Published in the interest of the Agrieultural, Livestock, and all rural interests of this section of the State.


PAGE TWO

EASTLAND COUNTY NEWS
published every friday at ranger, texas

| Established December 3, 1926 |
| :---: |
| NOTICE TO THE PUBLIC <br> Any erreneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the column |
| Entered as second-elass matter January 3, 1934, at the post office a Ranger, Texas, under the Act of March 3. 1879. |
| Subscription Rate \$1.50 Per Year, Payable in Advance |
| of this paper, will be gladly corrected upon being brought to the at tention of the publiaher. |

Japan Gets Money
for Its War Needs

Amy Johnson Has Quit Glory Flights

## 

| earth I am to do with life. <br> "But I am not going to fly don't know what $\mathrm{I}^{\prime} \mathrm{m}$ going to In the old days it was my b ness to be photographed and terviewed with Jim, my husbe For me, all that terrific public |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

EASTLAND C

| plane, Seafarer, was wrecked as they tried to land at Bridgeport, Conn, for fuel. They were within Bennett airport, when they ran out of gasoline. <br> Coleman Lakes to Be Stocked Soon $\qquad$ perch and bream will be placeed in recently constructed Coleman it will be two year before fisher $\qquad$ $\qquad$ <br> have lakes on their farms. $\qquad$ Census plan goes through will they call all the jobiess little dogies: | Execution by Gas Costs Only 90 Cents <br> By United Prea <br> which pioneered, execution criminals with lethal gas, this inaugurate use of this method wit from the crude shack at the state prison where the world's finst gai Wyoming used its steel cylindricell, resembling a diving belt, the first time recently. Callfornia becames the eighth state to electric chair and other execution Cost of gassing a person to death has decreased sharply since Warden Willlam Lewls sald. Cost |  | inal's cell as he slept, but the law. makers did not know what kind of gas to use or how to administer it. It was up to the prison authorities experiment and find out. equipment, however, Gee Jolin died after the first fow whiffs of the deadly gas, Lewis recalled, and the execution was not "bungled," as reported by some sources. <br> The greatest difficulty was enof the chamber afterward," he Use of this liquid form of the gas was dangerous, and the offieials whiffs. The chambér also had to ture. $\qquad$ <br> Philadelphians are considering aity is the only one in the nation without a sea monster. |
| :---: | :---: | :---: | :---: |



Here's Why FIRESTONE STAMDARIT TIRES GIVE YOU MORE FOR YOUR MONEY

## FIRST

 .InIE

THERE'S AN IDEA

WEATHER CUTS ROOECCROWO: SHOW IS 6000


All good things begin with an ided improved motor fuels, better motor oils Humble's continuous improvomen policy puts a premium on ideas. First, a technician gets an idea; he and his fellows elaborafe it, theorize about it, satisfy themselves it's sound. Then they lest it in the laboratory, that graveyard of many ideas which look laboratory test, the supreme test of all awaits it-the open road. The new product, the improved product, goes through $\alpha$ gruelling grind no ordinary driving would ever give it. Then-if t stands up-it's offered to you When, therefore, we invite you to test our Humble products in your car,
we're confident you'll like them. We have tested them ourselves and we know they're good!

## HUMBLIE OHI, \& REFINING CO.

- 

Lone Star Wins In First Game of the Softball Playoff pliyoff serieses, between the the Elks
and Lone Star, was played before a small crow, was played before
Tuiniciap night, wield
nith Ione Star Lone star seore of three. runs,
monty on erors, in the firat in
ning, but the Elks srong in the Eliks came half of the firk
and coored five runs. On
ball pitched fon and Arterburn circroled were made
to bases
tocore the fyst Elk run and the Lonee Star anded two morar be-
fore the fifth and in the sixth phored the two deeiding ruen with-
rots act becounting made outfield er. rorra accounting for the two runs.
After the first the Elks were
blinked for the remainder of the nine innings.
tine Star now meets Tee Pee
in the second game of the series probably Fridiay night, though the
date has not, as yet, been set. Author's Home Is Either a Stable Or - An Old Palace KENNEBUNK, Maine. - Ken
neth Roberts, author, prefers to half-baked patace. At least that is what he calls his two homes. The where he is spenilint the summer,
and the "palace" at Porto Santo Stefano, Italy, He sponds about The author, whose fatest work is
"Northwest Passage," believes in recently mend hod "writes, rewrites,
thiows it away and then writes it again so he can rewrite it," He
contends that revision and rewrit ing are the most important parts The period to which Roberts
has devoted his writing is boand up with his own fauily. He was
born Dee. 8, 1885 , at Kennebank. tors went ass captains of the Con-
tinental army, pan of 1812. Another of his forefath-1
exs was a member. of tho zecret
Cxp expedition led
against Quebo
Ri, Roberts

| USE WARD'S MONTHL PAYMENT PLAN ON ALL PURCHASES TO TALING $\$ 10.00$ OR MORE |  |
| :---: | :---: |
| Batiste Gown <br> 68 c | Pails <br> 19 c |
| $\begin{aligned} & \text { Outsize Slips } \\ & \text { Reme no neot } \\ & 47 \mathrm{c} \end{aligned}$ | Kitchen Tools <br> 7 c |
| Play Suits <br> Just the thing for boys and <br> Slip on overalls. Reg. 39e an <br> 22c | Roller Skates 88 c |
|  |  |
|  | $\begin{gathered} .22 \text { Rifle Shells } \\ 13 \mathrm{C} \text { oos } \end{gathered}$ |



# You Can't Advertise Today and Quit Tomorrow 

## You're Not Talking to a Mass Meeting . . . You're Talking to a Parade!

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights ... it is the essence of advertising success. Not until enough individuals in the same neighborhood have been suffiicently saturated with a certain slogan, say, to cause them to react on one another does advertising become a social phenomenon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising - made prospects disappear far faster. Casual impressions, however, favorable, dry like dew in the heat of competition.
"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the deast. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word... THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OV-ER-SPENDERS IN ADVERTISING!

## EASTLAND CO. NEWS

## WEDNESDAY, SEPTEMBER 8, 1937 <br> Nadinan's Island






## N

THIS CURIOUS WORLD ${ }^{\text {By mimam }}$ feczuen





Behind the Scenes in Washington

unum ming
Ganpe Round
and
ito servine


## WY RoDNEY Dutchen FYe

Woman Diplomat If


BE SURE!
BE SAFE!
save money on USED CARS!

## 1928 chee good one.

1928 Ford Clapp-Reco
ditioned-Now Paint.
1932 Fard v .8 Coupe
1933 Chevrolet Coinn
Youll Like This one PLENTY MORE TO
SELECT FROMI

Anderson-Pruet uny
phone

\section*{| SEE |
| :---: |
| BROWNS |
| Transfer and |
| Storage |
| FOR |
| MOVING \& StORAGE |
| Agenta For |
| T. \& P. TRANSPORT |}


| FOR RENT <br> Toer-raem spartinent, sesty painted. paid. Joseph Apartments Phene 321 - Apt. 229 |
| :---: |
|  |  |
|  |  |


| H. H. VaUghn SERVICE STATION $100 \%$ T.P Product: PINE AT AUSTIN |  |
| :---: | :---: |
| - |  |
| KEEP-U-NEAT -Tailors- |  |
| Cleaning, Pressing and |  |
| Agent for Royal Tailors |  |
| We pick up and Deliver |  |
| 118 Main St. |  |
|  |  |
| Chiropractic Service <br> By Aid of the Now Redie-Clest We can essaily find <br> wre perfectly your troubles als what organism involved. No cuess-wark, but evervthing in seiontificslly messurad. <br> E. R. GREEN 209 MAIN STREET |  |
|  |  |

## ELECTRICAL APPLIANCES

## Society

| What P, T. A's. De <br> To Help the Schools <br> Whather we ronle it or not, | Byas Hob Hodges, C. C. Russelt,Lee Rusell, H. M. Rusell, R. E. |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |  |
| standing features of emphasized along var |  |
|  |  |  |
|  |  |
| end of the year a large number of material things have been accomplished. <br> Small things stand for larger | burn. . . |
|  |  |
|  |  |
| Small things stand for larger ones and one of the excellent un- | "The Only Child" bids fair to |
| dertakings of the P. T. A's and City Council each summer is the "roundup" of pre-sehool children. |  |
|  |  |
| "roundup" of presehool children. Failure to copperate at this time |  |
| might aecount for some defect |  |
| the term of study. "What ean we |  |
|  |  |  |
| question asked by each parent. Tbe |  |
| ation of |  |
|  |  |
|  |  |
| peop |  |
| of their |  |
| , \%on |  |
| they get. Ex |  |
|  |  |
|  |  |
| Ranger is indeod proud of her | chaing plans for the new semes ter of work and a committee was |
|  |  |
| and active Parent-Teacher asso- |  |
| Mrs. J. K. Pettengill, newly elected president of the National |  |
|  | rick. Beatrike Jennings and |
| uros of Parents and Trachers, |  |
| in lending her full support to each thedividual branch of the great organization. |  |
|  | The first meetiogs of local |  |
|  |  |  |
|  |  |  |
| the month, with every |  |
|  |  |
| the best of her ability her |  |
|  |  |
|  |  |
|  |  |

$\square$


1
 FRESH FISH ANS OYSTERS
Traders Grecery \& Markot. If-REAL. ESTATE



AETMA-IZ

## C. E. MAY

PHONE 418ENT RANGER

## Milder Better Tusting

 minm aromatic tobaccos to Pive surk.one thing-MORE PRECA.

## Here it is

$=5$


BALLOONS FREE


BOOK A MAGAZINE


| MRS. WEBDON |
| :---: |
| WESB |
| CLASSIFIED |

$\underset{\text { WEBB }}{\text { MRS. WELDON }}$ CLASSIF|ED MUSIC GHOLSON HOTEL





- ROOMS For RENT


