# Home Of <br> THE RANGER TIMES <br> Gateway To <br> A Small City with Big Industry - A Bright Spot for New Industry <br> Famed Lake Leon Ranger Junior College 



Nand


## - CLASSIFIED

- Misc. For Sale





## Fall Is Just Around the Corner  <br>  <br> Earl Bender \& Company Eas tland





## Ranger Fumiture Exchange

123 N, Rusk | Ranger |
| :--- |
| Phone MI 7.1404 |



$\qquad$ Texas merchants centinue
to operate at a high level of or thanks
etail sales volume



3-1N-ONE OIL Oils Everything Prevents Rust

## ANNOUNCING

the openng or
CRAIG'S GROCERY AND PACKAGE STORE
A COMPLETELY REMODELED STORE FOR YOUR SHOPPING PLEASURE. FULL LINE OF GROCERIES PLUS ALL YOUR FAVORITE BEVERAGES we welcome our friends to pay us a yisti

CRAIGS GROCERY \& PACKAGE STORE Huy. 80 Eat

Ranger

## 

- 19 Designs Luncheon Napkins
- 12 Designs Guest Towels
- 6 Designs Place Mats
- 21 Designs Beverage Napkin
- 17 Designs Drip Coasters
- 1 Design Dinner Napkins

Also . . . Wedding and Baby Shover Napkins

## The Ranger Times

Come by to see the many beautiful PARTY NAPKINS and ACCESSORIES we have on display
$\qquad$

ANNOUNCING:,SNACK BARIS NOW OPEN
Complete Short Order Menuagtime doubles now beginning
summer leagues organizing JOIN COUPLES CHURCH LEAGUE
FIESTA BOWLHwy. 80 East EASTLANDMA 9-2641


## THE RANGER TIMES <br> Monuments

 $={ }^{-w}$
FIRST FEDERAL SAVINGS \& LOAN ASSOCIATION



INSTANT COFFEE ..... $49^{\circ}$
GREEN BEANS
SHORTENING ..... $59^{\circ}$
LUNCHEON MEAT ..... $39^{\circ}$
DOLE PINEAPPLE ..... 29
APPLE JUICE ..... $23^{\text {c }}$
TOOTH PASTE ..... $57^{\circ}$
17.1611

WORTH


More Meat Values!





 ..... s. 99 ..... s. 99 ..... s. 99 ..... s. 99 ..... s. 99 ..... s. 99





 ..... 59 c ..... 59 c ..... 59 c ..... 59 c ..... 59 c ..... 59 c





 ..... 49 c ..... 49 c ..... 49 c ..... 49 c ..... 49 c ..... 49 c





 ..... 59 c ..... 59 c ..... 59 c ..... 59 c ..... 59 c ..... 59 c





 ..... 69 c ..... 69 c ..... 69 c ..... 69 c ..... 69 c ..... 69 c
Beef Stew
Beef Stew
Beef Stew
Beef Stew
Beef Stew
Beef Stew ..... 49c ..... 49c ..... 49c ..... 49c ..... 49c ..... 49c
TEA BAGS ..... 59
RED HEART DOG FOOD ..... $79^{\circ}$
PRESERVES ..... $49^{\circ}$
$15^{\circ}$
TOMATOES
19
GRAPES
Pascal Celery stank 15e Sweet Potatoes ..... 10 c
Green Cablage in 5c Large Lemons nemen 39c
Yellow Onions 2 _... 15 c Carrots , the collo nas 2 ton 25 c

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## Desdemona News



## Penneys

 82 Long sleeve, regular mod
el Dacron polyester and
cottons that require little cottons that require little models in washable cot-
or no ironing! New fall that require litle or $\begin{aligned} & \text { or no ironing! New fall } \\ & \text { colors! Sizes S-M-L. }\end{aligned}$
$\begin{aligned} & \text { no ironing! Save } \\ & \text { Sizes S-M.L. }\end{aligned}$

MEN'S NEW 100\% COTTON TAPERED SLACKS
 Wash 'n wear Sanforized Shrunk Campus ta per
model casual slacks in the most wanted colors: eharcoal, black, sand. Hurry in and save)
' COTTON SPORT SHIRTS


YOUNG GENTRY PRINTS IN FALL. SPORT SHIRTS:

$100 \%$ ACRILAN
KNITTED SHIRT KNITTED SHIRTS EASY-CARE:

Laxary Acrilan acrylic means finer hand, longer wear! All new short sleeve models in the sea son's newest colors!


Dessert or Salad
Hot Rolls
1.25

Childs Plate - 75s

## VICTOR HOTEL COFFE SMOP <br> COFFE SHOP Cisco, Texas



Gillette
Superbive BLADE

## Ranger Garden Club Begins Its Eighth Year



## NEWSPAPERS ARE TOP SALESMEN

Television, like radio before it but to a far greater degree, has brought about major changes in the advertising pieture. It has been an aggressive competitor with the other media, and its appetite for the advertising dollar, with the cost of producing even Grade B programs rumning to comparatively astronomical sums, seems insatiable.

But the power of the written word still gets top recognition.
An announcement from Sears, Rochuck and Company will interest those who like to read as well as to stare. Last year the figure was $\$ 58$ million, which represented 71.2 per cent of Sears' total retail media expense. The balance went to advertising through circulars, magazines, radio and television, and other media.

A spokesman tells the story: "This is tangible evidence of our continuing faith in the potency of newspaper advertising. From the day Sears opened its first retail store, the company has made greater and greater use of newspapers. It is obvious that Sears store managers continue to regard the newspaper as their major medium for more than historical reasons. Their evaluation is based on the day-to-day results in their stores."

Television advertising is a catch-as-catch-can affair - you have to be looking at the set at the moment and it's gone in an instant. Print is durable and the prospective buyer can scan and consider it at his leisure.

## RANGER TIMES



Modernize your heating at big savings now during summer Discount Days! Good deals on a new vented wall heater, floor furnace, perimeter or overhead central system are waiting for you today at your Heating Contractor's or Lone Star Gas Company.


## THE TEAM BEHIND THE TEAMS

| WE'RE |
| :---: | :---: |
| DRAEEAN |
| DACKING |

Ranger Lumber \& Supply Co Calvin and Earl Brown

Campbell's Humble Service Sta.
Highway 80 and Main Street Crossing


Ranger Clinic

## Featherlite Corp.

Alvin Woody, Mgr.
Lightweight Aggregate

May Insurance Ageney Insurance - J. Real Estate

Ranger Dry Cleaners
Mr. and Mrs. Joss Weaver

Bulldog Grill
Peggy Bennett

Commercial State Bank

| First Baptist Church "You Are Always Welcome" |  |
| :---: | :---: |
| Southwest <br> Ranger | sarco <br> Athletic Repair Co. Phone MI 7-327 |
|  | Porkey Pig |
| Hwy 80 East | Mae McGown |
| Ranger General Hospital |  |
| Ogden's Maytag Coin Laundry Mr. and Mrs, B. J. OgdenM1 7 Mlis1 |  |
| Texas Electric Service Co. Bill Collings, Mgr. |  |
|  | ger Auto Parts <br> iaston Dixon <br> Phone MI 7-1606 |

Medieal Assistance Schools

## SOUTHERN TELEVISION SYSTEMS CORP.

BULLDOGS

## vS CISCO

 Here September 6BULLDOG SCHEDULE

[^0]Sept. 20 - Gorman - Here
Sept. 27 - Open
Oct 4 - Dublin - There
Oct. 11 - Jackaboro - There
Oct. 18 - Cross Plains - Here ${ }^{*}$
Oct. 25 - Clyde - Herse
Nov. 1 - Albany - There
Nov. 8 - Eastland - Here
Noo. 15 - Baird - There ${ }^{*}$


J. C. Carter Insurance tate Farm Insurance Co

ALL THE WAY
C. P. Cloud \& Son Buyers of Wool, Mohair, Cattle Billie and oran Rippy
J. C. Penney Co.

John Smith, Mgr.

Maddox Fina Service Station
Hwy 80 West
Mr. and Mrs, Gid Maddox

Crawford-Doss Rexall Drug
In Business for Your Health

Social Science Laboratories

Killingsworth's Funeral Home Killingsworth Life Insurance
Company
Mr. and Mrs. J. Floyd K
Capps Studio
Mr. and Mrs. Delbert Capps

Mildred's Beauty Shop Phone MI 7-1784

Herweck's Ranger Mattress Co.
Mr. and Mrs, Milard Herweck

waney's Pharmacy

Anderson Chevrolet Co.
W. J. (Bill) Anderson

First Federal Savings and Loan 201 Main Association $\begin{aligned} & \text { Dial MI 7-1611 }\end{aligned}$

City Plumbing Co. E. Westmorelan

Arnett's Texaco Service Station Main \& Commerce Arnett MI 7-1515

Ranger Peanut Co
440 Melvin MI 7 -3286

Ranger Hill Cafe, Courts, Hwy 80 East Texaco Station MI 7-3177

Frigid Queen
Hwy 80 East MI 7-1733

Hoover Food Market
Hoover Food Market and Mrs. Randal Hoo
Phone M $17-3530$


[^0]:    Sept: 13 - DeLeor - There

