## THE BALLINGER LEDGER

Gottschalk Producer; Second Well Started

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| s from | St | Gas from LoneStar Line



 Selective Service Increases Number For January Call

## 4 Local People Hurt In Highway Accidents



Housing Applications ${ }_{3}^{77}$ To be Taken Monday


Boys' Livestock Show Scheduled January 18


## \&IN SOCIETY



## AN IN VITATION



## Penco Luxury Muslin Sheets <br> Musin Sheets

THEY'RE PENNEY'S OWN theyre penney's ow
SNowy-Soft! Superb:

2 $81 " \times 99 "$

## ${ }^{7}$

All-Purpose Percales

## now <br> ONLY


$\qquad$ are made of super-fine, closely-woven cotton yarns priced you'll be delighted! Hurry! Shop! Save!



Penney's own, famous NATION-WIDE
sturdy muslin sheets give you years of wearl
Extra long-wearing, because
Penney's pachs plenty of qual.
ity into these sheets! They're tightly-woven of fine long staple cotton, with even hems, firm selvages, fine workmanship! And see Penney's price! It's outstandingly low! Hurry ! Fill your linen closet now, for years to come!


## BHYMIS \& STURGES FINAI CLOSE OUT

 of all 1951 merchanclise. Start the new year with Brand Now 1952 MerchandiseTO CLOSE OUT ALL ROBES
A Nice Selection of Cotton Print Brunch Coats at Only $\$ 2.95$

Cotton Print and Seersucker Robes Values to $\$ 8.95$
only $\$ 5.95$
A Nice Assortment of Silk and Jersey Robes
only $\$ 8.95$

| $\begin{gathered} \text { One Asortment of Lladies and Junior } \\ \text { Sutus } \\ \frac{1}{2} \text { price } \\ \text { New Fall Suits } \end{gathered}$ |
| :---: |



CHRYSLER PLYMOUTH

APPROVED SERVICE PRICE MOTOK COMPANY


## Where Do You Bank?



Bright Comed-Romance Spotlights
Claudette Colbert, Carey and Scott


The most important bank account in the world $\longrightarrow$

As you view it, your bank account, of course, heads the list. As we view it, we're here to give you the same service, the same protection regardless of the size of your account. And we hope, for your future happiness, your bank ac count grows bigger and bigger.

## The First National Bank

OF BALLINGER
SIMCE 1886


Member Federal Deposit Insurance Corporation
'Mr. Belvedere' Comedy and Joan Crawford light Offering in Store for Hillerest Patrons
playing the unpredictable Lynn
Belvedere 2oth Century-Fox's
Busionment in in her rode nor disil-
comedy, Mr. Belvedere Rings



## ATTENTION! <br> F.F.A. 4-H Club Members



FOR COMPLETE detalls and aegistration forms, see the paymaster feeds dealer in your

Parmastor FEEDS


45 YEARS . . . 1907-1952
On This, Our
45TH ANNIVERSARY
in Ballinger
Our 69th in Texas
We wish for all Our Old Friends, all Our New Friends, and all People A REAL GOOD 1952!

May Happiness, Prosperity
Contentment and Good Health
be Yours.

Our Purpose
OUR GREATEST DESIRE
as an organization for the
distribution of merchandise in 1952
and the years ahead
will be to make our Quality
and Our Prices so Attractive
that you will realize that it will pay
in Dollars Saved and in
Satisfaction to Shop Regularly at HIGGINBOTHAM BROS. \& CO.

Your business will be Appreciated
We shall strive to make it
Mutually Advantageous to you
and to ourselves

Thanks a Million
We hope to see you often!
BURIAL INSURANCE for $\$ 100$ to $\$ 600$
See us for complete information Newby-Davis Burial Assn.
Ballinger, Texas
 "Carnival" Oats 4 4FESTIVE COLOR
$\$$ Mexicali Blue

* Leaf Green
\& Canary Yellow
\& Old Ivory



Cannon Bath Tow
sercur
Bath Cloths


## 12 for 89c

## White Cottons on Sale!

 camity, smaial 49c quality, special 36-inch ORGANDY in white and colors; 59 c quality Special 36 -inch 80-Square PERCALE in white; regularly 49c, special

## Table Cloth Bargains

$52 \times 54$ inch solid color rayon and cotton TABLE
CLOTHS, regularly $\$ 3.98$, special
$52 \times 72$ Rayon and cotton table cloths in beautiful
colors; regularly $\$ 4.98$, Special .......... 16-inch rayon and cotton NAPKINS to match, regularly $59 c$ each, special $50 \times 50$ inch Rayon Damask cloth and four napkins; specially purchased to sell for

3..|ch ron nd COTTON

## LOOP RUGS

 $\$ 1.99$Regularly 52.98



## Pillows

\$3.79 each
Regularty s.9s
$18 \times 38$ inch pillows covered with
feather-proot floral tieking, filled with
$10 \%$ down and $90 \%$ duck feathers.

-FiRst FLOOR


Stock Up on Sheets Now!
$81 \times 99$ White Sheets, Type 128, regularly $\$ 2.98$, special
$81 \times 99$ White Sheets, Type 140, regularly $\$ 3.49$, special
$\$ 1.99$
$\$ 2.79$
$81 \times 99$ White Sheets, Cannon "Cadet" Muslin, extra special
$\$ 2.79$
$72 \times 108$ White Sheets, Cohassett brand, regularly $\$ 3.49$, special
$\$ 2.79$ strean:

## Pillow Cases

$42 \times 36$ inch white Pillow Cases; type 140; regularly 79c, special
49c each
$1 \times 5$ Rayon marguisette tailored manels in $42 \times 90$ inch size;
featured in our January White Sale featured in our January White Sale
at Organdy curtains with frilly 8 -inch ruffles; $40 \times 90$ inch Organdy curtains whe
size: criss-cross style; Permanent
finish; special pair Organdy curtains in criss-cross style, with 8 -inch ruffes: Organdy curtains in criss-cross style, with 8 -inch rufnes;
eriss-ross style; $45 \times 90$ inch size;
white and colors; extra special, pair -LINTES FIRST FLOOR
Special Purchase Brings Savings in PinPoint Chenille Bed Spreads ${ }^{1} 90$ A bargain you can't believe until you see and feel the
quality! $90 \times 108$ size! Rich colors! Closely and finely
tufted; a saving at $\$ 4.95$, a stupendous value at BORDERED CHENLLLE BED SPREADS C 10 son

| Crinkled Spreads | Quilted Pads |
| :---: | :---: |
| \% |  |
| \$1.98 | s2.98 |

Dramatic Savings in Dainty RUFFLED CURTAINS MARQUISETTE PRISCLLLAS



