## Cbe Sperman kipparter

## Announce Dates For The Gruver Spring Festival

 Basketball Battle For County Honors Ends With 'Draw'

Two Day Program To Be Held Fri.


Dr Wyatt Joins
Pampa Hospital Staff This Week

Key To Farm Happiness, Show By Sinclair Co.

New Officers And Director: 0f
Spearman Chamber Of Commerce
Installed At Annual Banquet
Considerate Thief Takes Only Cash From Baggerly's

Hansford County Skating Rink Is Open To Public

Gruver Girls 41 Spearman Girls 26 Lynx 52, Hounds 42

Bishop Heads
Polio Drive
For County

Fried Chicken
Shoot Jan. 25



## HAPPY BiRTHDAY



## HANSFORD COUNTY

 SKATING RINK

## Now Open For Business In Spearman

-Located across the street Southwest from FORD CAR AGENCY.
-Your Hansford County Skating Rink, a large modern building,
comfortable and clean is open for clean wholesome amusement for BOTH OLD AND YOUNG of this section of the Panhandle.
-Present plans for this new business call for opening each night except Sunday night, at 7:30 P. M. Later the management plans to begin an afternoon session at 4:30 P. M. each day and limit attendance to school children who are learning how to skate.
-Present plans call for opening at 7:30 P. M. and closing at
9:30 P. M. daily, except Sunday, when the Rink is closed.
-By special arrangements with the managements, classes, organization or other groups of people can arrange to lease the Rink for parties, where the hours do not conflict with regularly scheduled

## sessions.

CLEAN WHOLESOME FUN AND AMUSEMENT - PROPERLY SUPERVISED AND CONDUCTED UNDER HEALTHFUL CONDITIONS.

POSITIVELY NO DRINKING ALLOWED AT HANSFORD COUNTY SKATING RINK.
-Visitors who want to watch the skaters are welcome at your Hansford County Skating Rink. A special stand to seat visitors has been provided by the management of the Rink.


Hansford County Skating Rink W. R. Broadhurst, Owner and Manager

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Card of Thanke, co por word.
Dieplay ratee on reeuteet
woTICE TO THE PUBLIC-Any erroneous reneection upon any rep. appoar in the columns of The Spearman Reporterp
when called to the attention of the management!

## 图ditorial

The country editor has been in touch with a number of people who have recently moved to Spearman from other cities, and without an excep, ion these people cry to the high heavens at the high cost of groceries in Spearman
Some of the high cost can be attributed shipping conditions. Spearman is a branch line so far as transportation is concerned, and the cost is greater than in many localities in the Panhandle of Texas.
A lot of this complaint of new-comers can be aitributed to the fact that the rise in cost of food has been most emphatic since they moved to this city, and if they were back home again, they would find their groceries cost them a great deal more than they did the last time they can remembei buying groceries in Pampa, or some other small city. They would still be dissatisfied with the price of food-and for that matter we are all wanting a lower bracket of prices for our food products.
However, there is a small margin of cost that can be saved where people live in towns and cities that advertise cash and carry food for sale. It can be saved to the average family because cash and carry merchants eleminate some cost items in the distribution of food products. To the per son who has been accustomed to shop carefuly
for advertised food in larger places, the good old methods of Spearman are revolting. They do not realize that many merchants have handled the same customers, year in and year out for many years, and that these merchants have lost profits when times were hard, and payments were slow. Old time merchants of Spearman have customers that have been attracted by personality, excellent service, and reliable merchandise. These customers are not tempted away by the prospects of savings effected by the merchant who shoots after volume and advertises his merchandise at a

## lower price

The time is rapidly approaching when a local merchant will cast aside his credits and special features and become a cash and carry operator. Either this will happen, or a new store will come
to our city inaugerating this modern store policy. to our city inaugerating this modern store policy. younger housekeepers, thrilled with the opportunity to contribute to the economy of their new home take a pride in shopping for the best at the lowest prices. Spearman is no longer a sleepy little town. People have money, and they want the very best the market affords, but they want it at
the lowest price compatable with good business. Housewives know that their friends in neighboring towns watch the paper and trade at grocery stores who advertise and who keep clean modern stores. The demand in Spearman with the influx of new population will likely bring about this
change in merchandising during 1948. The local rierchant who sees the hand writing on the wall and modernizes to the extent that he will inform the world of his prices in advertisements will be the merchant who catches the large volume of business of newcomers, and the younger generation who are just starting out in the field of housekeeping.
Bear in mind that these comments are not to reflect any criticism on local merchants. This writer trades with all of them, and is of the old school who charges everything from a package of cigarettes to a hundred pounds of sugar. I am sure that Aunt Emma Burran, Ike Baggerly, John Strickland, Mrs. Cooke, Cates, Allen and all the grocery stores of this city operate on a very narrow margin of profit, and they run their stores just like I want em. I wouldn't shop around all over town to save a dime, and I wouldn't carry a batch of money around with me so I could grab
a special bargain-even if it cost me big money

## But I do believe from comments I have heard I DONT NANE IT

 from my boy and daughter that they would take a pride in saving a couple of dollars a month, even if they wore out six bits worth of shoe leather to make the saving.One thing I have noticed, your Hansford county newspaper is the only newspaper on exchange list that does not carry from one to ten newspaper grocery adds in each paper. I do believe that any grocery merchant in Spearman who has the desire to buy a quarter of a page space in this newspaper and give prospective customers a list of prices each week will gain more than enough volume to pay for the advertisement, and at the same time make a neat profit from sales. In fact the purpose of this long comment is to offer any food merchant in Spearman a shot - gun proposition for a six months advertising contract. Here it is. Taxe a quarter of a page and provide as many as 15 prices each week for six months. If you do not increase your sales sufficient to make the advertisement profitable - it won't cost you a dime.
I know the people of Spearman are no different to those in Booker, Perryton, Pampa, Borger Liberal, and other places where one to five merchants advertise food each week. I know in reason that food prices are a might lower in these places than at Spearman because it has been proven that substantial savings are effected by thrifty lamilies in places where special prices are advertised regularly. While we all know that some times special prices are given as so caled "baits" we also know that long ago the old 'skin em' system of of advertising passed into oblivion. Grocery stores that week after week advertise an average of 2 to 25 items at reduced prices are not playing up leaders for suckers. They have organized their business and they take the money it is necessary to use in keeping books and special attention and give it to customers in reduced prices This week the country editor tore out ten pages of newspaper advertisements from nearby towns such as Booker, Guymon, Liberal, Perryton, Eldorado and others. We did not make a comparison with prices advertised and locai prices in our grocery stores-but you can if you care to-as we have these prices on file.

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## CHEVROLET and ONLY Chevrolet IS FIRST!

FIRST in PRODUCTION, in SALES and in REGISTRATIONS of cars and of trucks

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| to Produce over a Million Cars and Trucks in a postwar year, 1947 -according to published pro- duction figures. | 52x |
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| FIRST |  |
| Clellan Chevrolet C | Spearman |
| uver Motor Company | Gruver |

## McClellan Chevrolet Co.

Gruver Motor Company
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Sparman Gruver


> will be found at the WOODVARD MOTOR CO.
-we repair any make-guarantee all work.
-The answer to the questions above are-
Sprocket, Stereoscope and Turnbuckle.

## Theive

## Pennies

## What will they buy today?

mer werr ar
A quart of milk o
An ice cream soda or
A package, of cigarettes or
A loaf of bread
THEY WILL BUY

24 hours of electric service for<br>the average family served by this<br>company. (The average for 1947 was actually 11.6 cents.)

Although the average family served by this company is using
$32 \%$ more electricity than in 1941 , the $32 \%$ more electricity than in 1941 , the average bill for home
electric service has increased only electric service has increased only slightly during the same period
-from 11 cents to 11.6 cents per day. Electricity remains cheap because day. have been absorbed by increased use and and careful bustionses costs
agement. Your electic agement. Your electric service today is more than ever your big.
gest bargain.

## COMMUNITY PUBLIC SERVICE COMPANY

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ny Political Thrills Seen in 1948

## Democrats, GOP Unafraid Of Wallace Party Threat



NEWS REVIEW

## Truman Asks Tax Cut;

 Brazil Ousts All Reds
Lo, the Noble Horse

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BARBS
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Factions Fight Over Statistics

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Millulis mimkNEAE WESTBROOK PEGLER
Communists Are Enemies of U.S


|  |  <br> DREW PEARSON ${ }^{\star}$ <br> Chaff From C <br>  Phil Murray, CIO president, who backed Walter Reuther for the presidency of the powerful United Auto Workers union, has given Reuther's enemy, R. J. Thomas, a job in CIO headquarters in Washington. <br> When the AFL executive council met in Washington not long of Minnesota's Sen. Joe Eall. Dan Tobin, Teamsters union head, vowed that Ball would be defeated, especially if Minneapolis Mayor Hubert Humphrey, a liberal Democrat, runs against him. Sen. Homer Ferguson, Republican, next year. Ferguson is the man who they can "take him.". .. Senator McGrath, new chairman of the Demo a New York Democratic dinner as much as he did Franklin Roosevelt, the man Farley has castigated. Some people are wondering whether McGrath wants Farley to run for vice president. <br> WALTER WINCHELL <br> Notes Off the News Ticker |
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| . Universal military training year Marshall plan. 4. Stronger and extended ren controls. |  |
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| action to cut building costs. <br> 6. Modernization of farm price <br> ance. |  |
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| 7. Extension of unemployment compensation, old age and st:vivors' benefits, a national health plan and federal financial aid for education. <br> 8. Admission of European refugees into the U. S. 9. Statehood for Alaska and Hawaii. |  |
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| them at three Communist members. No shots were fired. Outside the building private citi- |  |
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| turbulent legislative session ever held in Brazil. |  |
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| $\qquad$ <br> esson from Brazil's take an object trazil's achievement. |  |
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Co-ops Are Typically American



Gems of Thought



CLASSIFIED
DEPARTMENT




## WRIGHT PATTERSON ${ }^{\star}$

Sales Totals Are Deceptive


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A Safe, Sound Investment-
Buy U. S.

SPEEDED-UP COMFORT






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This serres of Church advertisements sponsored by the following business firms and individuals

## Dr. F. J. Daily, Dentist

 Spearman, TexasMeLain Bldg. Phone 156

## Woodward Motor Co.

Jack and D. M. Woodward Your Friendly Ford Dealers

Phillips 66 Retail Station
Tires, Tubes and Car Accessories
Phone 15

## Corner Drag Store

Visit us for your Family needs
Jack Elllis, Manager

Ontimen Phone 7 Ree. Phone 52
Roal Entato, marrasee and Loans
Spearman, Texas

Quality Grocery \& Market
Food, Fresh Fruit and Vegetables
A. Cooke

Consumers Sales Company
Butane and Propane Gas
Everything For Your Car

Compliments of
First State Bank Spearman, Texas

Compliments Of
Western Auto Associate Store $\begin{array}{ll}\text { T. R. Shirley } & \text { L. L. Jameson }\end{array}$

Mathews And Crawford Dodge \& Plymouth Cars \& Trucks Minneapolis Moline Farming Machinery

Spearman Dry Goods Co. Roy Russell

Equity Exchange
A Farmers Cooperative Business

Compare our prices before you buy
S. and G. Grocery and Market John Strickland, Mgr.

## Spearman Drug Co.

The Rexall Store
Bruce Jesse
White Auto Store Auto Sudolies
Closet Bars Tennis Shoes Phone 177 Authorized Dealer

Compliments
Walter Wilmeth and Sons Livestock
R. L. McClellan Grain Co.
J. I. Case Dealer

Purina Feeds

Joe E. Raney, Agent
State Reserve Life Insurance Co. Spearman, Texas
R. E. Lee Oil Company Servel Refrigerators
Butane And Propane Gas

## Boxwell Bros. Company

 AndBoxwell Bros. Funeral Home Spearman, Texas
B. and C. Equipment Co. International Dealer May Tag Appliances

Womble Hardware - Furniture C. Home Furnishings Complete Coleman Floor Furnaces

## Berry's Cleaners

Prompt, Courteous Service
John Berry
Pattison Motor Supply Replacement Parts For Cars, Trucks and Tractors

McClellan Krause Company Kraueo 'BIG' Plot Gloaner Baldwla Comblemes



$\qquad$ TOO LATE TO CLASSIFY
$\qquad$

HEREFORD S A L E

February 2, 1948 to be held at Augustine Sale Pavilion, Texhoma, Oklahoma.

HEAD
60
30 Bulls coming Yearlings, and 2 year olds
30 Heifers, Calves, Yearlings Some Two' some gers, Some Bred.
xiety Breeding, All Range Raised By seasley Hereford Ranch

