

What the Times Publishing Co. Means to Your

COMMUNITY!

\$25,678.64

LOWEST POSSIBLE EXPENDITURES EACH YEAR NOT INCLUDING \$933.44 FOR TAXES (1932)

Spent Directly in Ranger and Trade Territory

And Paying Salaries to 20 Employees, 65 People

Depending On Them For Support---

Living and Spending Their Money Locally. 38% of This Money is Brought in From Outside of Ranger, from National Advertisers!

Community Ethics

A good Newspaper is the city's best asset. Cheap methods make a cheap city that attracts persons of like calibre.

No single effort in a community calls for as constant and exact service as that given by the newspaper publisher and his staff. What would a boom mean without a newspaper? Nothing. Or the work of reconstruction? Or the handling of public charity?

With the government, state and federal, working to restore a unanimity of buying, cheap advertising methods adopted to avoid a proper share of the responsibility, only harm the real medium, the newspaper, his trade, and harm all.

Each man should stick to his own. When any man goes outside his chosen work to take another's business, his own business is bound to suffer, not only because of the lessening of thought to his main effort, but because a wrong principle has been evoked.

Don't be a bootlegger. Bootlegging advertising harms the community, cheapens the city.

Play the game according to rules, and then nothing can go wrong. A recent national advertising survey shows that 25 companies increased their newspaper advertising budgets with returns in profits, with 25 other companies which decreased newspaper advertising expenditures and suffered losses as a result.

Handbills do not help the reader in permanent ways. They must be backed by consistent newspaper advertising. They only weaken the greatest public benefactors we have... the newspapers.

A Washington newspaper says, "Handbills and circulars are termed cheap and poor medium of advertising. They are one of the cheap methods, yet they are expensive, considering the results they bring. They are unsightly and clutter up the lawns; they leave a bad taste rather than a good one to the average home keeper. They are banned in many of the more progressive civic centers!"

Think It

Over!

**"There Is No Substitute
For Circulation"**

The Times is for the upbuilding of Ranger and her every worthwhile interest.

The Times is behind the City Commission in its program to balance the budget and live within its means.

The Times is backing the School Board in its effort to take care of the greater Ranger school system.

The Times believes Ranger should have a federal building and invites all the people to think this over.

The Times is pulling for the Federal highway through Ranger.

The Times is co-operating with N. R. A. 100 per cent.

The Times believes in Ranger... the employees are loyal to Ranger... they spend their money in Ranger.

In fact now is the big opportunity of a life-time for all to get together on the Federal building, Federal highway, and pull together as never before.

And last, but not least, The Times believes that people who earn their money in Ranger, should patronize Ranger business houses.

Ranger Times

Buy in Ranger--Boost for Ranger

