

## NOW OPEN . . .

 JACK TUNNER TIRE CO.We are now open for business at the corner of South Ninth Street and Strong Avenue with a complete service for car owners. We are featuring:

- GOODYEAR TIRES
- BATTERIES AND ACCESSORIES
- TEXACO GASOLINE AND OLLS
- WASHING AND LUBRICATION

Opening Special! senger tires FREE. Pick up and deliver of cars for washing and greasing. Call t
when vou have a flat at home or on the road. 10 years experience in the tire bus JACK TURNER TIRE CO.

CHRYSLER APPROVED SERVICE
Dodge, DeSoto, Chrysler and Plymouth
FACTORY TRAINED MECHANICS FACTORY PARTS
PRICE MOTOR CO.

Pioneer Floor Sanding Co.
Floor Sanding - Refinishing
Fast, Careful Methods Restore
Original Beauty to Your Floors
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hone 338 ? $\qquad$


Find out how litle a new Studebaker cosis!


It's the most talked about car on the road! Coupes and hard-tops are less than 5 feet high!


Francis, the Mule, and O'Connor Score in Comedy of Big Town

Teen-Agers Background Mid-Week Melodrama
'Ivanhoe,' Big Hollywood Names, Circus Thriller Highlight Appreciation Week at the Hillcrest Bectet, starring John Derek.
Biled at the Hillcrest Wednes-
diay, Thursday and Friday. July
8. 8. .0, is the first run feature,
Man on a Tightrope," pro-
fuced for 20th Century-Fox in

ILLCREST Drive-In Theatre

## TEXAS




Extra Attraction
"THE MOST BEAUTIFUL GIRLS IN THE WORLD"

4th of July FIREWORKS

## 

SALOME, WHERE SHE DANCED'

AM



Now at Ballinger Electric Co.


## DUENTIIS

## Ballinger Electric Co. <br> 13 Hutchings



## We're in the TV Business But ...

 We Don't Want to Sell You a Television ReceiverNO, the only TV sets you'll find under the oldest TV tower in town at 115 North seventh Street, will be sets in the process of being serviced so that their
may SEE THE DIFFERE NCE:

That's our product the item we'd like to call to your attention SERVICE

You see, having started on our 26 th year in the exclusive servicing of electronic equipment, with eleven of those years spent right here with you in Bal-linger-we'd like to believe that quite a few of you know from experience that we're sincere when we repeat that you, the owner, MUST be satisfied with the operation of your electronic equipment in your home or your car when you've had it repaired at Ballinger Radio \& Television Service. And by "electronic equipment" we mean any make or model radio, auto radio, television set, tape or wire recorded, record player or changer,
amplifying system.
That's the guarantee we'd like you to remember when you think of us. although the usual manufacturer's guarantee on every part or tube used applies as a matter of course.

With specific reference to television we've been working, as many of you know, since January, 1949, to ward the day when you'd want a TV set in your home. That day is here, and we respectfully request an opportunity to serve your TV needs.

Since installation is a primary con-
sideration in the service you will receive in the months to come, we are prepared to handle your installation problems, however simple or elaborate an antenna you plan to use-any estimate on request.

In fact, we'd like to close with an invi-
tation-come in and let's talk TV.

## BALLINGER RADIO \& TELEVISION SERVICE



# KNOW YOUR TV DEALER! 

 The Local Firm will be Here TomorrowLook at the Television set that you are going to buy: Ask about the Warranty on the picture tube. Most major manufacturers offer a certain period of guarantee on the picture tube at no cost to you! Don' let prices fool you . . . if you buy from a reputable dealer . . . you know that you can trust him, whether your set is in the low or high price range. Beware of "Fly-by-Nighters," even they will have major brands of TV . . . but will they be in business tomorrow? . . . how sound is their guarantee? Don't get yourself over a barrel . . . trade with the man you can trust!

## When You Buy Your Television Set Remember Two Important Points!

1. Buy a Nationally Known Brand Set. 2. Buy from a Local Reputable Dealer.

## If You Don't Know TV KNOW Your TV Dealer

Service is the unseen quality in the TV set. Service will determine your viewing pleasure.

We offer you the service of a skilled staff of elec- tronic experts long experienced in the installation and servicing of television equipment.



Complete antenna installation including 90 -day warranty on set


Salad Dressing winitr


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| , $\rightarrow$ - | Ritz Crackers 点䢒 33 C |
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| Cups | Pork \& Beans manox somen |
| Forks, Spoons moome ${ }^{\text {mase }} 10 \mathrm{c}$ | Gulifpray or. 490 |
| Napkins secosort mex 150 |  |
| Luncheon Meats issont | 49 C |
| Wieners sthoors | 45c 40, - - |
| Loin Steak | 4. 49c \% cite |
| Seven Steak | 4. 39C |
| Pork Sausage |  |





| Got all these big little picnic aids on hand? Most of them you'll find at Safecheck it again the day you're starting out. |  |
| :---: | :---: |
|  | Sun Glasses Sun Tan lotion Outdoer Cushions Flashlight First Aid Kit Swim Suits Towels Camera \& Film Fishing Tackio Umbrella! |

Load up for FUN with these PICNIC SPECIALS!

Everybody knows that good foods taste even better in the great out-of-doors. So how about heading for the hills or beach, lake, or river this weekend? Appetites have a way of zooming when you're out in the sun-so we're featuring a big variety of swell-eating pienic foods. Come in now...choose your favorites for the big family fun-trip.

Charcoal
Pork \& Beans :":
Sausage $=$ Rolls "

BURIAL INSURANCE for $\$ 100$ to $\$ 600$

See us for complete information Newby-Davis Burial Assn. Ballinger, Texas

## 20) (1) 1)



Ballinger, Texas
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YOUR SAFEWAY STORE WILL BE CLOSED ON SATURDAY, JULY 4th
ock $1 p$ for the Long
Week-End Ahead


| Potted Meat Luby: | $3{ }^{\text {No. }{ }^{\text {Nam }} \text { 25 }}$ |
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| Dinergers ${ }_{\text {Brom }}$ | ${ }_{\text {lize }}^{12}$ |
| Cola $\begin{aligned} & \text { Belticoum } \\ & \text { Refreating }\end{aligned}$ | $6{ }^{\text {coiche }}$ 25c |
| Pepper | $6{ }^{\text {chintit }}$ |

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Pr. 3lc Pure Lard
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Lb. 37c Tomato Catsup Teste


Edwards Coffee
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Chuck Roust
Smoked Picnics
Frankfurters

## Legeftamb

 RibChops inder cirl Ground Beef fraies ; jiay Sirloin Stoak is.iden coit Lamb Roost gisum ciai strotic


Freedom zrom Drudgery!

are symbols of a new freedom for American homemakers - just as the Liberty Bell
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Whar Tcas hors moll

## a new

producing a variety of
They provide a healthy, comfortable, pleasan
 atmosphere for family living.. 9 Reseach engineering and dependable lectric service provide means of drudgary of housework. Electric

## Top triumph in a 50 year trend!

"It's Ford's 50th birthday and you get the "happy returns" . . . 41 "Worth More
features that make your car dollars go farther than ever before in history.


## Frank Flynt Motor Co.

## The Ninuteman <br> 

The First National Bank OF BALLINGER SINCE 1886


Member Federal Deposit Insurance Corporation

## HORSESEROE <br> DRIVE-IN THEATRE <br>  <br> SATURDAY ONLY, JULY 4 big double feature PLUS BALLINGER'S GREATEST <br> FIREWORESS <br> DISPLAY <br> at Regular Prices <br> 

DOUBLE FEATURE PROGR


8
ODS3 Cimorno


MALA POWERS MALA POWERS
BILL WILIAMS

TUESDAY AND WEDNESDAY


## WANT ADS


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## Have Your Tires Vulcanized at BRADLEY'S TIRE CO.

## New Equipment

PASSENGER TIRES $600 \times 16$ through $750 \times 16$
$640 \times 15$ through $820 \times 16$ PICKUP TIRES 600x16 through 750x17 TRUCK TIRES $750 \times 20$ through $1000 \times 20$ TRACTOR TIRES $900 \times 36$ through $13 \times 36$
$10 \times 38$ through $13 \times 38$ $10 \times 38$ through $13 \times 38$ install Used Tire while Tire is Being
Repaired... Quick Service ALL WORK GUARANTEED! BRADLEY'S TIRE CO.

Your U. S. Royal Distributor Ninth Street and Hutchings Avenue Dial 3561

## SPECIALS

Used Auto Parts




Homogenizes Bock lato the fobicic
Htollandis




Napkins sacomit
Olives
Pickles satro
Peanuts
Luncheonette
Ketchup
Mustard maxcus
Frostee s:x.tilucount
Choc. Syrup
${ }^{1 \mathrm{~cm}} 19 \mathrm{c}$
 THURSDAY AND FRIDAY
BROADWAZ
Broadway

