| THE WEATHER |
| :---: |
| By United Press |
| WEST TEXAS-Partly |
| tonight and Thursday. |

Fairs Will Be Discussed at a Group of Meetings

Head Government Revival Interest of Spanish Rebels



Rotary Governor Is
Visitor at Meeting
At Club Luncheon
gis

| Trench Silo and Livestock Program To Be Held Friday By County Agent |  | Corn Crop Burns Under Hot Sun By United Press |
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| Guarded in Spain by 'Pajama' Flag |  |
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| OLL ALLOWABLE | To His Neighbor <br> W. H. Perdue, 64, of Range |
| IS REDUCED BY |  |
| TODAYS ORDER |  |
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| Panhandle and North Texas production was unchanged. The <br> order included |  |
| West Central Texa s-54,393, |  |
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Revival Singer




# 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! TIMES



Houston Plans
Flood Control



CLASSIFIED

| 7-SPECIAL NOTICES <br> PERMANENTS -Try one of our $\$ 1$ Guaranteed Oil Steam Waves. Genuine Realistic, $\$ 2.50$. Realistic Beauty Shop. <br> BROWN'S TRANSFER \& STOR AGE CO., BONDED, 111 S . Mar ston st., Ranger. $\qquad$ WILL BUY your m Ames, Gholson Hotel. <br> 13-For Sale, Miscelfaneous <br>  Connell, Olden, Texas. <br> ALBERTA Peaches for sale. N. E. Work. Breckenridge Highway. <br> 15-HOMES FOR SALE <br> FOR SALE-Five room, modern home-new roof-newly painted home, located at 205 First St. Terms. Monthly payment like rent. -T. J. Anderson. FOR SALE-One acre land and nice 4-room house, in Olden. En- quire at Mrs. Higdon's Eat Ship, Ranger. <br> it pays to look well! Try us for your next Haircut, Shave, Shampoo, Massage, and all kinds of scalp treatments. GHOLSON BARBER SHOP L. E. GRAY, Owner |
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## ELECTRICAL APPLIANCES

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exas Electric Service C


She Crowns The Prince


Tee Pee Winners


| 21-Year-Old Edits His Own Magazine |  |  |
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## SUMMER SAVINGS SALE

Modernize Your Kitchen with a New TAPPAII $\begin{gathered}\text { Divided RANGE } \\ \text { Top }\end{gathered}$
$\$ 20.00$ For Your Old Stove 10-Pc. Utensil Set FREE

## many other beautiful TAPPAN modelel in our display

TERMS AS LOW AS \$2.76 Down - \$2.76 Per Month


## a rang <br> a rang


R. B. CANFIELD, Mgr.

W)HEN "home sweet home" starts burn ing -- it's too late to buy adequate Fire Insurance. The time to place your orde
is Now. The company to

C. E. MAY
nsurance in All Its Branche Including Life

ASK US

McRae Insurance Agency

AMBULANCE SERVICE Killingsworth, Cox \& Co. Phone 29, Night
Ranger, Texas
H. H. VAUGHN SERVICE STATION 100\% T-P Product
$\qquad$
$\overline{\text { SIMPLICITY }}$

## PATTERNS

HASSEN COMPANY, Inc. Ranger, Texas

## Remember Us

On that tank of Gas or Oil Toxaco Ganding

| Havoine oil |
| :---: |
| Concon oil |
| Ponail |




Phone 4

## delivery

FORT WORTH WARE HOUSE \& STOPAR COMPANY

## COMPANY

Friday, July 31st For the purpose of taking our semi-annua

