

Cadillac for '54 . . . worthy of highest praise.

Ewing News

Mr. and Mrs. Ed Urban, accompanied by Mrs. Victor Bollwitt and children, went to Grand Island on Sunday where they were guests of Mr. and Mrs. Alvin Walter and family.

Mr. and Mrs. Robert Pruden were hosts at a party held at the region hall Sunday evening in honor of their eighth wedding anniversary and Mrs. Pruden's birthday anniversary. Refreshments were served.

Mr. and Mrs. Richard Bollwitt and children spent Sunday visiting at the home of Mr. and Mrs. Joan Bauer.

Guests at the home of Mr. and Mrs. Irwin Cloyd were her parents, Mr. and Mrs. George Timmerman of Plainview, Mr. and Mrs. Leslie Brokaw and family of Norfolk and Mr. and Mrs. George Garhart and son of Ewing.

Mr. and Mrs. Alvin Gibbs entertained the following guests at an oyster supper at their home Sunday evening: Mr. and Mrs. H. Shain and son, Richard, Mr. and Mrs. N. A. Bergstrom, and Mrs. Harriet Welke.

Mr. and Mrs. Ed Kaczor and family and Joe Kaczor were guests on Sunday at the home of Mrs. Eva Kaczor. In the afternoon, all went to the country home of Mr. and Mrs. Thomas Kaczor to visit.

Mike Nickolite and Anton Nickolite spent Sunday evening visiting at the home of Mike's sister, Mrs. Eva Kaczor.

Mr. and Mrs. Stanley Huffman and family were guests on Sunday at the M. B. Huffman home.

Mr. and Mrs. Verle Gunter and family spent Sunday at the country home of her brother-in-law and sister, Mr. and Mrs. Archie Johnson, and family.

Mr. and Mrs. William Hobbs entertained Mr. and Mrs. William Toquest and family at a 6 o'clock dinner on Monday evening.

Mr. and Mrs. William Hobbs had as their guests on Sunday her parents, Mr. and Mrs. John Schaefer, and son, Tommy, also her brother-in-law and sister, Mr. and Mrs. James Daggett of Lake Andes, S.D.

Mr. and Mrs. L. A. Hobbs and sons were guests on Sunday at the home of their son-in-law and daughter, Mr. and Mrs. Ed Yelli, who live southwest of Ewing on the Bauer ranch. A birthday dinner was served honoring Debbie Yelli, who was celebrating her second birthday anniversary.

Mrs. Robert Tams and daughters and Mrs. Hazel Kimes transacted business in Clearwater on Saturday.

Sunday Visitors—
Mr. and Mrs. Herman Meyer and family of Atkinson were Sunday morning callers at the Marvin Anderson home. Larry and Gary Anderson returned with the Meyers to Atkinson and in the evening their parents called for them. Leon Sargent called Monday afternoon at the Anderson home.

O'NEILL LOCALS
Mr. and Mrs. Robert Tam and family visited Sunday evening with Mr. and Mrs. M. B. Marcellus.

Mr. and Mrs. Orville McKim spent the weekend in Stuart at Rev. Francis Markey of Fresno, Calif., visited at the home of Mr. and Mrs. Marvin Miller on Tuesday afternoon.

Mr. and Mrs. Harold Williamson, while there they attended the birthday anniversary celebration of Bonnie Joe Williamson, 4.

Mrs. Harry Henry of Oakland is visiting at the home of her daughter, Mrs. R. C. Miller.

Dramatic New Styling in '54 Cadillacs

A dramatically new exterior and interior automotive styling will be revealed in the Cadillac for 1954 going on display today (Thursday) at the O'Neill Auto Show—the first showing of this great new car.

"Never has this division of General Motors offered the Cadillac owner such a harmonious combination of the styling and engineering values that make for motoring satisfaction," according to Lew White, owner of the Lew White Motor Co., the Cadillac agency in O'Neill. "A multitude of advanced Cadillac show car features, quality craftsmanship and scientific skill have joined to create a new automobile worthy of the highest praise of ownership."

"The eight automobiles making up Cadillac's line for 1954 are transformed by a new modern styling and new chassis and suspension design producing extraordinary riding and handling quality."

"Throughout the selection a dignified restraint and lower, longer appearance dominate the eye."

"Body styles are as much as 14 inches lower in over-all height while hood height is 11 1/2 inches lower."

"Horizontal lines sweeping directly rearward and a fuller integration of various exterior parts emphasize the ground-hugging construction of the 1954 Cadillac," Mr. White pointed out.

"Protective headlamp visors are formed by the extending upper surfaces of the front fenders themselves. From this point the front fender line flows directly back to rise gently at the stone

guard and continue to prominent, crisply tailored tail lamp fins.

"There the line drops abruptly to new vertical bumper extensions housing round, jet-type dual exhaust ports."

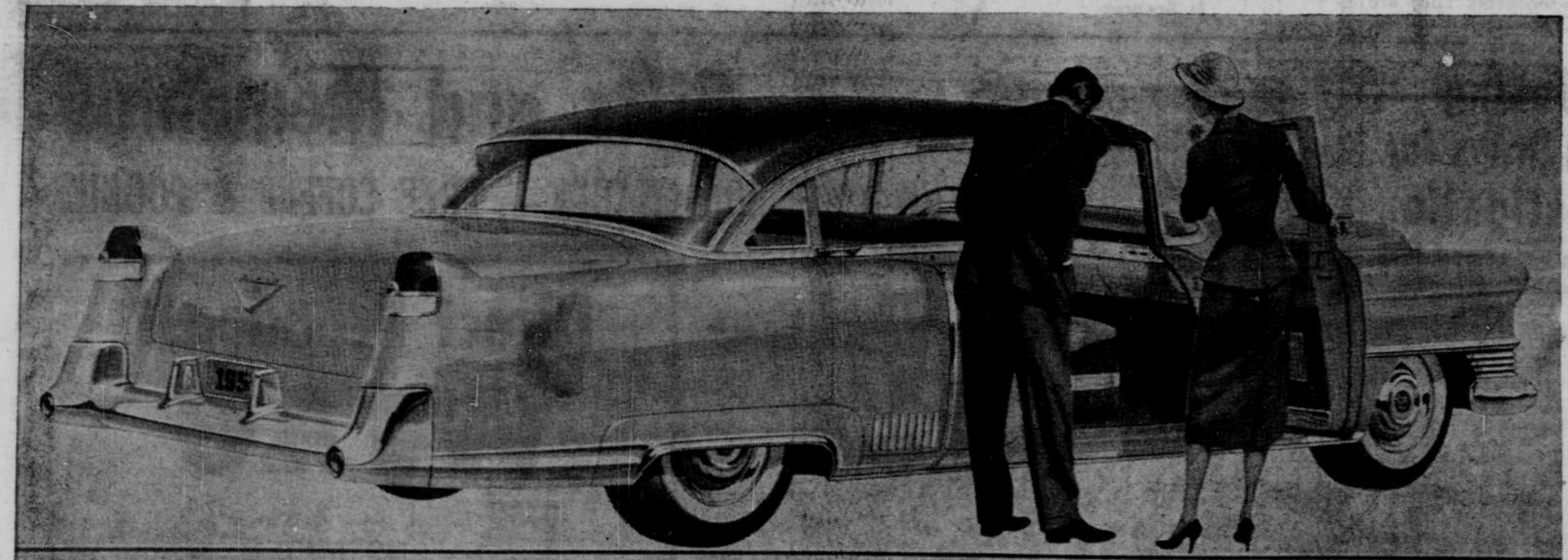
"Three areas of the 1954 Cadillac's appearance, presenting the most striking innovations, have received exceptionally concentrated attention from our stylists. These are the front grille and bumper assembly, the windshield and the rear bumper assembly."

"Derived from the styling of the 1953 Cadillac Le Mans experimental show car, the new Cadillac grille is of finely spaced cellular construction. Sensitive modeled, it forms a clean, vertical front line rising between bumper guards to new renderings of the Cadillac V and Crest and goddess hood ornament."

"New gull wing bumpers, tapered bumper guards, leave this grille line essentially unbroken," explained Mr. White.

CADILLAC for '54

On Display
O'Neill Auto Show
the greatest year in the history
Of a Great American Car



1954 CADILLAC SPECIFICATIONS

ENGINE: Designed and produced by Cadillac. Eight-cylinder overhead V-8 type, bore 3 1/8", stroke 3 1/2", displacement 331 cu. in. Engine mounted on rubber on three points. Bumper absorber 230 at 4400 RPM. Compression ratio 8.75 to 1.

PISTONS: Aluminum alloy—slipper type to reduce friction surfaces and prevent leading between counterweights. Two compression rings and one oil ring; top compression ring chrome-plated to minimize wear on cylinder walls; piston surfaces are chrome-plated for better wearing qualities and scuff resistance.

CARBURATION: Four-barrel downdraft with mechanical fuel pump, mechanical fuel pump, oil bath type air filter, intake cleaner, automatic choke.

LUBRICATION: Full pressure, OE Flow, standard equipment.

GASOLINE TANK: Cap. 20 gallons.

ELECTRICAL SYSTEM: 12 volt lighting and ignition.

HYDRA-MATIC DRIVE: Fully automatic, electromechanical clutch pedal and gearshift lever. Consists of a fluid coupling and automatically actuated gear shift providing two driving ranges, a low-speed range and reverse.

REAR AXLE: Hypoid, semi-floating. Differential housing offset to provide for straight-line drive. Ratio 3.72 to 1 on Series 60 Special and Series 62 with 3.32 to 1 optional standard on Air-Cooled equipped cars. Series 73 & 3.27 to 1.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

FRONT SUSPENSION: Cadillac Independent Knee-Action.

SPRINGS: Front independent helical coil type. Rear—leaf semi-elastic 55 1/2" long 3 1/2" wide (Series 73 & leaf).

BRAKES: 4-wheel hydraulic with 211 1/2 sq. in. braking area. Power brake, optional at extra cost.

STEERING: Hydraulic Power, over-all ratio 21.5 to 1.

FRAME: X-type, reinforced side bars with deep Kriemhild section.

TIRES: Low pressure 4-ply rating 8.00 x 15 (Series 73) 8-ply rating 8.20 x 15, White Sidewall Tires, optional at extra cost.

WIRE WHEELS: Heavy gauge steel, chrome plated. Optional at extra cost.

WHEELBASE: 60 Special, 133"; Series 62, 129"; Series 73, 149 1/2".

OVER-ALL LENGTH: Bumper to bumper, 60 Special, 222 1/2"; Series 62 Sedan, 216 1/2"; Coupe and Convertible, 223 1/2"; Series 73, 237 1/2".

*Standard on Eldorado.

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes in any year without notice in price, color, material, equipment, specifications and options, and also to discontinue models.

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION

LEW WHITE MOTOR CO.

PHONE 100

O'NEILL

We Are Extending Our GIGANTIC SHOE Clearance Sale



WE CAN PLAN everything for you but the weather. We had some pretty cold, disagreeable weather during our sale. Consequently, many of you folks didn't get in on our wonderful bargains. Therefore, we are extending our sale! There still is a big selection for all members of the family in DRESS, CASUAL, WORK or SPORT SHOES. Come on in and look them over.

MEN'S Dress SHOES

A real good selection in our popular AIR-O-MAGIC brand. Broken lots and discontinued styles.

Were to 10.95
NOW **6.98**
PAIR

Broken Lots, Odds and Ends of Popular PEDWIN Men's

DRESS SHOES

Crepe soles, leather soles and Neolite soles. These make very good school shoes for Big Brother or unexcelled work shoes for Dad.

Were to 10.95
NOW **5.89**
PAIR

Broken Sizes & Odds & Ends of

MEN'S Work SHOES

Cork composition and leather soles. Re-tan and split leathers. A few pairs of boots in this offering.

Were to 9.95
NOW **5.99**
PAIR

WOMEN'S CASUALS

Our best Air Step Casuals. Not every size in every style, but good sizes represented . . .

SUEDES and SMOOTH LEATHERS
Were to 8.95
NOW **5.88**
PAIR

Robinette & Vogue CASUALS

In all colors . . . suedes and smooth leathers. At this low-low price you are sure to find several pairs.

Were to 7.95
NOW **3.88**
PAIR

Robinette & Vogue CASUALS

These have been in our stock too long. We must clear them out — so we're sacrificing them at the very low price of—

Were to 6.95
NOW **2.88**
PAIR

WOMEN'S SLIPPERS

40 pairs of "POOFS." Women's house slippers in red, black, blue, white, gold and fawn.

Were 1.98
NOW **59c**
PAIR

WOMEN'S Dress SHOES

Best Quality Air Steps

Ladies! You know that Air Step means quality and value. High, medium and low heels represented . . . suedes and smooth leathers. Not every size in every style but a BIG SELECTION!

Were to 10.95
NOW **6.97**
PAIR

Badly Broken Sizes and Odds and Ends of Our

Vogue & Copley Dress Shoes

. . . suedes, patents, reds, blues, etc. . . pumps and straps.

Were to 7.95
NOW **5.71**
PAIR

Badly Broken Sizes and Odds and Ends of

Air Steps, Vogues, Etc.

Most all colors represented but sizes badly broken. We've looked at these too long. They must move out.

Were to 10.95
NOW **3.97**
PAIR

WOMEN'S DRESS SHOES

Here's the buy of a lifetime, ladies! We are offering —

FLORSHEIM DRESS SHOES

These shoes retail for 16.95, 17.95 and 18.95 everywhere. For this sale only we are selling them at —

9.77
PAIR

WOMEN'S Sport SHOES

Odds and ends and discontinued styles . . . Our best women's low heeled slip-ons, lace oxfords and slippers . . . a good selection of colors in crepe or regular soles. Buy several pairs of these.

Were to 6.95
NOW **3.98**
PAIR

INFANTS' SHOES

59 pairs of infants' shoes in sizes 1 to 8 . . . saddles, whites and high shoes.

Were to 2.95
NOW **1.89**
PAIR

Many Other Bargains in Other Types of Shoes Not Listed Here!

OSBORNE'S

"North-Central Nebraska's Finest"

★ ★ ★
All Shoes Displayed on Racks to Make Your Selection Easier
★ ★ ★