

# Conoco Royal 'Great Advance'

A million-dollar advertising campaign to introduce Continental Oil Company's new Conoco Royal gasoline, described as the "super gasoline with TCP plus," is being launched this week as the company's new premium fuel goes on sale at approximately 9,000 Conoco service stations and other outlets in 27 states.

In the O'Neill area Conoco products are sold at O'Neill, Atkinson, Orchard, Ewing, Bristow, Spencer, Chambers, Butte, Ainsworth, Valentine, Winnetoon, Plainview.

Conoco Royal will replace Conoco Super as the company's premium-grade gasoline, said Harry J. Kennedy, vice-president in charge of marketing, who called the product the "greatest advance in gasoline development since the introduction of TCP."

"We have decided to continue marketing two grades of gasoline in our 27-state marketing area," said Mr. Kennedy, "followed almost one year of testing three grades in the Houston market. After studying the results of the Houston three-grade test, we are assured that our new Conoco Royal can serve the requirements

of all current automobiles without adding complications for our customers and expense for our dealers and jobbers.

"Conoco Royal features a revolutionary new lubricant additive for gasoline which gives oil-plating action," he said. "Discovered by Conoco research men in company laboratories at Ponca City, Okla., the new additive allows modern cars to deliver all the high compression built into them."

"It helps cure spark plug fouling and protects rings, valves and cylinders with a lubricant shield," he added, "thereby reducing metal-to-metal contact and wear. This means high compression is held in the engine, enabling the piston stroke to deliver full power. It also retards deposits in the combustion chamber, and it oil-plating properties make it stable under the most severe pressures and temperatures."

Mr. Kennedy reported that Conoco Royal gasoline was used by the late Ab Jenkins last summer at Bonneville Salt Flats, Utah, when a new stock car speed record of 118.375 miles per hour

was set during a grueling 24-hour test covering a total of 2,841 miles. The gasoline also was tested by a fleet of vehicles in Oklahoma under severe stop-and-go, neighborhood driving and normal highway conditions for hundreds of thousands of miles.

"The results were the same as at Bonneville," he added. "More power, more mileage and smoother acceleration. Cars driven 20,000 or 30,000 miles were as lively as the day they left the show room."

"As usual, newspapers, including The Frontier, are carrying the heaviest load in the intensified advertising campaign to help introduce our new Conoco Royal gasoline," said Mr. Kennedy. "Conoco is using ads in more than 1,000 daily and weekly newspapers, in addition to spot announcements, television commercials and outdoor posters in hundreds of communities."

Continental Oil company's 27-state marketing territory embraces states in the Rocky Mountains, Midwest, Southwest and South. Paul M. Baker of O'Neill is district sales representative for Conoco in the O'Neill region.

## Crotty-Braasch Nuptials Told

The at-home address of Mr. and Mrs. Duane E. Braasch is now 21025 Royal Blvd., Torrance, Calif.

They were married in a 2 p. m. ceremony in American Martyr's Catholic church, Manhattan Beach, Calif. Rev. Michael Duffey officiated.

Mrs. Braasch is the former Kathleen Crotty, daughter of Mr. and Mrs. O. Crotty of 1632 Sixth st., Manhattan. She recited vows in a gown of white lace and net styled with basque waist and bouffant skirt. Her fingertip veil was held by a pearl and sequin crown and she carried white carnations. Mr. Crotty gave his daughter in marriage.

Bridal attendants were Miss Karen Crotty, sister of the bride, as maid-of-honor, and the Misses JoAnn Braasch, bridegroom's sister, and Pat Mitchell, bridesmaids. All wore ballerina length gowns in the turquoise and shrimp shades and carried bouquets of single chrysanthemums.

Standing with the bridegroom was his brother, Gary. They are the sons of Mr. and Mrs. Kenneth Braasch of 2517 Grant Ave., Redondo Beach, Calif., formerly of O'Neill.

A reception followed the ceremony in the home of Mr. and Mrs. Wilfred Anderson of Manhattan Beach. The bride's mother received guests attired in gray, blue with gray and red accessories. Mrs. Braasch wore in navy blue with navy and white accessories. Each wore orchid corsages.

Out-of-town guests were Mrs. Ann Braasch and Mr. and Mrs. Cecil Van Vleck of Ventura, Calif.

## O'Neill News

The bride is a graduate of Mira Costa high school, 1956. Her bridegroom is an employee of Parker Aircraft.

They have recently returned from a honeymoon in Palm Springs.

**Two Coeds in Water Show at U—**  
The University of Nebraska's synchronized women swimming group, The Acquafettes, will present its annual water ballet show tonight (Thursday) and Friday evening at 8 o'clock in the coliseum pool. Theme of the show is colorama.

Members include: Miss Elizabeth Schaffer and Miss Jean Cole, both of O'Neill.

Mr. and Mrs. Ray Sullivan and children of Norfolk spent Saturday and Sunday with his mother, Mrs. Pat Sullivan.

Mr. and Mrs. W. A. Summers of Bartlett spent last Thursday with Mr. and Mrs. Frank Summers.

Dr. and Mrs. M. L. Sucha and child moved Sunday into the house vacated by Mr. and Mrs. Eldon Ramsel, who departed Saturday for their new location in Colorado Springs, Colo. Mr. Ramsel was employed by the McIntosh Jewelry for several years.

Ravenna visited over the weekend with Mr. and Mrs. Owen Parkinson.

That right! \$12.95 buys a 36-month guaranteed Tractor battery at Scovies Western Auto. 48-51c

Mr. and Mrs. Alvin Ott were Sunday dinner guests of Mr. and Mrs. Francis Curran.

Mr. and Mrs. Lee Blake and Mr. and Mrs. Robert McNichols were Sunday dinner guests of Mr. and Mrs. Earl Bauld.

Mrs. Leo Brill and Linda were in Atkinson with her parents, Mr. and Mrs. Louis Kirkland, from Monday until Wednesday.

Sunday, March 24 dinner guests of Mr. and Mrs. Al Hamik were Mr. and Mrs. Larry Hamik of Stuart. That evening

**Alice's Beauty Shop**  
Res. 3 doors west of Texaco  
125 East Douglas  
Phone 263 — O'Neill

**Dr. Donald E. David**  
OPTOMETRIST  
Eyes Examined  
Glasses Fitted  
Phone 2101, Spencer, Nebr.

## Malmberg Writes Book Scheduled for Spring Publication

PAGE—Comet Press Books has announced that a book publishing agreement has been signed with Mrs. Sybil Malmberg of Brownlee, daughter of Mr. and Mrs. N. D. Ickes, sr., of Page.

The work entitled, "Amos," has received praiseworthy comments in advance of publication and is a colorfully illustrated juvenile concerning three lovable little characters who are fascinating in their simplicity, humor and warmth. It is regarded as perfect for the wider 3- to 9-year-old group. Publication is set for the spring and favorable national interest is anticipated.

Mrs. Malmberg, a native of Nebraska, has been a resident of Brownlee for several years. She is active in several local organizations including Teachers' associations and The Nebraska Cowbells.

Although "Amos" is her first published book, she has in the past contributed articles to several newspapers and journals.

Mr. and Mrs. L. B. Taylor and family of Grand Island spent the weekend with her parents, Mr. and Mrs. Louis Reimer, sr.

## Robert Courtney Is Separated from Service

LYNCH—Robert ("Bob") Courtney and Mrs. Faye Courtney arrived Wednesday, March 27, from Tucson, Ariz. They were fortunate in selecting the best route home as they skirted the heavy snowfall on the western edge of the severe storm.

The Courtneys reported they encountered more snow upon leaving Lynch going north to the parental Charles Courtney home than at any point on their trip.

Bob has received his discharge from the service and plans to farm with his father, Mrs. Faye Courtney plans to visit relatives here for a month before returning to Arizona.

**Linda Schmirer Named President—**  
The officers elected at the first meeting of the year of the Pleasant Brook 4-H club held at Mrs. Libby Tuttle's home were: Mrs. Libby, leader; Linda Schmirer, president; Kathleen Funk, vice-president; Donna Wright, secretary; Ruth Ann Muff, treasurer and Kathleen Thiele, news reporter.

We are continuing the second year of yard beautification. We sent a get well card to our past leader, Mrs. Fern Stearns, who has been ill.—Kathryn Thiele.

## Deloit News

Mr. and Mrs. Rudy Bartak visited friends and relatives here last Thursday.

Friends of Mrs. Ewald Spahn helped her celebrate her birthday Thursday evening.

Bob Bartak received his discharge from the army on Thursday, March 14.

Mr. and Mrs. Howard Temple and Twila and Miss Elayne Reimer of Hastings spent the weekend at the Henry Reimer home. They were Sunday dinner guests at the J. A. Larson home in Ewing.

Mr. and Mrs. Lambert Bartak attended a party at the Duke Moore home near Petersburg Friday evening.

Mr. and Mrs. Leon Sisson moved back from Ewing to their farm home at Deloit during the weekend.

Mrs. Alice Lodge, Mrs. Wayne Paul and Larry visited at the Lambert and Keith Bartak homes on Tuesday afternoon, March 26.

Several from here attended the funeral for Ray Beeson at Park Center Saturday afternoon. Meanwhile, the Tomjacks attended the funeral for Mrs. Pearl Baskett in Neligh on Wednesday afternoon, March 27.

**COAST-TO-COAST STORES**  
LOCALLY OWNED      NATIONALLY ORGANIZED

## SPRING SALE

**SAVINGS FOR FARM, HOME AND CAR**

**SALE NOW IN PROGRESS**

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**You can WIN!** with **VIA PAN AMERICAN WORLD AIRWAYS**  
**AN ALL-EXPENSE-PAID** World's Most Experienced Airline  
**Vacation in Hawaii for 2** Just Come in and Check Your Lucky Spring Sale Catalog Number

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**300 ELGRADE FILTER DISCS**  
PLUS A 10 QUART GALVANIZED PAIL  
6 Inch Discs **For Only \$1.88**  
Regularly \$2.60 Value

**SPECIAL SPRING SALE ON ELECTRIC APPLIANCES**

**Automatic Pop-Up ELECTRIC TOASTER**  
6 Quart Electric FRYER AND COOKER  
4 Quart ELECTRIC SKILLET  
**Your Choice \$8.88 EACH**

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**1/4 Inch FRICTION TAPE**  
Regularly 15c **11c**  
13 foot roll friction tape with good adhesive qualities.  
30 Foot Roll **19c**

**11 Piece Hex Key WRENCH SET**  
99c Value **89c**  
Assortment of 11 wrenches in sizes from .050 through 1/2 inches in individual pockets of plastic roll.

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**5 Piece White Enamel METAL WALL CABINET**  
Double door center cabinet, 2 single door end cabinets, plus condiment shelf and rack. 52 inches wide, 24 inches high. **\$19.88**

**Galvanized RUBBISH BURNER**  
Regularly \$1.69 **\$1.28**  
One piece burner with easy to open zipper top. Rust resistant. 26 inches high.

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**COAST-TO-COAST STORES**  
PHONE 125      DALE and JO WILSON      O'NEILL

# Gambles

The Friendly Store

## Easter Value Parade!

**Boxes, Pouches, Envelopes**  
**Spring Handbags**  
**2.98**  
plus tax  
Big bags, little bags! Beautifully styled plastics in new shapes and colors for Spring.

**Don't Forget Accessories!**  
**Rayon Gloves**  
**1.00**  
Choose from a marvelous array of vibrant spring colors! Or white, black, navy. 6-8 1/2.

**Shiny New Shoes for Easter**  
**Party Patents**  
**3.98**  
Sunday-best sandals with dainty pearlized flower-and-petal trim. Sizes 8 1/2-3.

**A-Bloom with Easter Fashions!**

6.98

**THRIFT PRICED AT**

6.98

A profusion of fern-fresh fashions... springtime pastels and pretty dark prints... linen-look rayons, silk mist, Cupioni, and cottons. Sissy shirtwaisters, narrow-skirted blouses, Empire styles, and classics. Juniors, misses, half sizes.

**Use Our Thrifty Pay Plan**  
Come in and choose your family's Easter outfits now, pay on easy monthly terms.

**Shop Gambles Two Mail Order Catalogs for Springtime Savings!**

## ANNOUNCEMENT

• Mrs. Bessie B. Gribble, 18 miles south of O'Neill on U. S. Highway 281, has been appointed franchised dealer for distribution of NUTRILITE FOOD SUPPLEMENT for this area.

• NUTRILITE FOOD SUPPLEMENT is a vitamin-mineral preparation in the form of capsules and tablets for adults as well as in chocolate and lemon flavor cookies for children.

Additional Distributors  
soon will be appointed under her personal sponsorship