

'54 Ford Boasts Exclusive Features

Compression Ratio Is 7.2 - to - 1

The 1954 Ford passenger cars, which went on display Wednesday at the Lohaus Motor Co. showrooms here and at dealer displays all over the nation, feature a host of Ford exclusives in the high volume automobile field.

An entirely new 130-hp Y-block V-8 engine with overhead valves.

A new 115-hp I-block mileage maker six engine, noted for economy.

New ball-joint front suspension which Ford engineers call the greatest advance in front suspension in 20 years.

The Skyliner—an entirely new hardtop model with tinted, transparent plastic top over the driving compartment.

A smart new Ford Sunliner convertible with an unusual transparent plastic panel inserted in the top over the front seat to provide overhead visibility.

Four new power-operated driving assists: Power brakes, power steering, four-way power seat, power-lift windows.

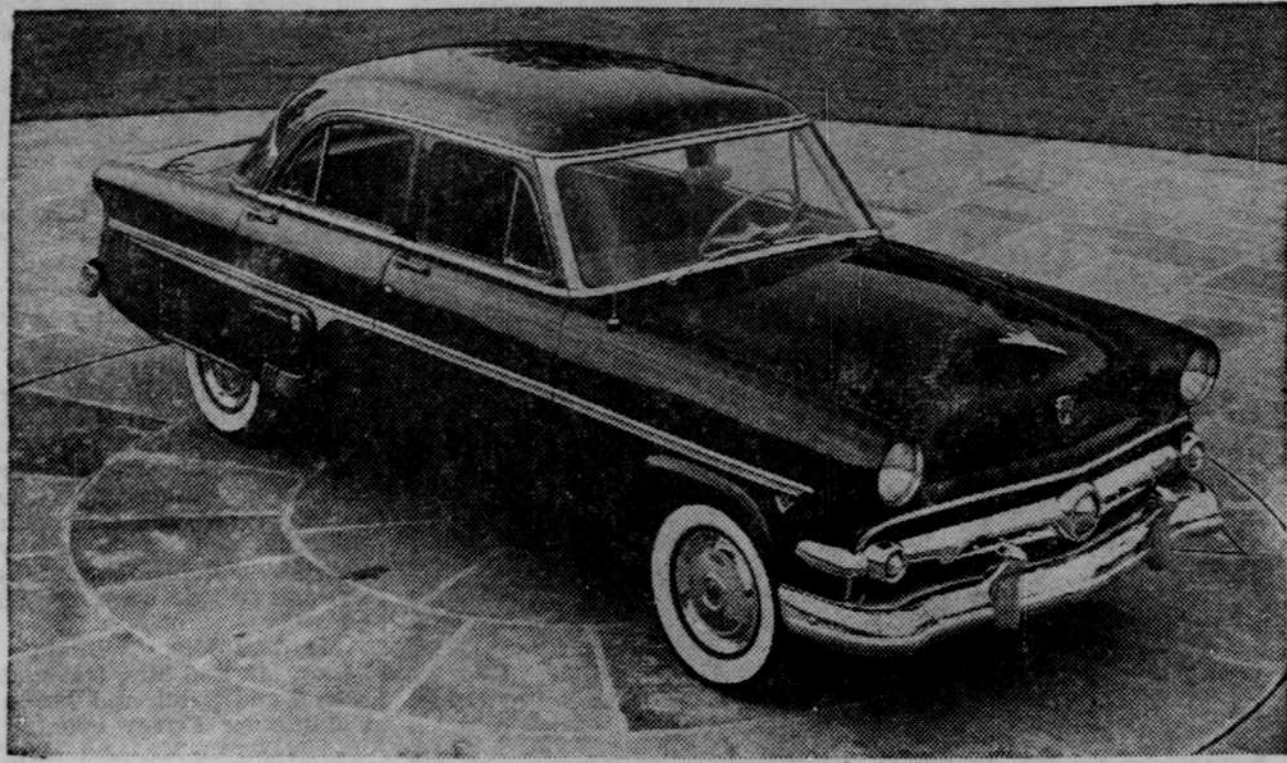
Formomatic transmission.

The two new Ford engines for 1954—the Y-block V-8 and the I-block mileage maker six—were designed expressly to lead their respective fields and have been under development for the past six years," according to Henry J. Lohaus, manager of the Lohaus firm.

"Ford was the first to offer a V-8 engine in the low-price field, and although the majority of expensive cars joined the V-8 parade, Ford today is still the only car in its price class to have V-8 power.

"For 1954 Ford has perfected two new engines that are as far ahead in their fields as the original V-8 was in its day. And they have the benefit of Ford 'know-how' gained in building more than 16 million V-8 engines during the past 22 years," Mr. Lohaus said.

Mr. Lohaus pointed out that Ford's new overhead valve V-8 engine, with its deep-block construction, is of modern, short-stroke, low-friction, high compression design. It has a compression ratio of 7.2 to 1 and is smoother, quieter and gives more responsive power with greater economy and longer life than last year's engine. It rates 130 brake horsepower, up 20 horse-



The 1954 Ford Crestline sedan . . . now on display at Lohaus Motor Co. showrooms.

power over the 1953 L-head V-8. The new I-block 115-hp mileage maker six also is a completely modern high compression low-friction engine. It rates 14 horsepower more than the 1953 Ford six and, like the Y-block V-8, it is an "over-square" engine.

According to Mr. Lohaus, the new ball-joint suspension makes the 1954 Ford the most comfortable and easiest handling Ford ever built. Exclusive to Ford in the high volume field, the ball-joint suspension replaces the older type king-pin suspension. This new system permits up and down movement of the front wheels through the ball-joints.

In its 1954 passenger cars, Ford again is offering three lines—Mainline, Customline and Crestline—with 14 body styles.

Mr. Lohaus said that this year, for the first time, Ford is offering buyers a choice of either its V-8 or six-cylinder engines in all models—a total of 28 models for 1954.

To maintain Ford's modern style leadership, the 1954 Fords are coming off the assembly lines in 156 exterior and interior color combinations.

Belated Yule Dinner at Beckwith Home

A belated Christmas dinner was held Tuesday evening, December 29, at the Ralph Beckwith home with the following present: Mr. and Mrs. Vern Beck and Robert of Columbus; Mr. and Mrs. Rex Beckwith, Mr. and Mrs. Dean Beckwith and Gary; Mr. and Mrs. Leon Beckwith and Leona Fern, and Mr. and Mrs. Guy Beckwith, all of Emmet; Mr. and Mrs. Arthur Harley, Sheryl and Stevie of Atkinson; Mr. and Mrs. Vernon Beckwith and Rodney of Page and Mrs. Millie Seger. The evening was spent socially and gifts were exchanged.

Returns to Post

Pvt. Donald E. Beckwith, son of Mr. and Mrs. Ralph Beckwith, left December 30 to return to Camp Chaffee, Ark., after spending Christmas leave here with relatives and friends. Pvt. Ted Lindberg, son of Mr. and Mrs. Harold Lindberg, went as far as Wichita, Kans., on his return to Ft. Sill, Okla.

Family Reunion

A family reunion was held at the Clyde Streeter home on Christmas night with the following present: Mr. and Mrs. Harold Huebert and daughters of Wichita, Kans., Mr. and Mrs. Gene Vincent Streeter of Grand Island, Streeter of Lincoln, Mr. and Mrs. Mr. and Mrs. Clyde McKenzie, Jr., and Mr. and Mrs. Dean Streeter.

Kisor Infant Dies in Montana

INMAN—Word has been received here of the death of the baby daughter of Mr. and Mrs. Hubert Kisor of Choteau, Mont. The baby was only a few days old. Mrs. Kisor was formerly Marlene Geary, daughter of Hadwin Geary and the late Mrs. Geary.

Other Inman News

Larry Sawyer returned to his teaching duties near Stuart Sunday after spending the holidays visiting his parents, Mr. and Mrs. Clifford Sawyer.

Miss Luella Watson returned to her teaching duties in the Atkinson public schools Sunday after spending the holidays visiting her parents, Mr. and Mrs. E. L. Watson.

Mr. and Mrs. Merlin Luben and family of Oak spent the weekend visiting in the homes of Mr. and Mrs. Charles Luben and Mrs. May Fraka.

Miss Carolyn Watson returned to Lincoln Sunday after spending the holidays visiting her parents, Mr. and Mrs. Ira Watson. Miss Watson is a student at Wesleyan university.

Mr. and Mrs. Jim Ferris and family moved their household goods to Oakdale on Sunday. Mr. Ferris is a section foreman for the Chicago & North Western railroad.

Mr. and Mrs. Floyd Keyes of Valentine visited in the Clarence Hansen home the last of the week and on Saturday went to Omaha on business.

Mr. and Mrs. Don Taylor and daughter of Dakota City spent new year's day visiting in the home of Mrs. Taylor's parents, Mr. and Mrs. Alva Scholz.

Mr. and Mrs. A. N. Butler returned Sunday from Independence, Mo., where they spent two weeks visiting in the homes of Mr. and Mrs. Harold Brower and daughters and Mr. and Mrs. Marvin Youngs and family and with other relatives and friends.

Joe Bittner of Hillsboro, Ore., came Saturday to spend a few weeks visiting his brother, Paul. M/Sgt. Cecil Keyes left Saturday for his station at Ft. Knox, Ky., after spending a furlough with his brother-in-law and sister, Mr. and Mrs. Clarence Hansen, and family and also with his parents and other relatives in Valentine.

Mr. and Mrs. Paul Hartigan and daughter of Hartington visited Mr. Hartigan's mother, Mrs. Marye Hartigan, Sunday morning.

Mr. and Mrs. Donald Luben and daughters of Wisner spent the weekend visiting in the homes of Mr. and Mrs. Charles Luben and Mrs. May Fraka.

Spent Holidays Here

Harlene and Harlan Sawyer, daughter and son of Mr. and Mrs. Harvey Sawyer, returned to their home in Ainsworth Sunday, after spending their Christmas vacation with Mr. and Mrs. Frank Grenier.

Entertain Guests

Sunday visitors of Mr. and Mrs. Dean Jeffrey were Mr. Pauline Anderson of Wausa and Mrs. Chris Jensen of Omaha.

Thurs.-Fri.-Sat. Jan. 7-9

THE STRANGER WORE A GUN
Randolph Scott—trouble was in love with him . . . co-starring Claire Trevor with Joan Weldon, George MacReady, Alfonso Bedoya.

Adult 50c; children 12c; tax incl. Matinee Sat. 2:30. Children under 12 free when accompanied by parent.

Sun.-Mon.-Tues. Jan. 10-11-12

LITTLE BOY LOST
BING CROSBY at his dramatic best. A man, a boy, and a calico dog. One of the most heart-touching movies ever made.

Admission: Adults 50c; children 12c; tax incl. Matinee Sun. 2:30. All children unless in arms must have tickets.

Wed.-Thurs. Jan. 13-14

Big Double Bill CRY OF THE HUNTED
Starring Vitorio Gassman, Barry Sullivan, Polly Bergen.

—also—
Gene Autrey and Champion in **ON TOP OF OLD SMOKY**
With Gail Davis, Grandon Rhodes, Cass County Boys and Smiley Burnette.

Family night 5c; adult 50c; children 12c; tax incl.

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Mrs. Wilbur Moon Reelected Leader

STUART—The Women's society of the Community church met in the church basement on Thursday, December 31, for a covered dish luncheon at noon. Twenty-two members were present.

The devotionals and the lesson, "How Do You Wear Your Christmas Clothing?" was read by Mrs. Berlin Mitchell.

The annual election of officers was held. Mrs. Wilbur Moon was reelected president, Mrs. Berlin Mitchell was elected vice-president, Mrs. Clifford Meininger, secretary, and Mrs. Ray Greenfield was reelected treasurer.

Following the business meeting, Rev. L. D. Su addressed the group, commending members for what they had accomplished in the past year and exhorting them to greater aims in the coming year.

Reverend Su installed the newly-elected officers.

Return to 'U'

Bill McElvain returned to Lincoln Sunday after spending the Christmas holidays with his parents, Mr. and Mrs. Ralph McElvain. He attends the University of Nebraska.

Helpers in Lynch Store Are Feted

LYNCH—Mrs. Floyd France was hostess to 18 people at a special turkey dinner, new year's eve at 6 o'clock, served by Mrs. Spelts at the Spelts cafe. The honor guests were those who had assisted in the France Grocery in 1953. After dinner a social evening was enjoyed and a suggestion was made that this occasion be made an annual affair.

Other Lynch News

Mr. and Mrs. Lorelle Alford of Omaha visited at the W. T. Alford home for the Christmas holidays.

Mr. and Mrs. Patsy Mulhair entertained at a new year's dinner Friday. Those present were Mr. and Mrs. Albert Streit and daughters of Portland, Ore., Mr. and Mrs. William Foster and children of Garden City, Kans., Mr. and Mrs. Edward Zach and baby of Osmond, Mr. and Mrs. Julius Waechter of Verdigré, Mr. and Mrs. William Waechter and Karl of Verdigré, Mr. and Mrs. Henry Waechter of Stuart and children called in the afternoon.

Mrs. Mary Zach and Wayne. Mr. and Mrs. William Mulhair and Mr. and Mrs. William Foster and children returned to their home in Garden City, Kans., on Sunday, January 3, after spending the holidays with Mrs. Foster's mother, Mrs. Mary Zach, and brother, Wayne. This was the first reunion Mrs. Mary Zach in seven years. Mrs. Albert Streit and her family of Portland, Ore., and Edward Zach and his family of Osmond also visited here during the holiday season.

New year's dinner guests at Mr. and Mrs. W. T. Alford and the Kenneth McMeen home were

Beverly and Douglas and Billy Alford and lady-friend of Omaha. They all went sightseeing at Pickstown, S.D., in the afternoon. Mr. and Mrs. Lee Bjornsen and family of Sioux City spent Wednesday, December 30, at the Vince Jehorek home. They left for Spencer that evening to visit Mrs. Bjornsen's parents before returning to their home on Thursday.

Mr. and Mrs. Lyle King of Omaha were recent visitors at the Frederick King home.

Mr. and Mrs. Charles Novak and daughter of Omaha spent Christmas vacation at the Louis Novak home.

Mr. and Mrs. Richard Kraemer and family spent the Christmas holidays in Rochester, Minn., visiting relatives.

Mr. and Mrs. Albert Streit and daughters returned to their home in Portland, Ore., on Wednesday, January 6, after visiting relatives here during the holidays. The entire Streit family enjoyed the family gathering—it being the first time all were together in eight years.

Mr. and Mrs. Henry Vonasek and daughters of Verdigré visited at the C. L. Hasehorst home on new year's.

Money to Loan
AUTOMOBILES
TRUCKS
TRACTORS
EQUIPMENT
FURNITURE

— on —
Central Finance Corp.
C. E. Jones, Manager
O'Neill, Nebraska

ELKHORN FLOWER SHOP

405 E. DOUGLAS ST.
O'NEILL, NEBR.

Night Phone 530W Day Phone 579

We Telegraph Flowers
Flowers For All Occasions

DON McCLELLAN'S BARBER SHOP

... will be in a new location in two weeks, moving into the Asimus Building, next door to the Nu-Way Cafe.

I will be operating the shop three weeks out of each month in the new location.

DON McCLELLAN
— Prop. —

THE BROKEN DOWN WASHING MACHINE

To a woman the washer said,
"To me you are a plain bone-head.
You think clean clothes I should display.
Though I'm a wreck in every way,
My AGITATOR drags, when I run,
My BOTTOM leaks, till wash is done.
My GEARS are worn, My COGS don't fit,
My MOTOR'S DEAD, My DRAIN PLUG'S split,
My WRINGER'S warped, and out of shape,
You've patched me up with rags and tape.
Because you're filled up with disgust,
I'm the one who's kicked and cussed,
Don't get worked up in such a stew,
Just take me where they'll

— Trade Me For A New —

Maytag

YOUR MAYTAG DEALER

WM. KROTTER CO. OF O'NEILL

O'NEILL, NEBRASKA

Ainsworth Monument Works
Ainsworth, Nebraska
Display on Highway 20

Prompt Tankwagon SERVICE
Rural & City
PHILLIPS "66" PRODUCTS
New & Used Tires
Greasing & Washing

BORG & WORTH
Phillips "66" Station
Phone 362

Charter No. 5770 Reserve District No. 10

Report of the condition of the

O'NEILL NATIONAL BANK

of O'Neill, in the state of Nebraska, at the close of business on

DECEMBER 31, 1953

Published in response to call made by Comptroller of the Currency, under Section 5211, U.S. Revised Statutes

ASSETS

Cash, balances with other banks, including reserve balance, and cash items in process of collection	\$1,014,392.48
United States Government obligations, direct and guaranteed	2,387,201.57
Obligations of States and political subdivisions	99,311.40
Corporate stocks (including \$4,500.00 stock of Federal Reserve bank)	4,500.00
Loans and discounts (including \$407.67 overdrafts)	468,298.70
Bank premises owned	3,000.00
Other assets	926.91
Total Assets	\$3,977,731.06

LIABILITIES

Demand deposits of individuals, partnerships, and corporations	\$3,241,905.15
Deposits of United States Government (including postal savings)	97,040.28
Deposits of States and political subdivisions	139,905.90
Deposits of banks	243,213.39
Total Liabilities	\$3,722,064.72

CAPITAL ACCOUNTS

Capital Stock:	
Common stock, total par \$50,000.00	\$ 50,000.00
Surplus	100,000.00
Undivided profits	105,666.34
Total Capital Accounts	\$ 255,666.34

Total Liabilities and Capital Accounts \$3,977,731.06

MEMORANDA

Assets pledged or assigned to secure liabilities and for other purposes \$ 440,000.00

State of Nebraska, County of Holt, ss:

I, J. B. Grady, cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

J. B. GRADY, Cashier
Correct — Attest: E. F. Quinn, F. N. Cronin, Julius D. Cronin, Directors.

Sworn to and subscribed before me this 4th day of January, 1954, and I hereby certify that I am not an officer or director of this bank.

ALICE E. BRIDGES, Notary Public
My commission expires July 25, 1956

Member of the Federal Deposit Insurance Corporation
(This bank carries no indebtedness of officers or stockholders)

'54 FORD the "worth more" car declares a dividend



3 distinctive lines — 14 brilliant body styles

YOU'LL FIND THAT EACH new feature in the '54 Ford is an extra dividend in driving enjoyment . . . establishes Ford, even more in '54, as the "Worth More" car. You get a special dividend in styling with Ford's distinctive new appearance. You get sparkling new interiors, too, that are a dividend in themselves. And each of the new Fords gives you special dividends in ride and performance . . . with new Ball-Joint Front Suspension, the greatest advance in chassis design in 20 years . . . with your choice of Ford's new low-friction Y-block V-8 or I-block Six, the most modern engines in any car today! With 28 brilliant new models to choose from, you'll find the exact car to suit your tastes and requirements. Come in . . . See and Test Drive the '54 Ford.

PERFORMANCE DIVIDENDS

The new 130-h.p. Y-block V-8

The new 115-h.p. I-block SIX

OVERHEAD VALVES **DOUBLE-DECK INTAKE MANIFOLD** **OVERHEAD VALVES**

HIGH-TURBULENCE COMBUSTION CHAMBERS **SHORT-STROKE, LOW-FRICTION DESIGN** **DEEP-CAST "Y" BLOCK**

HIGH-TURBULENCE COMBUSTION CHAMBERS **SHORT-STROKE, LOW-FRICTION DESIGN** **4-PORT INTAKE MANIFOLD** **DEEP-CAST "I" BLOCK**

The greatest engine advances since the original FORD V-8

BOTH NEW 1954 Ford engines . . . the Y-block V-8 and the I-block Six . . . have overhead valves for most efficient high-compression operation on today's fuels. Valves are free-breathing to give you the most CO . . . freeturning to seat tightly and maintain high compression. Both engines have a deep-cast block with skirt that extends well below the crankshaft for greater strength and rigidity . . . smoother, quieter performance and

extra-long engine life. Their modern short-stroke, low-friction design cuts friction losses . . . gives you more usable horsepower, more miles per gallon of gasoline. New high-turbulence combustion chambers assure a more thorough mixing of fuel and air for faster, more efficient combustion. Plan to Test Drive a '54 Ford. You'll find these new Ford power plants are the greatest engine advances since the original Ford V-8.

Plus five optional power assists* you might find only in America's costliest cars

Master-Guide Power Steering **Swift Sure Power Brakes** **Power-Lift Windows** **4-Way Power Seat** **Formomatic Drive**

It does up to 75% of your steering work for you, makes parking a pleasure, leaves you with the normal feel of steering on the straightaways.

Power does up to one-third of the work of stopping for you! You are less fatigued, more relaxed, in the stop and driving of congested traffic.

Windows open or close at the touch of a button under each window or on left front door. Driver may operate any of the four Power-Lift Windows.

Push one of two controls and the front seat goes up or down . . . push the other and it goes front or back. It's a real convenience and comfort feature.

You get the smoothness of a fluid torque converter plus the instant "go" of an automatic intermediate gear. Ford also offers gas-saving Overdrive.

*At extra cost. F.C.A.

'54 FORD

More than ever... **THE STANDARD for THE AMERICAN ROAD**

Make today your day for a Test Drive

LOHAUS MOTOR CO.

Phone 16

O'Neill, Nebr.