


fanger Dally Tírues
THE WOMAN WHO SAW


## 



RIPPING RHYMES ould be at the immediate command

## That Will Grow <br> Whiskers Dail <br> 

ail bar seus WILL LEARN SEA LORE

## Of Interest to Every Business Man Bigger Local Business

## advertising - that mightiest of modern commercial forces If conditions exist in the

 your full posibilities you want to know about them. More than that money up to your full possibilities you want to know about them. More than that, you want give to your every advertising dollar its full power of productiveness.It is not possible to print any single formula for the most effective manner of
advertising or the successful conduict of a business. If it were, unlimited wealth
But it IS possible to put forward certa in successful principles which have been through the "fre" of practical experience. It IS possible to publish the facts that
have been ground out in the bought-and-paid-for experience of other successiul busi-

And that is what this newspaper will endeavor to do during the coming twelve
months in its campaign for the promotion bigger business for local merchant

The purpose of this compaign is to inactors of success and of failure in the use of advertising. Also to intelligently and sincerely recount the possibilities of
our own advertising columns when applied to the needs and opportunities of
local advertisers. The matter will be discussed in the
light of cold, hard indisputable facts and without the bias of special pleading. For
the best and ultimate interests of the ad-
vertiser and the newspaper are in the ast analysis, nothing if not mutual.
There can, therefore, be no clashing of factors that lead to advertising truth and

Admitting that your advertising probrue that the principles underlying their uccessefl solution are common to all. ment and intelligent application has
So it is that the series of advertising
editorials which we will begin publishing morrow is worthy of the most serious

The First of the Series Starts Tomorrow The Ranger Daily Times

While dealing primarily with the probems of merchandising, these talks or adpractical interest to the business man in any line who invests-or contemplates
nvesting-money in newspaper advertising.
Later on we shall publish a series which will appeal directly to readers featuring various facts that carry convic consumer-emphasizing the truth that advertising is a vast economic force for alike.
Local newspaper readers will have brought home to them the importance ention to the advertising columns. In natural sequence much will be said to son-because, after all interest and reavantages are reciprocal to reader and

The campaign therefore becomes one an is constructive as well as instruc nly As a result of the benefits it must first confer on newspaper reãders anc

With this thought clealy carcely necessary to suggest following the campaign closely-nor need it be
said that there will be found pleasure as


# In the World of Sport 

## Chirs nlamirrcan imens

BENEFT PROGRAM
FOR COOPER SCHOOL One Wholesome Dose of Vaterland"
ON FRIDAY EVENNG Cures Myphenated Germani-Americans and He's Glat to Retum to States

## FOLKSTRYFOR WEIRDRECORDS

## How Mary Times Can You Do This and That, and After You Have Hone It, You Have Mone? What Then?

## AGAIN WE SMASH THE HIGHi COST OF LIVIIG <br> Oil City Pharmacy <br> $\qquad$ <br> Family Recipes <br> Carefully <br> Compounde

## Three Days Sale at Fultion Market

MAIKE YOUR CHRISTMAS Money Go Just Twice As Far! Do Your Shopping at the ARMY SUPPLV STORE

> TAILORING CO.
SATISFIED
$\qquad$ Suits Altorde Clianed

Collis Decision May Mhean Rowland Wiil Be Browns'Manager

 max $=2$



## Ecrenti <br> 

hat H.FAIR, Jeweler and Broker. 105 S. Ruk St. Ophosite Majetic Theater
$\qquad$

| ERICAN ELEVENS | TRAPSHOOTING | come |
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|  | NEXI MONDAY |  |
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| 25 doz O. D. Shirts |
| :---: |
| \$4.95 |

Navajo Blankets
$\qquad$ $\$ 6.45$

ARMY SUPPLY STORE "The Place Where You Save Money."
Next Door to Ranger Garage


## Simpson-Alexander

The Store For Particular Men

## Blue Serge Suits <br> GOOD QUALITY all wool single and dou-ble-breasted <br> $\$ 45.00$ <br> A wide range of FanSEASON'S NEWEST and BEST. Now on \$25, \$36.50, <br> 

For Xmas Shoppers
The Following List May Help: - Hats, caps, bath robes. smoking jackers.
 pendiors, pajamas (silik and flanneletete),
 wear, murfers, shire (Mosiery, sweaters, fur collars 'and fur caps, raincoats, shoes, work clothes.

## OVERCOATS

$\$ 15.00, \$ 25.00, \$ 35.00, \$ 37.50, \$ 50.00$
Plain-Leather Coats-Reversible $\$ 25.00, \$ 32.50, \$ 45.00, \$ 65.00$

Two-Piece-CORDUROY SUITS-Three-Piece $\$ 13.50, \$ 14.50, \$ 17.50, \$ 19,50, \$ 21.50$

> It is our pleasure to show you and help in making selection.

## Simpson-Alexander

The Store For Particular Men

## Main and Marston Sts. Rangar, Texas. <br>   <br> TINCHESTERE <br>  <br> Tools that the Wise Mechanic Chooses <br> C tify he wise mechlanic or handy manthey itifenity the wise mectranic or handy manone where the tool buyer's needs are understood and supplied. <br> Every Winchester Tool we sell is a sound investment, having a standard valuation, and being backed with a quality guarantee. Come in and see our display this week <br> Davenport Hardware Co. "If it's Hardware, We have it."

FRIDAY NIGHT DANCE AT SUMMER GARDEN WILL BE FOR BENEEIT OF
THE MANY "TINY TIMS" OF RANGER
satrat remet ..... and
A CAR OF
JUST ARRIVED
MakeDeliveries PromptlyENFORCE LAW AGAINSTSMOKING IN THEATRES

Have sizes 8 feet nad 12 teet leagtac

## CRESCENT SHEET METAL CO.

Plant North Marston St., Telephone 222. Office 318 Guaranty Bank Bldg., Telephone 239

Qistellaw's Removal Sale


For "His" CHRISTMAS

Here are a few suggestions:

 | Gloves |
| :--- | :--- |
| Hosios |
| -Neckwear | \left\lvert\, \(\begin{aligned} \& - Lounging Robes <br>

\& - Traveling Good <br>
\& - Underwe\end{aligned}\right.\) -Traveling

- Undervear
Leather
Vaiamas All selling now at greatly reduced prices during


118 Main St.

Christmas Shopping Is Made Easy On Your Pocket Book At White's.
Our "Even Money" Sale Offers Many Timely Savings on Gifts for Each and Every Member of the Family It's good to be hack to the old normal days of lower nriees when one can remember all the old friends and relatives with a Christ-
mas gift, be it large or small. You'll find your Christmas monev mas gift, be it large or small. You'll find your Christmas money
will buy surnrising big values if you come to White's to snend it. will buy surprising big values if you come to White's
Our stocks of holiday gonds weve never more compl prices ever lower: Suitable, usceful gifts for
here at about a fraction of what you've pai

For the Men

| -Suils | -Hats |
| :---: | :---: |
| -Overcoats | -Hesiery |
| -Gloves | -Handkerchiefs |
| -Shirts | -Silk'Shirts |
| -Neckwear | -Belts |
| -Underwear | -Shaving Sets |
| -Bath Robes | -Leather Vests |
| -Sweaters | -Wool Shirts |
| -Mackinaws | -House Slippers |

For the Ladies

A MUSCCL CHRISTMAS Make your home a Happy Home Every day of
the Year by Giving Player-Piano Piano Victrola This Christmas E. BUCHWAD's MUSIC HOUSE

