

O'NEILL LOCALS
The Misses Mary Lou Wilson and Lorraine Simonson, students

at Duchesne college, Omaha, were home for the weekend. Mr. and Mrs. Robert Asher

were Sunday dinner guests of Mr. and Mrs. Harold Asher in Page.

Bill McElvain spent from Wednesday, January 27, until Sunday visiting his parents.



Mercury's Monterey "Sun Valley" . . . new body styling.

★ ★ ★
Overhead Valve V-8 Powers New Mercury

An entirely new model with a transparent roof, a new 161-horsepower overhead valve V-8 engine and a new type ball-joint front suspension, feature the Mercury for 1954 shown at the O'Neill Auto Show by the Contois Motor Co. of Neligh.

Improved body styling and more luxurious interior trim combinations also highlight the new Mercury which made its premier appearance in over 1,800 dealerships throughout the nation December 10.

The "Sun Valley," a Mercury Monterey hardtop, is the new model addition to the 1954 line. It is characterized by a transparent plastic roof, the first of its kind in an American production car. The front half of the roof is a green tinted plexiglas, developed for mass production following the outstanding public acceptance of two Ford Motor company experimental cars having similar roofs—the X-100 and the XL-500.

Completely new is the overhead valve V-8 engine which powers all 1954 model Mercury cars. Developing 161 horsepower, the engine is a low-friction design with a bigger bore and shorter stroke. The bore and stroke are 3.82 inches and 3.10 inches respectively. It has a compression ratio of 7.5 to 1.

A new four-barrel carburetor with exclusive features to provide power for rapid acceleration and economical operation has been developed for the new en-

gine. Vacuum operation of the secondary venturis automatically controls the fuel and air mixture, providing precise adjustment to engine operating requirements without regard to accelerator position.

Other features in the new carburetor include dirt-proof external venturis to assure instant starting, a super-sensitive diaphragm in the vacuum distributor control, a dual-

float, concentric fuel bowl and a new low-restriction oil bath air cleaner which encloses the fuel bowl.

Ewing News

Mr. and Mrs. Etmer Bergstrom and daughter, Kay, spent the weekend in Omaha visiting with relatives. Jackie Jensen was a weekend

guest at the home of his grandparents, Mr. and Mrs. Edgar Jensen. He returned Monday to his home at Meadow Grove.

Miss Rose Ann Schaffer of O'Neill is a guest at the home of her grandmother, Mrs. Rosa Vandersnick.

Mr. and Mrs. Dwight Jefferies of Callaway were guests on Sunday at the home of Mr. and Mrs. George Jefferies, Everett Jefferies, who has his trailer home at the George Jefferies home, returned to Callaway for a visit with them during the month of February.

Mr. and Mrs. Merwin Olson and family of Clearwater were guests on Sunday at the home of his parents, Mr. and Mrs. Andrew Cayon.

Mrs. Leatha Hasenpflug and children of Pierce were guests on Sunday at the home of Mr. and Mrs. Benjamin Larsen. Mrs. Hasenpflug is a niece of Mrs. Larsen.

Mr. and Mrs. Everett Taylor and daughter, Phyllis, of Oakdale were entertained at a 1 o'clock dinner on Sunday at the home of their son-in-law and daughter, Mr. and Mrs. Jerry Tomjack.

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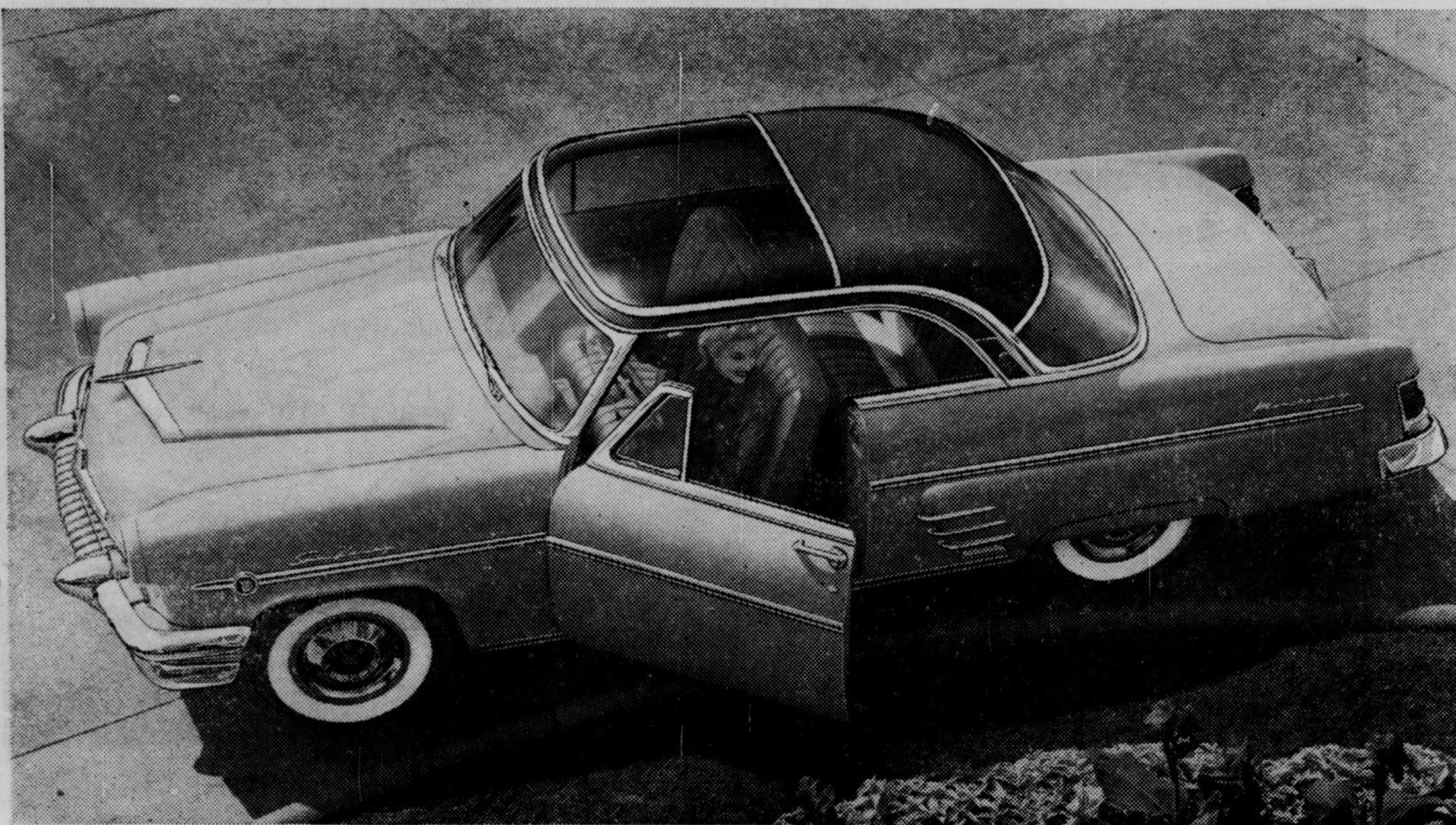
What started the big move to the new Lincoln?

Why have sales of this fine car more than doubled in two short years?
The answer lies partly in the new and imaginative ideas inspired by modern design, modern materials, modern styling.
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Road Race two years in a row—weeping the first four places in the stock car class.
The matchless Lincoln V-8 engine gives you new response with its new automatic 4-barrel carburetor. Handling is effortless; for Lincoln is the only fine car with ball-joint front wheel suspension.
Isn't a car as ahead-of-the-times as the new Lincoln worth an in-person look and a drive? You're invited to visit your Lincoln dealer.
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DESIGNED FOR MODERN LIVING
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Carlson Motor Co., Sioux City



EXCLUSIVE SUN VALLEY FABRICS AND COLORS—Stunning combinations of soft vinyls and fabrics, and optional leathers . . . in ivory or yellow and turquoise.

You get a new, specially designed interior found on no other car—plus Mercury's all-new 161-horsepower engine, and your choice of optional, work-saving features.

We invite you to slip behind the wheel of a new Sun Valley—and experience a new sensation in driving.

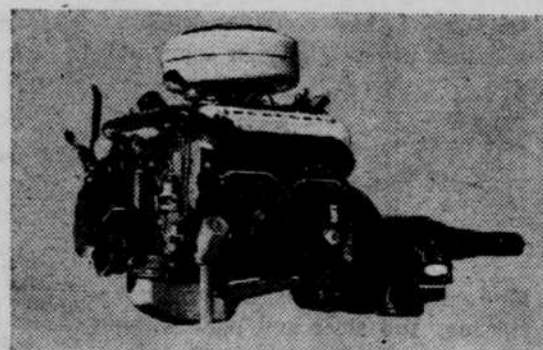
Above you, soft light filters through sea-tinted plexiglas—cool, restful. You see all the scenery, high traffic lights, yet are protected from wind and weather.

Around you—special Sun Valley luxury—exclusive styling, colors, and patterns . . . richest ever crafted for a popular-priced car.

In front of you, under the hood—an entirely new 161-horsepower overhead valve engine, plus Mercury's new ball-joint suspension, for the easiest, most relaxed driving you've ever known.

In back of you—Mercury's famous reputation for high trade-in value and record-breaking economy.

And, if you wish, a complete choice of optional power features. See—try—the Mercury Sun Valley—today!



Mercury's entirely new 161-hp V-8 engine is 28% more powerful than last year's V-8. You can get more miles per gallon. Needs only regular gas.



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