daily Newspapers and in High Class Weekly Publications.

LAMB COUNTY LEADER



THE COUNTRY NEWSPAPER

OUR HOUSING NEEDS ${ }^{\text {in the }}$ mat








 Many other matten of (mportance grand the thet church, and aul med and








## BULA NEWS

## 

## Littlefield Broom CO.

Brooms Made By Lamb County Workers For Lamb County People From Lamb County Broom Corn TO CHOOSE THE BEST Look for Our Label on the Broom You Buy FOR SALE IN LITTLEFIELD ATJoffrie mercantile $C$ Co.
Pigaly. Wigsiy R. E. Bilee Grocery
 FOR SALE IN Side Grocery \& Filling Station FOR SALE IN AMHERST AT
TAPLEEY \& SON

BLUE BONNET
ANTON


## DON'T KID YOURSELF

-Don't kid yourself that lumber and labor are going to go do $^{\text {and }}$
and everything you have go up, and you will wait until tout and everything you have go up, and you will
to mprove and make the difference, for much you don't believe that rent housen, especiall searce, and also bringing more incomo than at any time in the ask your real estate mem, ask your banker; ask anyono wiop
them to rent? You'll be surpribed. them to rent? You'll be surprised
$\qquad$
$\qquad$

# Cicero Smith 

Lumber Company
L. K. WHITAKER, Manager

# Your Dollar 

-Still purchases as much electricity for power, lighting, and heating as it ever has . . . . in fact, it will buy far more than it did a few years ago.
"Devaluation" has not affected the amount of
current you can use; and the "New Deal" in keeping house calls for a more extensiv use of the improved labor-and time-saving appliances being developed constantly.

## TEXAS UTILITIES Company



## WERE

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DRESS SHIRTS FOR MEN

LADIES WHITESHOES


LADIES UNDERWEAR
For the new frock we have undies to suit the most parand trimmed or band bottom. be nice for the baby for Easter


SPORT SHOES


## WARE'S

Department Store LITLLEFIELD, TEXAS

Interwoven Hose For Men The greatest national advertised hose on the mar-
ket. For the man that wants better qual- 50c
ity New Spring Ties

We have a beautiful assortment of $\mathbf{5 0} \mathbf{c}$ to $\mathbf{\$ 1}$
Easter aliktiesat two popular pricea

## Go to Church Sunnay-A Community Movement



## GototheChurch Of your Choice

## Sunday

NEXT time you pass a church, look at the faces of the people as they come out. Nowhere will you see a sunnier, happier crowd. Nowhere will you see a crowd of which you would rathe $r$ be a part. For here are men and women and children whose minds hav e been stimulated, whose hearts have been purified. They are at peace with themselves and the world. They believe in life. They look forward to another week of honest work, accomplishment, helpfulness.

## THE CHURCH Is Your HOUSE

Church is not only a house of worship, a house of God. It is your house! The whole purpose of its existence is to put you into closer communion with the Great Spirit. Start now to experience the joys of Church-going. Bring your family to Church. Meet your friends there. Attend regularly. Be one of that sunny, happy crowd you see outside the church.
GO TO THE CHURCH OF YOUR CHOICE YOU WILL ENJOY THE SERVICES mparnapa

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

Hi-Way Service Station
w. $\boldsymbol{n}$ (sili) Cray. Prop.

Texas Utilities Co.

## Renfro's

Palace Confectionnery The then al cood Fowatelo porrivert

Lamb County Leader
Briggs \& Pruett

Stokes-Alexander Drug Co.
Pigsty-Wiggly Grocery \& Market
Hammons Furniture \& Undertaling
Madden's Drug Store
Perry Bros.
Maddox Tailor Shop
Replin's Dry Goods
Yellow House Land Co.

| THE BLO6SOM SHOP |
| :---: |
| 1610 7th St, Lubbock |
| for POTTED PRANNT, CUT |
| FLOWERR, ETC. at |
| LOW PRICES |
| Phene 45 Nights 1512-w |

## McCORMICKDEERING and FARMALL TRACTORS AND IMPLEMENTS <br> Second Hand Machinery for Sale

We carry a full line of repairs and are
Equipped to do the work
Tremain
Implements Co
$\qquad$


To fill the recordbreaking nationwide demand, Chevrolets are being produced at a record-breaking rate of

## 4000

units a day!

CHEVROLET

 Careord. tring to give America all the the assembly lines. February output was iwice that of January. March output, according to present indications, will be chree times that of January. More Che vrolets are now being produced than any other make of autois happy to report that all its dealers will soon be in a position to make immediate deliverics When you consider how short a time the new Chevrolet has been in production-when you consider, also, that the 1934 car is not last automel automobile, with sweeping changes in design -this production record becomes somewhat of an accomplithment. But, a still greater acthese cars have all been produced!

Deupite continued nationwide pressure for more and more volume, every car that has left the factories has been built and tested to meet Chevrolet's highest standards of carc. precision and quality. The result: When yous not only get a big, rugged "Knee-Action" car -you're also assured of getting a typical long life.
chevkoist motor company, detzort, michneans

## led



OUR SPRING REMOVAL

We have recently moved our store into the bullding formelly oc.
cupied by The Glub Cafe The building has been remodeled on
the inside and moderately arranged for oor business. At this
time we take pleasure in announcing our Spring Removal Sale,
which is now going on. Come in and see our new location and the
many bargains we have in store for you.

| SPECIALS FOR THE LADIES |  |
| :---: | :---: |
| LADIES' HOSELadied fullfathion tylic hose in all the newens hader |  |
| LADIES' STEP-INS <br> Ladies step-ins in lace and plain designs. 49 c value. Spe-cial- <br> 29c | LADIES' GOWNS Ladies' lace gowns. 81.49 values. Special$\$ 1.19$ |
| LADIES' SLIPS <br> Ladier sllk silpo. s1.49 Value. <br> speciul- <br> 98 c |  |
|  | 89c |
|  | Ladies' Uniforms <br> Ladies' uniforms. New shaden |
|  |  |
|  | Ladies' Spring Dresses and Coats |
|  |  |
|  | LADIES'SHOES |
|  | $\begin{aligned} & \$ 1.98 \\ & \text { to } \\ & \$ 3.25 \end{aligned}$ |
| MEN'S DRESS SHOESMents drees shoes, hateet styles. speecill-$\$ 2.79$ |  |
| SPECIAL PRICES ON MEN'S TAN Shoes. Latest styles |  |
| MEN'S WORK PANTSMest mork pants, gamber tripes98c |  |
| MEN'S WORK SHIRTS <br> Men's work shirts in good quality. |  |
| CHILDREN'S UNIONALLS |  |
| -MEN'S DRESS SHIRTSMen's dreas ahirta, all color. |  |
|  |  |

[^0]LOANOFFICEIS OPENED AT CITYHALL

## FREE VOTE COUPON

This Coupon when neatly clipped out and returned to
The Campaign Department, The Lamb County Leader, will count for 100 votes.

GOOD FOR 100
FREE VOTES

Town
No Coupon will be transferred from one candidate to another after being received at The Campaign Department.

THIS COUPON VOID AFTER MARCH 23, 1934
First revess rove nowe

BURLESON FURNITURE \& UNDERTAKING phone us nicit or PHON
$\begin{gathered}\text { Licensed Embalmer } \\ \text { Night Phone } 61\end{gathered}$

Ambulance Service
Day Phone 77


ANNOUNCEMENT . .
amm pleased to be back with the Consumers Oil and Supply A Ame
ciation, and take this opportunity to invite a continuance of to on iness of the patrons of the association. I also wish to crues Gas Oils Greases ROY BLESSING
WITH CONSUMERS OIL AND SUPPLY ASSOCIATION littlefield

\section*{ <br> Spuds $=15 \mathrm{C}$ <br> 

Bananas 002. 15c

| PORK \& BEANS, 2 cans. ...........13c |
| :--- |
| EASTER EGG DYE, 2 pkgs.........15c |
| TURNIP GREENS, 2 No. 2 cans......19c |
| GREEN BEANS, 2 No. 2 cans. ...... 19c |

Raisin Bran pre llc
Jersey Corn Flakes

FRIDAY AND SATURDAY ONLY
Fresh Vegetabies
-When you want fresh vege. TABLES, YOU WANT THEM FRESH: WE ARE EQUIPPED TO SUPPLY YOU WITH THE LARGEST VARIETY AND THE FRESHEST FRUITS AND VEGE. tables in littlefield.
Visit Our New Produce Department CELERY, stalk.
CARROTS, clean, tender, bunch.. 3c
SPINACH, green, lb.
ORANGES, Juicy California, doz. 15s

## BRIGHT \& EARLY

## COFFEE

## Pound <br> 23C pomd

The Popular Package Coffee For those who prefer a milder blend.

SERVE ICED TEA SCHILLING'S, 1-4 lb. pkg. 19c MEATS
STEAK, lb.
12 1-2c
HAMBURGER, $3 \mathrm{lb} . \ldots . \mathbf{2 5 c}^{\text {c }}$
CHILI MEAT, $3 \mathrm{lb} . \ldots . . . .25 \mathrm{c}$
ROAST, Baby Beef, tb. . . . . 8c
STEAK, Baby Beef, lb. ... 10c
BACON, sliced, lb. ....... 17c
BOLOGNA, lb. ....... 12 1-2c
CHEESE, Full Cream, lb. . . 17c




POP CORN STAND


| DR. Wm. N, ORR DENTIST Madden's Drug Store |
| :---: |
| COMPLETE X-RAY EQUIPMENT |


| Dr. B. A. Prestridge <br> olton, texas <br> Obstetrics and General Medicine <br> Res. Phone 13B <br> Office Dennis Drug Store |
| :---: |
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| DR. J. G. LITTLE <br> Physician \& Surgeon Office in Rear of Littlefield $\qquad$ |
| :---: |
| DR. MAX G. W00D dentist <br> Office Hours: 8 to 5 , <br> Office in First National <br> Bank Building |

DR. T. B. DUKE Physician and Surgeon


## SANITABBBOCK

 SANITARIUM \& CLINICDi.Mc.c.c.cition


Dr. stargery sile
Dr. H. c. Mmwoll




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FOR SALE



Checkup Indicates
Over Five Million
Acres Retired

Alexandra News

|  | EFFICIENT SERVICE |
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|  | SPRING SUITS$\$ 14.95$ to $\$ 23.50$Extra Pair of PanteEach Sui.00 withJAch SuENRYPhone 48 |
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| They have renderod tyyo of emime |  |
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| Alexandra News |  |



## SINGER SEWING MACHINE CO.

New and used treadle machines. Many styles in electric machines. Also the Singer.
Two Speed Air Brugh Vacuum Cleaner
We repair any sowing machine. Will bay your old mechine.
J. B. DuBose
Lunbetade

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| GULF |
| SERVICE STATION |
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| Oppoote Walker seed \& Grint |

## YOU

Will Never Make A Mistake

MOBLLGAS and MOBILOIL
At Any Magnolia Station L. R. CROCKETT, Agent Littlefield

Farm Auction Sales
COL. J. W. HORN


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GOOD HOME REMEDIES FOR YOUR MEDICINE CHEST GRAND DRUG STORE



Send Us Your Prescriptions To Be Filled Phone 127 GRAND DRUG STORE

| "Fair Weather" Friends <br> They Usually Fail You When You Need Them Most <br> "Fair-Weather" Batteries work well under favorable conditions <br> But you need a dependable <br> is worn or your motor isal syster <br> hard to start. THERE IS A REA- <br> WILLARDS THAN ANY OTHER BATTERY <br> THE BUILT-IN QUALITY OF A WILLARD. <br> Littlefield Battery \& Electric <br> Carl Smith, Prop <br> Willard |
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## CALVIN HENSON

 Lawyer Littlefield, TexasGeneral practice in all Courta
Abstracts of Lamb and Hockley Counties

SOCIETY
fERIAN
GUESTS OF
S HILLIARD


SEE US FOR TOMOBILE PARTS Of All Kinds

GOODRICH SILVERTOWN TIRES and TUBES
$\square$
yer bullt -
ILLIARD TIRE CO.


OLTON LUNCHEON CLUB
ENTERTANEE BY
MISS BESSIE BELLOMY


## GROW

 BROOMCORN APROFITABLECASHCROPG. B. ALGUIRE \& SONS HIGH GRADE BROOM CORN SEED $\underset{\substack{\text { Ben } 395}}{\substack{\text { Write }}}$
Bn 395

## Do You Own Your Farm

Ot the richest it a hard proposition to own one right here in one woultry and dairy facilities, production potentialitites, are plenty to varant you a good inveatment when you purchase a fariu and buld a home of your own liking.
-We are selling agricultural tracts from $\$ 25.00$ to $\$ 35.00$ per ket and combination grass and farm tracts as low as 812.00 to
$H 3.00$ per sere. We nr.00 per acre. We are also making it possible for
pupive farmer to own his home on very tiberal terms.
-A REAL OPPORTUNITY-
Hoffered in this good land located in the center of development,
whe low price and

## Yellow House

Land Company

## aman and Developers of the tren

 Lituefiold-Leveliand Seetion LittlefioldThis foner HIGH TEST gaselme ${ }^{5}$ HIGHEST TEST wantiknoek at the price of ordinary gasoline


Why
Liquid Laxativas Do You No Harm
$\rightarrow+$

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The dose of a liquid harative can
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The richt liguid fazative will bring
a perfect movement, vod nith no

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more hank it
An approve



 for Dr, Caldwel.
Member N. R.A.

$\begin{array}{ll}\text { There is more zip and action, } & \text { In freezing weather, our great } \\ \text { more energy and power in every } \\ \text { mer gatoline delivers splits-second } \\ \text { drop of this sensational motor } \\ \text { starting, In any weather, }\end{array}$ drep of chis sensational motor starting. In any weather, is
duel. And ionger mileage, too. Note, below, the definite grav-
ity figures which prove how high intity Besider, you get high $\begin{aligned} & \text { int } \\ & \text { anti-knock value. Phillips } 66\end{aligned}$ $\begin{array}{ll}\text { ity figures which prove how high } & \text { anti-knock value. Phillips } 66 \\ \text { the test is The very fact that } \\ \text { eliminates the carbon knock in } \\ \text { we pablish them is evidence that }\end{array}$
 sons with other motor fuels. Feel the difference it makes io
Remember, Philips is the your motor. Pbill $\alpha p$ witb Pbil
wortd's largest producer of world's stargest producer of
natural high test gasoline.
have you tried phmlips 66 motor oll?
${ }^{\text {comenc }} 63.5^{\circ} \mathrm{or} 68^{\circ}$



finally achieves far
ing his emotions, buone will decide the winner of the prizes is
hearts of the bean, (2) by clipping the opportunity coupons
help him on his wajbscriptions to The Lamb County Leader. George Raft, word wou are bound to win something. $y$ in our show room. We an internationality
before he came they remain active. DO IT NOW-ENTER ield and Lamb county to
the lead. In the



OPPORTUNITY Good for 100,000 EUsed Cars Now In
er-The Lamb County Leader, Littlef

## IS THE RIGHT TIME TO OWN A FARM <br> The Government Is Doing All Within Its Power To Assist the Home Owner ..... and So Are We!

NOW!A number of unimproved farms for sale-a $\quad$ IT'S EASY TO OWN A FARM-THROUGH I.C.ENOCH smail dow
Payments.

OUR EASY PAYMENT PLAN.

LOCAL VOLLEY ball
GIRLS WIN AT OLTON Tuesday night of last
volley ball players me volley ball players met the Olton fing: was represented by the follow- PRESS CLUB VISITS
giris on the opponents. $\begin{array}{ll}\text { girls on the opponents' court. They } \\ \text { played a five game series and defeat- } & \text { Girls', singles-Genave Mason. } \\ \text { Girls } \\ \text { doubels-Clyde Willis and } & \text { PRESS CLUB VISITS } \\ \text { LEADER OFFICE }\end{array}$ ed oiton by winning three of the five
games.
Wednesday they lost to Whitharral
Wednesday they lost to Whitharral
to win the best three games out of
five.

## LOCAL PLAYERS WIN MATCHES

$\xrightarrow{\text { Fieldton netters played the local }}$

| Taking |
| :---: |
| Unknown Drugs |
| A Great Folly |

# The Lamb County Leader 

Announces a Subscription Campaign-Open to Men, Women and Children Men AUTO-.-TRIP...OR - CASH AWARD
CAN BE YOURS IF YOU ENTER YOUR NAME AS A CANDIDATE Costs Nothing To Enter----Everybody Will Win Something
FIRST GRAND PRIZE---YOUR CHOICE OF THESE 3 PRIZES NEW PLYMOUTH 6 Two Door Sedan "Nipvidal front
L.ATEST MODEL and Fully Equipped. Purchased from Littlefield Motor Co. E. B. Hewitt, Mgr.

| -OR- <br> A TRIP TO EUROPE <br> A delightful tour of Europe to the principal places of interest in Englang, Scotland, Ireland, France, and Germany. What more could you ask for? THINK OF IT-all of this can be yours for a little spare work during the next seven weeks. | -OR- <br> $\$ 500.00$ <br> IN CASH <br> The cash value of the first award is based upon the cost of the trip to Europe to this newspaper, which is $\$ 500.00$ CASH. |
| :---: | :---: |

## SECOND GRAND PRIZE

## $\$ 250.00$ IN CASH

| THIRD PRIZE $\$ 100.00$ In Cash | FOURTH PRIZE <br> $\$ 85.00$ In Cash | FIFTH PRIZE $\$ 50.00$ In Cash |
| :---: | :---: | :---: |
|  |  | EIGHTH PRIZE NATIONAL PRESSURE COOKER <br>  |

## How To Win a Prize

YOU CAN SHARE in this wonderful distribution of prizes and cash if you enter the race early. Entering is easy. All you need to do is clip out and send in the Nomination Blank printed below. This is the first step and it starts you off with 10,000 free votes right away. All necessary supplies will be given you immediately upon receipt of the Nomination.
Then tell your friends and acquaintances that you are in the race to win. Turn in your first FOUR SUBi SCRIPTIONS just as soon as you can, together with the four opportunity coupons and you get a special bonus of 400,000 votes on these first four subscriptions.
REMEMBER THIS-Votes and votes alone will decide the winner of the prizes in this campaign, and votes are earned by (1) entering the campaign, (2) by clipping the opportunity coupons that appear in this paper and (3) by securing new and renewal subscriptions to The Lamb County Leader. The prizes are free-it don't cost a cent to enter the campaign-and you are bound to win something. Every worker will receive a prize or a cash commission, providing they remain active. DO IT NOW-ENTER YOUR NAME TODAY!
USE THESE COUPONS NOW!




[^0]:    The Popular Store

