## verrmation f BlCEXIS



Mineral Wells Man
Has a Close Call With Big Rattler

## U.S. MARMES WIIL BE SEETI TO SHAVCHAI

## PPOECCTS ARE OISCUSSED AT C. OF C. MEE

Oil, Gas Group To Meet Friday

Cancel Game of
Champs on Friday

Storm Delays Planes


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From the Day's News


Comparatively Unknown Rising Star Team Nearly Trips Hanlon Group In District ASAA Eastland Tournament BASEBALL CALENDAR

## ROANOKE ISLAND RELIVES 350-YEAR-OLD TRAGEDY OF "THE LOST COLONY", FIRST ANGLO-SAXON SETTLEMENT IN AMERIO


$\qquad$

Divers Locate Oil Pools $\ln$ Louisiana

MARKETS
in Tangled N.'Y.
Mayoralty Race



NEWS FOR ALL ROLL-YOUR-OWNER
This "makin's" must

rease of Power archases In State

Setting New Records for Value: Setting Nan $\begin{array}{ll}\text { Wondal Geat } & \text { AUGUST LEADERSHIP } \\ \text { SALES FOR THE HOME }\end{array}$



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 Cool Comfortl PRINTS "Kiee Free" $\begin{aligned} & \text { tubfast } \\ & \text { cotrons-yd. 5c }\end{aligned}$ HOSE - 44c Riator, beaw, the: haon
 Tromed acited toin new

##  <br> ह] only $\$ 7$ down AND YOU SAVE $\$ 22.00$ ! Verified Value $\$ 100.00$

SALIE: $9 \times 12$
American Orientáal
and $9 \times 12$ Itug Cushios
$: 7^{888}$




 Axminster
$\left.\begin{array}{l}\text { Patterns } \\ 533.50 \text { Valu }\end{array}\right)$
$\qquad$

$\$ 15.95$
Attend Party at Wards Wednesday Night!


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| SPECIALS | NALE: $9 \times 12$ |
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19c SOCKS
Sale 14c

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oned as fuel or sold to manu-
urers of floor swoep. Yur Want Ads!


# 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!

## RANGER DAILY TIMES





## h. h. vaughn SERVICE STATION $100 \%$ T.P Products PINE AT AUSTIN

| KEEP-U-NEAT |
| :---: |
| -Tailors- |
| Cleaning, Presaing and |
| Alterations |
| Agent for Royal Tailors |
| Phone 3 |
| Wo pick up and Deliver |
| 118 Main St., Ranger |


| Chiropractic Service |
| :---: |
| By Aid of the New Radio-Clast We can assily find and measure perfectly your trouble; also what organism involved. No guess-work, but everyth seientifically measured. <br> E. R. GREEN 209 MAIN STREET |

## ELECTRICAL APPLIANCES




SANITARY PROTECTION

## NAPKINS

OR BELTS
$\mathbf{A}_{\text {lems of modera life }}^{\text {vswe }}$ for modern women, Bettes protect safely and efficiently without sanitary napkins or pade. B-ettes perform and are so tiny that a day's supply can be carried in a handbag They have set new They have set new standards of comfort personal daintinoss. for women everywhere Worn interally: approved



## IT MAY BE THAT WE ARE WRONG

SISTER MARY'S KITCHEN

## 1


League S



GLAJJITIL


 AGE CO, Bonde
$\checkmark$ MONEY TO LEND on aston

## ICE CREAM

 10c Pint MRS. HIGDON EAT SHOP
## GUIDE BOOK TO G00D VALUES

Whenyou plan a trip abroad, you can take a guide-book, and figure out exactly where you want to go, how long you can stay, and what it will cost you. To save you time, the obliging author has marked especially interesting places with a star, or two or three-so that when you land in Europe, you know exactly where to go and what to look at.

The advertisements in this paper are really a guide-book to good values . . . brought up to date every day. If you make a habit of reading them carefully, you can plan your shopping trips and save yourself time, energy and money.

