

AT THE CHURCHES

METHODIST CHURCH
 Sunday School, 9:45 a. m.
 Preaching Service, 11:00 a. m.
 Senior and Intermediate Epworth League, 6:45 p. m.
 Bible Study, Wednesday evening.
 Sunday morning the pastor will preach on the subject, "Why The Talent Was Buried." At the evening hour our Presiding Elder, Rev. D. B. Doak will preach and hold the first quarterly conference.
 "The Methodist Evangel" class is gaining members each Wednesday at 7:30 p. m. This is followed by choir practice at 8:15 p. m.
 Ten were present at Stewards meeting Monday, and from their plans it looks like they are going to work in earnest. Help these stewards wind

FLOUR, MEAL FEEDS AND FUEL

Our Lamb County Dairy Ration is going fine—better try a sack.
 We will have another Dairy Ration next week—mixed at our own mill.
 We will be glad to help you work out your protein supplements and rations. We have most any ingredient you will need in these mixtures.
 Bring us your grinding.

THOMPSON GRAIN COMPANY

Three Blocks South of Post Office
 Littlefield, Texas

up our quarter's finances in full.
 —GEO. E. TURRENTINE, Pastor.

LUTHERAN CHURCH
 Regular Sunday morning services held in the German language begin at 10:30 a. m.
 Sunday night at 8 o'clock, English services.
 —WALTER J. LUCKE, Pastor.

CHURCH OF CHRIST
 Sunday school, 10:00 a. m.
 Communion, 11:00 a. m.
 Bible Study, 7:45 p. m.
 —T. L. KIMMEL, Minister.

BAPTIST CHURCH
 Sunday School, 9:45 a. m.
 Morning worship, 11:00 a. m.
 Senior and Intermediate B. Y. P. U., 7:30 p. m.
 Evening worship, 8:30 p. m.
 Prayer meeting, Wednesday, 8:30 p. m.

—ROY A. KEMP, Pastor.
SACRED HEART CHURCH
 Divine services every Sunday.
 All preaching in the English, language, only.

The general time for services during the winter months is 10:30 o'clock a. m. one Sunday, and 8:30 o'clock a. m., the following Sunday.
 When we have 8:30 o'clock services in Littlefield, 10:30 o'clock services will be held at Pep, and vice versa.
 Everyone interested has a free access to our church, and is cordially invited by—
 REV. CHARLES J. DVORAK, Pastor

PRESBYTERIAN CHURCH
 Sunday School, 10:00 A. M.
 Morning Service, 11:00 A. M.
 Junior Endeavor, 4:00 P. M.
 —WILLIAM F. FULTON, Minister.

M-E-O-W!
 Bertha—Tom says he'll go crazy if I don't marry him.
 Her Friend—Poor Tom! There's not much hope for him either way.

ELECTION NOTICE

Notice is hereby given that, pursuant to an Order issued by Otto Jones, Mayor of the City of Littlefield, Texas, an election will be held on the 2nd day of April, 1929, at the City Hall in City of Littlefield, Lamb County, Texas, for the purpose of electing one Mayor and two City Commissioners for the City of Littlefield, Texas.

The following named persons have been designated as officers of said election: Chas. L. Harless, judge; Pat Boone, clerk; H. C. Arnold, clerk.

OTTO JONES, Mayor,
 Of City of Littlefield, Texas.

CARD OF THANKS

We wish to take this method of expressing our thanks to our many friends for the kind words and deeds extended in our recent bereavement of the death of our daughter and grand daughter, Barbara.

Mr. and Mrs. J. H. McGehee, and children.
 Mrs. Jennie C. Parker and relatives.

47-1tp

Have your printing done at home.

Unintentional Suicide

Many people are slowly poisoning themselves just as surely as if they drank iodine every morning for breakfast. They are daily absorbing the toxins, or poisons, created by accumulated waste matter in their constipated digestive systems. Sooner or later disease will conquer their weakened bodies.

If you have dizzy spells, headaches, coated tongue, bad breath, insomnia, no appetite, bilious attacks or pains in the back and limbs, you are probably suffering from self poisoning caused by constipation. The surest and pleasantest relief for this condition is Herbine, the vegetable cathartic which acts in the natural way. Get a bottle today from Stokes & Alexander Drug Company.

DOCTOR FRANK CRANE SAYS



INVESTMENTS

It is often as hard to keep money safely as it is to get it in the first place.

The best rule for an investor is to consult those responsible people who make a business of studying the matter.

Go to your bank or to some established bond house and follow their advice. Don't listen to interested friends. Beware of people that have a sure thing.

The old rule is a good one, and that is that the larger the returns the more risky the investment. Don't imperil the safety of your capital just for the sake of one or two per cent interest.

Americans are said to sink one billion dollars a year in bad investments. This is simply because they act on the advice of friends instead of financial specialists.

In the words of a recent magazine "Americans who pride themselves on being the most thoroughly money-wise people on earth, are annually putting a round billion dollars into dubious financial schemes, practically all of which is lost eventually."

We know how to make money and probably are the best money makers in the world, but we don't know how to invest it and take care of it.

Men are about as bad as women; in fact, if anything, women are the shrewder of the two.

Don't go to your grocer or to a successful business friend, but to a financial expert for your advice. This is but common sense. You wouldn't go to your minister for medicine if you were sick. You wouldn't go to your doctor to talk about your soul. And when you want to talk about your money go to an expert.

The investment business is constantly growing more complex. It is impossible for any person of the ordinary type to make intelligent selections himself.

Any modern bank will supply you with an investment expert, and it is a good plan to listen to his advice. He may not offer you securities bringing great returns, but his counsel will be safe.

Even the wisest managers of their own business dare not trust their judgment in the matter of investments. There are so many securities on the market, some of them extremely hazardous and by badly managed concerns, that only one familiar with investments can weed these out and tell you what is safe.

Above all you do not want to im-

peril your principal, and the more money you have the more necessary it is to consult those who know and not follow your own judgment.

PERSONAL ITEMS

Miss Fannie Weaver and Bill Jeffries spent Sunday in Clovis, New Mexico.

Edna Bell Gillette, who has been ill the past week with flu, was able to attend school Tuesday morning.

Mr. and Mrs. Payne Wood, of Amherst, were Littlefield visitors, Sunday.

Mr. and Mrs. George Smith and son Thurman, and John Smith of Morton, spent Saturday in Littlefield with her brother, J. W. Arnn and family.

Mr. and Mrs. J. C. Tuttle left Tuesday for Enid, Okla., where they will make their future home. Mrs. Tuttle has taught in the Littlefield schools nine years, and her many friends regret her departure.

W. H. McFarland, of Bartlett, dropped into the Leader office last Saturday to order his paper changed to Littlefield. He has moved his family here and will make their future home on their farm six miles southeast of town.

Mr. and Mrs. C. C. Hammons, of Levelland, brother of Pryor Hammons, have come to Littlefield and will make their home here. Mr. Hammons will take the place of Roy E. Smith in the furniture store, he going to Levelland.

Mrs. Doc Miller and little Dorothy Louise Clements, left for Temple, Saturday where they will visit Mrs. C. C. Clements, who is in a sanitarium there, for a few days. She is improving and will soon be able to come home.

Mrs. E. G. Courtney and son, James, and Miss Madie Anderson, left Tuesday for Dallas. Mrs. Courtney will remain in Dallas with her daughter, Mrs. Maurice White, for a few days, and James will accompany Miss Anderson to Honey Grove, where she will make her home with her father.

Doc Miller accompanied Mrs. W. W. Gillette to Hot Springs, New Mexico, Saturday, where her son, Ralph, is taking treatments for inflammatory rheumatism. Mrs. Gillette remained with her son, and Mr. Miller was accompanied home by W. W. Gillette, who had been there two weeks with his son.

A. F. Wedel, owning a farm one

and a half miles northeast field, moved here last week. Throckmorton county. Up rival he dropped in to submit his home town paper. He considerable improvement land and planning a big springtime.

Sam and L. O. Wright, Lone Wolf, Oklahoma, have moved here last week. They moved onto their new place and are making the necessary business improvements. They showed their local interest by subscriptions to the Leader.

FAMOUS PARTNER

Time & Again.
 Lovem & Leavum
 Goodbyedear & Callmen
 Leskiss & Forgetit
 Waypastmidnight & When you been
 Hereitanoon & Nodinner
 Young & Foolish
 Twins

GAS OUTPUT

Annual output of manufactured gas is 600,000,000,000 cubic feet that of natural gas, over 1,000,000,000. Approximately 80 per cent of this latter product produced treated for the production of gas.

Everything comes to him that it said. Captain W. P. Smith of the United States Navy has received a medal awarded to him when Sultan of Turkey 27 years ago for sinking the Spanish ship, assisted by Admiral Dewey.

GRAIN
BRAN SHORT
COTTON SEED
MEAL
HIGH GRADE
COLORADO CO
WALKER
GRAIN & SEED
LITTLEFIELD, TEXAS

M SYSTEM

"Saves for the Nation"

ALL MERCHANDISE IS PLAINLY PRICED ON OUR SHELVES YOU MAY TRADE IN CONFIDENCE AT "M" SYSTEM

SATURDAY SPECIALS		
SPUDS	RURALS, 10 POUNDS	15c
FLOUR	N'S BEST 48 POUNDS	\$1.63
TOMATOES	STANDARD PACK NO. 2 CANS	10c
CORN	NO. 2 STANDARD PACK, 2 for	20c
BEANS	NO. 2 CAN CUT STRING	12 1/2c
SPINACH	HUNTS SUPREME NO. 2 CANS	14c
PEACHES	HUNTS STAPLE HEAVY SYRUP NO. 2 1/2 CANS	20c
KRAUT	VAN CAMPS MEDIUM	10c
RAISINS	THOMPSON SEEDLESS 4 POUNDS	25c
SALMON	TALL CANS PINK	17c
PEACHES	GALLON CAN	44c

Come In. Check Oakland-Pontiac Sixes and Us on These Ten Points:

1. Style
2. Performance
3. Riding and Driving Ease
4. Economy of Ownership
5. Fisher Body Construction
6. Mechanical Features
7. Service Facilities
8. Finance Plans and Terms
9. Analysis of Delivered Price
10. What your Present Car is Worth.

Forward-Looking People

will Investigate these 10 Points which reveal

OAKLAND-PONTIAC

Superiority

All over the United States, forward-looking people are being invited to investigate the New Oakland All-American Six, the New Pontiac Big Six and Oakland-Pontiac dealers

on ten points vital to complete motoring satisfaction. Come in and learn how Oakland-Pontiac ownership assures complete motoring satisfaction!

The New Oakland All-American Six, \$1145 to \$1375. The New Pontiac Big Six, \$745 to \$895. F. O. B. Pontiac, Mich., plus delivery charges. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

Jones Bros. Motor Co.

Littlefield, Texas

BIG CHAMBER of COMMERCE Membership Drive

Full Speed Ahead

You've felt it—and you've gloried in it—that new Spirit of Courage, Ambition and Progress that has come over Littlefield and Lamb County. You have marveled at the rapid forward strides this city has taken in the last three years. You have been proud to live in a city that has forgotten everything but a firm determination to build for the future.

Before us stretches straight and true the Road of Business, Progress and Civic Success. Behind us we have a record of achievements unsurpassed by any city or locality in the South Plains country—all results of determination to make Littlefield the Best Business Home Town in all West Texas.

We have a real metropolitan newspaper, the best weekly paper in all of Texas or any other state, a progressive shopping district, fine schools and colleges, miles of paved streets and miles of roads and highways leading to Littlefield, purest of water, Women's Clubs, Rotary Club, Fire Department, most excellent climate the year around, and many other good things too numerous to mention. The Chamber of Commerce is the sponsor for Littlefield's welfare and progress. We must combine our energy in every group action, and, however difficult that task may seem, our energetic group action will bring success. The advanced guard of progress and prosperity has arrived.

When the membership committee calls on you Monday its your duty as a citizen of Littlefield and Lamb county to back the Chamber of Commerce to the limit; your membership in it shows your interest in your city. It's not a donation, but one of the very best investments for progress of Littlefield and Lamb county you can make. Every business man and citizen owes it to himself to see his own town grow and prosper. The opportunities are here.

J. S. HILLIARD, President.

CHAMBER OF COMMERCE MEMBERSHIP COMMITTEE

SADLER, Ch'mn.	JOHN B. STONE	CHAS. J. DVORAK
TEAL	T. S. SALES	E. S. ROWE
BARNES	ROSS MAYHEW	C. E. WILLIS
GROW	R. A. DeLONG	J. D. EVINS

WILL SPEED AHEAD!

Terracing School to be Held on Parks Farm By County Agent for Purpose of Teaching Farmers How to Protect their Land Fertility

County Farm Agent D. A. Adams announces that a terracing school will be held March 19, on the farm of Albert Parks, located one mile south of Amherst.

"These schools are being held, said Mr. Adams, "for two reasons: to get more farms terraced; and to give training to more men and boys and to impress upon their minds the importance of soil and plant in the subject of terracing. Every land owner interested in this subject is urged to attend.

"There are 465,000 farms in Texas," said Mr. Adams, "of which number 300,000 would be benefitted by terracing. Many of these farms will eventually have to be terraced within the coming few years or their loss of fertility will be so great at least some of them will not support a family. This means a big decrease in the farmer's purchasing power and a general business loss.

There are 165 county agents in Texas; but they themselves cannot terrace an average of more than 50 farms per year. At this rate it means more than 35 years to get the needed Texas farms terraced; hence the idea of holding terracing schools of instructions so land-owners may be able to do their own terracing.

Every farm owner owes it to himself to keep his land in the highest possible state of fertility. Loan companies knowing the heavy depreciation of land, always give preference when granting loans to land that has been terraced and properly maintained otherwise.

Pep Paragraphs

A few cases of measles and whooping cough are reported in the community.

Louise and Alice Albus, small children of Lawrence Albus, have severe cases of whooping cough.

Edna and Geraldine, children of H. J. Greener, have been quite ill lately.

Mr. and Mrs. J. O. Allison and family spent Sunday at Littlefield with Mr. and Mrs. G. R. Davis.

G. E. Spencer, of Morton, spent Sunday at the home of W. F. Dempsey.

Felix Silhan is ill of influenza. J. O. Allison was called to Dickens City because of the illness of relatives there.

The training in music appreciation that is being given in preparation for the music memory contest is a very enjoyable part of the school day program.

H. J. Greener went to Littlefield Monday.

The little folks in the primary room have decorated their room for Easter. Easter rabbits are the chief decorative motif. The sand table pictures a gay dutch scene. The primary children gave the last chapel program. It was a Longfellow program. Some children told the story of Longfellow's life, others gave selections from

Longfellow's poems. Valeria Jungman very nicely conducted the program.

A track contest between the Pep and the Bula athletes will be held at Pep next Friday.

GOMEZ BABY DIES

Juan Gomez, Mexican, 8 months old baby of Mr. and Mrs. Antonio Gomez, died March 2, of pneumonia and was buried Sunday afternoon March 3, Smith-Hammons undertaking company had charge of burial.

The value of Texas cotton for 1928 was placed at \$450,625,000.



Sold by CUENOD'S DRY GOODS COMPANY



COTTON SEED

—and—
COAL

PURE HALF AND HALF COTTON SEED

You will find no better grade of Cotton Seed on the South Plains than may be obtained at our store

DIABOLO (Long Burning) COAL

Let us fill your next order for Coal. We handle the genuine Diabolo Colorado Coal, noted for its long, clean-burning qualities.

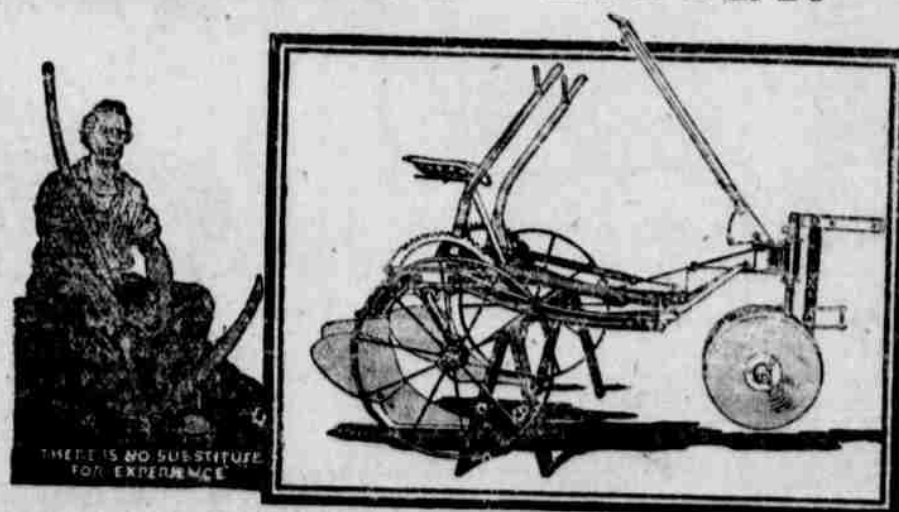
Littlefield Coal & Grain Co.

LITTLEFIELD FEED & SEED STORE

Checkerboard Store

On Main Street

AVERY PLAINSMAN LISTER



PERFECT BALANCE

An AVERY PLUS Feature

For 100 years Avery implements have expressed an ideal. It has been handed down from generation to generation. Now it is voiced in Avery Plus Features.

Thus, in the Avery Plainsman Lister you have in addition to exceptional quality, an outstanding Plus Feature. It is the perfect balance of the implement—a product of the creative ability, sincere effort, experience and skill of

Avery designers, inventors and craftsmen.

Whether at work or in transport, this celebrated lister is in perfect poise. The front wheels do not fly up in the air when the bottoms are raised. Weight of operator, weight of plows, position, size, have all been scientifically considered to produce this perfect balance. Result? A better lister and better work.

Avery Plus Features Make Money for You

In every case a Plus Feature saves time, saves labor, improves results. Thereby it makes money for you. Do you want this extra profit? Call upon us for further facts and a demonstration.

J. T. HARRIS
Littlefield, Texas

GROUP IDEALS, HUMAN BROTHERHOOD AND COMMUNITY COOPERATION FORM BASIS OF HEALTH PROGRESS OF A GIVEN SECTION

By SAM H. CANTRELL, Professor, S. Social Science Dept., Littlefield College

(NOTE: This is the first of a series of articles on social and economic matters by Prof. Cantrell to be published in this newspaper.)

The community in which one lives is as varied as the citizenship composing it. In the rural communities we find the smaller industries intermixed with agricultural pursuits, thus producing a very peculiar condition in the economic structure. At the same time we find material conditions are of a varied complexion and that the social structure, or at least that which gives the social values, life, to consist of many hues of social strata.

The most peculiar organization is one in which growth has developed rapidly. If it be an agricultural community we usually find the landowner, the tenant farmer, the land agent, the business man, and the different kinds of professional men. One may see the combination of the boot and big hat contrasting to the business suits worn by the merchants and other classes. Then, too, we often note the presence of the negro workmen and the Mexican laborers.

Owing to the mushroom growth of such a community, one does not often find like ideals and common aims. It often seems that every fellow is after "his," and is seeking some way to obtain it. If a credit system has been established we often note men over-buying their means of support. And if a part of their crops should fail to produce, at least a part of their farming implements and products are thrown on the market under the gavel of the auctioneer. When extensive farming is carried out in a diversified manner the conditions do not become near so stringent in producing harmful effects. Yet that idea of "getting rich quick" seems to hold with a tenacious grip on the throat of many men. At some time in the future the community must prepare to meet the economic and social problems that may confront it. Then just what means will it select as being the proper ones?

Some of the aims which a community may seek to attain are the following: (1) The development of like-mindedness in the group; (2) Human brotherhood as taught by the Christian religion; (3) Community cooperation for the good of the entire group must be fostered.

So long as members of the group have diversity of interests which lead to conflict; so long as disagreement and lack of close personal touch grow out of radical differences in training or ideals as to human conduct; so long as tendencies exist which make us try to separate ourselves from the group into limited circles, the ideal society cannot be developed. Conditions must be brought about wherein people will be accepted in community life on the basis of worth instead of birth, wealth, or some other factor connected with the accidents of the social environment.

One of the most hopeful agencies in bringing about this like-mindedness is the development of social science itself. When secondary school courses are so modified as to give opportunity for training young people in the true principles of citizenship and in acquainting them with the problems they must solve as citizens, then, in

the village life as well as elsewhere, we may hope for a more scientific organization of society and for a more common agreement on the fundamentals of human relationship.

This like-mindedness should include common standards and ideals of the function of the family, the home, the community, the different types of social organization found in the community, and the relation of these to the individual and to each other. If such standards existed, many of the problems of the home and community life that now are sources of local factionalism or internal disorder would disappear. They grow out of ignorance on the part of the people of what constitutes social efficiency and social justice.

A second ideal which is fundamental is that of human brotherhood as taught by the Christian religion. Christianity has stood, in principle at least, throughout the centuries for this ideal. Whenever the church has departed from this principle it has separated itself from the masses, has become a social club for the classes and its power has passed to new religious organizations growing up among the people themselves. When it has had to face such problems as serfdom, slavery, or the subjection of women it may have tried, for a time to justify distinctions in social position between different classes of humanity. But these temporary attempts of justification of inequality have been brushed aside, as men with the vision of the greater brotherhood have come to the front and brought the church back again to its true ideals.

In many communities the most rigid class divisions and the sharpest expression of social distinctions are to be found. The Sorosis Society or the Women's Monday Club may become a real disintegrating factor deadening forever anything like true socialization. Village and rural life cannot be ideal until the true spirit of democracy prevails and until sympathy pervades the entire group.

In the third place community cooperation for the good of the entire group must be fostered. The village in America still suffers from the fact that many of its ideals, so far as co-

operative activity is concerned, were formed under the separate farm home environment. Consequently, cooperation for the common good is lacking. When once the antipathy to working with neighbors, which is the expression of a separate farm home individualism, is overcome, then there ought to be in village life a much larger content of social enjoyment, than there is at the present time.

This community cooperation can find its expression in common provision for education; in common material equipment and civic beautification; in common recreational and social activities, provided for by the community; and in some form of provision for public health.

Other ideals might be mentioned and developed but the writer feels that the above is sufficient in explanation of this article.

OUR APPRECIATION

To our friends who were with us, and were such a comfort to us, during the illness and the loss of our baby, Cleo Ann, we wish to give our heartfelt thanks.

1-1c Mr. and Mrs. C. H. Grow.

PRESBYTERIAN AUXILIARY

The ladies of the Auxiliary met Tuesday at the home of Mrs. C. C. Clements, with Mrs. M. V. Cobb as hostess.

After a short business session Mrs. Underwood gave devotional. In the absence of Mrs. Wiseman, Mrs. Bills gave the lesson on the first Chapter in the new study book.

Following the lesson the hostess, assisted by Mrs. Sid Hopping, served hot chocolate and cream puffs to the following members: Misses Lulu Hubbard and Jimmie White, Mesdames E. A. Bills, Chas. Barber, Joe Chitwood, N. A. Douglas, A. P. Duggan, J. S. Hilliard, Ray Jones, J. W. Porcher, Touchon, Underwood, and Farquhar.

Mrs. A. P. Duggan will entertain the ladies next Tuesday at her home. Roll call will be answered by verses of Scripture beginning with letter H.

MISSIONARY MEETING

The Missionary Society of the Methodist church met at the home of Mrs. Luther Kirk Monday afternoon. The lesson was taken from the

study book, with Mrs. G. S. Glenn as leader.

The following members were present: Mesdames J. W. Keithley, G. S. Glenn, George Turrentine, Bertha Smith, W. F. Kirk, Lakey, Fondren, Pinkerton, C. M. Traylor, Star Hale, J. J. Eagan, and the following visitors: Mesdames Ike Griffin, J. W. Moore and McCoy.

The Society will have a bake sale at Shaw-Arnett's store Saturday.

The Leader for printing.

THE ART EXHIBIT

Beginning this week at the old Walter Burleson store building, by the Public School and College Art Class.

FIRESTONE TIRES!

NOW IS THE TIME TO BUY THEM AT COST
Just Received----

Nearly 200—All Fresh Stock
FIRESTONE—The New Gum Dipped Supreme
30x3 1/2, Extra Size \$4.45
29x4.40 \$5.10

All other sizes in proportion

Gates Vulco Cord Belts for all Cars
General Line of Everything—See our Stock

Garland Auto Supply

At old Gulf Service Station, 3 Blocks E. on Hi-Way
LITTLEFIELD, TEXAS

HAIL! THE COW!

No section North, South or West of us offers the golden opportunity we have to make this one of the greatest dairy sections, in not alone all of Texas, but the entire South. Now is the time for every farmer and citizen to give this industry serious consideration.

FEDERAL LAND BANK FARM LOANS

The Federal Land Bank of Houston will loan you money at 5% interest. We will make five year loans with a 31 year option, repayment privilege in whole or in part after five years without bonus.

THREE MILK COWS

Pay Principle and Interest on your farm loan, your profit from other crops are yours. Milk returns more dollars to farmers in a year than crops of cotton and wheat. The dairy crop in the United States is worth \$2,700,000,000 a year to those who produce it. Come in and see us, we are here to serve you and to help you.

J. E. Barnes, Sect'y

"If it's Insurance, we write it."
COOPER BUILDING, LITTLEFIELD, TEXAS



DEMPSTER
NO. 15 DIRECT STROKE
Venu-Oiled WINDMILL

Get pumping power from every breeze—have plenty of water when you want it! It's easy when you own a Dempster No. 15 Venu-Oiled Windmill. Built for lasting service. Tinned Tapered Bearings. Positive Brake. Self-adjusting to the wind. Oil-it-Once-a-Year feature. Drop in and our competent windmill and pump man will show you one.

HIGGINBOTHAM-BARTLETT COMPANY

Littlefield, Texas. Also, carrying a complete line of Dempster Water Supplies.

"SELZ" SHOES SELL THEMSELVES



Our complete line of "Selz spring models is now ready for your inspection.

We have never had a greater selection. It has been our experience that men are taking their shoes more seriously each season and select them with a better regard for the occasion and the purpose for which they are to be worn.

We are prepared to help you select the proper style and to give you a correct fitting.

We specialize on "Selz Six." Try a pair—you will wear no other.

THE FAIR STORE

LITTLEFIELD,

TEXAS

This is Nation-wide CHALLENGER WEEK

Wide Choice of Colors at no Extra Cost

\$695
AND UP... At Factory

Coach, \$695; 2-Door Coupe, \$495; Phaeton, \$695; Coupe (with rumble seat), \$725; Standard Sedan, \$795; Town Sedan, \$850; Roadster, \$850; Convertible Coupe, \$895.

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gas and oil gauge—radiometer—radio—lamps—windshield wiper—rear view mirror—electro-lights—controls on steering wheel—motor on dash—all bright parts chromium-plated

Everywhere in every way
ESSEX the Challenger is put to the proof
...under official newspaper observers

In Fast Getaway—no car is excepted.
In Speed—anything the road offers up to 70 miles an hour.
In Hill Climbing—the hardest hills in this community—and in America.
In Reliability—60 miles an hour all day.
In Economy—better than 20 miles to the gallon.

IN THIS CITY under official newspaper observation, Essex the Challenger will demonstrate its right to challenge the best that motordom offers. It is dramatic revelation of an all round quality Six—big, fast, roomy, powerful—now available at the lowest price for which Essex ever sold and but little more than the cost of the smallest, lightest and lowest-priced cars on the market.

As you see it out-perform cars costing far more, remember that exactly the same performance ability, quality, economy and riding ease are characteristic in the Essex the Challenger which you buy.

And in Value—compare it part for part in every quality particular of appearance, finish, comfort and easy riding to those costly cars in which you pay the highest price for those very things.

Watch **ESSEX the CHALLENGER**
Hudson-Essex Sales Co.

Littlefield,

Levelland

BE FOR THE LEADER. - \$1.50 PER YEAR

200 ACRES

Adjoining the Littlefield College

cut into 40 five acre tracts for sale as home plots or for investment.

BEST LOCATED SMALL ACREAGE TRACTS IN LITTLEFIELD

PRICED: \$1,000 or \$750 per tract, according to location. TERMS: One-third cash, balance one and two years.

City Lots—Farms—Offices for Rent

LITTLEFIELD TOWNSITE OFFICE

WHICKER LAND COMPANY

UGGAN BLDG., LITTLEFIELD

IT'S CHICKEN RAISIN' TIME!

WE US FOR YOUR NEEDS IN HIS LINE—

QUEEN INCUBATORS

to 220 Egg Capacity

SIMPLICITY BROODERS

to 1,000 Chix Capacity

Brooders and Fountains. Our warm water fountain saves baby chicks from stomach troubles and makes the hens lay better.

us for Harness and Harness Accessories of all kinds. We have a good assortment of Bridles, Saddles and all kinds of Harness Findings.

THAXTON BROS. HARDWARE

Littlefield, Texas

Tires for the new Ford are specially made to give long wear



When the new Ford was designed, it was immediately apparent that a new tire was needed to have to be made to meet the car's performance. It was distinctly a new type, for here was a car with quicker acceleration, more speed and more efficiency than any similar size or weight. That every Ford owner can be assured of maximum mileage at the lowest cost, the Ford Motor Company devoted many months to research and experiment in conjunction with the leading tire manufacturers.

Though the Ford tires are designated as 30 x 4.50, they have the resiliency and air space of much larger tires because of the drop center rim of the steel-spoke wheels.

For best results, the tires on the new Ford should be kept inflated to an air pressure of 35 pounds and checked regularly to insure this pressure all the time. This is important. Low inflation breaks down the sidewalls of a tire. By causing overheating, it also destroys the rubber that acts as an insulation, with consequent separation of the cord.

At the end of each 5000 miles, when you have the front wheels packed with grease, it is a good plan to have the wheel alignment checked. This will prevent premature wear.

When punctures come, as they will with any tire, you will find the Ford dealer particularly well-equipped to make repairs quickly and at small cost. See him, too, for replacements. Then you will be sure of getting tires built specially for the Ford car according to definite Ford specifications.

At care also was taken to make the best riding quality in connection with the reverse springs. The Houdaille shock absorbers.



FORD MOTOR COMPANY

Appeal to Civic Pride Made By Citizens Sponsoring the Chamber of Commerce Drive

Fellow Citizens:

You have large financial interests in Littlefield. You want those interests to increase in value and be protected for the future. So do we. Our interests are mutual then. Potential values must be capitalized into actual assets.

To do this properly, two things are necessary. Co-operative action through a strong representative Chamber of Commerce, adequately financed, and personal interest and service on the part of that membership.

This we are doing. We need your aid now. The Littlefield Chamber of Commerce must have a minimum to carry on this community development work.

Littlefield must do this now or lose the impetus of the present forward movement. It may be too late tomorrow.

We are counting on you to help. This is an investment that will pay immediate and manifold returns. As a wise man you know all this without further argument.

The membership and Budget campaign to support this fund will start Monday March 11th. We can, with your help, make a big record, and thus get several thousand dollars worth of free advertising. Let us go over the top in the shortest time possible and have the largest Chamber of Commerce in any town of this size in the State.

So expand your investment in this to the last dollar possible and bank on the future advancement. Thank you. That's what we will do.

Littlefield Chamber of Commerce, J. S. Hilliard, President.

Mr. J. T. Elms, Vice-president of Chamber of Commerce says: "Indirectly one is benefited by coming in contact with other members of the Chamber of Commerce and cannot fail to receive an inspiration from such contact. The benefits and advantages offered by the Chamber to its members are very unusual, and are alone worth more than its dues, if one is figuring in dollar values. The opportunity for the development of men and bringing out of their characteristics and abilities, as shown in many conspicuous instances, are of value beyond expression in terms of dollars. Any person who desires to be an integral part of Littlefield and this community cannot afford to be without a membership in the Chamber of Commerce.

Mr. J. C. Hilbun, President First National Bank, says: "I see a great

future for Littlefield and Lamb County. Looking forward my vision of our city and Lamb County holds vast extent of agricultural possibilities, industries, modern buildings, beautiful homes, magnificent parks, and a contented people.

Every progressive Littlefieldite should in heart and mind, have faith in a greater Littlefield. My vision is optimistic. Greater prosperity is something we are looking for. Littlefield's prosperity will be greater as each year goes on, if we unite our efforts together through one avenue of constructive work, and that the Chamber of Commerce, then we can be reasonably certain that our prosperity will fulfill our fondest hopes.

There is no place for pessimism. In all of Littlefield's prosperity, past present and future, the activities of the Chamber of Commerce have played and will play a leading roll. I believe in the Chamber of Commerce of today and have faith in the Chamber of tomorrow. Every progressive citizen should not only have faith but should support the Chamber of Commerce. Our Chamber of Commerce has done great things for Littlefield. Whether or not they are recognized or appreciated is another question. In any event, we expect to do some even greater things in the near future. There is no need enumerating past accomplishments. They have been given due publicity. Suffice to say, that the Chamber of Commerce is essential to the future progress and prosperity of Littlefield and Lamb county and likewise the support of Littlefield citizens is essential to the life and work of the Chamber of Commerce. Now is the time to pass the stage of hesitancy and doubt—support the Chamber of Commerce to the limit, and you will enjoy an era of justified optimism.

Mr. W. H. Badger says: "Every city, town or community is largely what its citizenship makes it, and co-operation can accomplish much. Littlefield has made wonderful strides in the past few years and with the splendid country surrounding, its future is very bright indeed.

The Chamber of Commerce of any city or town is usually a true barometer of the progress and should receive hearty co-operation and support.

Judge E. S. Rowe says: "The most potent, constructive influence in a community, is a body of business and professional men banded together for the purpose of improving community

progress. A man in business is broader and more successful when he takes active interest in municipal, civic and commercial affairs, for he profits in dollars and cents through the increased prestige of his city, but best of all, in a personal satisfaction of living in a city and community that has ambition and progress to make rapid strides forward with a firm determination to build for the future."

Wm. J. Harris, says: "I believe that a man should be proud of the city in which he lives, and that he should live that his city will be proud that he lives in it. The test of a man's worth to his community is the service he renders it. Any person having civic pride and community ideals should be a member of his Chamber of Commerce."

W. S. Brandon says: "Now is the time for every citizen of Littlefield to come to the front; back the Chamber of Commerce or lose. Because the Chamber of Commerce is now engaged in a constructive program in the best interests of the city. Unified action on civic betterment was never greater than now, and the vigorous support of every intelligent citizen is imperative."

Rev. Charles J. Dvorak, says: "Operation of a Chamber of Commerce is no different from conducting a business institution, only that institution is endeavoring to promote its own business and the Chamber of Commerce is promoting business for its city and entire community, and the work of the Chamber opens paths of usefulness it serves. It is a duty

every citizen owes his community—to become a member.

Dr. W. H. Harris says: "A strong, virile, well financed Chamber of Commerce is needed more today in Littlefield than ever, and I believe it is the duty of every business man to back up his good work by joining its membership and supporting it to the limit."

REDUCING DRUDGERY

No one can overlook the fact that we now have at our command more comforts and conveniences, and labor saving devices, than former generations enjoyed. But a lot of us haven't been giving the women of this country the credit that is due them for bringing these things to us.

A recent government survey shows that one out of every five homes in Nebraska boasts electricity. That can only mean that these homes enjoy the convenience of electrically operated sweepers, washing machines, water pumps, and that greatest of all modern blessings—the electric light. Since Nebraska isn't much better off in the matter of water power than the average state, it stands to reason that a good many sections are being neglected in the matter of electrical distribution. Water power is, after all, the greatest and most convenient power of all, and from it the rural communities of the nation should be, if they are not now, getting electrical energy for use on the farms and in farm homes. Nebraska has been quick to realize this, and other states should be quick to follow her example.

Go among the housewives of Littlefield and they will tell you of the advantage of having labor-saving devices at hand. In fact, the women of the entire country are a unit in demanding more and more of these conveniences. They see in them the end of back-breaking toil. And it will be a brighter and a happier day for this and every other state when water power—nature's own gift to man—is utilized as it should be to lessen the drudgery of housework.

COZY BARBER SHOP

Shave 25 cents

Hair Cut 35 cents

SOUTH END OF MAIN STREET

On West Side

In Walter's Drug Store Building,

Just south of Littlefield Hotel

C. A. McDONALD, First Chair

IRA GORDON, Proprietor

We will appreciate your business

BATTERY STATION

RECHARGING

REPAIRING

Full Satisfaction Is

Guaranteed

Twelve months guarantee

on new Batteries sold

CARL SMITH

at Bell-Gillette Chev. Co.

JOHN S. KERR

Nursery Co.

Oldest and Largest

Nursery in the State

Since 1874

By running the entire nursery stock through test stations on the Plains, we have found the best for the Plains. For Nursery Stock we have the best, for prices we are the cheapest.

C. A. Baird

General Agent

LITTLEFIELD, TEXAS

HATCHERY NOW OPEN!

—Doing custom hatching and baby chicks. Your patronage is solicited—all old customers as well as new ones.

BABY CHIX FOR SALE:

White Leghorn chix, per hundred	\$10.00
White Leghorn chix, fancy, per hundred	\$12.00
Rhode Island Reds, per hundred	\$14.00
Rhode Island Reds, fancy	\$16.00
Barred Rocks	\$14.00
Barred Rocks, fancy	\$16.00
Buff Orpingtons	\$16.00

PLAINS ELECTRIC HATCHERY

Located Opposite Palace Theatre, Littlefield

TAILOR WORK OF ALL KINDS

We do all kinds of Tailor work, from making buttonholes to fully remodeling garments.

We do Cleaning and Pressing for ladies, gentlemen and children—that pleases you.

Hats recleaned and reblocked.

This is the Shop of Complete Service.

EVINS DRY CLEANER

"Where Cleaning Is An Art"

On South Main Street,

Littlefield

Money to Loan

LOANS MAY BE SECURED NOW

AT AN ADVANTAGE

At this time of the year when money is plentiful, interest rates being 10 per cent in New York City, it might pay you to place your loan with me now while you can get it through at a reduced rate of interest.

DELAY MAY COST YOU MORE

MONEY LATER ON!

A. G. HEMPHILL

THE LOAN AND INVESTMENT MAN

First National Bank Bld'g

LITTLEFIELD,

TEXAS



WHAT CAUSED YOUR HUSBAND TO LEAVE HOME?

I haven't the least idea. He just packed up and left the morning after my mother and two sisters came to spend the winter with us.

He's probably at Walters Drug Co., watching the clock to see who is going to win the Radio.

If you are not lucky, let us tell you how easy it is to own one of these sets.

WALTERS DRUG COMPANY

"The Store of Better Service"

LITTLEFIELD,

TEXAS

LAMB COUNTY LEADER

Published every Thursday afternoon at Littlefield, Texas.
Subscription: \$1.50 per year; 75 cents for six months.
Advertising rates given upon application.

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JESS MITCHELL.

Editor and Publisher

Subscribers who change their addresses, or fail to get their paper, should immediately notify this office, giving both new and old addresses. Communications of local interest are solicited. They should be briefly written, on only one side of the paper, and must reach this office not later than Wednesday noon of each week. The right of revision or rejection is reserved by the publisher.

Advertising that does not show in its text or typography that it is paid for must be marked as an advertisement. All local advertisements remain in this paper for the time specified or until ordered out. All notices, matters not by whom nor for what purpose, if the object is to raise money by admission fee or otherwise, is an advertisement and when sent in for publication must be paid for at the regular advertising rate per line for each issue printed.

Obituaries, cards of thanks, and resolutions of respect will also be charged for at the same rate.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Littlefield Leader will be gladly corrected upon its being brought to the attention of the publisher.

In case of errors or omissions in local or other advertisements, the publisher does not hold himself liable for damage further than the amount received by him for such advertisement.

A THOUGHT FOR THE WEEK

Be not wise in your own conceits.
Romans 12:16.

Men are found to be vain on account of those qualities which they fondly believe they have than of those which they really have.—Voltaire

ON PUBLIC DUTY

Nearly every business man enjoys a vacation now and then; but oftentimes his duty to his business interests and the buying public forbids it. Happy is the man indeed who may tell the world to "go hang" and close his place of business any time he desires.

However, there is more than one function to business. Aside from being in business for the money there is to be made from it, twentieth century ideals have construed that there is a community value to every business and a service rendition to which the public generally is entitled no matter whether that particular business is located in a wealthy city or struggling small town.

If a dry goods merchant, being the only merchant of his kind in a given town, should close his business on Saturday, when a large percentage of his customers would expect to make purchases, he would certainly discomfort them considerably and bring upon his own head numerous unfavorable remarks and unkindly feelings. The same is true with any other line of business.

Any business to enjoy immunity from competition must render something near its full quota of service. No business concerns of importance to any city has a right to arbitrarily close its doors on any given day, especially when that day is the first of the month, and falling on Saturday in disregard to the well-being of other business concerns or persons.

Applauding a movie actor is always a safe proposition. They can't come back and give an encore.

WORTH LEARNING

Nobody gets very far in the way of thrift these days, or lays by a decent saving account, until he learns that it costs just as much to have anything charged as it does to pay cash for it. It hurts to take the money out of your pocket and buy a suit of clothes or a hat. Charging it seems to reduce the pain, but the amount is just the same, and the chances are that next month may find it no easier to pay than it is now.

The man who finds it difficult to make both ends meet should try the "cash and carry" method wherever it is at all possible to do so. Laying down the cash for something may not seem any more sensible than having it charged, but try paying cash for a month or so and see if there really isn't a difference.

Try it and see if it won't reduce worries on the first of each month, as well as paving the way to a little fatter savings account, or more ready money when you need it most.

A pious air is no more a sign of real religion than a wagging tongue is a sign of real knowledge.

THE SPRING ELECTION

April 2nd is the day for electing an entirely new set of municipal officers for the City of Littlefield. The present mayor and both commissioners are by appointment filling offices that expire this spring. Who shall fill their places is one of the most important

ant questions to be considered this year. It is a matter that should not be slighted. Whether any of the present office-holders will consider reelection the Leader does not know. They have given faithful service in the past and some of them may wish to be relieved.

At any rate, the City of Littlefield is a corporation in which every citizen is a stockholder, and as such, should be vitally interested in its future welfare. It involves the welfare of more than 3,000 souls. It means the handling of thousands of thousands of dollars annually, the deciding of vital matters social and economic, and, as such, demands the best brains and business ability available.

It is time for the citizenry of this town to be casting about for three men of sufficient ability and who will be willing to assume this great responsibility.

It is our belief that every man should marry. Every man needs someone to help him worry.

FEWER CITY GARDENS

According to the National Garden Bureau, city vegetable gardens are fast disappearing. Due to the auto, there has been a drop of 13 per cent in the sale of vegetable seeds in cities and a gain of 11 per cent in flower seed sales.

City folks used to grow vegetable gardens for recreation but now autos provide them with pleasure more to their taste. They can spin into the country and buy vegetables, or get them about as good right in the city markets, for gardeners are now getting their stuff to market faster than ever before.

But the vegetable garden is still popular among residents of our smaller towns. Residents in towns like Littlefield find gardens economical. Gardens enable them to keep down expenses not only in spring and summer, but provide them with much that they need for the fall and winter months. The garden hasn't been supplanted by the auto in our smaller towns—and it's a good thing for our smaller towns that it hasn't.

A seat on the N. Y. stock exchange sold recently for \$575,000. Wonder if a cushion and a cuspidor went with it.

IT'S WORTH IT

It strikes us that it's about time to give the beauty doctors, style experts and makers of wrinkle eradicators a vote of thanks. They are fast removing the line that for years marked the boundary between the young people and the old folks.

There was a time, and older citizens of Littlefield can readily recall it, when at a certain age men and women were relegated to a place by the fireside to twiddle their thumbs, toast their toes and talk over childhood days. Today we recognize that youth needs old age and its experience. Experience is worth more today than it ever was before and the man who has experience to sell can readily find a market for it.

No wonder we're spending millions of dollars annually with beauty doctors, barbers and lotion makers. We're wiping out the old age line, or at least setting it farther ahead—and that's worth anything it costs us.

President Coolidge never swears. Maybe that's the reason he seldom discusses the weather.

H. L. Mencken, editor of the American Mercury, recently remarked that the streets of a given town be-

long to the busy men, not to the lazy and luxurious few," and that "it seems as insane to allow parking on main thoroughfares as it would be to permit people to keep lions in their back yards." Perhaps the latter statement is somewhat over-emphasized; but the Leader has often called attention to the fact that farmers and other business patrons often are inconvenienced in finding desirable parking space near the places of business they wish to patronize. If business men and others who make a practice of driving their cars down town in the morning and letting them stand until they return home at noon or night would select secondary parking spaces it would relieve the congestion very much and doubtless be greatly appreciated by some of their patrons.

We read where a Chicago groceryman has 11 daughters. Imagine 11 sons-in-law working in one grocery store.

Last Monday the United States took on a new President. Probably Messrs. Coolidge and Hoover are the two happiest men in the country over that event. As the latter rode down Pennsylvania avenue to the front steps of the great capitol building to take his oath of office, the former was awaiting the arrival of the afternoon train for a quiet little vacation in Massachusetts as a private citizen. As Mr. Hoover takes up the burden of being head of this great government, I have an idea Mr. Coolidge heaved a tremendous sigh of relief that for him it was all over.

Ford is said to be hunting for an auto he sold 23 years ago. Can it be possible someone has missed a payment on one?

Since the purchase of the new fire engine, the City doubtless has not the money to invest in a street sweeper, yet the deplorable condition of Main street, with its attending litter of rocks, paper, and other debris is anything but conducive to favorable comment among local citizens as well as visitors. No street can be so unsightly as a dirty pavement. At least a few dollars in labor might well be spent in clearing the gutters of some of the unsightly accumulation.

The time of year has arrived when "Old Boreas" will do some blowing-off that may result in some rather disagreeable weather, some of the unsightly results of which may be avoided by every property owner doing a little cleaning-up around his premises.

LITTLE LEADERS

What we need in Littlefield homes more than anything else is a radio that will also wash the dishes.

And just to think that there was a time in Littlefield and not so very long ago that we thought pink cheeks was a sure sign of health.

As a usual rule the Littlefield man who complains that he never had a chance wouldn't take a chance if he did.

Everyone around Littlefield who is depending on the agricultural bill is hoping congress takes up its bills in alphabetical order.

Wonder how the Littlefield man who longs for the good old days would go about seating a couple of girls wearing hoopskirts in a rumble seat?

There wasn't any such thing as "snap judgment" back in the days when a Littlefield man would get out his knife and whittle awhile before venturing an opinion on any subject. Some people argue that Littlefield young people are getting better, but they don't say better at what.

JESS' JOSH

The woman on XIT Drive says we can't hope for much in the way of prison reform until our officers take to sending a better class of folks to prison.

A Littlefield school teacher asked her class to write a sentence finishing with the words, "Bitter end." One chap wrote, "The Romans had to fight to the bitter end." Another, "The holidays have come to a bitter end. Both were considered good answers by the teacher. But little seven year old Jimmie capped the climax when he wrote: "Our dog ran after a stray cat yesterday, and as she went through the fence he 'bitter end.'"

A certain local churchman who doesn't want his name quoted, says he has come to the conclusion that the money he gives for civilizing the heathen ought to be sent to Chicago.

According to Len Campbell, about the only difference between a waffle and a pancake is that the waffle is fixed so it won't slide.



GO-TO-BED STORIES

By Farmer Smith

The Rabbitville school bell stopped ringing on February 21st and Miss Rabbit, the teacher, arose from her seat and said: "Today we will have a short session and celebrate Washington's Birthday. Bobbie Rabbit, you may come to the board."

Bobbie did as he was told and then looked at his teacher.

"Please write 'cat,'" Bobbie wrote CAT.

"Pretty good," said Miss Rabbit. "Pretty good nothing—it's PERFECT!" snapped Bobbie.

"That's correct, my dear, you must stand up for what you know is right in this world."

Finally Miss Rabbit rang the bell. "We will have our George Washington hour," she said. "Theophilus Rabbit, you may come up and say a few words about George Washington."

Theophilus started to go on the platform. Suddenly he slipped and fell sprawling on the floor. All the Rabbits began to titter.

"My dear children," began Miss Rabbit, "this should be a lesson for you all." George Washington laughed at difficulties as people laughed at him. When he fell down, he got up and kept on going. Come, Theophilus, and let's hear what you have to say."

The Rabbit began. "When George Washington wanted to make the flag of the United States of America he went to Betsy Ross and asked her to help him. He said we should have a six pointed star on our flag, but she said we could make a five pointed star with one cut of the scissors."

There was a loud clapping as the speaker stepped from the platform.

"Of course you know, dear children," said Miss Rabbit, "that the stars and the blue on our flag come from the stars in a blue heaven, and the bars from the beautiful rainbow. It is indeed a wonderful and very beautiful flag. Can any one tell us more about it?"

"It has never been defeated!" said Billie Rabbit.

"Fine!" exclaimed Miss Rabbit.

Easter Sunday this year falls on March 31.

Mrs. Louisa Job of Chicago, testified that her husband had bargained "strong room" covering an area to sell her for \$50 down and \$25 on two and a half acres has been delivered, but that she refused to be delivered. France in Paris.

DON'T READ THIS

Don't carry money around on your person—you may lose it or get robbed. Don't hide money around the house or other buildings—some one may steal it, or the building may burn.

Have you ever tried the convenience of a checking account? If not, try it! Deposit your money in some good bank. Pay your bills by drawing checks. It is a great convenience. It brings contentment and satisfaction. It will add to your credit and financial standing among your neighbors and business men. It is not only right, but entirely safe to deposit your money with us.

SAVE AND HAVE!

We solicit your business, promising every accommodation consistent with prudent banking.

THE BANK THAT SATISFIES

"There is no Substitute for Safety"

FIRST NATIONAL BANK

LITTLEFIELD, TEXAS

WE STRIVE FOR A MAN TO MAN RELATIONSHIP THAT WILL PREVENT MISUNDERSTANDINGS, MERIT MORE CONFIDENCE, AND CREATE FRIENDSHIPS.

For Economical Transportation



now- Six Cylinder Trucks with the economy of the four!



Crowded traffic conditions today demand six-cylinder performance—with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now—for the first time in commercial car history—this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four—but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1½ Ton Utility Chassis are available with an unusually wide selection of body types—and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration—load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1½ Ton Chassis, \$545; 1½ Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

Bell-Gillette Chevrolet Co.

Littlefield, Texas

A SIX IN THE PRICE RANGE OF THE FOUR

Every Woman Knows
Every woman knows how easy it is to burn or scald herself while working at home. Every woman knows that burns and scalds are painful and sometimes very slow to heal. Every woman should know that the pain of a burn or scald can be quickly relieved, infection positively prevented and speedy healing assured if Liquid Boron is instantly applied. Get a bottle of Liquid Boron and keep it in your medicine cabinet. Sold by Stokes & Alexander Drug Company.

MAYNARD V. COBB
Doctor of Chiropractic
Iipped to give you the best of health service
CONSULTATION FREE
X Ray Facilities
Hours: 9 to 12 a. m.
to 5 p. m. Other times by appointment.
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Palace Theatre Bldg.
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HOT ROLLS
AND PIES
Whole Wheat Bread
Every Thursday.
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DEERTAKERS
PRYOR HAMMONS
Licensed Embalmer
We take full charge of
Funeral Services
PRYOR-HAMMONS
Company
—PHONE— Night 89

Rock Sanitarium
(Modern Fireproof Building)
and
Rock Sanitarium
Clinic
J. T. KRUEGER
Dietary and Consultations
J. T. HUTCHINSON
Ear, Nose and Throat
M. C. OVERTON
Diseases of Children
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R. L. P. SMITH
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MABEL McCLENDON
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C. E. HUNT
Business Manager
Trained Training School for
conducted in connection
Sanitarium. Young wo-
men desire to enter training
from the Lubbock Sanitar-

BALD BARBER MAKES A SUCCESS OF TRADE

"IF I HAD ONLY USED SOME OF THIS FINE TONIC"

LAMENT BECOMES A SALES ACCELERATOR

Just why a bald headed man should choose to become a barber, has always been a question in the minds of many people; yet the fact that many of them are goes to prove that they are not bald on the inside of their craniums; but rather, possessing considerable grey matter, have cogitated in such a logical manner as to make their lack of capillary adornment capital in the trade of their chosen profession.

Ordinarily one would suppose that a tonsorial artist of the bald headed variety wouldn't last any longer in a barber shop than the proverbial snowball in hades, but M. T. Harrison, who occupies the second chair of the Sanitary embellishing establishment, devoted to the adornment of both masculine and feminine patrons, has been massaging countenances, eliminating

capillaries from physiognomies and applying cranial stimulators for several years with apparent good success.

Harrison is a very congenial knight of the shear and razor, and, although he is practically devoid of cranial embellishment, and has long ago given up all hopes of possessing a poet's or musician's head of hair, yet he has no intention of laying aside his sharp tools of trade to enter upon any other vocation.

Harrison, confronted with the problem of selling tonics to preserve and grow hair, when his own dome is practically as bare as the peak of the Matterhorn, long ago learned to capitalize upon his ivory deficiency. While other barbers, perhaps as good in other lines of service, have given more or less attention to the tonic trade, Harrison has specialized in this particular line and sells more tonic than many other artists of his craft who own more or less bushy topknots.

And this is how he does it: Following the shave or hair cut, Harrison picks up a bottle of some well known hair tonic, and, pointing to himself as an example of careless procrastination, says—"My friend, when I was a youth I was the proud owner of just such a shock of hair as you now have; but neglect brought me to this (pointing to his own bald pate). If I had only used this tonic, etc., etc."

Horried at the thought of similar outcome, the customer invariably calls for the treatment, and by the time he has left the hydraulic chair

of comfort, he has paid for considerably more than a hair cut, and he heaves a sigh of relief as he thinks of the fate he has missed.

Born with a perfectly normal head of hair, Harrison told the writer he lost most of it just as he was entering the tonsorial profession. He thinks his loss is attributed chiefly to intense mental activity. "You see," he said, "I have always had a feeling of sympathy for editors, lawyers and other folks who have lost their hair, and early in life I brooded much over a cure for baldness. I thought if I could discover a remedy I would really be contributing something worth while as a benefit to the human race. Too much lost in thought over my pet theories of dandruff eradication and capillary stimulation, I failed to give heed to the slipping of my own crown cover until my head came to resemble a billiard ball—then it was too late. Yet I liked my profession so well I never gave it up.

"Now," he said, "when I see any of my friends and customers showing signs of similar tendency, I feel it my duty to recommend to them some tonic in stock which I have reason to believe will be beneficial to them. I do it perfectly conscientiously, because I know from many past instances the virtue of taking Time by the forelock if one wants to preserve his own pompadour. Incidentally, I call their attention to my own folly of younger days and the penalty of my neglect. Very few leave my chair now without an application, and I have several regular customers."

No doubt Harrison would have made a good life insurance solicitor; but he is to be commended for sticking to his original profession. Harrison may not have any hair on his

head; but he also has no mortgages on anything he possesses.

CHAMBER OF COMMERCE A FIXTURE IN BUSINESS LIFE

All over the world, where business is done, the Chamber of Commerce is in evidence. It is a voluntary organization of business men.

The objective of the Chamber of Commerce is business; material things it engages in the civic, the social and the cultural, for the sole reason that business is affected by those considerations.

The main spring of all material progress is individual initiative, private enterprise. The Chamber of Commerce provides for individual initiative and enlarges opportunity for its exercise. It assists private enterprise with a service which private enterprise cannot or does not provide for itself. The accomplishments of the Chamber of Commerce are not the result of private enterprise; they are the result of group enterprise. The Chamber of Commerce is a fixture in business life for the reason that it pays.

TO MAKE SURE

"If every young girl had a hobby at home half our saxophone players would be out of work," announces a daily paper. Then I suggest that every young girl should have two hobbies at home.

TAKE THAT

"Now then what should a polite little boy say to a lady who has given him a penny for carrying her parrots?"
"I am too polite to say it, madam."

JUST PLAIN

Social Worker—Do you believe in the transmigration of souls?
Fisherman—Well, no, sir, I likes 'em fried in the ordinary way.

Don't let the mail order houses deceive you.

FOR REAL COMFORT AND GOOD FOOD

Patronize Lon's Cafe

Prompt service, pleasant surroundings, pure food, tastefully prepared—we never lose a customer.

Everything well prepared—there's no better place to eat in town.

LON'S CAFE
Lon Campbell, Prop.

CLASSIFIED ADVERTISING

Want ads., Rentals, Lost and Found, Exchanges, Lands and Stock, Miscellaneous, etc. RATES: Classified, first insertion, 10c per line; minimum 25c; subsequent insertions, 7½c per line; obituaries, 5c per line; poetry, 10c per line. Unless advertiser has an open account, cash must accompany order.

FOR SALE

FOR SALE: 10-acre tract in Littlefield college addition. See Ira Gordon, Cozy Barber Shop, 46-tfc.

ALMOST sweet potato time—bed out a few for your own slips. Leave order with your groceryman. He will have the seed about March 15. 46-2p

FOR SALE: Two door Ford sedan, 1927 model, good condition. M. L. Garrett, carrier, Route 1, 46-2tp

FOR SALE—Typewriting paper, yellow second sheets, carbon paper, scratch pads in odd sizes. Leader office. dh-tf

FOR SALE: Skid chains for Ford, slightly used and good as new. Will sell for half price. Leader office. tf

GET my prices on lots in Littlefield, both business and residence. J. C. Whicker, 32- tfe

FOR SALE OR TRADE: 10 acre college tract, for small house or vacant lot, or tract with well on it. Louis Condra. 54-tfc

FOR SALE: Lots 3 and 4, block 34 in the heart of Littlefield with clear title and abstract. Will sell at once for cash at great sacrifice. \$350 clear will buy them if bought at once. D. W. Dutton, owner, Box 655, Comanche, Texas. 46-2tp

FOR SALE: One year old Farmall tractor at Banks farm 1½ mi. west on Pop road. H. H. Banks. 47-4tp

FOR SALE: 1400 Bundles good cane, 800 bundles higeria. See Bell-Gillette Chevrolet company. 47-tfc

FOR SALE: Electric range, easy terms. See H. B. Teal, at Palace Confectionary. 47-tfc

FOR SALE: One good team of young work mules. Inquire of Bell-Gillette Chevrolet company. 47-tfc

FOR SALE: Incubator and brooder. N. V. Wright, ½ mi. north of school building, Broad Acres. 47-2tp

FOR TRADE

FOR TRADE: Player Piano, practically new, for mules or feed. See W. H. McFarland, or Roy Gattis. 47-2tp

WANTED

WANTED: Home laundry. 40c per dozen. Will call for and deliver. Men's shirts a specialty. Phone 215. 47-1tp

LOST.

LOST: Girl's white gold ring, onyx setting with small brilliant in center. Finder return to Leader office. 1tp

Your home paper, \$1.50 a year. 47-tfc

MISCELLANEOUS

THE Subscription price to the Dallas Semi-Weekly Farm News is \$1.00; that of the Lamb County Leader is \$1.50. We will mail both to your address for \$2.00. Why not subscribe now?—Lamb County Leader. 9-tfdh

CHINESE Elm shade trees, best for the Plains, 6 ft tree \$1.00 delivered at your door. C. A. Baird. 45-6tc

TATE-LAX

Sweet or bitter. The nation's greatest laxative tonic. For rheumatism, neuralgia, colds, stomach, liver and kidneys. It's guaranteed to satisfy. Ask your druggist. 32-24tp-8

GRAPE vines, Plains best, Big Extra Brilliant and Brighton, 2 year vines. C. A. Baird. 45-6tc

Now is the time to buy city lots in Littlefield. J. C. Whicker. 32- tfe

Carbon Paper and Second Sheets, at the Leader office. tf.

CHINESE ELMS

Fruit trees, evergreens, roses, shrubbery, etc. Write for price list or call at the nursery at 13th Street and Ave. L. Lubbock. Baker Bros., J. W. Simmons, Mgr, Box 2245 45-3tp

TURKEYS to let out on halves. See Mrs. W. A. Scott on street south of high school. 47-1tp

STRAWBERRY plants, Everbearing, March delivery, C. A. Baird. 45-6tc

SEE the art exhibit this week at Walter Burleson's old stand. 47-1tp

ROSES, Perennials, Bulbs, Plains tested plants, C. A. Baird 45-6tc

IT'S A GOOD IDEA to get the habit of reading these little want ads every week. Frequently one will find some bargain listed here that will save them much more than the cost of a year's subscription to this paper.

TO THE PUBLIC

I have moved my Blacksmith shop from Seymour to Amherst and will be located in the old Amherst Battery building. I do any kind of Blacksmithing and repair work and acetylene welding. I have a patented trailer hitch for a four wheel trailer that I guarantee not to whip.

If we please you tell others. If we don't, tell us. Try us once and you will always.

Your trade will be appreciated. J. M. Brown, Amherst, Texas. 47-2tp.

STRAYED

STRAYED: Black, 5 year old milk cow, has long horns, and white face. If found, notify Bell-Gillette Chevrolet Company and receive reward. 47-tfc

CHIROPRACTIC

Machines finally wear out thru their use, But destruction's speeded up thru abuse. The human body is just a machine; So why act foolish and treat it so mean? When this human machine needs some repair You'll find the Chiropractor's right there.

(Copyright. To be continued.)

DR. MAYNARD V. COBB

Phones: Office 124; Residence 63. Calls answered day or night.

CHIROPRACTIC

LITTLEFIELD COLLEGE

Affiliated Co-Educational
Primary through Junior College
ART - VOCAL MUSIC - VOICE
Mental Development Moral Purity
Opposition to False Science
Wholesome Association
JOHN R. FREEMAN, President
LITTLEFIELD, TEXAS

MAGNOLIA GASOLINE

MAGNOLENE

Oils and Greases
"The Dependable Lubricant"

Real Quality Products
Demand them from your Dealer

MAGNOLIA PETROLEUM COMPANY

Luther F. Hargrove, Agent, Littlefield, Texas



INSTANT AID WHEN SOMEONE IS HURT—

You always have a "doctor" handy when you have a **FIRSTAID KIT** within reach. Contains: iodine, plaster, gauze, spirits of ammonia and other requisites for the effective treatment of cuts, burns and bruises.

Firstaid Kit

\$3.98



Get your Kit now—Sold only at

Stokes & Alexander Drug Co.

THE Rexall STORE
"In Business For Your Health"



BY JOHN JOSEPH GAINES, M.D.

MAN IMMORTAL

Of course he is. Everything in nature—in and upon this big wonderful world, proclaims the fact of thinking man. It is for us to see and know.

There is not a chemical atom in man's physical body that can be destroyed, save by the All-wise Being who created it. For that matter, nothing that is in or upon this earth can be annihilated, save by its Creator.

Suppose I burn this sheet of paper on which I am putting these thoughts; a few particles of ash will remain. But have I destroyed anything? Nothing—except the form of matter, and mere form is not substance.

I have simply dispersed a few atoms, which were clinging to each other, in conformity with fixed laws through which Man may operate, but

over which he has no control.

It is absolutely the same when a charge of gunpowder is exploded—not a single particle of matter is destroyed; it is merely a process of changing the chemical position and intimacy of the chemicals in the combination known to us as gunpowder.

So with man's body. It may cease to function and proceed to disintegration, when what we call death comes. But not one atom of the body is lost or destroyed. Each chemical element floats back into its original position where it may do service in some other body.

It's a sublime thought! These particles composing my body—and yours—are as old as earth itself. They are absolutely indestructible. When we are through with them, some other

bodies will get them—for they will endure forever, at the pleasure of the God who made them. The soul, the life. Where else but back to the source from which it came, as do the other units of this body of ours?

Rubber is made from the quaiule plant which grows in the Trans-Pecos section of Texas, particularly in Brewster and Presidio counties. A rubber manufacturing plant is located at Marathon.

Texas as a Republic and as a state has had eight capitals—Washington (on the Brazos), Harrisburg, Galveston, Velasco, Quintana, Columbia, Houston and Austin. Galveston, Velasco and Quintana were the capitals for brief periods during the approach of Santa Anna's army.

Uniformity in type, color, and conformation is highly desirable in developing a good herd of swine. Notice the progeny of each sow; if they do not conform to the type and growth of the general herd, she should be replaced by a gilt from a sow whose pigs show good type and feeding qualities.

SUBSCRIBE TO THE LAMB COUNTY LEADER, NOW



CAMOUFLAGING CAKE



"We can't keep cake a single day in the house," wails the housewife with a large family. Put, "I can't use my cake before it gets stale," is the plaint of the woman who cooks for only two or three people. Yet cake is lots of fun to make, and the family that lacks cake in its diet misses one of our most delectable desserts.

How, then, can one's cake be so camouflaged that it will be eaten within the necessary few days? The answer lies in varying the appearance in such a way that the cake will seem a new dessert each time it is served.

Cake and Fillings

One woman had a standard cake recipe which she always used. It was this: cream one-half cup shortening and one cup sugar together. Add two beaten eggs. Mix and sift two cups flour, one-half teaspoon salt, and three teaspoons baking powder and add alternately with one-half cup milk to the first mixture. Add one teaspoon vanilla and mix well. Bake in a hot oven—400 degrees F., fifteen to twenty minutes.

That was her basis. Now for the variations: In the first place, she usually baked the cake in two greased layer cake pans. One of the layers she cut in two and made into a layer cake, quite a small one, which served for about two meals. There were several

fillings which she used with it. One was: heat one-half cup syrup drained from crushed Hawaiian pineapple. Mix one-half cup sugar, three tablespoons flour, and one-eighth teaspoon salt and add to the hot liquid. Bring to the boiling point and boil three minutes, stirring constantly. Add one beaten egg yolk and cook over boiling water three minutes. Add one-half cup chopped seeded raisins and three-fourths cup well drained pineapple. She would spread this between the layers and also on the top, making a soft, delicate dessert.

Cup Cakes and Cottage Pudding

The other layer of the cake appeared as cottage pudding with the following sauce: heat one cup syrup from crushed Hawaiian pineapple. Mix one-half cup sugar, one tablespoon flour, and one-fourth teaspoon salt. Add the hot syrup to this, return to the heat and bring to the boiling point, stirring constantly. Boil ten minutes, add one tablespoon butter, and pour over cake.

Sometimes, instead of pouring the second half of the batter into a cake pan, she used muffin tins, and had cup cakes. Occasionally she would substitute pineapple syrup for the milk in the cake recipe and have pineapple cake. And there never was any stale cake around her house.

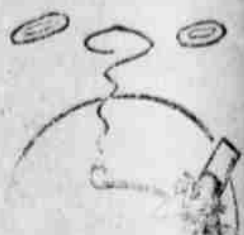
The original extent of the pine forests in Texas was about 1,000,000 acres. The present area is about 1,000,000 acres.

TAXI SERVICE DAY OR NIGHT Anytime—

56 — Phones —
W. O. YEARY
LITTLEFIELD

OLD DOC BIRD SAYS

Quit blowing bubbles and start making bricks



ABIDE BY THIS RULE

"Change Oil Every 500 Miles." Be sure that you are using the grade of oil for your car. After the lubricating qualities of motor oil are destroyed by the line and grit that works past piston rings—this is the time the motor begins to wear. Guard your motor car investment by driving in our station for oil, grease.

TEXAS SERVICE STATION

Every Family is Entitled to the Greatest Blessing on Earth—A "HOME"

Our principal business is the dispensing of this blessing.

We feel we have accomplished a real humanitarian task when we are privileged to furnish good sound material to enter into the construction of your home, whether it be a mansion or a cottage.

We have been building homes in and around Littlefield for several years past—we want to build many more. Our entire business is at your service. We will take pleasure in furnishing you with estimates for any buildings you may desire.

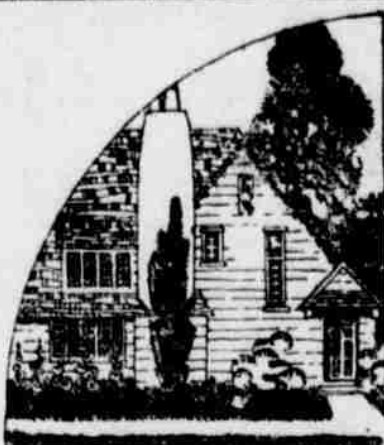
We have a large assortment of plans and specifications that are at your service—plus our personal assistance gladly rendered.

Let's talk the matter over!

HIGGINBOTHAM-BARTLETT CO.

LITTLEFIELD,

TEXAS



The New Spring Millinery Is Here

All the Up-to-the-moment Styles Spring Creations are here for Your selection See the Newest Spring Style Tendencies, Colors and Shapes

NEW SPRING FROCK

Our Dresses are the vogue of the smartly dressed women, and you will be surprised when you see what an astonishing display of new Spring Frocks we have on hand for your selection.

There are one and two piece models, all sizes. Do come and see our display. These frocks will enchant you, because of their delicacy and loveliness, and the prices are modest in the extreme.

ATTRACTIVE PRICES ON DAILY NEEDS

Below we quote a few prices on everyday staple merchandise:

Beautiful new Prints, absolutely guaranteed fast colors, per yard .29
32 inch Gingham, assorted patterns, per yard .10
Bleached Domestic, a good grade, per yard .10
Rayon Bloomers, extra good quality, sizes 36 to 50 \$1.00
Ladies Silk Hose, per pair from 39c to \$1.95

Men's Outing Bal. Work Shoes, per pair \$1.98
Men's good grade Work Sox, per pair .10

We sell the celebrated "Hawk" brand Work Clothes, made in Texas, of Texas cotton and by Texas workers.

MAKE THIS STORE YOUR STORE—WE SELL QUALITY MERCHANDISE FOR LESS—EVERY ARTICLE GUARANTEED

Ellis & Ware Dry Goods Co.
LITTLEFIELD, TEXAS



ESSEX

THE CHALLENGER

Twice now... in 30 days... production has had to be increased

Essex the Challenger sweeps aside the barriers of price class. It challenges the performance, the style, the luxurious roomy comfort of any car at any price, on the basis that no other car gives you back so much for every dollar you put in.

A glance at its 76 advanced features reveals at once why Essex exceeds no car in its challenge. For point after point in fine car construction, performance and detail, brings you directly to costliest cars to find comparison.

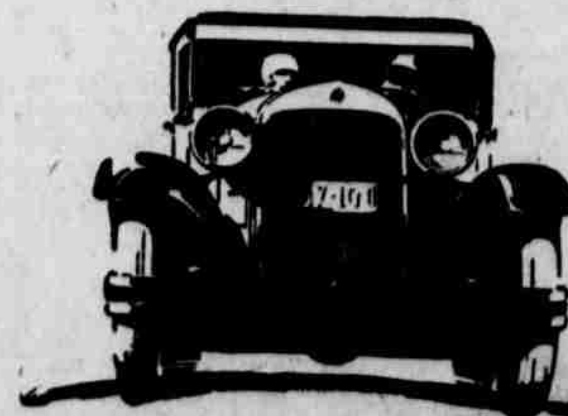
With above 70 miles an hour top speed, Essex the Challenger, in thousands of demonstrations, is proving the endurance and ability to do 60 miles an hour all day long.

It is the finest, largest, roomiest, most brilliantly performing Essex ever built, and the price the lowest for which Essex ever sold—but little above the lowest priced car on the market.

That is why the acceptance of Essex the Challenger is the talk of motordom. Join the van of 1,000,000 Super-Six owners who are demonstrating its right and ability to challenge the best that motordom offers.



Hear the radio program of the "Hudson-Essex Challengers" every Friday evening



76 ADVANCED FEATURES

INCLUDE:
Power increased 24%—Above 70 miles an hour—Four hydraulic shock absorbers—New type double action four-wheel brakes—Large, fine bodies—Easier steering—Greater economy.

A BIG, FINE, SUPER-SIX

\$695

AND UP... at factory

Coach . . . \$495 Standard Sedan . . . \$775
2-Door Coupe . . . \$495 Town Sedan . . . \$695
Phantom . . . \$595 Roadster . . . \$695
Coupe . . . \$725 Convertible Coupe . . . \$895
(with rumble seat)

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gas and oil pumps—radiometer shutters—middle lamp—windshield wiper—rear view mirror—electrical controls on steering wheel—starter on dash—all bright parts chrome-plated

HUDSON-ESSEX SALES COMPANY

LITTLEFIELD,

TEXAS

LEVELLAND

Spring Opening

Beginning Saturday, March 9th

With the first Robin, our annual display of new modes brings with it the merry tidings of Spring. Versicolored as the gay flowers of the season, this charming array of new merchandise attracts your vivid attention. Fascinating bright new clothes, superb in style, extremely chic, the smart followers in the train of Dame Fashion will greatly appreciate the authentic new modes we offer.

Reflecting the very spirit of the season and possessing all the magic of that thrilling word "Spring," the versatile merchandise now displayed on our shelves and racks is fit for every occasion, and anything you choose will be a welcome addition to your wardrobe. Every department is given over to Spring displays—many with special bargain price attractions at the very beginning, a few of which are listed below. We invite you to come, see and participate in this array of enchanting displayed Spring garments, goods and novelties assembled for your pleasure and profit.

MEN'S SUITS

Hart, Schaffner & Marx, Priced at \$25 to \$45

EVERY SUIT GUARANTEED SATISFACTORY.

HABERDASHERY

Pool's "Fade Proof" Dress Shirts, new spring colors, priced, \$1.00, \$1.50, \$1.75, \$2.00, \$2.50, \$3.50, \$4.50
New 2-piece Underwear for young men on display in the very newest patterns. Priced per garment, .50 and \$1.00
Resiline Silk Ties, in all the new patterns, four-inch hand, bows, bat wings, priced .50, .75, \$1.00, \$1.50

YARD GOODS GALORE

Blue Bell Shirting, solid and stripes, highly mercerized cloth, per yard .15
36-inch Prints, new spring patterns, per yard .18
36-inch Indian Heads, solid and prints, colors absolutely guaranteed, per yard .45
Gilbrae and Peter Pan Gingham and Prints, per yard .44
Kalburnie Gingham, new patterns, fast colors, solids, plaids, checks, etc., per yard .24
Golden Star Cambric, 36-in. wide, new spring patterns, guaranteed color, per yard .29
Pajama Checks, pastel colors, for spring underwear, 36-inch wide, per yard .21
Linen Crash Cretonne, 36-in. wide, attractive patterns, yard .29
36-inch Dress Linens, solid colors, per yard .59
Narrow Percales, 30 new patterns, per yard .09
Pen and Ink Print Dress Voiles, 40 inches wide, beautiful new spring patterns, per yard .50
Good grade Domestic, unbleached, 36-inch wide, our 15 cent grade 8 yards for \$1.00
Lots of Odds and Ends in piece goods—rayons, satens, prints, shirtings, etc., per yard .75
Remnants of all kinds at 1/2 price

DRESSES For Women and Misses

Dresses in new Spring prints, also, many in solid colors, sizes 16 to 44, priced at—

\$9.95

Other new Dresses for Women and Misses at \$14.95



All unsold winter Dresses at One-half Price

Party Frocks, priced from \$10.75 to \$19.95
New Spring Millinery arriving weekly, at \$4.95
A new shipment of Virginia Hart Dresses just received, exquisitely tailored, each \$1.95
New Spring Dresses and Coats for Women and Misses arriving weekly, also, for little girls and larger ones, all reasonably priced.
Pinafore Aprons, printed patterns, attractively made up, each \$1.00

NEW OXFORDS FOR YOUNG MEN



Made by Howard & Foster and the famous "Friendly Five," are sure to please you. Priced \$5.00, \$7.50 and \$10.00

NEW SPRING FOOTWEAR FOR LADIES

We have a wonderful spring line of nifty, new footwear for Women and Misses, in shades of tan, blue, red and black, either with the military and dressy high heels. You will have to see them to appreciate them. Priced from \$4.95 to \$8.50

ASSORTED ITEMS

New Novelty Pumps and straps, in blue, red, French beige, parchment and black, \$4.50, \$5.50, \$6.50, \$7.50
"Buck" brand Overalls and Coats for men, priced the garment \$1.58
A few good Sweaters to close out at 1/2 Regular price
Suit Cases, each .95
Other Bags and Suit Cases at 20% discount

VARIOUS ITEMS

Ladies Chiffon Hose, newest spring colors, double point heel, excellent numbers, per pair \$1.00
Ladies Chiffon Hose, a \$2.95 number, with clocks and zig-zag heels, each \$1.49
Ladies Hose, semi-service weight, picot tops, lovely colors, pair .50
Colored Towels, 18x36, heavy weight, in colors, yellow, blue, rose, per pair .69
Absorbent Gauze, put up in 5 yard sanitary packages for household use, per package .39

OTHER FEMININE READY-TO-WEAR

Ladies and Misses Bloomers, rayon in a variety of pretty colors, nicely trimmed, per pair \$1.00
Other Bloomers, higher grades, priced \$1.50 to \$1.75
Other items too numerous to mention

CHILDREN'S GOODS AND GARMENTS

Children's 2-piece Pajamas of white checked Nainsook, sizes 8, 10, 12, 14, per garment .98
Children's 2-piece Pajamas, pretty striped and printed, sizes 12-14, per garment \$1.25
Children's Sleeping Garments, 1-piece sleepers, pink and blue, size 8, per suit .50
One piece Garment, nursery design in pink and blue, sizes 2, 4, 6, per garment .75
Children's Celanese Silk Dresses, guaranteed washable, sizes 7-14, each \$5.95
Children's Winter Unions, E. Z. each .79
Kumfy Unions for Children, choice, per suit .69

ASSORTED ITEMS

Bath Rags, crochet edges, each .05
Ladies and Mens 5c Handkerchiefs, 6 for .25
Ladies and Mens 10c Handkerchiefs, dozen for \$1.00
One lot Ladies House Dresses, each .98

CURTAINS AND CURTAIN GOODS

Panel for windows, 2 1/4 yards long, trimmed with fringe, in color, each .98
Marquiesette, cream with black dots, cream with red dots, mesh, 36-inches wide, per yard .50
Marquiesettes, cream with yellow dots, white with green, with pink, 36-inches wide, per yard .25
made Bedroom Curtains, five piece, two lengths, one two tie backs, combinations of cream, blue and canary, yard \$1.39

FOR BED AND TABLE

Cotton, 3 lbs, unbleached and unstitched .49
Cotton, 3 lbs, unbleached but stitched .65
4 lb. Quilted Bleached Bats, each .93
Blankets, plaid, guaranteed 100 per cent wool, 60 inches, our regular \$10.00 quality, per pair \$7.95
Cotton Blankets, per pair \$2.49
Pillows in fancy ticks, sell regularly for \$1.25, each .98
made Sheets, 81x90, bleached, \$1.25 grade, each .98
made Pillow Case, 42x36, each .29
A. C. A. Feather Tick, per yard .28
Table Linen, pink, green, blue and gold, 58 inch per yard .75
Bed Spreads, pink, blue, green and gold, 81x90, each .98
Hemmed Luncheon Cloths, solid colors, also, white colored borders, 54x58 inches, each .98
Bed Spreads, a new number, 80x105 inches in popular colors, each \$1.25
Bleached Sheeting, 2 1/4 yards for \$1.00
Table Linen, blue, rose, yellow and green, per yard .69
Outing, special at per yard .16

CUENOD'S
DRY GOODS CO.
Littlefield, - Texas

In our choice new business location, with larger and better facilities for displaying our goods and courteously supplying the needs of our customers, we invite you to take advantage of these special inducements for early Spring buying.

Japanese "reformers" printed "Get Work," on the faces of women and shoppers on the streets of Tokyo, using rubber stamps.

Adults Contract Children's Diseases

Adults can, and do, contract many children's diseases. And, usually, they get them from them much more than they do. For instance, many adults contract worms, an ailment usually associated with children. Sometimes adults suffer intensely and take expensive medical treatments, without realizing that worms are the cause of their ills. Yet, the symptoms are the same as in children, loss of appetite, weight, grinding the teeth and restlessness, itching of the nose and anus, abdominal pains. And, the same disease that surely and harmlessly exorcises round and pin worms from children does the same for adults — White's Vermifuge, which you can get at Cameron & Alexander Drug Company.

Bill Der Says

Build your castle in the air, but keep the foundation on the ground.



CHECK UP NOW

Those cracked or broken door or window panes and replace them with clear, flawless glass. Our store your headquarters for glass as well as other Building materials.

CAMERON & CO.
LUMBER
Littlefield, Texas

SCOTCH

"Never borrow money from that man, he is a Shylock. In winter he takes 50 per cent, and in summer 60."
"But why does he take more in summer?"
"Because the days are longer."

GASOLINE IKE



Says Isaac: "We have a collection of locks, To watch o'er your tires and the tools in the box; Don't wake up some day with a series of shocks To find you've been robbed by a villainous fox."

IT'S NO FUN—To get a puncture and find your spare tire has been stolen. The protection of a good lock costs a lot less than the purchase of a new tire or a complete set of tools. We have them.

LITTLEFIELD SERVICE STATION
OF COURSE
Park your Pet Peeve in the Ike House

For Sale!
Alfalfa Hay
90c. per bale

W. H. HEINEN
Littlefield, Texas

TEN REASONS SHOWING VALUE OF CHAMBER OF COMMERCE TO BUSINESS IN LITTLEFIELD

Why citizens belong to the Chamber of Commerce, and reasons why you should belong to the Chamber of Commerce.

What good is a Chamber of Commerce? This is a question often times asked by those who lack knowledge, sometimes by those who shirk sharing its labor; which is explained as briefly as possible. There never was a time in the history of America when a Chamber of Commerce program is as necessary as it is today and any person having civic pride and community interest will find a Chamber of Commerce of value beyond expression in terms of dollars.

Why citizens and business men belong to the Chamber of Commerce: **BECAUSE** the Chamber of Commerce is the only agency equipped to analyze and supply the community's needs.

BECAUSE it is engaged in a constructive program for the best interests of the community industrially, agriculturally and civically.

BECAUSE it unifies the public spirit of the city and breaks down sectional selfishness.

BECAUSE it helps create and express sound opinions on questions affecting the welfare of the city and community.

BECAUSE the Chamber of Commerce is the logical organization to lead in community development.

BECAUSE it links the city with others in great business and patriotic movements.

BECAUSE it holds up an ideal of civic development that tends to the encouragement of what is helpful and the elimination of what is harmful.

BECAUSE its activities of social life makes its members better business men and better citizens.

BECAUSE it is the gauge of the city enterprise, prosperity and ambitions, and reflects accordingly upon every citizen.

BECAUSE there is need of concentrated effort and unified action in civic betterment and demands the vigorous support of every intelligent citizen.

Reasons why you should join the Chamber of Commerce:

FIRST—Its purpose: The Chamber of Commerce is organized to forward

those public interests, civic and commercial, which have long been neglected, because "everybody's business is nobody's business." The sole object of the Chamber of Commerce is the public good.

SECOND—Membership: The membership is open to all reputable business men and women who may care to become members. It is a democratic institution in the best sense of the word—in a way, the town meetings re-established.

THIRD—The method: In it are free speech, open handed dealing on all public questions large and small, that arises for consideration in the community.

FOURTH—Co-operation: Membership shows your interest and sympathy in organized effort to better the community and the life within it.

FIFTH—Your Duty: It is as much a public duty to support the organized business of the community as it is to pay taxes. Both are for the public good. In fact the Chamber of Commerce makes possible earning money to meet the taxes.

SIXTH—Re-acts on you: Individual become broader and even more successful in personal business when he takes active interest in affairs municipal, civic and commercial.

SEVENTH—A chance to Work: Membership gives you each an opportunity to work for the very conditions you, as a loyal citizen have hoped for—you can make things happen.

EIGHTH—You Get What You Give: You cannot get something for nothing. What ever you put into your community you get it out, whether it be dollars or time or energy. The greatest benefit is in personal satisfaction at having grown out of a shell of self-interest, into a field of broadened vision.

NINTH—For the Future: What about 1935? Narrowness and selfishness may do for us. But what about the town when your children have charge? 'Tis the community of the future that the Chamber of Commerce has in view.

TENTH—In Short: The Chamber of Commerce is a big impetus to community development and you owe it to yourself, your children and your community to be allied with it through membership and investment. Every business man and citizen in this community should become a Member of the Littlefield Chamber of Commerce. It is an investment which pays big dividends, see the Secretary J. W. Ratekin, enroll as a member of this organization if not already a member. The service of the Chamber of Commerce being ever at the command of all persons, is of unmeasurable value.

DISSOLUTION NOTICE

TO WHOM IT MAY CONCERN:

Notice is hereby given that W. K. Dickinson Sr., and H. W. Snowden, composing the partnership known as Littlefield Coal & Grain Company, at Littlefield, Texas, will dissolve said partnership and intend to incorporate said business without change of the firm after the expiration of thirty days from this 4th day of March, A. D., 1929.

— W. K. DICKINSON, SR.
H. W. SNOWDEN.

MRS. MOORE DIES

Hrs. Laura Moore, wife of J. J. Moore, of Whitharral, died Monday, of tuberculosis.

The body was shipped to Weatherford for burial. Smith-Hammons undertaking company were in charge.

INEFFICIENT

Upland—Does Jack make a good policeman?
Down—Shoucks, no. He couldn't even arrest your attention.

THE OFFICIAL COUNT

Part of a report handed in to the Watchmaicall Weekly: "A lively debate was held on the subject of fools. There were eighty present at the gathering.

The early bird catches the worm, and the early-hatched chicks return the best profits. The first rule for getting a good profit from poultry is to hatch the chicks early, poultry experts of the U. S. Department of Agriculture say. Leghorn chicks and chicks of similar breeds should be hatched by April 1 in the South and by the early part of May in the North chicks of the heavier breeds should be hatched by the middle of April.

Having no other instruments at hand Dr. W. W. Council removed a patient's tonsils with a jack knife at a remote settlement in Alaska.

"We" Gets a New Partner



The engagement of Colonel Charles A. Lindbergh and Miss Anne Spencer Morrow (drawing by Albert Stern) has been announced by the parents of the bride, Ambassador and Mrs. Dwight W. Morrow. Miss Morrow attended Smith College. She is the author of several noteworthy poems. Like Lindy, she is of a modest, retiring nature.

WARNING TO THE PUBLIC!

Every person in the Littlefield trade territory is hereby warned that he or she will receive no peace until a ticket to the Lamb County Band Attractions has been purchased. A Hint to the wise—



Fresh, Wholesome
Appetizing

MEATS

There are various kinds of Meats on the market—our kind is always the BEST money can buy. You have no doubt as to quality when you buy your meats here.

HOUK'S GROCERY & MARKET

She called it SIN

—he called it
A Noble Sacrifice

... who was right?

STANDING in the shadows, Marvin Smith saw Jack's young wife come swiftly, silently into the moonlight.

How tired she looked—how ragged her clothes. His pulse quickened. She was getting tired of the struggle. Soon, she would come to him...

"Bobbie," he whispered.

She stifled a cry. "What are you doing here?"

They were close to each other now, his body aflame, his arms aching to hold her.

"Let me help you, Bobbie! I love you—I want to help you—"

"But my husband..."

"He'll never know. You ought to do it for his sake, Bobbie—he needs care and medical attention."

"For his sake!" She thought wildly. She had come to these desolate hills a young bride—eager for the love-nest Jack had promised. Love-nest! There were no comforts, not even the bare necessities. Now Jack lay injured... penniless... in pain...

And here was Marvin Smith, offering her money, comfort, luxury! His handsome face was bent close to hers.

"It would be sin," she whispered.

"It would be a noble sacrifice," he said.

Who was right?

Read "Can Love Win This Battle?" in April True Story. Courageously this young wife tells how she solved the bitter problem life placed before her.

Partial Contents for April
Young Sinners
Honor or Shame?
Why He Didn't Send for Her
My Mother's Eyes
When a Man Strays
In His Blood
When You Marry the Wrong Man
—and 7 other stories

April

Out Now!

True Story
At All Newsstands—only 25c

REJUVINATE YOUR CLOTHES



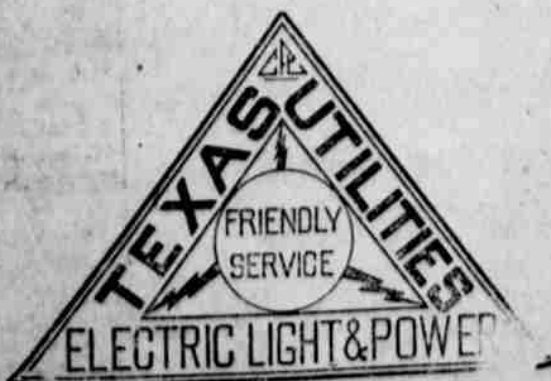
Send them here for dyeing and cleaning—we can make them look just like new.

Your clothes will last longer and look better if you let us take care of them—just phone us. All work called for and delivered

HENRY & KEY, DRY CLEANERS

"We Know How"

Phone 48, We Call for and Deliver
LITTLEFIELD, TEXAS



R. E. McCASKILL, Manager, Ellis Bldg., Littlefield, Texas
Electricity is Your Lowest Priced Servant

LOCAL HAPPENINGS

S. J. Etter, of Roby, visited his son Mallory, Monday.

Mrs. Elmer Lloyd, of Sudan, was a Littlefield visitor Monday afternoon.

C. O. Stone and J. C. Hibun were in Olton Friday on business.

Mr. and Mrs. Ed Aryian and son, Eddie Gene, were visitors in Lubbock, Sunday.

J. H. Ware has bought the C. E. Ellis home and will move into it soon.

Mr. and Mrs. C. E. Ellis are this week moving to Amarillo, where they will make their future home.

Pool Earnest, of the Scrapeout ranch, and daughter, Mrs. Earl Hopking, of Lubbock, visited friends in Littlefield, Monday.

Mrs. A. C. Davis and daughter, Miss Maxine Davis, of Post, visited their sister and daughter, Mrs. J. W. Harbin. Miss Maxine will remain for a few days.

Bell-Gillette Chevrolet Company reports the following sales of new Chevrolet sixes: truck to Joe Barber, coach to Dr. M. V. Cobb, and a coupe to Max B. Adams.

Mrs. H. B. Teal and daughter, Emma Louise, who spent last week with her parents, Mr. and Mrs. Guy Stark, of Seminole, returned home Saturday night.

PALACE THEATRE

Littlefield Texas

THURSDAY AND FRIDAY

Janet Gaynor and Charles Farrell in

"The Street Angel"

Comedy and Serial

SATURDAY

Hoot Gibson in—

"Clearing the Trail"

Collegian and News

MONDAY

Bessie Love and Tom Moore in—

"Anybody Here Seen Kelly"

Also Krazy Kat

TUESDAY

All Star Cast in—

"Love Me and the World is Mine"

And News Reel

WEDNESDAY AND THURSDAY

Fred Thompson in—

"Kit Carson"

and Comedy

We will not have but one more

Thompson picture owing to the

death of this wonderful star so don't

miss his last pictures.

A critic is a grown-up boy

who continues to throw stones

FULLER PEP

YOUR PERSONALITY

is judged just by the impression that

your clothes make.

Wear M. BORN Clothes and you can

confidently feel that your first im-

pression will be a good one.

Our Spring and Summer patterns

embody all of the newest weaves and

our models have been selected to ap-

propriately attire every figure type.

Ask about our low prices.

LITTLEFIELD

TAILOR SHOP

Phone 101, Littlefield, Texas

Xen Brown spent the weekend in Lubbock.

Wm. J. Harris spent Saturday night with friends near Shallowater.

Mayor Joe T. Foster, of Sudan was in Littlefield Tuesday on business.

F. O. Boles and Jno. R. Tucker visited the Lubbock High school, Tuesday.

R. A. DeLong was a Plainview visitor, Sunday.

Mrs. S. Replin visited in Lubbock, Sunday and Sunday night.

Mr. and Mrs. Jim Norman were Lubbock visitors, Sunday.

Mrs. Eula Long, of Amherst, visited friends in Littlefield, Sunday.

Mr. and Mrs. W. T. Jones, Miss Emma Ruth Jones and Quinton Bellomy were Lubbock visitors, Sunday.

Mr. and Mrs. Len Irvin attended the funeral of Sheriff Joe Ray at Lamesa, Saturday.

Misses Charlotte Grom and Pearl Strawn, of Olton, spent the weekend in Littlefield with their parents.

Rev. W. B. Phipps, of Mountainair New Mexico, visited his son, W. B. Jr. and friends in Littlefield last week.

Misses Bessie Bellomy and Fannie Weaver were Lubbock visitors last Thursday.

Clyde Speer, of Breckenridge spent the weekend with his sister, Mrs. C. C. Beebe.

Elbert Simpson, four year old son of Dr. and Mrs. J. D. Simpson, is ill with pneumonia.

Mr. and Mrs. Robert Beebe, of So. Bend, spent the weekend with their parents, Mr. and Mrs. C. C. Beebe.

Mr. and Mrs. F. M. Bunkley, of Seymour spent the weekend with her sister, Mrs. M. M. Brittain.

Bill and Ovie Teal, of Lubbock, spent the weekend in Littlefield with his brother, H. B. Teal.

Lennie Connel spent the week end with his parents in Roby, returning to Littlefield Monday.

W. A. Clark is driving a new Whippet six sedan purchased of C. O. Griffin.

Misses Lura Mae Clark, Annie Ruth Snow and Roy Coffman were visitors in Lubbock, Saturday night.

Mrs. Van Clark accompanied Mr. and Mrs. C. C. Strawn to Lubbock Saturday with their little daughter.

Mrs. M. B. Sherrill, beauty operator at Amherst, was a visitor in Littlefield, Monday.

Mr. and Mrs. Jess Seale were in Bula, Monday afternoon in interest of Jno. H. Arnett Motor company.

Fred Kraushaar is driving a new Fordor Ford purchased of the John H. Arnett Motor company.

Sterling and Arthur Johnson, of Childress, are here visiting their sister, Mrs. E. F. Arnn.

Foy Curry, Jr., spent the weekend in Tulia, with his parents, Mr. and Mrs. A. F. Curry.

Mrs. C. R. Singer and Mrs. Thelma Ramirez were Lubbock visitors Sunday and Sunday night.

The little daughter of Mr. and Mrs. Floyd W. Wynn is seriously ill with pneumonia this week.

Miss Louise Thaxton and brother, Ewing, Thaxton, were visitors in Ropesville, Sunday.

F. M. Bureson and Lee Page left Tuesday on a business trip to Fort Worth and Dallas.

Judge R. C. Hopking, of Lubbock, was in Littlefield Monday looking after business interests.

Mrs. B. L. Cordill has taken the place of Mrs. J. C. Tuttle as teacher in the primary school.

Miss Opal Stewart, after spending six weeks with friends and relatives in Pampa, returned home Saturday.

Dale Noffsinger, little son of Mr. and Mrs. Clarence Noffsinger, is seriously ill with double pneumonia.

Mrs. Dick Johnson has gone to Lubbock and will spend three weeks with friends and relatives.

Miss Sybil Glenn and Mack McGhee were in Lubbock, Sunday the guests of Miss Lydia Crockett.

Mr. and Mrs. J. W. Keithley and Mr. and Mrs. G. S. Glenn were Sudan visitors Sunday afternoon.

Dell Houk and Bill Yelverton, of Pampa spent the weekend in Littlefield with friends and relatives.

J. R. Wales is building a new six room and bath residence this week.



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We have the best of Groceries at the lowest prices—and we deliver all telephone orders with speed and accuracy.

Your business solicited on the basis of value received for Quality Groceries

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CASH GROCERY

Littlefield, Texas

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GOOD JERSEY MILK COWS

NOW MILKING

We have some good ones that we will sell well worth the money.

Let us show them to you!

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LITTLEFIELD, TEXAS

FARM LOANS

Liberal Valuations

Low Rate of Interest

SEE US!

Your business will be appreciated!

STREET & STREET

Pioneer Insurance Agents

LITTLEFIELD,

TEXAS

C. O. Robbins is building a new six room and bath residence in Broad Acres this week.

Mr. and Mrs. J. C. Houk and family spent Sunday in Clovis, New Mexico, with his brother Ed Houk, and family.

Mr. and Mrs. Ben Smith visited in Portales, New Mexico, last weekend, returning to Littlefield Monday morning.

Mr. and Mrs. John Porter and Mr. and Mrs. James Smith visited Mr. and Mrs. Payne Wood in Amherst, Sunday night.

Mrs. H. L. Snow and daughter Annie Ruth, left Sunday for Canyon, where they will make their future home.

Max B. Adams spent the weekend in Levelland with his brother, who is manager of Cicero Smith Lumber company there.

Miss Gladys Hall, teacher in the Whitharral school, spent the weekend in Littlefield with her parents, Mr. and Mrs. Homer Hall.

Mrs. Sam Farquhar returned to Littlefield last Wednesday, after a month's visit in San Marcos, and Marble Falls, Texas.

Mrs. John Harvey, of the Peoples store, who has been ill with the flu the past week, is able to take her place at the store again.

Mr. and Mrs. M. D. Thaxton, and Mrs. C. L. Smith, of Harrisburg, Ill., visited in Portales and Clovis, New Mexico, Sunday.

J. J. Higgins, of Seymour, is here visiting his daughter, Mrs. Otto Jones and family and son, Bob Higgins, and wife.

Mr. and Mrs. F. R. Jones and son, Arthur, visited their daughter and sister, Mrs. W. L. Shockley and family in Anton, Sunday.

Mr. and Mrs. E. B. Lee made a business trip to Lubbock Monday. He is bookkeeper in the First National bank here.

Mr. and Mrs. L. R. Crockett and little daughter, Thelma, of Lubbock, were visiting friends in Littlefield, Tuesday.

J. F. Reddick, of Richardson is here this week looking after business interests, dropping in to renew his Leader subscription.

Miss Bobbie Faye Davis, Katie Ratliff and Messers David Mitchell,

and L. C. Strawn accompanied Charlotte Groom and Pearl to Olton, Sunday night.

J. O. Connell and sons, Arthur, Ernest and daughter, Edna, left Monday for Roscoe, where they will visit their sister, and daughter, Mrs. Frank Hicks, and family.

J. D. Baker, Jr., son of Mr. and Mrs. J. D. Baker, who had a severe attack of peritonitis and has been in a local sanitarium, was sufficiently improved to return home Monday.

W. T. Jones, after spending past few weeks here with his son, T. Jr., and daughter, Miss Emma, has returned to his home in Lubbock, New Mexico.

Kwit-herbellinkin and smile.

SAWDUST AND SPLINTERS

Vol. 1

March 7, 1929,

No. 44

Published in the interests of the People of LAMB COUNTY by
CICERO SMITH
LUMBER CO.
L. K. WHITAKER,
Manager

BRIGHT LADS

By the time a boy is ten years old he knows everything you have been at pains to hide.

J. M. Bridges is putting up a new barn on his place just southwest of town.

The weather on a 1st of March, We've seen it every year, by dad It's nearly always very good Or else it's very very bad.

E. E. Parkey is building a new home on his farm near Harts Camp.

Thos. Gabehart is erecting a new residence on his farm north of town.

Most merchandise from Missouri—to be sold it has to be shown.

E. D. Allison is making considerable improvements on his place near Whitharral.

A. L. McClendon is building a new house on his farm north of town.

Buy your lumber from us!

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The LITTLEFIELD SECTION

Of The Famous South Plains

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Our 100 per cent agricultural lands in the center of development sell at \$30.00 to \$35.00 per acre. One-fifth cash, balance on liberal terms at six per cent. They can't be beat for investments or homes. These lands are increasing in value, and now is the time to buy!

Our combination tracts for farm and stock-raising, at from \$15.00 to \$20.00 per acre, convenient to schools, railroad and good towns, will appeal to any man who wants a real proposition of this kind.

The town of Littlefield is growing rapidly, and we have on the market splendid resident property at the right price, and on liberal terms.

See any of our authorized agents, or address the company at Littlefield, Texas.

YELLOW HOUSE LAND COMPANY

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LITTLEFIELD,

TEXAS