## THE BALLINGER LEDGER



## HIGGINBOTHAM'S



## Begins Friday, July 18. A Great Opportunity for Our Friends and Customers to Save Many, Many Dollars



Big Bargain Carnival for Women Look! Consider What You Save! A Real Clean-Out Sale of Summer Dresses Buy Today for Months Ahead
OMLY \$ 1.48 for Dresses that Sold for $\$ 2.49$
ONLY \$1.88 for Dresses that Sold for $\$ 2.95$
ONLY \$ 2.88 for Dresses that Sold for $\$ 3.95$
ONLY \$ $\mathbf{3 . 8 8}$ for Dresses that Sold for $\$ 5.95$
ORLY \$ $\mathbf{4 . 8 8}$ for Dresses that Sold for $\$ 6.95$
ONLY $\$ \mathbf{5 . 8 8}$ for Dresses that Sold for S 7.95
ONLY \$ $\mathbf{6 . 8 8}$ for Dresses that Sold for 88.95
CNLY \$ 7.88 for Dresses that Sold for $\$ 10.95$
ONLY \$ $\mathbf{9 . 8 8}$ for Dresses that Sold for $\$ 14.95$
ONLY $\$ 12.88$ for Dresses that Sold for $\$ 19.95$
These are Good Dresses and Worth the Original Price.
Big Savings on these

Dresses
Buy 2, 3,
or More

## Big Reduction in Blouses

Buy One or a Dozen

ONLY $\$ \mathbf{1 . 4 8}$ for Blouses that Sold for 81.95
ONLY $\$ \mathbf{1 . 8 8}$ for Blouses that Sold for 82.95
ONLY $\$ \mathbf{2 . 8 8}$ for Blouses that Sold for 83.95
ONLY $\mathbf{\$ 3 . 8 8}$ for Blouses that Sold for 85.95

Be Sure to
See Special
Lot Blouses
Only $\$ 1.00$

Wonderful Values in Skirts! Read, Come, Buy ONLY $\$ 1.88$ ONLY $\mathbf{\$ 2 . 8 8}$ for Skirts that Sold for $\$ 3.95$ ONLY $\mathbf{\$ 3 . 8 8}$ for Skirts that Sold for $\$ 5.95$

Save!
Save!

See Our $\$ 1.00$ Rack of Dresses
Values up to $\$ 7.95$
1 Rack Dresses, Values up to $\$ 12.95$ (1)TLI $\$ 4.95$ 1 Rack Dresses, Values up to $\$ 9.95$ ONI $\$ 2.95$

For Men . . . A Great Opportunity

## All Straw and Panama Dress Hats

$1 / 2$Price $\$ 3.00$ Hats $\$ 1.50 \quad \$ 5.00$ Hats $\$ 7.50$ Hats $\$ 3.75$ $\$ 10.00$ Hats $\$ 5.00$ Buy for Now and Next Year

Big Values in Men's Manhattan Dress Shirts 3.25, 83.65 and 83.95 Values<br>On Sale at \$2.98<br>-Men's and Young Men's Sport Shirts<br>81.49, \$1.89 and 81.95 Value Go at 98c<br>Other Sport Shirts $\$ 3.95$ to $\$ 4.95$ Values Go at $\$ 2.95$

big savings on Boys' Sport Shirts

Buy 1 or a Dozen
$\$ 1.95$ to $\$ 2.49$ Values
Go at $\$ 1.59$
81.69 to 81.79 Values

Go at \$1.39
$\$ 1.19$ to $\$ 1.49$ Values for 98c

Now Is the Time
to Sew and Save
STUPENDOUS REDUCTIONS IN PIECE GOODS Special lot Nylon, former price $\$ 1.95$, Now $\$ 1.49$ Crease Resistant Linen, was $\$ 1.98$, Now $\$ 1.49$
Assorted lot of Crepe and Faille, $\$ 1.69$ value, Sale Price Only 69c
Wash Crepe, $\$ 1.19$ to $\$ 1.49$ values, going at 79 e Cotton Sheer, 98e to $\$ 1.49$ values, Only 79e Tissue Gingham, $\$ 1.19$ quality, on Sale at 79 c Assortment of Dotted Swiss, Voile and Bemberg, 79e to 98 c value, Only 59 c

49 c to 69 c Chambray
As long as it lasts, 39e
Cretonne, 50c quality, Only 25 c
Assortment of Ladies' Fabric Gloves, Broken Sizes Values $\$ 1.00$ and up, to Close Out at 25 c

Great Children's Shoe Values all infants Sp to size 8 $\$ 1.49$ SANDALS AND BALLERINAS to BALLERINAS ${ }^{5}$ $\mathbf{\$ 1 . 9 5}$ BALLERRINAS
Same Price as Sandals Buy 2 or 3 or more pairs It Pays to Remomber You Can't Beat HIGGINBOTHAM'S

## SALE CONTINUES

Dresses Reduced

Crisp, Colorful Cottons for About Town and About the House Regularly $\$ 8.95$ Now
$\$ 5.95$ or 2 for $\$ 10.00$
Special Purchase!
2 to 10 Yard Pieces
Pima Fine Quality Solid Color
Chambray 2 yards $\$ 1.00$

Lumes sumer
Purses Now \$1.49
$\$ 2.98$
Value
$\$ 1.98$
$\$ 1.98$
Value Now 99c
 Shorty Pajamas $\$ 1.88$ ALL BETTER Dresses $1 / 2$ Price
COME EARLY FOR BEST
SELECTIONS
Group Ladies' Wedge Heels, Low Heels

## Sandals

Reds, Greens, Navys, Blacks, Browns,
All Sizes and All Widths in This Group Values to
$\$ 6.95$$\$ .98$ and $\$ 2.88$

Sandals, Pumps, Ties
Whites and Colors High and $\begin{aligned} & \text { Regular } \$ 6.95, \$ 8.95 \\ & \text { Values }\end{aligned} \$ 3: 8:$

## Bathing Suits Including Catalinas Half Price

## Children's Sandals <br> Just Right to Finish Out the Summer



MEN'S DRESS<br>Curlee Suits<br>PRICED TO CLOSE OUT 5<br>All Wool Tropicals, \$25 Dress Pants $\begin{array}{r}\text { Values } \\ \mathbf{\$ 2} \\ \mathbf{2} .58 \\ \hline 5.95 \\ \hline\end{array}$

All Other Pants Reduced!

## Men's Dress Slacks

 MEN'S NATIONALLY ADVERTISED

## Sport Shirts

REDUCED TO ROCK BOTTOM: $\$ 7.98$
Values-Now $\$ 4.95$
Values Now
S2.98 Now

## MEN'S SUMMER STYLE

## Dress Oxfords

FINAL CLEAN-UP

Nylon Nest, Ventiltated, Tan and Brown
or Brown and White Lanfers

## Men's Straw Hats $\frac{1}{2}$ Price

one group boys' short sleevi
Broadcloth Sport Shirts
Solids ... Prints ... Plaids

> 98c

## Dress Suits

Long and Short Pants Included

| Values to | $\$ 1.98$ |
| :--- | ---: |
| $\$ 2.98$ | $\$ 2.49$ |
| Values to | $\$ 3.98$ |
| $\$ 3.98$ | $\$ 2$. |
| Values to | $\$ 5.95$ |



It was on July 18, 1947, that we came to Ballinger to take over the Ford Tractor business. Tomorrow will be our fifth anniversary and we cannot let it pass without expressing to our patrons and friends the thanks due them.

Our five years have been made happy by the fine patronage, the hospitality and the wonderful spirit of friendship shown by so many. We firmly believe there is no better place in which to live and no finer people in the world.

Aside from actual business, you have taken us into the religious, civic and social life of the town for which we are deeply grateful. In our small way we have tried to fill each place of responsibility and in doing these tasks have experienced a real joy.

> On this anniversary let us say thanks to every man, woman and child who in any way has contributed to our prosperity and happiness.

## RUNNELS COUNTY IMPLEMENT CO.

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## STOP LOOK SHOP

## Peaches  Asparagus



## JACK NIXON

 First National Band mas.


## Why Walk When You Can Buy Bargains Like These?

 1941 FORD SUPER DE LUXE CONVERTIBLE COUPE
## 1941 FOR

$\mathbf{\$ 3 4 5 . 0 0}$
1940 PLYMOUTH SPECLAL DE LUXE $\$ 295.00$
1940 Chevrolet speclal de luxe TUDOR

1940 BUICK SPECLAL SEDAN
$\$ 295.00$ $\$ 145.00$
1940 OLDSMOBILE 66 TUDOR
$\$ 295.00$
1939 OLDSMOBILE 66 SEDAN
$\$ 175.00$
1942 PONTIAC TORPEDO SEDA
COUPE
Radio, heater.
clean and solidd
$\$ 295.00$
1940 PONTIAC STREAMLINER
Radio heater.
Verv nice
1939 PLYMOUTH SPECIAL DE LUXE TUDOR
A real buy
$\$ 175.00$
1936 CHEVROLET STANDARD
TUDOR
Radio and heater Extra clean.
Better hurry on this one
$\$ 150.00$
throush hit
We also have a few new Chryslers and Plymouths. See
us for the best trades in town.

## Price Motor Co.

Hutchings Avenue Dial 3222 Ballinger, Texas WALLACE M. BARNETT, Sales Mgr.

Several Producers And Wildcat Tests Recorded in Week

ON SATURDAY, JULY 19, we will announce an entirely new line of general-purpose tractors - successors to the famous John Deere Models "A" and "B. By far the greatest values ever offered by John Deere, these new tractors feature major engineering advancements and a host of improvements that step up tractor performance in many different ways.

One of these new models will be on display at our store this Saturday so be sure to stop in and see for yourself how much more value these great new John Deere Tractors offer you.

## To Be Given Away Free!

4 p. m., Saturday, July 19
1 MODEL N MAYTAG WASHING MACHINE
Register One Adult to the Family, Please
1 JOHN DEERE NEW MODEL, SCALE MODEL, PEDAL TRACTOR

Children register up to Eight Years Old
Children and Adults are to be Registered at Our Store between 7:00 $\mathrm{a} . \mathrm{m}$. and 4:00 $\mathrm{p} . \mathrm{m}$. SATURDAY, JULY 19

## MANSELL BROS. <br> John Deere and Maytag Dealers



The First National Bank OFBALLINGER

SINCE 1886


Member Federal Deposit Insurance Corporation
Randolph Scott Stars in Technicolored Tale of Brawling West, Carson City


$\qquad$


HILLCREST
Drive-In Theatre



## cocc| Summer Fabrics 2 yards $\$ 1.00$

? .".". $=$ . numpon wis men 3 yards $\$ 1.00$

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- printed lawn
solid color otti

$\$ 1.00$

- printed nylon
- solid color gingmam
white terby cloth


## CLEARANCE Half Price

ALL SUMMER BAGS, regularly $\$ 2.98$ to $\$ 4.98$, now

PRICE
CORO SUMMER JEWELRY, in white and pastels, now

ALL SUMMER FLOWERS, originally $50 c$ to $\$ 1.00$, now $\quad 1 / 2$ PRICE Single blossoms, bouquets in all colors
ALL SUMMER BELTS, straws and novelties, $\$ 1$ and $\$ 2$ values $1 / 2$ PRICE

MEN'S SUMMER TIES, originally $\$ 1$, $\$ 1.50, \$ 2$, now
$1 / 2$ PRICE
MEN'S SUMMER PJs, of solid color rayon; to $\$ 3.98$, now.
$1 / 2$ PRICE
MEN'S LEATHER BELTS, special group, \$1, \$1.50, \$2, now .......1/2 PRICE

| $\$ 4.99$ |  |
| :---: | :---: |
| $\begin{aligned} & 20 \times 26 \text { Pillows } \\ & \$ 3.00 \mathrm{pr} \text {. } \end{aligned}$ | Nylon Shirts |
|  | \% |
| Pillows | , |
| \$5.00 pr. |  |



## Nylon Gowns <br> $$
\$ 3.99
$$

Satin Comforts
$\$ 10.95$

Nylon Hose 89c

Lunch Cloths $\$ 1.79$
and
Slips "wnt stiox $\mathbf{\$ 2 . 9 9}$

$$
\begin{aligned}
& \text { and blue, with nylo } \\
& \text { and lace trimmings. }
\end{aligned}
$$ Gloves

## Boys Terry T-Shirts 79c <br> $\qquad$

> Pedal-Pushers and Overalls 79c

## Sale Starts Friday Morning at 8:30

| Our Entire Stock of Men's - - Women's - - - Children's SUMMDR SHOFS |
| :---: |
|  |


| Features for | Regrouped! : SUMMER D |
| :---: | :---: |
| 1.00 Days | $\$ 5.00=\$ 12.88$ |
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|  | Rag Rugs <br> 29c |
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Home Demonstration Council Plans Annual Rally Program


## Country Joys


$\underset{\substack{\text { Sur } \\ \text { sudy } \\ \text { sudy }}}{\substack{\text { sur }}}$
ANOTHER BIG REASON pROTECT YOUR PONTIAC PROTECT YOUR PONTAC
WITH PONTIAC SERVICE Morgan Motor Co.


are on your message when it appears in the columns of TEXAS' KEY-TOWN NEWSPAPERS

These dailies and weeklies, some $\mathbf{5 0 0}$ strong, and with more than $2,800,000$ paid-in-advance subscriptions, cover the vast areas of Texas from the flowing wheat fields in the Northwest, to the great shipping centers of the Gulf coast; and from the tall timberlands of the Northeast
of the Magic Valley in the Southwest.
it's a market to behold!

For a successful advertising campaign, at a minimum of cost and a maximum of coverage - use the KEY. TOWN
NEWSPAPERS OF TEXAS - A GRADE. A LIST compled by NEWSPAPERS OF TEXAS - a GRADE. A LIST compiled by The Texas Press Association, a list whose circulation is at tested to by The Texas Press Assoc

Truly, "The Eyes of Texans" are on your ad when it ap pears in the columns of TEXAS' KEY. TOWN NEWSPAPERS

TEXAS PRESS ASSOCIATION INTERMATIONAI LIFE BU
AUSTIN. TEXAS

## Morgan Motor Co.

OFFICIAL MOTOR VEHICLE inspection station no. 2244


ANOTHER BIG REASON protect your pontac PROTECT YOUR POC SRVE
WITH PONTAC SEVICE (4) Morgan Motor Co.





BIG SPRING BRONCS
(Cubans and Negroes)
Cat Park
Thursday, July 17
8:15 p. m.
 SOCIETY鹪。



## PENNEY'S LOOK! SAVE! d5g Y <br> Summer Dresses

## Our Entire

Stock Repriced
Into 3 Big Groups $\$ 4.00$ $\$ 6.00$ $\$ 8.00$ SAVE NOW in Our July Clearance of these Fine SUMMER DRESSES You'll Find Tissue Chambrays, Tissue Ginghams, Bembergs, Printed Nylons, and Puckered Nylons.
OUT THEY GO AT THESE LOW PRICES!




Musical, Comedies, Westerns Billed At Horseshoe Drive-In for the Week

commissioner AGRICCuiture


Recelect
GRAHAM



free midnight show
'Ghosts on the Loose'

SUNDAY, MONDAY
Radiós Favorite Family in their First Screen cameoy!


DANIDarRCCO


ROCK HUDSSON $\rightarrow$ BARPARA LAMRENCE





