## THE SPEARMAN REPORTER

NAME IT



HANSFORD COUNTY MOTOR COMPANY OF
GRUVER WILL SHOW "THESE THIRTY
YEARS" AT GRUVER THEATRE MARCH 6.7-8


| Reporter Management |
| :---: |
| Wants Spendthrift's |
| Story In Publication |

## IT'S ALL OVER NOW

|  |
| :---: |


The Price Now Is


## Met February 20th

With Mrs. F. J. Daily







## Mrs. Wm. E. McClellan

Entertains Friends


Car Licenses
Due March 31 Good Fights


Ozarks Get Spotlight Nexi Wednesday Nite
 Are Seen $0_{n}$ Pla-Mor Card




Hout club

 ments of chocolate and cake were
served to eleven members and fifce
visitors. We are glad to have
Mrs, Irvin Hester and Mrs. Johnnie Lakey as new members to
our club The next meeting will
be on Friday. February 23rd, at
the home of Mrs. John Campbell.
俍 The demonstration will be on
"Parlimentary Law,", memy to be
All members must try to
present and visitors are always

## RII

 THEATRE> For Fastest Known Relief


FORD TO BUILD HUGE EXPOSITION AT THE 1934 CHICAGO WORLD'S F

|  |
| :---: |
|  |  |




$\square$


## Take Advantage of Our BARGAIN RATES

-The Spearman Reporter is making a bid for your patronage in the form of Subscription publication has been very le nient in the past in the matter of subscriptions, and have carried of the subscribers over a period of several month s and even years. Conditions are such at this
that the management of this publication finds it impossible to carry subscribers who do n their subscription at the expiration date. We regret very much that we are not in a position tend this courtesy further
-Payment of your subscription promptly will enable the management of the paper to produce representative publication, and insure all readers of receiving a paper that covers the field oughly.

## OUR BARAIN RATE OF

## $\$ 1.50 \underset{\substack{\text { per } \\ \text { year }}}{ }$

-Now in effect is the lowest price you will have an opportunity to purchase this publication ing 1934. Cost of production has gone up more than 20 per cent in the newspaper business we confidentially predict that county-seat newspapers all over the nation will have to increase subscription rate before the end of the year. Sev eral national magazines and weeklies ha nounced increased prices in subscription. The small weeklies will have to fall in line
-The management of this paper has determined to publish a representative 8 page publicati the future, and to the extent that we will


| WATCH THE DATE |
| :---: |
| ON YOUR PAPER |
| 3argain Rates will Expire |
| FEBRUARY 28th, 1934 |
| SUBSCRIBE NOW |
| while you can get a |
| complete |
| WE E K LY |
| NEWSPAPER |
| for only |
| TP |

GTVS YOd GASS xatyvg Stratford, Texas Phone 86


The Spearman Reporter

## The Spearman Reporter

## Now It's Unanimous!


vertising stunt, but it worked because a wise editor gave it the necessary publicity. The merchant is now a steady advertiser and doing a thriving business.

## WHO'S AFRAID OF THE BIG BAD PRICE?

Much of the current "Clearance Sale" advertising auguments the "Half Price and Less" quotations by stressing the great price advances that are to become effective with the opening of the spring season.
It is high pressure salesmanship, but there is some doubt as to its efficacy. There was just such a lot of ballyhoo put out at the beginning of the season just drawing to a close, and there were numerous instan ces where it looked suspiciously like chiseling. The buying public did not buy-until prices were reduced. There is no secret to the fact that in practically every
"Hitler is planning for war," says the editor of the Nation. Does he know of any country that isn'

Senator Thomas of Oklahoma says that inflation is on the way-referring, we presume, to currency instead of heads.

The latest set of letters are not a professional crea tion, but they are the most popular with us-PDSN, Pay Delinquent Subscriptions Now.

## IT WORKED

A merchant in a small town saw his business slipping away and could think of no means of saving it He was becoming desperate when he hit upon a plan When an isolated customer dropped in the met chant waited upon him, with a wide grin upon his face. As the customer turned to leave the store the merchant broke out in roars of uncontrollable laughter, literally doubling up in his contortions, but refus ing to divulge the cause of his mirth.
The customer spread the news and soon the store was filled with curious citizens, the merchant still laughing. Many made small purchases while in the store as a metter of courtesy.
The next day the wily merchant was still laughing but refusing to give out any information.
Before the merchant opened his doors Saturday morning the street in front of his store was packed. Men, women and children, farmers and their wives from the country, all were there to hear the guarded secret, and to make the conditional purchases. Money was passed over the counter in a steady stream, and nightfall found it the greatest day in the store's history. The secret so carefully guarded? It was just an act-
bull a bear market under such circumstances. The spring 1934 season can be made a good season if manufacturers and merchants will be responsibleif manuacturers and merchants wreatly increased prices"
but if they attempt to force "gre they may find the situation far from a happy one. The recovery has not advanced far enough to warrant any attempt to return to war time prices on commodities -or luxuries, either for that matter. It is futile to ask advertising to do this kind of a
job at this time. The big flop of the fall 1933, campaign should be a lesson to business people. True this is better-and it is going to be still betterbut there is to be no overnight recovery, either in volume or prices-and it is poor judgement to attempt to forse anything of this character. "Caveat Vendor."

THIS WEEK IN

 pendent upor the CWA. What hes
been holding private capital and been holding private capital and
credit back rrom the conplete co-
operation under the NRA which operation under the NRA which
was expected, has not been any
shortage of funds in private hands was expected, has not been any
shortage of funds in private hands
or of credit in the banks, but the so of credit in the banks, but the
or or
unvillingness of investors to put
their money into anything when their money into anything when
they had no assurance what the money they would get back would
be worth. The President's new monetary
program, his supporters believe,
has put the major doubts at rest. program, his supporters believe,
has put the major douts at rest.
It is quite clear to everybody now
that Mr. Roosevelt is firmly oppos. That Mr. Roosevelt is firmly oppos.
ed to anything like uncontrolled
monetary inflation. There has monctary inflation. There has
been inflation, to bo sure, hand
there will be more, but it $s$ all been inflation, to be sure, and
there will be more, but it s all
under very definite control and
inside of fixed limits. And the
uncertainty as to where the dol-
line there is a liberal overproduction; that we are in a decidedly bear market, and it is rather difficult to uncertainty as to where the dol-
lar would drop to in terms of gold
has been replaced by the certainty
change their vie
ten years and
pressed himself
pressed himself
periment
with a
The greatest j
UNLSSLAL FACTS REVEALED-by"Mooiespotight
$\qquad$
$\qquad$
$\qquad$ rowing a thousand million dollars
practically over night a few days ago, and nobody anticipates any
trouble when he asks for a few billions more in loans.
The Real Aim There are
"keeping eve
a fellow in ja niming at is to raise the price of Don't look ass who has no mone
be wearing a hif

1wo Tickets 1o Lyric Will Be Given With Subscription For Shor


# Another "Trade at Home Advertisement" 

## Advertising Will Hold Trade

## Mr. Merchant

Glad to see you, Mrs. Housewife. It has been some
time since you were in our store. Aren't we
pleasing you with our service?

## Mrs. Housewife

Yes, I like your service and goods, in fact I had just a little rather trade with you, but I notice you do not advertise very regularly and we have drifted into a habit of trading at Big Town where merchants run regular advertising. We take the home paper and often wonder why your advertisement is missing

## Mr. Merchant

I am afraid I will have to plead guilty of neglecting our advertising the past year, but I will call Honest Bill today and tell him to bring up a contract, and

Give your advertising the same attention you do other store service, and it will MAKE MONEY FOR YOU.

## CHURCHES



## Saturday-Monday SPECIALS <br> COFFEE, White Swa RAISINS, two pounds for BISQUICK, package <br> Rippled Wheat, one package for PEANUT BUTTER, quart jar OLD THIRTY COFFEE, pound free water glass <br> oxydo, smali package for <br> BAGGERLY GROCERY

ROMAMC

FUN!

## THRILLS!

"THESE THIRTY YEARS"

A talking picture $p$<br>Ford Motor Company-a story that begins ern setting of today.

METHODIST CHURCH

## LYRIC

$\frac{\text { Spearman }}{\text { SLN - MON } \text { TUES }}$

## PREVIEW <br> SAT. NTIE II P. M "Alice In Wonderland"  

## Tractors That Successfully Burn

 Low Cost Fuel
## Are Money Savers

 For FarmersDo ouw know the BIG REASON for the terenen dous swing Io IOHN DEERE TRACTORS. It is good sound common sense reason.

Only Joh Deere builds exclusinely TVo cYIIN DER TRACTORS which SUCCESSFULLY BUR LOW COST FUEL

Tracoros that the most discriminating weses are assured that will perform satisfactorily and delive MONEY

The two cylinder construction means a saving in both fuel and repairs which make economical farm tractor in the world.

We have ists received a car load stipmentof of the New 1934 John Deere Tractors.

Womble Hardware
SPEARMAN, TEXAS

Going To Attend The

## LEGION DANC

MONDAY, FEBRUARY 26
Come into our store to meet your friends, your soft drinks, cigars, cigarettes and sup
Don't forget to ask us about our big Rad that goes to some friend of the store Marc NEW MERCHANDISE
We have a complete stock Costume
Spearman Drug SPEARMAN, TEXAS

Don't Be Foo

Inspect our work. Come and see our y can convince you we have th

Don't be satisfied with anything
AUTO AND TRACTOR WORK A SPE OUR PRICES ARE NO HIGHER

City Machine Sh
ANGUS McKAY, Manager

## Everybod Invited

 MORSChamber of Comm
ANNUAL BANQUE

Friday, March 2,
8:00 0'CLOCKP.M.
SUPT. J. B. SPEER, TOASTMA
JUDGE E. J. PICKENS, PRINCIPALSA App
ENTERTAINMENT PROGR
Band Mus

