## BALLINGER DAILY LEDGER

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This is
A True Story---

## Gold Medal Cofite <br> Makes More Good Cups of Cofiee to the Pound than Any Other <br> COFFEE

## Handled by

E. A. Jeanes d Go

Ballinger, Texas
Distributors-WEAR GROCERY COMPANY

Is Insurance Too High?
E. Shepperd \& Company
BALLINGER
STEAM BAKERY

HARDIN \& CARR of the Better
Phone 56 we cal wo oriter

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## Nation-wide Demonstration Sale of Pathe Phonagraph and Pathe Records

Tomorrow morning, a sale of phonographs will be opened in this store, the character and magnitude of which is more far-reaching than has ever been attempted in the history of music.


This is a sale which will be ultimately carried out in approximately one hundred of the principal cities of the United States.

It is a move on the part of the Pathe Freres Phonograph Company of New York City, manufacturers, and the retail dealers in Pathe Phonographs and Records to bring the excellence of these instruments and records directly, forcefully and immediately to the close and intimate attention of music loving persons, under a plan which offers exceptional advantages to the purchaser.

The following gives the essential facts concerning the intensely interesting plan:


## \$25 Worth of Pathe Records FREE

This unusual sale is a campaign to more directly demonstrate and thoroughly introduce Pathe Phonagraphs and Pathe Records to the people of Ballinger and vicinity. There have been 50 genuine Pathe Phonographs, and their complement of FREE Pathe Records, alloted to us, for this purpose. This entire allotment is right now in our store and will be sold upon the special terms and conditions mentioned elsewhere in this advertisement and there will be no delay in delivery to you.
While this announcement is mot unusual. in itself, yet this alone does not give the tull significance of what this sale really means.
This Special sale of 50 Pathe Phonographs in Bollinger and vicinity is less than one-hundredth part of a gigantic co-operative campaign which has been planned to take the Pathe direct to the homes of the people
It is the purpose of the manufacturers, through this attractive sale and plan to get twenty thousand more
American homes right at this time to know and to use and praise and boost Pathe Phonographs and Pathe American homes right at this time to know and to use and praise and boost Pathe Phonographs and Pathe
Records. And to accomplish this monumental piece of business enterprise it is the purpose of the manufacturers to ultimately carry out this great nation-wide demonstration in over one hundred of this country's principal cities.
Every one of the vast number of instruments required, running well into mullions of dollars; every statement made, and every condition of sale accorded the purchaser will be identical. The 50 persons in Ballinger and vicinity who are so fortunate as to obarin the phonographs we have been alloted, will be givell the same price
to a penny, and the same conditions and guarantees as the persons in New York City. San Francisco and This sale is to create a closer acquaintance with and to further popularize the Pathe Phonograph and Pathe This ale is to create a closer acquantance with and to further popularize the Pathe Phonograph and Pathe
Records. And nothing will be permitted, in presenting their claims for your approval, that will in the slight-
est degree reflect

## Origin of the Pathe and What is Back of It

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## ritio Patao Promex (Pataie il


The Pathe Rooster show
to man. In the United States
shown in the Pathe News at $m$


| LANKFORD FURNITURE \& UNDERTAKING CO, Ballinger, Texas: |
| :---: |
| Without any obligation whatkoever on my part, you may send me photographs and other descriptive matter of the Pathe Phonograph you are offering upon speoial terms. |
| - |
| Name |
| No. . . . . . . . . . . . . . . . . . Street |
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# Lankford Furniture and Undertaking Co. Ballinger, Texas 

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