## BALLINGER DAILY LEDGER

# TONIGHT MANVILLE BROS. COMEDIANS THE GOOD SHE SHOW 

 Our Tent is Waterproof. Don't Fail to See Our Opening Play Tonight $\int_{\text {herican }}^{\text {spices }}$ Makes Charge that Oklahoma Guardmen Belong to Ku Ki Rultup Lightning Destroys Three Balloons During Race|  |  | Big Events in the Lives of Little Men | stop martial law in Okl |  |
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# RUNNING A HOUSEHOLD IS A BUSSINESS 

Is Yours Run On Business Principles? Wise buying is the first step to success in any business. So is it the first ss concerns have purchasing agents who are experts in knowing what,
ind where to buy. They study goods and concerns which have goods to They watch the markets. They read carefully the advertisements of
concerns in their particular lines.
The manager of a household must be purchasing agent for a large proThe manager of a household must be purchasing agent for a large pro-
portion of the family needs. She should run her business on business prin-
ciples in order to make the most of the family income.
Information is the basis for intelligent purchasing. And the right way
to get the greatest amount of necessary information is to read advertise-
ments.
Advertising today is the voice of brusiness. Advertisements tell you what
is new and good in merchandise they reveal improvements and inventions;
they give you information about things that are useful and interesting.
Every manager of a household every person in the household who
shares the responsibility for the family's welfare-should make a practice of
reading advertisements. Ballinger Printing Co.

Telephone 27

 mission.

Cameron \& Co.
A small want ad in
Ledger often saves yor


The Sign of the Guaranty Fund spices
A Symbol of Safety to the spor

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| The yery fact that since the Guaranty Fund Le" | TRITH\% |

A GUARANTY FUND BAN,, Sept. 25.-A Reuter

| Pure Distilled Water Ice Day ${ }^{f}$ the rumor has been Night, every day in the year. <br> Good Ice that Lasts. $\rightarrow .$. <br> Courteous employees and Good <br> vice. $\qquad$ <br> Platform Ice, 30 cents per hur <br> n ordinance planing <br> 40 cents per hundred. Books de <br> BALLINGER LIGHT, POWER \& ICE $\square$ |
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FIRST NATIONAL
OF BALLINGER
Sept. 14th, 192


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