## THE BALLINGER LEDGER

## REA READY TO ENERGIZE NEW RURAL LINES ELECTRICAL EXPOSTIION STARTS FRIDAY

 Started in Rural
Schools by Nurse

22 Youths Will Be Five Families in Runnels
Accepted by ccc
From This County County Get FSA Loans
Ballinger National Guard Company Will Enlist 18 New Men

Fine! Says Germany; Hooey! Says England


District Governor Addresses Zone Meeting of Lions


Price Will Drill
3,600-Foot Well
On WilliamsFarm


Agnew-Wright Funeral Home


# PIGGIY WIGGIY <br> Continuous Service in West Texas Since $1920-100 \%$ Owned by West Texans 

The Smart Housewife Knows - Now's the Time to Buy! li's Better'n Money in the Bank!

|  | Meats |
| :--- | :--- | :--- | :--- | :--- |



| Catsup | Exquisite <br> Fancy California | 14-oz. | 10C |
| :--- | :--- | :--- | :--- | Ma Brown Preserves ${ }_{4}^{\text {sibs. fibl Jars }} 59 \mathrm{C}$


| Hominy | Tell Can |
| :---: | :---: |



## Produce

| Hard Firm Heads <br> Lettuce | Each |
| :---: | :---: |
| Washington Jonathan Apples | 2 doz. 25c |
| Larse, 2 lb. Average Cauliflower | Head 10c |
| $\begin{aligned} & \text { Carrots Colorado } \\ & \text { Beets } \end{aligned}$ | 3 Bunches 10c |
| Flame Tokay Grapes | เง. 5 c |
| Colorado Large Crisp Celery | stalk 10c |

Tomato Juice ${ }_{2}^{140}$ Cans $\mathbf{1 5}^{\circ}$ Pillsbury's Flour ibe. $29 \mathrm{C}{ }^{12}{ }^{12} .49 \mathrm{C}$ Sonny Boy Flour $24 \mathrm{lbs} .63 \mathrm{C} \quad 48 \mathrm{lbs} . \$ 1.19$

## Acme Flour <br> $24 \mathrm{lbe} \quad 75 \mathrm{C} \quad 48 \mathrm{lbs} . \$ 1.55$ <br> Pineapple cullice 53c <br>  $$
\begin{tabular}{|c|c|c|} \hline atches \({ }_{\substack{6 \text { Box } \\ \text { arton }}}^{15}\) & \multirow[t]{3}{*}{\begin{tabular}{l} Crystal Wedding \\ Oats \\ Large \\ \(19^{c}\) \end{tabular}
$$

 \& Salmo1 ${ }_{2}^{16.0 \mathrm{cans}} \mathbf{2}$ 25 <br>\hline Dramo 220 \& \& | Ernst |
| :--- |
| Corn Flakes 2 for $15^{\text {c }}$ | <br>


\hline Windex ${ }_{\text {Weile }}^{\substack{\text { will } \\ \text { class }}} 17^{\text {c }}$ \& \& | Giant 46-oz |
| :--- |
| Grapefruit Juice 2 or $25^{\text {c }}$ | <br>

\hline  \& Green Giant \& Coconut $\begin{gathered}1 \mathrm{lb} . \\ \text { cello } \\ \text { c/7c }\end{gathered}$ <br>
\hline Raisins $\begin{array}{ccc}2 & \text { bs. } \\ 4 & \text { lbs. } & \text { 15c } \\ 29 \mathrm{c}\end{array}$ \& Can \&  <br>
\hline  \& \& Coffee ${ }^{\text {Plymouth }} .2 \mathrm{lbs} .27 \mathrm{C}$ <br>
\hline
\end{tabular}

Dried Beans
 2 lbs 15C

Gallon Fruits Apricots, Blackberries, Peaches $39 C$



Gebhardt's Tamales
$13^{\circ}$

## Dromen's, society and Club. News

 Miss Dorothy Lynn Hostess to ClubMiss Dorothy Lynn entertained
hostess on Thursday of last week home on Broadway. This club will
the charge.
 A green and yellow color theme rooms where an hour 8 pent in The Salinger Music Club will
was chosen a short fourth season. The basement Monday afternoon with
inst

 salad with yellow sandwiches and
Included wees. Mmes. C. W.
Iced tea was served at the tea
Jennings, Paul Best, E. S. Cox, G.
1939-1940
 Mrs. L. R. Tiger. $\quad$ Ruth Bankston, S. M. Jonas, Hugh Miss Eleanor Williams received
high score prize. Others included and J. D. McNutt. $\begin{gathered}\text { Mrs. J. A. Killough will direct } \\ \text { the Junior woman's Club during } \\ \text { dist } \\ \text { gave }\end{gathered}$







If you appreciate bargains here they are. Many friends have told us that our new policy of reduced prices for cash on all drug store items is liked and we are striving to bring you, each week, bigger values on quality merchandise. Remember there are specials in every department of our store. The ones listed in this ad are by no means the only bargains we are offering this week end. Regardless of what you need, get our prices and inspect our merchandise.

## Congratulations

To the rural families along the newly completed REA lines who will soon know the modern conveniences of electricity. We rejoice with you in the new service and comforts brought to your homes. It is a real forward step for Runnels county and in this progress we rejoice. Attend the Electrical Exposition here Friday and Saturday.

## Wafifle lions

 Frons ${ }^{\text {1. }} 15$ 10 8.50 Infra wiw lamps 3.97 Heating Pals 5150150530Sept. 30 tocct. 7 WITHOUT CMARGE CHARLES or P PITZ
 CHARLES of mi RITZ individually blended face powder is of other RITZ preparations An excellent opportunity 10 replenish your
beouty needs ond obtain your powdrt. An excellent opportunity 10 replenish your
beouty needs ond obtoin your powdra...
individually blended for you . . without
doarge. One box 100 sustion Weeks Drug Store -- Pay Cash and Save the Difference --


We Make
Fountain Specials
By Popular Request Here It is Banana Split

7c
Everyday a quart of our Delicious Vanilla Ice Cream and Can of Hershey's Chocolate Topping 25e

5 lbs . Epsom Salts ${ }_{\text {batat }}^{\text {cat }} 25 \mathrm{c}$ 4llbs. Bulk Sulphur 25c Ǩrreso Dip pint 39c Also a Complete Line of Biologicals (Serums) for the Stockmen

## Fight 'Em Bearcats

The Ballinger Beareats open the home season here Friday night. Be in the grandstand supporting the team and enjoy the entertainment they present.

Negro Game Saturday
Niekects are on sale at this store for the negro game between
Abliene and Lubbock Saturday night. This is a feature in connec. tion with the REA celebration here for Friday and Saturday.

## Drug Prices in Weeks Cold Capsules 29c Piint Vacuum Bottle 8gc Lunch Kit with fint gitle 9.50 Moless madese 1 ll <br> Men Who Shave <br> Every Day Mennen's Skin Bracer 39e <br> Every Day 10 Double or Single Edge <br> Tower Blades 26c <br> Every Day Large Can Mennen's Talc 39C <br> 50c Size Mennen's Shaving Cream 39c

# FOOTBALL OPENER HERE TOMORROW NGHTI 



## R. E. A. CUSTOMERS

All Approved Electric
Appliances Will be Sold By Schuhmann Hardware Co.

| Refrigerators |
| :---: |
| Ranges |
| Water Heaters |

## Get Our Prices and

Terms
Washer Irons Water Heaters

See Our Booth September 29 and 30
Schuhmann Hardware Co.
Rowena
 SPORTS


Bearcats Measure Blizzards
In Season Opener, 21 to 0
Bearcats Measure Blizzards
In Season Opener, 21 to 0


There was a time


But now 7.


## A timely reminder

The tag end of summer warns that treacherous days of winter are on the way.



# J. Y. PEACE DRUG CO. 

 Save With Safety! mir pry nisi

## WE DELIVER FREE!

Any Item Other Than Friday and Saturday Special Low Cuts

## Sunday Hours

$-14$


The Ballinger Ledger




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|  | $\begin{aligned} & \text { If you do not give immediate } \\ & \text { notification when you move. } \\ & \text { The best plan for all con- } \end{aligned}$ |
|  |  |






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GREENWOOD
Service Station
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Service Station

## Firestone

Tires, Tubes and Batteries

## Rapses

| Firestone Tires, Tubes and Batteries GREENWOODDService Station |
| :---: |
|  |  |
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## STRENGTH <br> STABILITY SECURITY

- 

The<br>Farmers \& Merchants State Bank<br>Homber Foderal Dopoelt Inouranee Corporation












Malaria COLDS
$\qquad$
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## Want Ads

Soil Conservation District Approved by State Board


## The Lines are Hot

## and we extend our welcome to REA- cooperating consumers and invite you

Westinghouse
Electric Appliances - Refrigerators Irons-Ranges-in fact anything Electrical.

## Maytag

Washing Machines and Ironers
Philco Radios
1940 Models Ready for Delivery Now
KN№-HOt

## AN ERROR



THE LEDGER

|  |  |
| :---: | :---: |
| Soap ${ }^{\text {P.e. }}$ ct | Sale DRIED Fruit |
| Butter fresh frimy $1.299^{\circ}$ | Apples 2 mine 29 C |
|  |  |
|  | c Prunes 3 3asme |
| French's Mustard | Peaches $2{ }^{\text {bibe }}$ 290 |
|  | Apricots 2 Bian ${ }^{\text {ain }}$ |
|  |  |
| Frour sin bet st.15 Palme |  |
|  | 5 s Syrup 10 . |
| Catsup 2 lm 25 c |  |
| Mazola Oill ${ }^{2} .25 \mathrm{c}$ |  |
| erves nm .350 |  |
| )toex MEATS $\left.\right\|^{\text {Fr }}$ | \|Fruits and Vegetables |
|  | Toxay Grapes is 5 c |
|  |  |
| $\begin{array}{ll}\text { Bacon Dry Salt } & \text { lb. 12C } \\ \text { Sausage Pure Pork } & \text { lb. 15C }\end{array}$ | Potatoes sumel 10 io. 29 cc |
|  |  |
|  | Apples is sic |
| SAEEWAT |  |

# THE BALLINGER LEDGER 

Lombard, Cary Grant and Kay Francis in Gay Drama




THE CASE OF THE SATURDAY NIGHT BATH

 Loring Fams REA Program Feature


George Raft, Claire Trevor Star in 'I Stole a Million'


RITZ
Bollinger's Finest
Entertainment


Friday and Saturday
"SONGS AND BULLETS"
johnny mack brown and fuzzy knget in "OREGON TRAIL"

## RUPTURE

# Rural Home 


to Runnels Farmers on New

## REA LINES

BALLINGER PEOPLE are proud of the improvements being completed which brings the comforts of electricity to the homes in this section. Progress anywhere in Runnels county is appreciated and we hope that the electric service will bring more comfort and more happiness to the homes that are situated along the lines.

WE WELCOME you to Ballinger Friday and Saturday to attend the energizing celebration. Attend the cooking school, enjoy the speakers and other parts of the program. Inspect the exhibits of modern electrical appliances which will be shown by leading manufacturers. The celebration will offer new users of electricity much information which will be helpful.

## Put Electricity to Work on the Farm



## Free Cooking School

REA officials will present Miss Kathryn Harris, cooking school expert in a free demonstration on Friday and Saturday afternoons. Miss Harris will show women how to cook with electricity and will answer all questions. In addition there will be other entertainment including a talk by J. R. Cobb, of Washington, D. C. on "Putting Electricity to Work on the Farm." There will be music, amusement features and many other parts of the program which will make it worth while to attend.

Leading manufacturers of electrical equipment will have exhibits on display and specialists on the job to explain the use of the latest modern electrical servants.

## Ballinger Merchants Congratulate You

L. R. Tigner
E. Shepperd \& Co. Insurance
C. O. D. Grocery Marchbanks Grocery G. O. Woodroof \& Son C. C. Davis Co.

Kirk \& Mack Seidel Implement Co. Wm. Cameron Lumber Co.

## We Invite You

to BALLINGER
Program and Exhibits at
Lawrence Motor Co.
Building

Healer Chevrolet Co. Sam Behringer Grocery Connelly's Bakery Clay Building Material Co. Stone's Kendrick Brothers City Cafe Wm. P. Carey Lumber Co. Bob Tunnell Grocery


for a more livable winter!

 201

MUCH HAS BEEN SAID
ABOUT MOUSE TRAPS
$\qquad$


Ballinger Teacherr Gives Rotary Olinh Makes Many Jobs Chase-up of Eurvipe In This District

## Costumes <br> and Coats All Reduced <br> $\mathbf{\$ 6 . 9 8}$ spectial slis. values and sping Toppers and carry $\$ 4.98$ Snother sminaty roup

## Fall Dresses <br> 1 (1)

$\mathbf{\$ 2 . 4 9}$ Dresese fall styes and summer cilase ouk $\mathbf{\$ 1 . 4 9}$ Ditesess in rayon, silk and sport materals several



| New Fall Millinery |  |
| :---: | :---: |
| $\mathbf{9 8 c} \mathrm{c}_{\text {refular }}^{\text {smart }}$ to sita shap brims and turban <br> All Better H | 49 C one ber ot ot spring prets and daryHats Reduced |

## Other Real Bargains

| Pillows | Cotton Batting |
| :---: | :---: |
| $\mathbf{S 4 . 9 8}$ Parted Gosee Down, regular s900 |  |
| Chenille Spreads <br> $\$ 2.69$ <br> Chame spreasas. nich and colorfulu |  |
| Oher spreas 40 | Outing |
| Sweaters |  |
| $79 \mathbf{c}^{\text {Laderer }}$ and ${ }^{\text {and }}$ childrents sweaters | Prints |
| 98c ${ }^{\text {Baby }}$ Buay now Peque | $8 \mathrm{c}^{\text {Printestast }}$ tast colors |
| New Purses |  |
|  |  |
| $\begin{gathered} \mathbf{\$ 1 . 9 8}{ }^{\text {to }} \mathbf{\$ 2 . 4 9} \text { sude } \text { kide and crinkle } \\ \text { Curtains } \end{gathered}$ | 13C ${ }^{\text {Peppereell Prints- }}$ so suare, one bot 190 |
| 98c ${ }^{\text {curains }}$ currams lace panels and bed rom | Undie Special |
|  |  |
|  | Luggage |
|  |  $\mathbf{3 9 c}$ Kiade play suts |

## Ladies' Shoes

Corsets and Girdles

$\mathbf{\$ 4 . 4 9}$ Spocial thenuding corsetes, heavy haticx

$\mathbf{8 7} \mathbf{c}^{\text {and }} \mathbf{\$ 1 . 7 9}$ Elastio Panty meretect nturng, short
toon, men's physclogecal beets

## Ladies' Silk Undies

47 C Pantes heavy grade silk and rayo




$\mathbf{S 1 . 7 9}$ jerexse and and propamand


## Bargains for the Men

$\mathbf{\$ 7 . 8 5}{ }^{p}$
39c tands work shirs- tull eut, rayay and blue
59C worth sision in beter grade
$\mathbf{9 5} \mathrm{C}$ Khaki Shirts bert erade, never tade

59 C Rerestiar Unions heavy winter weikht

15 C Fants sox-tancy rayon and cotton

S1.29 Mens s.ints new tancy madras

## Men's Jackets

New shipment of fine wool and leather jackets.
Make your selection early

3 Eras of Longevity In Human Annals Deduced by Student mem

A Gall to Arms<br><br>WAR<br>Against Fire E. Ftronere<br>E. Shepperd \& Co.

nom
 an minema an mapemuan aum


Color Blind Victim Tells of Handicap In Picking Stamps

Lessen Accidents and Thefts



## 



IN TIMES OF RISING TAXES, UNEMPLOYMENT RECORD OF BEER IS DOUBLY INTERESTING


BEER... a beverage of moderation

THE BALLINGER LEDGER


Congratulations
To the Farmers of Runnels County On Securing
REA LINES

 We re the many uses atfordeed by rural electriticiation.
This bank always appreclates. any progress of our county.

COME TO BALLINGER



## Farmers \& Merchants State Bank


$\qquad$



You are Invited

and
the New
1940

TWO GREAT NEW SILVER STREAKS!


THE DE LUXE SIX
AND THE DE LUXE EIGHT FOR 1940
with more stunning beauty, increased over-all length, greater
luxury, added comfort, heightened safety and super-satisfying performance

## Close Out Used Car Bargains

1937 Chevrolet De Luxe Coach 1934 Chevrolet De Luxe Coupe 1935 Plymouth Sedan 1934 Chevrolet Coach 1935 Chevrolet Coach

1931 Chevrolet Coach 1931 Chevrolet Coupe 1930 Ford Pick-up Many Others
Electrical Exposition and Program at. Our Show Rooms LAWRENCE MOTOR CO.


## WAR HIKES ALL PRICES

Every new quotation on merchandise we receive is up. Some prices are entirely withdrawn and every article in our store now is up from the price we paid for it. Some are being sold at a price which we could not duplicate for wholesale.
Because of the conditions in Runnels county, we have decided not to mark up anything to meet present conditions but we are going to sell everything bought at THE REDUCTIONS ALREADY MADE IN ORDER TO FILL THE NEEDS OF OUR PATRONS. These are the best prices we have ever made in the face of present markets. When $t$ he present stock is gone prices will be much higher and we urge the people to buy now and make savings that will amount to many dollars.
We will take our chance in the markets-but you can have the advantage of our early buying of fall and winter merchandise, before war caused prices to sky rocket.

|  | Unbelievable <br> Coat Bargains | Superb Values in New Dresses $\qquad$ you more fascinating! Captivating with suave high necklines, wasp-waists, sleek rounded kling with 'gold" necklaces, clips, pins, bows Dramatically feminine dresses-perfect for Rayon crepes, failles, metallics. Black, new colors. $\begin{aligned} & \mathbf{\$ 7 . 9 5}-\$ 12.95 \end{aligned} \mathbf{\$ 1 6 . 9 5}$ $\$ 6.50 \quad \$ 7.95 \cdot \$ 12.95$ |
| :---: | :---: | :---: |
| 'TOWNSTERS' <br> Spirited, young coats that daunt new lines, different de: : : : : designed especially for you whoget around, whohave countless things to do all day and who like to look smartly dressed $\square$ at all times ! Beautiful new fabrics in wonderful colors. furt $\mathrm{t}_{3}$ | Other Bargains in Coats Other coats in lovely tweeds Infant's coats, ages $1,2,3$ and 4, smart tweeds with hats to match Women's extraordinary values in coats. Group 1. All wool, good silk linings, some of them Printzess Group 2. All wool, good crepe linings, some Printzess coats and suits | Close Out of Dresses |


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| :---: |
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|  |
| 34  <br> st nath Eponge Coating $\mathbf{S 1 . 9 8}$ |
|  |
|  |
|  |
| 36 inch Fast Color 30 Square Prints 12굴 |

Since We Put on Our Special Promotion of Down Filled Comforts Prices Have Advanced $\$ 1.50$ to $\$ 2.00$ a Comfort. Our Sale Prices Will be Taken Off October 5th.

Use Our Lay-Away Plan and Buy Now!

## Down Comforts

$72 \times 84$ best quality sateen $100 \%$ down comforts .... $\$ 8.88$ $72 \times 84$ best quality celanese taffeta, $100 \%$ down .... $\$ 9.88$ $72 \times 84$ best quality celanese satin comforts ............. $\$ 12.95$ $72 \times 84$ best quality satin covered and beautifully shirred comforts …................................................. \$15.88

BEATUTIFUL CHENILLE BEDSPREADS
The best line of chenille bedspreads made. We buy direct. The price has advanced so much the manufacturers have called them off the market.
$11-4$ bedspreads ........................................ $\$ 2.95$ 11-4 bedspreads $\$ 4.95$
$\$ 5.95$ 11-4 bedspreads $\$ 7.95$ 11-4 bedspreads $\$ 10.95$
Take Advantage of Our Small Down Payment and Lay-Away Plan!
BETTIS \& STURGES
Ballinger's Ezeladve Ladtes' Store


Pure Silk HOSIERY

79c to $\$ 1.15$
Save on GLOVES $\$ 1$ to $\$ 2.95$



