## TRanger Times




## 

5,



Rooseveli is IN FIGHT FOR COURT REFORM

Fastland Girls to<br>Play Rangerettes<br>On I.ocal Diamond

Preacher Is Ready
Co Face Grand Jury
On Murder Charge

Funeral Saturday
For John Harrell

Chistan Churh POSSEMEN ON Revival to Start Here Next Sunday

TRUCK DRVER KILLED WHEN TRUCK BURNS


Farm Price Outlook
Is Best In Years

DESDEMONA


THE PRICE
OUR OWN BRAND COW FEED HAS BEEN REDUCED

## A. J. Ratliff

FEED-FLOUR - SEED
PHONE 82 -RANGER

PILL SLAVE FREED FROM CONSTIPATION
 forming avet mese that reatly


## (4) FOOD STORES

## A \& P BREAD 2 for 150

Behind the Scenes in Washirgton

## 卧空 <br> ninm in



| DECKERS SLICED |  |
| :--- | :--- |
| BAC ON | COMPOUND | KETCHUP LB. Bologna, 2 Lbs. ..............25c | CORN FLAKES | $\begin{array}{l}\text { Bulk } \\ \text { Peanut Butter, Lb. } \ldots \ldots \ldots . . .14 c \\ \end{array}$ |
| :---: | :--- |

2 Lge Pkgs. . 17 c
Country Butter, Lb. ...........30c
Dry Salt Bacon, Lb. .......... 25c


COFFE E $1 \mathrm{Lb} . \ldots . . .17$
$3 \mathrm{Lb} . \mathrm{Bag} \quad 50$ NECTAR TEA +Lb. Pkg. ... 17c

$|$| PURE CIIER |
| :--- |
| Vinegar, Bulk Gallon $\ldots \ldots . .25 \mathrm{c}$ |
| 2asor | Mason Jar Lids Only, Doz. . . 10c Mason Jars, Quarts, Doz. ....77c Prince Alt,ert Tobacco, Can . 10c PLILBURYY FLOUR 48 Lb. Bag, $\$ 1.89$ 13c 24 Lb . Bag . 95 c

FLOUR
$\$ 1.45$
$\frac{1}{1}$-Lb. Pkg. . 29c TISSUE RIS

PRODUCE SPECIALS


 Bell Peppers, Lb.

| 10c | Greens, Bunc |
| :--- | :--- |
| 10c |  |
| Limes, Doz |  |

12 c

TRADERS GROCERY AND MARKET

|  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Blowocn, le. 10c |  |  |  |  |  |
|  |  |  |  |  |  |
| , VEAT LiN or T.Eo | 25c |  |  |  |  |
|  | 20c |  |  |  |  |
|  | $\underset{\substack{\text { kive } \\ 35}}{ }$ |  |  |  |  |
|  |  |  |  |  |  |
|  | 25 c | $\begin{array}{ll} \mathbf{4 8}_{\text {Lis. }}^{\text {Cold }} & \$ 1.85 \\ \mathbf{2 4} \text { Less. } & 95 \mathrm{c} \end{array}$ |  | banavas |  |
|  |  |  |  |  |  |
| $\underline{25}$ Lbs. $\quad \$ 1.25$ | 1.25 |  |  | Letruce ......... 4 c |  |
|  |  |  |  | Tomatoes |  |
|  |  |  | $\frac{3_{\text {goxes } 10 \mathrm{c}}^{\text {git }}}{3_{\text {Boxes }}^{\text {sit }} 10 \mathrm{c}}$ |  |  |
|  |  |  |  |  |  |
| $26^{\text {JAR }}$ \% 15 c 2 |  |  |  |  |  |
| CRACKERS |  |  |  |  |  |
| $2{ }_{\text {Les. }} 15$ |  |  | kcs. |  |  |

LONE CEDAR




## RANGER TIMES

211.213 Elm Street, Ranger, Tonal

位 Published every afternoon (except Saturday and Sunday)
and every Sunday morning Any erroneous refile NoTice NED TO THE PUBLIC

 Entered as second chases matter at the postoffice at Ranger, Texas, Under Aet of March, 1872. Manger-W .H. MAYES, Jr., Editor one year by mat. subscription rate texas)..............

Humble Events Often Make Biggest History $\stackrel{\text { goods }}{\text { die we }}$




SALEM NEWS
$\qquad$

## LIGHT UP YOUR YARD



## for Relaxation.

This new type of portable yard light
which sticks in the ground anywhere which sticks in the ground anywhere you want it enables you to relax and read in comfort in the cool night air away from the stuffiness of hot rooms. The light is strong enough for you to read by, and is high enough so that
for Entertainment.
There is no limit to the number of way in which you can use this portable yard light, but one frequent use is for lighting the yard for games, for parties or for a picnic dinner at home. The light can be focused on a croquet court or used for other outdoor entertainments or games that cannot be played indoors in hot weather.

## for Work

The ease with which this light can be moved to different parts of the yard makes it ideal for use after dark while trimming the hedge, cutting the lawn or working in flower beds in the cool of the evening. With this light, there is no need to work during the heat of the late afternoon, or to stop work just because the sun has gone down,

White Reflector Diffuses Light


Sticks in Ground Easily and Quickly


Spear Holds Light Upright in Ground


40

CASH PRICE
$\$ 845$
TERM PRICE $\$ 895$
95c Down, $\$ 1.00$ a Month

# Don't GLOBE'S Miss This Great ANNUAL JULY clearance <br>  <br> SAIE STARTS SATURDAY <br> JULY 17TH <br>  <br> SALE STARTS SATURDAY JULY 17TH 



MEN'S PANTS
Every kind to please any
man. All styles and fabrics $\$ 1.95$ Values
2.45 Values
3.95 Values
4.95 Values

HOT SHOTS!!!



# VACATION DIARIY <br> bY' JEAN SEIVWRIGHT 



Broken Neck Fails

"OUT OUR WAY

To Awe Man Who
Has Had Accidents
$\qquad$


## Sport Glances.

## .By Grayson

| $\mathrm{N}^{\mathrm{EW}}$ York - Max schmeling permititing Tomny Parr to boat him |  |
| :---: | :---: |
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|  |  |
| cor somot her ree tof |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| where, oddly enough, the Ferocious Frankfurter is not highly re-garded as an attraction. |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

FARR B an umbown quantict here but he is a hew foce and
 strensth of his repuling Tommy Loughran, Bob Olin, and Max Baer,
and stiffenins Walter Neusel.
Farr is described as a lager edikon of Loughran, which is good enough, especially in view of the fant that hish irning out Neusel Mike Jacobs gave schmeling plenty of orpartunity, and insists
that the Louis-Farr shindy definitely is on for September. $\mathbf{J}_{\text {solation round in Chicago next monthi }}^{\text {ACOBS }}$
 right up with the Freechman, and is to use hum on a a card of tour
15 -round worle tite contest at Yanke Stadium, Aus. 25 or 26 . Thil tackles Fredie Apostoll. Loü Amber, Lightweikht leader,
goes againt Pedro Martinez Barney Ross detends the wetterweight
wreath against Ceterino Garcia, and 'Sixto Escobar, bantam boss, is to square off with either tall Harry Jefr
Jacobs, the old Broadway ticket sealp
of action in the beak-busting business.

By Mras. Gaynor Maddox Ever hior ot tombine mex


Marackaino Peach P





Summer Peach Pie
$\qquad$
$\qquad$ water, few greins, sait. 1 baked tary ege beater for one min
9 -inch pie shell.


By HAMLIN

MYRA NORTH. Special Nurse -- By Thompson and Coll ALLEY OOP





# 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 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 OV-ER-SPENDERS IN ADVERTISING!


| SEE |
| :---: |
| BROWNS |
| Transfer and |
| Storage |
| FOR |
| MOVING \& STORAGE |
| Agenta For |
| T. \& P. TRANSPORT |

ELECTRICAL
APPLIANCES
rean Electric Service co.

## ELECTRICAL APPLIANCES




D

## 

$\mathbf{I}_{t}$ is amazing that a whiskey priced so sensibly as Glenmore can be offered at full 100 proof strength. Most whiskies in this price class are from 7 to 10 per cent lower in proof.


## Arlenmore

 tomer in proof..

## The Housewife

## Research Professor of Economy

She's not a Ph. D. or an LL.D. She hasn't a diploma or a cap and gown. Her research is not done in the laboratory or the library. As a matter of fact, her findings are made, usually, in the street car, in the subway, in the suburban commuter's train.

She reads the advertisements in this paper with care and consideration. They form her research data. By means of them she makes her purchases so that she well deserves the title of "Research Professor of Economy." She discovers item after item, as the year rolls on, combining high quality with low.

It is clear to you at once that you . . . and all who make and keep a home. . . have the sme opportunity. With the help of newspaper advertising you, can graduate from the school of indiscriminate buying into the faculty of fastidious purchases!

