ourt Encouraged YouthWho Paid Cof CMeeting n Road Program Wih His Life, . Tuesday Night

orit on Red is Campaign Completed

$\qquad$ Buried Sunday at Legion Hall
$\qquad$
Mrs. J. L. Guest

Plainview Monday


Ice, Damp Make Freak Accidents
Driver 'Straightens out' Highway Plows Buick into Cafe Building; Fine Palomino Electrocutes Self

## Santa Fe Engine

 Splits Frog And Sputters to Stop
# Cold Rides March Winds 

Double Round Robin Baseball
Schedule Made

$$
\begin{aligned}
& \text { hing Study } \\
& \text { eather Work } \\
& \text { Tuesday }
\end{aligned}
$$


althy Growth Y Year for uthwestern

Ralls Rodeo Assn.
Opens Season Mar 21, Matched Roping



Terms of Three Aldermen to Expire

KEA BOOK KE IT EASY Latest Best Sellers a yood book from Call at-
PHARMACY PHISHOP'S


S
outhwestern Life Reports to the PEOPLE OF TEXAS

000 "FLAI" SERVICE
elephone 352
g. Lubrication, the ith Phillips
Gas, Phillips
hillips "60"
Northeast Co
the Square
the Square
ett \& F. A. Smith

## Yubliding ECONOMY

## Now

G. C. Tubbs Insurance Agency 216 Bishop Building Phone 162

Vilson Kimble Optometric Clinic me 34 floydada

> Specializing in Eye Care and Visual Efficiency
maintain a modern optical laboratory for the
Dr. J. W. Kimble, Optometrist

## Natch For <br> Firestone Opening

 of Floydada Store
## LANDS

ands for Sale and to Lease for Farming and Grazg purposes in Floyd and other Counties; also large t of Town Lots.
W. M. MASSIE \& BRO. General Land Agents Floydada, Texas
M. Massie J. M. Massie Hollis R. Bond

O $\frac{16,548,999.60}{\$ 160,362,128.16}$

Statement of Condition DECEMBER 31,1947 ASSETS
 First Mortgage Loans on Texas Real Estate Collateral Loans . . . . .
Home Office Building and Annex . Preferred Stocks.
Bank Stocks. Bank Stocks . . . .
Other Common Stocks. Cash
Loans Against Cash Value of Policies. Loans Against Cash Value of Policies.
Miscellancous Assets.
Net Premiums to Complete Policy Years


LIABILITIES
 Total Liabilities
Surplus Funds for Protection of Policyowners:
Capital Stock . . . . . $\$ 4,000,000.00$
Capital Stock . . . . . . .
For Interest Fluctuation and Other
Contingencies. Contingencies
$6,098,999.60$
$6,450,000.00$
$\$ 71,309,491.96$ 7,995,907.59 14,075,033.95 $23,968,532.01$
$608,451.99$ $608,451.99$
$2,100,0000$ $2,100,000.00$
$8,305,493.40$ 8,305,493.40
$2,156,146.81$ $2,156,146.81$
$6,899,135.76$ $6,899,135.76$
$3,332,017.79$
$13,326,946.98$ 13,326,946.98

$\overline{\$ 160,362,128.16}$

$\$ 137,089,433.2$

$\qquad$
$2,231,020.6$
$\$ 143,813,128.56$
 BENNETT
ast California Street


Dr. Romane New C-C President





How women and girls may get wanted relief
trom Iunctional


Life Insurance in Force $\$ 640,867,018.00$ - Increase in Insurance in Force $\$ 60,820,014.00$



## R. E. $\operatorname{FR} \mathbf{Y}$

Southwestern Life C. F. ODONNEIL, PRESIDENT Home ofice . dalus
Dramatics Program Blue Bonnet Needle Followed by Social Hour for Study Club

Impressions of Latin
American Trip Given
by Mrs. Hammonds American Trip Given
by Mrs. Hammonds H. D. Club Study Thanks the People



## Others up to $\$ 14.75$

 Dainty pastels with cap sher jewelry necklines and smart drapery. New Spring navy drea with laceedged double pe over slim akirts. Juniort'; Mim

THIS EASTER-BE SMART-SAVE AT PENNEI

Will Pay Producer Highest for Eggs
GARDEN SEED - ALL KINDS
Onion Plants - Onion Sets
120 East California Street

| KING'S Grocery. Market We Deliver Any Time, Any Amoun PHONE 13 |  |
| :---: | :---: |
| vegetables - Frech | -Fresh Every Day |
| CABBAGE, | ${ }_{2}^{\text {per Lh. }} \mathrm{C}$ |
| SPINACH, | ${ }^{\text {per L.L. }} \mathbf{5 c}$ |
| Parker House Rolls, |  |
| GRAPENUT FLAKES, ${ }^{\text {Large Size }}$ |  |
| SLICED BACON, | N,per L.L. <br> $\mathbf{3 3 c}$ |
| Swift's Premium or Armour BACON | Armour 69 c <br>  ${ }^{\text {L. }} \mathrm{c}$ |
| LOIN STEAK, | per L.b. $\mathbf{6 2 c}$ |
| Fresh Pork Ribs |  |
| Will Pay Producer Hiphest for Egys |  |
| GARDEN SEED - ALL KINDSOnion Plants - Onion Sets |  |
| 120 East California Street |  |

ICE CREAM AT ITS BEST....

We are Featuring for March ORANGE PINEAPPLE

Itis delicious and creamy, even in Cold Weather!

LYNDALE FARM DAIRY STORE


YPICALLY EASTER
 HAGOOD'S DEPARTMENT STORE

## Here's Your Invitation to Our BIG, FREE



## Friday, March 19

 BEGINNNG AT ? P. M.
## Palace Theatre

## 6xims sian

Over an hour of excellent Entertainment, Good Clean Fun for all the family. Comedy for the children.

## PN The schin

Technicolor Film Depicting Modern diversified Farming methods.

Be our guest for this occasion. You'll enjoy these Entertainers on the stage and the Free Movies.

## Martin

 and CompanyFloydada, Texas Your INTERNATIONAL HARVESTER Dealer I I

## SOCIETY

Church Vows Unite Virginia Bell Gamble and Carl Henry Casey LUBBock-
church was sce
of Mis Vinimia church was scin
of Miss virginin
ont
 son
Casey
 Mrs. $\mathbf{M}$
Gamma
Mu, in

## NOTICE!

TIME TO RENDER TAXES

Mr. Carl Rodgers is serving as Deputy Assessor for the City of Floydada.

If he fails to see you, or if you prefer, your rendition may be left at the city office for the 1948 Rolls,

Your continued loyalty and good will is appreciated.

## B. K. BARKER

CITY SECRETARY



THIS SALE WILL BE FOR CASH Free Coffee. Ladies of McCoy will serve lunch.

## H. E. Gealsaim, Owner W. H. SEALE, Auctioneer

## THE HESPERETTE

hesperette staff Co-Edthor-s-in-Chiet
Pauline
Denise

 Biotite Hopper
De Quaker

EDITORIAL
what is your family name?
 hose given names.
Family names probably came inter existence names probably came int
es a result of trying
listincuit existence
distinguish
inca
Scandina
tinguishin Anguishing people of the same name
by adding the name of the father.
or example, John Bacon mind

What to Do With a Grilse; Several Answers are Given It you had a crime what would
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prev n name
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Donald. and
Brier. The


Places of frank.
Names an
Nterestine.

$\qquad$

| Bring Your |
| :---: |
| LA UN DR Y |
| EULAS HOME |
| LAUNDRY |
| We strive to please |
| First house west of silver- |
| ton Highway on virginia |
| Street |

No School Friday; Teachers to Meet

Guess Who??

"Smart Wear for Men Since $1900^{\prime \prime}$

## What Africa Sends Us <br> 

De' Quaker
Unusual Program
Was given Monday

## Bingo Parties Big

 Success for Band

ATTEND HEREFORD MEET V Six young people of the
Christian Church in Floydich The highpontit of the bingo parties
came when Mrs. A. J. Jackson re-
 came when Mrs. A. . Jackson re-
caved the very nice max-master
Mrs. Jack en was awarded this for
 Slsson, Mary and Ruth Mare
He Dewberry and Bob White.
A metronome, used by



Star-Telegram Now Available To
New Subscribers See
P.O. Sterling Agent


Den tongue can hope
For like Our Milk is
PATOIS DIV
OUR MILK IS PROPERLY PASTEUR:
PHONE 157 FLOYOAC:

Junior bollectan's Items...



A "DUTCH AUCTION"

WATCH THE MIDDLE WHNOW
-at-


117 W. California

MOTOR MIRACLES
Are Not Out of Date!

Many a Motor Car
which seems to be on its "last legs" can be restored to Vim and Vigor with a few hours work by mechanic
adjustments.

From a Set of New Spark Plugs
to a complete overhaul, our service department is ready to figure what you need for satisfactory transportation.

The Economical "Tune-Up"
is needed at regular intervals by every car, re"tune up" gives you results which seem like a modern miracle. This is no kidding.

We Are Specialists -
in Automotive work. If your car needs attention -or your truck or irrigation motor-come on down to 307 East Houston.

Learn the Better Way -
If you've been trying to do it yourself you'll find it is economy to take it to a Garage where they have the equipment to do it right to save trouble
later when you can't afford to have it.

## SPARKS \& ALEXANDER

Telephone 454 - Highway 70 East

## FARM LOANS

4\% Loans Payable on or Before J. W. Chapman \& Sons 1006 - 13th Street, Lubbock, Texas

Brush or Spray

All New Equipment
Free Estimates
Call 454 or see us at Sparks \& Alexander
RIGGLES \& DECKER
phone 454

## PAINIING

Srubhor spen

## INSURANCE

Fire, Windstorm, Extended Coverage, Automobile Surety Bonds
923 to 1948
E. P. NELSON AGENCY

## Still Writing Farmers Union Fire and Hail Insurance

Full coverage policy at Lower Rates; and Selling Real

E. C. King, Floydada, Texas

HESPERIAN CLASSIFIED ADS PAY

## SALE

 of Brand New Spring
## SUITS

## 1/3 OFF

Six weeks of sleet ... snow ... ice and rain have completely upset our Spring Merchandising Plans... we've waited and waited for the sun to shine... now we just can't wait any longer ... no matter how much nice weather we have between now and Easter, we can't conceivably sell all the New Spring Suits we have been receiving the past six weeks, so we are taking $1 / 3$ off on our entire stock of Suits. Please note that this is not a sale of old fall merchandise . some of these suits we haven't had in stock a week! These Suits are Nationally advertised Jaunty Junior and Printzess Suits.

## Jaunty Junior Suits

| Were $\$ 75.00$, now, | $\mathbf{\$ 5 0 . 0 0}$ |
| :--- | ---: |
| Were $\$ 69.00$, now, | $\mathbf{\$ 4 6 . 0 0}$ |
| Were $\$ 60.00$, now, | $\mathbf{\$ 4 0 . 0 0}$ |
| Were $\$ 59.00$, now, | $\mathbf{\$ 3 9 . 3 3}$ |
| Were $\$ 40.00$, now, | $\mathbf{\$ 2 6 . 6 7}$ |
| Were $\$ 35.00$, now, | $\mathbf{\$ 2 3 . 3 3}$ |


$\qquad$
glee club news
$\qquad$
$\qquad$ begin as soon as possible., and all
the members of the club are urged Neap tides are low tides in the
beginning of the second and fourth

- Short Jackets-Flared Skirts
- Tailored
- Long Jackets-Tapered Skirts
- Dressmaker Types


## - Every Conceivable Type of Suit



Jaunty Junior
pure worsted tweed
Was $\$ 59.00$ now $\$ 39.33$
Printzess Suits

| Were $\$ 65.00$, now, | $\mathbf{\$ 4 3 . 3 3}$ |
| :--- | :--- |
| Were $\$ 59.50$, now, | $\mathbf{\$ 3 9 . 6 7}$ |
| Were $\$ 49.50$, now, | $\mathbf{\$ 3 3 . 0 0}$ |

## Other Suits

Were $\$ 39.50$, now, $\mathbf{\$ 2 6 . 3 3}$
Were $\$ 25.00$, now, $\quad \mathbf{\$ 1 6 . 6 7}$
Were $\$ 19.00$, now, $\quad \$ 12.67$
Were $\$ 17.00$, now, $\$ 11.33$
Were $\$ 11.00$, now, $\quad \$ 7.33$

Bad Weather, or Good, C-C for Live Stock

Marine Funera

Record Weather

Looper Feminer
Your Friendly Food Store

| BLACKEYE PEAS, 2 Cans, | $25^{\text {c }}$ |
| :---: | :---: |
| PIEMIENTO PEPPER, per Can. | $15^{\text {c }}$ |
| PEANUT BUTTER, f.1.b. Jar | $35{ }^{\text {c }}$ |
| $\begin{aligned} & \text { CRANBERRY SAUCE, } \\ & \text { per Can. } \end{aligned}$ | $23^{\text {c }}$ |
| POPCORN, Georgie Porgie, per Can, | $20^{\circ}$ |
| PECANS, Shelled 4-oz. package | $29^{\text {c }}$ |
| COFFEE, Hills Bros., COFFEE | $9^{\text {c }}$ |
| SHORTENING, 4-lb. Carton | \$1.39 |
| DRIED PRUNES, Extra Lge., | $5^{\text {c }}$ |
| PRUNES, White Swan, Extra heavy syrup, No. $2 \frac{1}{2}$ Can | $19^{\text {c }}$ |
| BEETS, Empson's, <br> 2 No. $21, \mathrm{Cans}$ | $25^{\text {c }}$ |
| SUGAR, Pure Cane, 5-lb. Sack, | $44^{\text {c }}$ |
| SWEET POTATOES, No. 21/2 Can | $20^{\circ}$ |

FROZEN FOODS
$\therefore$ MARKET SPECIALS :

| SLICED BACON, <br> Wilson's Sugar Curad, | $\mathbf{4 9}{ }^{\mathbf{c}}$ |
| :--- | :--- |
| SAUUSAGE, Country Style, <br> Lb, | $\mathbf{4 2}^{\mathbf{c}}$ |
| PORK CHOPS, Center Cuts, | $\mathbf{5 9}$ |
| Lb, |  |
| SALT BACON, Streaked, | $\mathbf{3 9}$ |


|  |  |
| :---: | :---: |
| CRISCO, ${ }^{1}$ | ${ }^{5} 1.19$ |
| PECHES. | ${ }^{\text {sprum }}$ 29 |
| Porrk \& Beass, 2 | ns, $27{ }^{\circ}$ |
| Julct mat | $17^{\circ}$ |
| Honey Cream, 3 | m. $35^{\text {c }}$ |
| crackers, 2 | S, $29^{\circ}$ |
| soap, | $10^{\text {c }}$ |
| Super Suds, 3 | $37{ }^{\circ}$ |
| soipl wic 1 | 19 ${ }^{\text {c }}$ |
| CATsiP 1 | 15 |
| TiMs | $15{ }^{\text {c }}$ |
| Syrup Pepsin | in 43 |
| arsima 43 |  |



West Tex. Teachers in Meeting Friday


In a Stem about Figh Prices? y, barganin values


| CRISO, 1.19 | 1.19 Apricois | 89 c 10 | UR, 1.79 |
| :---: | :---: | :---: | :---: |
| Poiatos, 55c | 55 c c casisup, | 15 c Porl | \% B Beans 27 c |
| Peemut Buter $39{ }^{\text {a }}$ | 39c SPAGHETI | 15 c | CKERS, 290 |
| ANS | Meal | cials | OATS |
| No. 2 can. 19 |  | $\begin{aligned} & \text { PIRITAN, Pere pork } \\ & \text { SAUSAGE } \end{aligned}$ $\text { Lb. } 43 \mathrm{c}$ | La.bor. 33 |
|  |  | CHEESE | Honey Creme |
| Juict, 1770 | 1.7 c ADDIES. | $10{ }^{\circ}$ |  |
| CIOROX, 29c | 299 BNMANS | ${ }^{2}$ ? Yupe | mer Suds, 37 c |
| BABO, 10. | 10 e crimors | ${ }_{9 c}$ | - |
| Felton-Collins |  |  | FREE DEIIVERY |



5 Story Building he War $\left|\begin{array}{l}\text { humbly and gratefully aecepting } \\ \text { their graclous offer and asking you } \\ \text { to ounn me in expressing to our } \\ \text { Heavenly Father our thanks and ap- }\end{array}\right|$


## 

 NOTICE! EVERYONE INTERESTED IN ROPING CLUOR THE FLOYDADA RODE ASSOCIATION:

## 

 mint memat the
## COURT

Saturrday, March 14, atz:

Floydada Roping Asscii

## The facts you need to choose a



## washer wisely!

No general words . . . no vague statistics but actual, unretouched photographs SHOW THE BENDIX METHOD IS MORE THOROUGHI At hast it's possible to know in adtance what results appointments if you read and beed the results of testing laboratory.

The Bendix outwoshed all others tested for both soil and germ removal. Matched against three leading non-automatic washers did a much better iob than any of the others Bendix og to reports from the Pittsburgh Testing Laboratory. In soil removal tests, the Bendix automatic Home
Washer removed 23.36 cmore soil than the "next-best" nachine tested. In germ removal tests, the Bendix did 10 times as

Best way is also thriftiest and easiest! According to the Pittsburgh Testing Laboratory's
report, the do-everything Bendix used $40 \%$ less somp than the average of the other washers tested, and averaged 10 gallons less water for a single load of
clothes! Get the whole story and see a demonstration it your authorized Bendix Dealer's.
 CLOTHES SO EXTRA CLEAN:

At Pattersons you will find fair and honest prices, courteo efficient service and a pleasant shopping atmosphere
 IT'S THE FOO
JANE. WHY DO JANE. WHY DO PATTERSOH GRO:

THEY CARRY 0
QUALITY PROO QUALITY PROO

EVERLITE FLOUR,


Frosied Foods
CHICKENS - FISH
oysters
ICE CREAM FROST STHCKS

| POPSICLES |  |  |
| :---: | :---: | :---: |
|  |  |  |
| $\begin{aligned} & \text { CABBAGE, } \\ & \text { Pound, } \end{aligned}$ | $2^{\text {c }}$ | matoes, No. 1 , |
| LETTUCE, | $10^{\circ}$ | RANG |
| YAMS, East Texas, The Best. L.b. | $10^{\text {c }}$ |  |
| TURNIPS and TOPS, Bunch, | $10^{\text {c }}$ | CARROTS, |


| QUALITV FPESH and CUIED MES |  |  |
| :---: | :---: | :---: |
| C20\% |  | STEAK, Tenderized, |
|  |  | CHEESE, |
| ARM STEAK, | $60^{\text {c }}$ |  |
| SLICED BACON, | $75^{\text {c }}$ | RUMP ROAST, |
| BACON ENDS, For Boiling. | $45^{\text {c }}$ | Best EGG MARKET in |




FOR SPEEDY DELIVERY PHONE 60 BRING US YOUR EGGS


## COMPLETE SERVICE

## com.or 2 <br> WHOLESALE OILS GAS, LUBRICANTS

Phone
5 BILLY B.HENRY, Distibutror

Play at Lakeview Campbell News Tonight Has Many Funny Escapades

## 

CRISCO, $\$ 1.19$

| PEACHES, | 29 c |
| :---: | :---: |
| CLOROX, | $29 c$ |
| 7 | Large Box |



| VEL, | $79 c$ |
| :--- | :--- |

SOAP, $\quad 19 c$
CATSUP, $15 \%$

SPUUDS, $\quad 55$ c
OATS, $\quad 33 c$

SUPER SUDS, 37c
BULK GARDEN SEED - PLANTS Seed Potatoes - Sweet Corn

## STAR CASH VALUES

PHONE 40

POLITICAL $\star \star \star$ As A Farm Woman Thinks

Marshall Departing Party Attended by Numerous Friends

) $M$ (2ttapstimbe $)$
OUR STEPIS QuICK.
WED SKILH WO SURE

A FEW OF OUR VALUES
$\$ 55.00$
12 galvanized ells, $\mathbf{2 0 c}$ each Ingot lead, $\quad \mathbf{3 0} \mathbf{c}$ per lb


MOREHAMSTM



## We Forl dealers know Fords best!

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