## JRanger ©imes

## VOLUME XVIII

Scouts Will Plan Annual Outing At Meet Tonight


Two Games to Be
Played Tonight


Blanton to Speak

4
Here On Tuesday


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 shate Tickville Band On
Dedication Program

## Arrangements have been mad through the West Texas Chambe of Commerce, to have the Ame

 can Legion TTickivile Band of Ran-ger on the program at the dedica-
tion of the West Texas Chamber
oo Commerce building at the Fron-
tier Centennial at Fort Worth to-

## 



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LEADERS SOIN TODEFEATTYO MAOR PARTIES

Brazil Cotton

Creates Riches Man

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$\qquad$

## Revival Started

By Two Churches


State Tax Rate Is
Not Complet



WPA Projects Are Now Operating
Under Slightly Revised Regulations
Assistant Agent
For County Wins
In Cattle Event

| ig un- | Stephens and Nolan Counties. The following rates will prevail in Callahan, Coke, Jones, Kent, Fisher Scurry, Mitchell and Shackelford | utomobile Wreck Fatal for Aviator |
| :---: | :---: | :---: |




| Siamese Twin May |
| :---: |
| Miss Honeymoon |

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\begin{aligned}
& \text { enment announced by radio to } \\
& \text { day that the right wing in Madrid } \\
& \text { had been cerushed. }
\end{aligned}
$$

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\begin{aligned}
& \text { had been crushed. } \\
& \text { All rebels barracks in the capi- } \\
& \text { tol have surrendered after fierce }
\end{aligned}
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\begin{aligned}
& \text { tol have surrendered after fiere } \\
& \text { fighting , the ano ouncement said } \\
& \text { There was no idrect word of the }
\end{aligned}
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\begin{aligned}
& \text { There was no direct word of the } \\
& \text { situation in other citites, though } \\
& \text { reports were reecived of fighting } \\
& \text { and casualties. }
\end{aligned}
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\begin{aligned}
& \text { reports were } \\
& \text { and casualties } \\
& \text { The interio }
\end{aligned}
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Two of Eastland
U. T. Honor Pupils

Work to Start On
 Building Soon

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 at the falt of bombarding Cadiz the city is expect--
ed momentarily. A special train bearing 1,000
armed work was was being prepared
to move to Servill TANGier, Moroceo, July 20.Execution of loyalists by rebel
troops was reported today by ref ugees from Spanish Morocco.
Gibraltar, July 20 , - Bodies of more than 200 Spanards kiled
in a fight between amy rebels and
left wing fores. lay today in the
streets of or La Lines, across. the streets of La Lies, lines, today in incoss the
the
frontier, refugees reported. TOULOUSE, France, July 20 Passengers on a French liner ar-
riving here today from Barcelong
reported government forces have reported government forces have
bombarded the banracks and sev-
oral sections, of the city were in
flames. Sponsorship of Atlantic Flight Is Cancelled Today



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West Texans Open
Exhibit Building


Eight Are Victims Of 113 -Degree Heat

TSons died okla, July 20.-Eight
ers were stricken and many oth-
tration an a a result of reeord pros- $1131 / 2$
degree temperature Sunday and a
degree temperature Sunday and a
dimb of 12 degrees within three

## RANGER TIMES

211-213 Elm Street, Ranger, Texas


## Conquered Depression

omy seemed to be flickering out against the approachin night, someone as
Was "It will end," he remarked dryly, "about six months before we realize that it has ended.

Looking about this broad land today, one is forced to that something happened to us some six months ago the look of a land that still is owed down under weight of calamity. Wheels are turning as they have n agreeable mugginess to the rity air, and people are busy orle more and act as if they were going to be even b er
$*$ look at the record.
The Federal Reserve Board's index of industrial pr diction reached 100 in April and has gone higher
then-the " 100 " been the level of $1923-25$ activity. those same pre-depression years as a base, show and steel in Building contract figures are up. Production of copper
and bituminous coal is far ahead of the same period las year Steel has gone close to 1929 levels.
The "summer slump" has failed to ma car loadings have risen. The Johns-Manville Co., which ing construction just ahead.
 an election year business is supposed to go stagnant-to ing and welkin-ringing of the politicians
Something has happened to that old myth. This cam
paign does not seem to be worrying anyone. Business going ahead sales are increasing, production is booming, more clearly visi le. bugaboos that don't frighten people any more.


SNAKES ARE LATE-COMERS AMONG THE REPTILES! THEY APPEARED ON EARTH MAN
MIL OAS OF YEARS AFTER THE REPTLE AGE. $1-21$ TODAY, when reptiles are mentioned, one instinctively thinks
of snakes, but they were not even present upon the earth during of snake, but they were not even present it he planet. Fossil snakes
the milton of years when reptiles rule
have been found in no deposits earlier than the middle Cenozoic have been found in no deposits earlier than the middle Cenozoic
era, long after the great dinosaurs and other reptile kings had dis-
appeared.

Former Big Shots in The Business World







## Clown

 Nim
## ...for tobacco properly aged

You can't make a good cigarette out of new tobacco. . . it's something like putting new wine in old bottles. It might look all right, but it certainly wouldn't taste right.

Ageing improves tobacco just like it does wine. Chesterfield tobaccos are aged for three years...it makes them mellow, mild and fragrant it makes them win

## So Much for Love $=$ Baseball



## 5ity

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ational leagueStanding of the Teams
Cinc York
Bosiontit
Bostadel.
bilad
Yeateray, Resulto ChicareOpen date.Mont Ward $^{\text {Wat Dairy }}$.urity BakSars ㄱoiouck
Psychoanalys
He added sev



By HAMLIN

## ALLEY OOP




MYRA NORTH, Special Nurse - - By Thompson and Coll


White Sox Booster
Receives an Award $\qquad$


Town Is Without Single Bootblack

# You Can't Advertise Today and Quit Tomorrow 

# You're Not Talkiug 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 sufficiently saturated with a certain slogan, say, to cause them to react on one another does adtising 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 least. 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 OVER-SPENDERS IN ADVERTISING!

## RANGER DAILY TIMES

## Congressman Thomas L. Blanton WILL SPEAK IN RANGER WEDNESDAY, JULY 22 Front of Liberty Theatre 8:30 p. m.

Hear Him Discuss His Record As Our Congressman And The Issues In The Campaign. Also Hear About The Big Campaign Fund Raised In Washington To Defeat Him For Re-election.


Hon. Thomas L. Blanton

Plenty Of Seats Will Be Furnished For Everyone - In Case Of Rain Speaking Will Be Held In the New Recreation Building On Marston Street.

CONGRESSMAN BLANTON WILL ALSO TELL ABOUT RANGER'S NEW POST OFFICE, WHICH WILL SOON BE BUILT, AS WELL AS HIS PAST EFFORTS IN SECURING SAME FOR US.

BIDS FOR LOCATION HAVE ALREADY BEEN SUBMITTED AND OPENED. WE WILL SOON KNOW THE EXACT LOCATION FOR OUR NEW POST OFFICE.

## OUR CONGRESSMAN WILL ALSO SPEAK AT OLDEN, JULY 22, AT 4:00 P. M., BEFORE COMING TO RANGER

## Loud Speaking Equipment Will be Used



