



DEER - BEEF - PORK PROCESSING
WE SEL Whole hog satsage
NANTZ \& ROBINSON
PROGESSING PLANT
Hwy, so West -2 Miles
RANGER, TEXAS

## NEWSPAPERS ARE TOP SALESMEN

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

But the power of the written word still gets top recognition.
An announcement from Sears, Roebuck 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
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 sean and consider it at his leisure.

## THE RANGER TIMES

READ THE CLASSIFIEDS







AUDIENCE DESIGNATION BY
TEXAS MOTION PICTURE BOARD OF REVIEW ADULT ENTERTAINMENT
O CHHDREN'S TIGKETS SOL

## Desdemona News



## Kokomo News



Browsing With Bev

Party Line Chatter
$\qquad$
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3-IN-ONE AIL Oils Everything Prevents Rust.

PLAN NOW
BRING YOUR FAMILY \& FRIENDS
SUNDAY
BUFFET
DINNER
11:30 to 2:00 P. M. - Menu -

CHOICE of MEATS Turkey \& Dressing Roast Beef - Ham and Other Meat Dishes. Two Vegetables Soup or Salad
Dessert Drink Hot Rolls 1.25

Childs Plate - 75s VICTOR HOTEL COFFE SHOP Cisco. Texas


Dry clothes as fast as you need them... with a


It's easy to keep your family supplied with fresh clean clothes when you have an electric dryer. When your youngsters need clean blue jeans or Dad needs clean shirts, you can dry them any time, even at night or during bad weather, with an electric dryer. And all your clothes last longer and look better, because flameless electric heat is kind to fabrics-never fades colors. See your favorite appliance dealer soon. Only electricity gives you flameless clothes drying-always clean, safe and gentle.



Birthday Club
Journeys To
Breckenridge
ranger times For their resular meeting
the Variety Birthday Club or Soturday, November 2 went
to freckentige and onoyed
to meal at the steak House. to sreckenrige and enjoyed
an meal the steak House
The group returnead to Ran. ger and the Jack Duvall re
bifence were
bithtay waike hontering Mrs Herber william wons served.
TToos soing to Breckendige
were. Mr. and Mre. Charles Foster, Mr. and Mrs John
Wytee Mr an Mr Herber
Whliems. and Mrs. Du u al

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LOOK WHO'S NEW $/ \begin{aligned} & \text { Study Chairman, presented th } \\ & \text { interesting subject of "People }\end{aligned}$
son. He was born in Odessa
and weigbed seven pounds,
eight ounces. Second Baptist Mt ounces Mr
 WMU Meets
For Bible Study

| SCHOOL PHOTOS <br> NOT GOOD? <br> PACKAGE OF 24 <br> BILLFOLDS <br> 4 Poses With Proofs <br> 83.00 <br> 1 WEEK ONLY <br> October 28 Thru Nev, 4 <br> CAPPS STUDIO <br> Ranger, Texas |
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Jaycee-Ettes Hold First Meet In Arnett Home



## FURNITURE

 CARPET APPLIANCESQuality Merchandise at Every Day Low Prices

FREE DELIVERY-NO CARRYING CHARGES FURNITURE and CARPET
FOR I FULI YEAR

## Banger Pumiture Xxchange <br> 

| Royal Neighbors |
| :--- |
| Meet, Plan Game |
| Night, Nov. 18 | Night, Nov. 18

ber
ul
ul Meeting time will be at 7 p
m . uring the winter months
On Noxember On November 18 th, ther
will be a birthday covere Plans were completed for
the game night which will be
held at the Community Club
House. Saturday, November House. Saturday, November
z3, 7 . m Ticvets are now
oon sale and can be purchased
from any of the members of games, such as dominoes
bridge. and cansta will be njoyed and coffee and p i
wil be served as refresh
ments. Each of the win Mild donate a pie.
Merbers present for the
meeting, were Mmes. Auda
Lummus, E. Frterburn. Iz-
Letta Smith, Cora Arrendale. eummus, E. F. Arterburn, Iz
etta Smith, Cora. Arrendale
mon, Nora Roush, Leila Eif
mon, Nora Roush, Leila Eir
mit, mon, Nora Roush, Leila
fert, Edra Huftman, Oliff Le
wis Caliee Lee, Frona Ame
and Mr. Ce E. Bell. Mrs. Arterburn Is Hostess To Dutch Club

##  <br>  - 1 -




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 We aro neeither high nor
low-brow, just good old low-arow, ju.
midd lebebrow. BT, and. we do say this
boastrully, when it comes boastfully, when it comes
to insuranco we will stand to insuranco-we willstand
up to the beet of them. We
are seasoned by years of
of are aeasoned by yeare on
experience and represent the best and atrongest in-
ourance companies. surance companies.
Insurace
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more complex than
 Years ago. You need expert
help to bo ure you re
properily
protected. May C. E. madoocks a co. Tasurasee - Meat Eatato Phone 141 7-117

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Here's why it'll pay you to turn in your old range on a new gas model: (1) Burner-with-a-Brain prevents boilovers and burned foods, makes all pans automatic. (2) Cook ' $n$ ' Keep Oven cooks to perfection, then lowers to serving temperature that keeps food hot for hours without over-cooking. (3) Exclusive gas closed-door broiling is smokeless. (4) Gas cooking costs 4 to 1 less. (5) See-Through oven window lets you see what's cooking without opening the door. (6) Doors remove for easy cleaning. Other gas range models offer automatic self-basting rotisseries, meat thermometers and griddles. Get your new gas range with these and more features, Save at Gas Appliance Dealers and Lone Star Gas. 1 COOL, AUTOMATIC.

Past Matrons, Teen Town Patrons Club Meets Oct. 28

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 The Poybor espritures were
presented be Ruby Springet
eport. The meeting was closed with

## Prayer

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wite were served to the following
members Mmes. Cora Ar.
 tha Ossery, Winnie Cox, Ve
Cooper. Eva K. Poynor, Lu
WWillame, Olive H Woper, Eva K . Hynor ,
Theima O Oltive Ha m o
Tuby Spring Theima Bott, Ruby Springev
and hossess, and cohostess
Mmes. Morton and McKinnes Mmes. Merton and McKinney
The next meeting will The next meeting will
in the home of Ruby Sprin the date to be announced
er.
er.
read the classifieds
Teen Town
Parents Club
Hold Meeting
$\ldots$ and for those who will some day succeed them, earnings in real estate. Wise investments in real
properties have yielded fortunes to many people. properties have yielded fortunes to many people.
And those who succeed in this venture never gamAnd on the title. They buy only quality abstracts
ble made by those who have themselves invested wisely - in their title plant - in their personim
and in their responsibility to the public.

May Insurance Agency
InSURANCE-REAL ESTATE
w. 1 Spes

This Hartford agency is ready to help you to make sure it is adeto make sure it is ade-
quate. No obligation on your part. May we?

Because insurance is our safeguard against loss due to destruction to your property, be sure you have a sufficient amount to meet today's changing conditifions.


