## Let Us Help You Make the "High Cost of Living" Cost You Less During 1914



[^0]

Here's To You'
A Merry Christmas to you all Whether Customer or not. May cheerfulness and happiness And gladness be your lot And if you're not our customer We add this wish right here That you'll enrole yourself with us Within the coming year
The Farmers $\odot$ Merchants



## PRINCESS THEATRE

 TONIGHTPictures that cure the "Blues"
$\bar{\longrightarrow}$

Picture Program

The Shoemaker and | and |
| :---: |
| Doll-Naiestic |

The hardest Way-Re
$\qquad$

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Ewing Taylor made his iuitia
trip Friday morning as rural mai carrier on Route three, and started
with a bran new buggy and horse and looked as happy as a King
Ewing is a splendid young busi Ewing is a splendid young busi
itess man, and one of Ballinger tess man, and one of
favorite sons and all
suceess in his new line.
$\qquad$ day through Ballinger day afternoon from Winters en
route to Pleasanton. Texas is a new married couple who Thar ried at Winters Wednesday and


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Farmers G Merchants
Neate Bank $\overline{\text { Therers and Mothers Bank." }}$

TWENTY MILLION FOR STRANGER HERE IN GETTING READY TO S100,000 blaze
TUBERCULO WORK CRITICAL GONDITION KEEP BALLINGER COOL AT STEPHENVILLE

| THE DAILY LEDGER |  |
| :---: | :---: |
| Pabliched every afternoon except maday by the Ballinger Printing 0. | Community Co-Operation <br> COPYRIGHTED FARM AND RANCH-HOLLAND'S MAGAZINE |
| 4. W. SLEDGE.......... Editor P. SHEPHERD. . Business Mgr | Not long ago I was talking with profits made there easily make th |
| OFFICERS: <br> *. L. Parish, president ; Paul Trim--ler, vice-president; C. P. Sheptoed. seretary and treasurer | a country merchant who told me loss sustared on the standar of a species of unfair competition goods a negible quantity. Th he was having to contend with. "cut-price-sale" store is also a His is a general merchaudise store ways careful that the well-know |
| DIRECTORS <br> J. T. Pearce, O. L. Parish, Paul frimmier, C. P. Shepherd, A. W. Stino. | and he prides himself ir the su- standard lime used as a leader : perior quality of the goods he any particular sale is some poph handles. In every department he lar line that the general me carries full lines of standard chant mentiosed is featuring. A made, trade-marked-advertised ome time it was a popular brand of |
| STOCKHOLDERS : <br> IM. Sktnner, C. P. Shepherd, Paul frimmier, A. W. Sledge, H. M. Fonen, R. T. Williams, J. Y. Pearce. Scott H. Mack, T. J. Gardner, O. L. Parish, R. W. Bruce. | goods, and does this, notwithstand shoes, sold at less than wholesal ing the fact that the margain of cost ; at another time it was profit on many article is smaller widely advertised line of men thas! it would be on unadvertised clothing, sold at about cost. goods of poorer quality, because Such business methods are m of the pleasure he has in selling fair to the hoodwinked custome high-class goods to satisfied cus- as well as to the merchant wh |

## Xmas Presents --

Give me your orders now for potted plants, holly reaths and holly by the pound, cyclamers, primroses, ferns and all kinds of potted plants and beauti-
ful cut flowers. Accordion pleating done. Phone 131 MRS. EDWIN DAY
-- The Ballinger Dairy
Wants to sell you milk. Prompt service. QUICK DELIVERIES.

The Ballinger Dairy.

MRS. C. R. APPLEGATE.
other What To Do for D
licate Children.
$\qquad$
Astronomers have reached the illion years before the world ex
odes and the little fire that we heard so much about is kindander the furnace. The B judge not, but we knoy show comes off. Wefor ar six years $\alpha$ can ad stick it back in the 7 . marked "refused. hing less than the fall of, erta and his banishment from country ever will be considerMexico," sa" digays, lefi neace acle Sam to bring the and 1 Ian and or the banishing act at any time,

| Foolish Question N0. 92,769,531 <br> thas guer fallers <br> W. H. ROARK, "0F COUDSE" "OF COURSE" |
| :---: |
|  |  |
|  |  |

[^1]CASTORIA The Kind You Have Always Bought

And whereas, the said I. W. Clampitt, owner and holder said deed of trust has been forced

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ew weeks with relatenes and Bal-
M,
Have on hand quite a nice 1
Fuel Co., Phone 312. tf
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## NOTICE

Now is the time to make your application for land loans. I loan money
on land in Rumnels County at 8 per cent. interest and extend Vendors
Nater Lien Notes bearing 8 per cent. interest, andereharge nox commission for
placing your loans For further information write or call at my office. H. Giesecke, Ballinger

| Tine nams at the bottom of this ad |
| ---: |
| will answer that question. |
| I want your cleaning and pressing |
| oecause I can please you. I want to |
| order that next suit for you, tailored- |
| omeasure by |

ED. V. PRICE \& CO.
I am their only representative in
The city.

## GUNTER HOTEL,

 sav antonio hotel co., Owners, percy tyrrell, mgr.

## DON'T FORGET

H. L. WENDORF, the Saddle and Harness Man.

Wants your business however large or small. All kinds of repairing done neatly and promptly. Shoe shop in connection Hutchings Ave., Ballinger, Texas.
$\therefore$ Electrical Conveniences

Don't cost much but add greatly to the convenience of the housewife and gives her many an hour of recreation. Don't put the matter off; but

See to it at once.

Phone 15.
Ballinger Electric Light Plant Ballinger, Texas.


Hall Hardware Co.
Everything in Hardware
Competent Plumbers Always
Ready to Attend to Rush Orders
Your Business Solicited
Hall Hardware Co.


Purely Personal
$\overline{\text { Mr. and Mrs. Walter Midgley }}$
 farm. Returneter and get soad to to my R. P. Taylor, one of the pioneer anu prosplerous citizens of
ton was transacting business Ballinger Friday.
$\qquad$
aady digested food out of the
body and restores tone in the stomu


For Cold on Lungs.

CHICHESTER S PILLS



## LOOK HERE

 vill sell you a sewing machine A. Freaze, agent, Ballinger. E. H. Pfluger, of the Rowena country was transacting businessin Ballinger Friday and starts in Ballinger Friday and starts

## genuine GASTORIA always



In Use For Over 30 Years
The Kind You Have Always Bought


Children Cry for Fletcher's CASTORIA The Kind You Have Always Bought, and which has been
in use for over 30 years, has borne the signature of
 All Counterieits, Imitations nand "Just-as-good" are but Experiments that trifle with and endanger the health of
Infants and Children-Experience against Experiment

## What is CASTORIA

Castoria is a harmless snbstitute for Castor Oil, Pare-
goric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine. nor oher Narcotic
substance. Its age is its guarantee. It destroys Worm substance. Its age is its guarantee. It destroys Worms
and allays Feverishness. For more than thirty years it
has has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and
Diarrhoea. it regulates the stomach and Bowels, assimilates the Food, giving healthy and natural slee
 or 12 months.

On December 3d, 4th and 5th Buick Motor Cars Dominated and Won the 500Mile New York Reliability Run--Conducted by the Motor Dealers Contest Association.

## $\mathbb{B} \mathbb{U} \mathbb{C} \mathbb{C}$ <br> CARS WON

THE NEW YORK TROPHY
and the only perfect scores made by any car THE $s$;985 Buck six.
THE SL.050 BUCK, the lowest price touring car in the run, made the on THE S. 1.235 BUICK RLINBEOT
THE SOSJ BUCK RUNABOUT made the
(average 19 miles per gailon
The five Buick Cars entered in
All five Buick Cars made perfer
gear-set tests.
Buick Cars won both the large and small car classes.
an official run unoer rigio riles a wonderful showing, says mail

Phenominal Demand For Buick Cars


All The World Loves a Winner Higginhoilham-Currie-Wililiams CO,
"Everything and Lumber"


## 98 Cents

Every Hat on Display at
Gilliam \& Poor's Next
Saturday for 98c.
Remember the Date Jan. 3rd, 1914.
Gilliam\&Poor




[^0]:    - FALSE FIRE ALARM.

[^1]:    - . ballinger lumber CO. We carry a full line buildOng material at all times. Oak for Coupling Poles
    Tongues and Itc. Tongues and Itc.
    Let us save you some mon Let us save you some mon-

    THE BALLINGER LUMBER CO.

    FIRE INSURANCE The Eest Companies PROMPT gImvics Your business solicited Miss Maggie Eharp. - Upstairs in old Fidelity Credit Co.s Office. Phor - 215. See Me.

