## ourt Rules Denison <br> Not Confirmed as a Highway Commissioner

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OVER DEATH OF


CONE JOHNSON

Early Indications Point to a
Tremendous Cooking School Attendance in Ranger Tuesday


| Tourney Will Be | Italy Balanced | Efforts Made to <br> Held at Eastland <br> Her Foreign Trade |
| :--- | :--- | :--- |
| Pave US-Mexico |  |  |
| Highway Gaps |  |  |




DID YOU EVER STOP TO THINK
By EDSON R. WAITE, Shawnee, Oklahoma THAT regardless of how bad conditions may be-band
moratoriums and holidays not excepted-there is always
a certain amount of natural business left. People must
exist; fodo, clothing and other articles must be had. Many
women will spend a part of what cash they have, even
though they do not know from where or when more will
come, to buy cosmetics, silk hose, or whatnot. Less ex-
pensive kinds or grades may be purchased but many will
continue to buy in moderation. Articles that were in other
years considered semi--luxuries are today necessities.
Not the extremely por or wealthy, but the great middle
class is the gyroscope of civilization, of society and busi-
ness. Even in a crisis-panic-this class still have some
cah and the facilities of getting some more, even though
in reduced quantities. They are the spenders of the na-
tion and from whom the response to sales efforts-adver-
tising-comes in volume. While the percentage of re-
turns are smaller and the percentage of sales cost larger,
the manufacturer, distributor, and retailer can and should
continue to carry on-to advertise even in a period of gen-
eral depression or panic. Sales expenditures may have to
be reduced in keeping with the possible returns, but by
advertising a larger part of that natural business which al-
ways exists, can he obtained.
In unusually good times any medium, of advertising
may apparently be successful and prosperous. It is in times
such as the present when all methods of advertising are
gvien the "acid test" and their actual value determined by
the "test tube" of these exacting times. Today is an age
of the survival of the fittest. The level of efficiency main-
tained by newspapers, the higher percentage of total vol-
ume of advertising they have been accorded by advertis-
ers as compared with other advertising mediums, Again
establishes newspapers as the backboneaof the advertising
structure of our nation.

## Markets



WASHINGTON


US S 1
US S
Vana
Weste


Cuban Rhumba



Bitter Cold Killed
Off Grasshoppers

## OFFICIAL BUSINESS DIRECTORY

Auto Parts

Dry Clearners Radiator-Body Works

Auto Supplies

Beauty Shops

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Potash Fields A
Paffo Southwest $\mathrm{T}_{\mathrm{e}}$
品 the Card


# SPOT NEWS- 

While it is News!
.Keep up with Nations Happenings..
about the President and Congress
Read the Ranger Times or the Eastland Telegram
features appearing daily in THE TIMES AND TELEGRAM
Local News
Society

State News
National News
Intemat

"Peepin' Thru the Knothole,"
Three Guene
Price cueseses- With Answers
pitures of World Happenings and Peroonages
Daily Political and Economic Cartoon by Herblock
"This Curious World" (Cartoon)
"Behind the Scenes in Washington," by Rodney Dutcher
Cross-Word Puzzes
"Soortlight" (Fiction) by H. W. Coriey
"Out Our Way" (Cartoon)
"The Newfangles" (Mom 'n' Pop)
"Freckies and His Friends"
""Soorts Oddities," by Laufer
"Hooks and Slides," by Henry L. Ferrell
Added Comics on Sundays
MESSAGES OF LOCAL AND NATIONAL ADVER. FOR YOU AND YOUR FAMILIES!
by CARRIER for


$\$ 3.00$ by Mail Within OneHundred Miles of RANGER Or EASTLAND!

## A WEEK

ranger times and eastland telegram


Local--Eastland--Social


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