

ERATH TEST CLOSE TO DESDEMONA HAS OIL IN HOLE UP T0 2,000 FEET

One Amendment
Opposed Bitterly $\begin{gathered}\text { Roosevelt Keeps } \\ \text { Fighting Mood }\end{gathered}$ HIGHWAY 89 Opposed Bitterly Fighting Mood PAVNG BENG DONE RAPIDLY

IAP LINES AT WHAMPPOOARE BROOEE TOOAY



NURSE SLAIN AND ATTACKED IN HOSPITAL


Be Arraigned On
Charge of Murder


## RANGER TIMES

Telephone 224


 Entered as seconddetase matter at the postoffice at Ranger, Texa F. E. HICKS. Buvineen Manoser-W H. MAYES, Jr, Editor

A Hopeful Outlook for the Fall Trade

Farley May Take Job With Automobile Company'


Well In Stephens Callahan Tests Still Delayed By Fishing at 4,005

Encounter Ga
> courry Mul VOIT MOVOAY at eiectoon


Quaker Colonizer


HOT? GET AN EYEFUL OF THIS!

National Guards
Return to Ranger
Company I,

## 


 Try Our Want Ads

$\square$
$\qquad$
$\qquad$

Ranger Woman's Two Grandmothers Die
$\frac{\text { day. AUGUST 22, } 193 ?}{\text { He L. H. Flewellen Writes An }}$ Interesting Account of His Trip To Many Famous, Historical Sites


| IT MAY BE |
| :---: |
| THAT WE ARE WRONG |
| Int |

One of the Two
Water Buffalo In
U.S. Will Be Here
-
-
friction and heat that ordinarily cause blowouts.
YOU GET EXTRA PROTECTION AGAINST PUNCTURES -
YOU GET EXTRA PROTECTION AGAINST SKIDDING -
YOU OET LONGER NON-SKID MILEAGE because of the extra

DON'T RISK YOUR LIFE ON SMOOTH WORN TIRES! DO YOU KNOW
THAT last year highway accidents cost the
than 38,000 men, women and children?
That a million more were injured?
That a million more were injured!
THAT more than 40,000 of these deaths and iniuries were

THAT more than 40,000 of these deaths and injuries were
aaused directly by punctures, blowouts and skidding due
o smooth, worn, unsafe tires?


Firestone

Firestone

Firestone
$\qquad$
SEAT COVERS


## H. H. VAUGHN SERVICE STATION

Puoniz 2
${ }^{7}$ RELIGION OF A NATION

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Peasants Rely Upon ${ }^{\text {FRECKLES and HIS FRIENDS-By Blosser }}$

Wine As Forecaster

By HAMLIN


Sport Glances.



## 

Behind the Scenes in Washington

## MYRA NORTH. Special Nurse



By Thompson and Coll
ALLEY OOP




YOU SAVE WHEN YOU BUY ON MONDAY

## FREE THEATRE TICKETS

## IS YOUR NÀME ON THIS PAGE? YOU SAVE WHEN YOU BUY ON MONDAY!!

You may have heard this story before. Maybe you never believed it. Hundreds of men and women have believed it and have found that it is true. Why not find out for yourself. You are just about ready to buy the things that you need for fall and winter. When you have the choice now is the time to make real savings at these low prices. If you act Monday we'll guarantee that you will never regret the decision, that you will save money, that you will be satisfied and happy with your purchases. The happy way is the Monday Bargain Day!!

FOLLOW THE HAPPY WAY ON THE MONDAY BARGAIN DAYS SPONSORED BY RANGER MERCHANTS!

SPECIAL! MON., 9 A. M. UNBLEACHED - UNHEMMED

# SHEETS <br> $81 \times 90 \mathrm{In}$. - Hand Torn 

2 for $\$ 1.00$
Only 126 to Sell! Hurry!!
Be on Time! Get Your Share
PENNEY'S
i. C. PEMNEY COMPANY, Incorporated


DIAMOND and WEDDING RING SPECIALS!!!

DIAMOND RINGS
$\$ 7.95$ reduced to $\$ 5.95$
$\$ 27.50$ reduced to $\$ 22.50$
$\$ 50.00$ to $\$ 40.00$

## KEN UMBERSON

212 Main Street

## SPECIAL!

$\qquad$ vour car for only $\$ 2.75$. All work first class and euaranteed to please.
SIMMONS MOTOR CO.
$\qquad$
USED CARS AT BARGAIN PRICES
COME IN AND SEE THEM!

A large number of Ranger merchants are particisiven to the Arcadia.

All one has to do is read the advertisements and if
$\qquad$ take the paper to manager of the store in whose ad your name appeared and he will in turn give you a free ticket to the Arcadia.

Ranger merchants are offering special inducements for thrifty shoppers, and since the theatre tickets are thrown in free, it behooves the shoppers to check each advertisement carefully, as you might e overlooking a chance to get a free pass to the show.

Tickets good for any show except on Monday and ruesday . . . this week only

## JUST RECEIVED!

Shipment of "New Sunbeams" and "Sunny Sue" Dresses!
In colorful Autumn Prints, mate of Quadriga
Belfast Pongee Finished Cambrics. A tempting collection of woolcraft and photo-
graphic prints youthfully styled for school-of-fice-street and travel wear.

## $\$ 1.00 \$ 1.29 \$ 1.95$

Hassen Co., Inc. The Shopping Center of
mrs. Euns wodos

## LOCAL WOMAN FINDS

 WAY TO BEAT HEAT

Now Sends All Washing to RANGER STEAM LAUNDRY Phone 134 - T. H. Pace - Ranger

## LAST CALL

MEN'S SUMMER SUITS

## cURLEE AND OTHERS

10 SUITS $\$ 25.00$ VALUES - NOW
6 Suits 18.50 Values Now $\$ 11.95$
Sizes- $1-36,3-37,2-38,1-39,2-40,1-42$.
Sizes- $1-35,1-36,2-37,1-38,1-39$.
special group suits $\frac{1}{2}$ PRICE
izes-1-32, 2-33, 3-34, 6-35, 8-36, 10-37, 5-38, 1-39 Including Curlee and Prep Suits. Values from
$\$ 16.50$ to $\$ 25.00$ !

## Joseph's



KILLINGSWORTH, COX \& CO.
PHONE 29
FUNERAL DIRECTORS
FURNITURE HARDWARE

NEW SHIPMENT

## SILK DRESS LENGTHS

Regular $\$ 1.98$ Value Monday Only!
$\leftrightarrow 1$ B 13 ard

## MONTGOMERY WARD

## Ranger, texas

## COME AND GET OUR MONDAY SPECIALS!

|  |  |
| :---: | :---: |
| SUCAR prom come 10 |  |
| Luse | 25cs sum tor 19c |
|  |  |



SIG'S NU-WAY STORE
Phom 21 We difiry remer

SENSATION SALE!!!



LAWN CHAIR
Both steel and
Both steel
canvas.


STEEL CHAIR, Regular $\$ 4.95$ - Sale ..... $\$ 3.70$ CANVAS CHAIR, Regular $\$ 1.25$ - Sale ..... 94c KILLINGSWORTH, COX \& CO. |  | Funeral Directors |  |
| :---: | :---: | :---: |
| Radios | Furniture | Phone 29 |

## 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!



