## convict Is Kille B B A POSSE MEMBER



## Texas Centennial . State Expenses to Ninth Baby Born Has Repaid State <br> Go Even Higher in Stork Derby

## DRGANZZTIONS OPPOSSMG

 HIS ELECTION ARE NAMED BY BLANTON AT EASTLAND

Two Are Injured In Automobile-Truck Wreck In Ranger

CANDDDATES IN LAST APPEALS
TO THE VOTERS


Eastland County
Garrett Rally In Eastland Tonight
$\stackrel{A l}{\text { Al }}$

Lions Discuss Game At Meeting Today
Lions, Rotarians Rnbinson, Caddo To Play Tonight

Water Events Bring 50ut a Large Crowd
$\qquad$







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

 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 sufficiently saturated with a certain slogan, say, to cause them to react on one another does adtising 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 OVER-SPENDERS IN ADVERTISING!

## RANGER DAILY TIMES

TO THE VOTERS OF EASTLAND COUNTY
he following is a record of how thee people of County Clerk's race, excluding the boxes in Ranger and Eastland, the home boxes of the two candilates. Althcugh there were two candidates from Lastland in the race in the first primary, I carried

CISCO -2 boxes

Gorman
Jong
Okra
Nimrod
Romney
Mangum
Pleasant H
Desdemon
TOTAL
Alameda
Kokomo
Scranton
Dothan
Staff
Iudor

Such expression of loyalty and confidence from the people of the County generally is greaty
appreciated, and if elected Saturday, I promise you appreciated, and if elected Saturday, ipromise yo
that same honest, economical administration as in

TURNER COLLIE COUNTY CLIERK



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 Is Story Written By
Newspaper Writer
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