$=\frac{\text { voluse xix }}{\text { BOYS' DAIRY }}$ CLUB TO BE EXPLAINED


## 27

Cisco Lions Win
From Ranger Lions



For Five Years


PLANS FOR RODEO HERE SEPTEMBER 6, CALL FOR BEST SHOW OF THE YEAR




Paryy Cifr th
 FAR EAST WAR


Picnic Party at

> Lake Near Olden

SURPRISE FLOW SENDS HICKEY OPERATORS ON SEARCH FOR STORAGE

 Anem ion Success In Growing
Seedless Fruit Is
Reported to Jordan


Rage rwu RANGER TIMES





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This map represents business conditions as of August I, 1937, as shown in
"Nation's Business", official publication of the United States Chamber of

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Sport Glances.
BY RICHRD MeCANN

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Ford Dealers now offering a wide selection of makes and models - at athactive prices


## ANWUAL NATIDN-WIDE

## USED CAR CLEARANCE 5ALE

By selling more than a million new 1937 Ford V-8s, America's Ford Dealers have the widest selection of used cars in history.
Now they're getting together in a great nationwide sale to move those used cars quickly and make way for 1938.
That's a break for youl There never was such a wide selection of makes and models or so many remarkable values.
Trade in your old car this month. Get a better used


RANGER JUNIOR COLLEGE IS AFFILIATED WITH ALL MAJOR INSTITUTIONS OF LEARNING IN TEXAS!

## The Ranger Junior College

 ${ }^{-2 m e n}$ Onens meme Opens Monday Sep. 6 the PEOPLE PERISH"REALIZING THAT MANY, MANY YOUNG MEN AND WOMEN WOULD BE DENIED THE OPPORTUNITIES AND POWERS OF A HIGHER EDUCATION WOULD GIVE---UNLESS FACILITIES WERE AVAILABLE AT HOME, AND AT LOW COST---THE DECISION WAS REACHED IN 1926 TO FOUND THE RANGER JUNIOR COLLECE --- 12 CONSECUTIVE YEARS OF SERVING RANGER AND WEST TEXAS STUDENTS

ANOTHER MILESTONE
A summer vacation has ended and boys and
girls are soon to be hurrying back to school.
Many of these youths will have added a few
inches and a few pounds to their statures and
weights. Some will have changed much in
physical attitudes as well as in mentality. Most
of them will be entering new grades adventur-
ing in new studies, with new teachers and
sehoolmates. New rooms and new situations,
that go to make lifé the happy advanture for
youthdom.

WELL COACHED ATHLETICS, DRAMATICS AND SOCIAL ACTIVITIES!

| COMMUNITY JUBILANT <br> New clothes and new accessories for schoo will have its mental reactions revolving around the beginning of school. Merchants will arGrocers will emphasize school lunches, stores will be showing clothing, shoes, accessories, and sports goods for their recreation. Football and What they will be a matter of big interest for both boys and girls. |
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BE KIND TO YOUR HOME

CAPABLE . TEACHERS, CHRISTIAN EN. VIRONMENT, HOME SURROUNDING
MERCHANT

THE FOLLOWING BUSINESS FIRMS AND CITIZENS SOLICIT YOUR ENROLLMENT IN THE RANGER JUNIOR COLLEGE:

GREER BROS. SHOE SHOP New Finishing Machinery 118 Main Street

GHOLSON BARBER SHOP
ZUELLA BEAUTY SHOP
Mary Young, Proprietor. Opposite Post Office
Telephone 56
DR. W. C. PALMER
DR. HARRY A. LOGSDON
Ranger Clinic
IZETTA BEAUTY SHOP
Across from Young School. Izetta Smith, Prop. Telephone 600

ELECTRIC SHOE SHOP
A.


203 Main Street.

POSTOFFICE CONFECTIONERY
Cold Drinks, Magazines, Norge Refrigerators, Washing Machines and Stoves

MRS. MARTHA DAVENPORT
RANGER AUTO WRECKING CO.
New and Used Parts . . . . . . D. S. Bynum, Prop.
DR. WALTER L. JACKSON
MILLER'S GROCERY \& MARKET
Fancy Meats and Groceries . . . . . . . C. Miller, Proprifetor Street.

DR. A. K. WIER
118 Main - Phone 200
CITY - COUNTY HOSPITAL
Anna Belle Kinney, Superintendent.

LIBERTY SHOE SHOP
Aaron Bell, Prop.
Shoes Dyed the Factory Way.
306 Main St.
Work Guaranteed.
WEST TEXAS CLINIC \& HOSPITAL
EUREKA TOOL COMPANY
Phone $139-500$ W. Main
FRED WITT GROCERY \& MARKET

CLEMMER DAIRY
Grade A Milk. J. H. Clemmer, Prop.
PATTERSON \& CALVERT
Sinclair Products . . . . . . . Firestone Tires Washing - Greasing - Polishing

## Madman's Island BY NARD JONES

## 


"OUT OUR WAY
By Williams SISTER MARY'S KITCHEN


By yrax Gaynor yaddor

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## Freckles and His Friends <br> 



Methodist Revival


## ALLEY OOP

By HAMLIN


GOD REQU:RES SOCIAL JUSTICE


# You Can't Advertise Today and Quit Tomorrow <br> <br> You're Not Talking to a <br> <br> You're Not Talking to a Mass Meeting . . . You're Mass Meeting . . . You're Talking to a Parade! 

 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

## ANOTHERCCC ENROLLMENTIS DUE IN OCT.

Versatile Charlie Shows How to Lick Summer Heat


LOCAL MANAGER WANTED!
National firm rated $\$ 300,000$ to $\$ 500,000$ wants a
man of average ability to look after business in
Ranger. Should be good for $\$ 25.00$ per week to
right man. Other opening also in nearby ceties.
$\$ 750$ cash investment required, which is protected
and returnable. No selling. Referenees exchanged.
Write Box 818, this paper, giving address and tele-
phone number.



Plans for Rodeo-


Westex Finished

## RODEO PROGRAM

RANGER, TEXAS, RODEO

Parade Marshal - Chief Murphy

$$
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& \text { THE SHOW WILL START PROMPILY AI } 2 \\
& \text { 1. Grand entry and introductions. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { First section of steer riding. } \\
& \text { Trick roping by Duke Purdhan }
\end{aligned}
$$

First section of calf roping.

## 5. Firs bello of bide.

Mayor Walker will ride a wild bu
Second section of calf roping.
9. Second section of calf roping. Second section of bronc riding Exhibition steer wrestling. Business men's breakaway

## ENTRY FEE

## Calf roping

If enough brone riders register, they will contest.
Otherwise, mount money will be paid.
ANY CONTESTANTS NOT COOPERATING WITH THE JUDGES WILL BE DISQUALIFIED!
WITH THE JUDGES WILL BE

## SIG FAIRCLOTH WILL HAVE CHARGE OF THE SHOW



AND DONT MISS OUR AMAZING PROOF DEMONSTRA; TION OF FRIGIDAIRES EXCLUSIVE
nitycomplete refrigeration service eve we wisive ad-

Because it offers in no other refrigerator on
the market. Advantages that mean larg
savings, safer food proter dependability.
conelw! SEE PROOF!
REYNOLDS ELECTRIC COMPANY

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THE COMIC ${ }^{\circ}$ ZOO




( $\left.\begin{array}{l}\text { OH,SO YOU } \\ \text { HEAR WEL } \\ \text { UNDER WATER, } \\ \text { DO YOU? }\end{array}\right)$






