



First Came the Covered Wagon...

CREAKING ALONG the prairie trails in this New Land were the covered wagons. The earliest settlers in the O'Neill colony came to Wisner by rail, then made their way up the Elkhorn valley behind their illustrious leader, Gen. John O'Neill.

Then the Carriage and Automobile

AFTER THE COVERED WAGON came the stage coach and the carriage. These were new highs in travel luxury. Then came the automobiles that cranked behind the left ear and had back doors like saloons. A motor trip, however short, during that era was an adventure! You cranked up and began hoping!



Today, FORD'S Out Front!



Fashion Car of the Year

1949 Ford



What Sterling is to silver, New York's Fashion Academy is to the world of style! This year, this distinguished authority awarded its coveted gold medal to the 1949 Ford as "America's Fashion Car of the Year!" But five minutes behind the wheel will tell you that the '49 Ford's beauty is only half the story! When you drive a Ford you feel the difference—you feel the greater comfort, the "finger-tip" ease of handling, the responsive power of the engine. You get a true road-hugging feel of the highest priced cars. Ask your Ford Dealer today for a ride in this genuinely post-war car.



USED CARS

Your O'NEILL headquarters for good used cars and trucks! Why buy that used car from "just anybody" when we have so many good reasons for seeing that you get the best deal in town! First, we're in business to stay. As new car dealers, we have a real stake in the future... we want you to keep on doing business with us so that some day you'll come to us for that new Ford. What's more, we know GOOD used cars—the only kind we want on our lot. When it comes to used cars, come to the right place to be treated right—that's LOHAUS MOTOR CO.!

PARTS & SERVICE

We maintain a modern and up-to-date repair department, equipped with the most modern machines and staffed by experts who know their job. We give as much care and attention to a small adjustment job as we do a complete overhaul. Bring your FORD home to LOHAUS for complete service facilities... expert mechanical work... factory-approved methods for maintaining and conditioning your car. Your service needs will be handled promptly and economically.



The ALL'ROUND Tractor

➡ ALL 'ROUND THE FARM
➡ ALL YEAR 'ROUND

● Why buy a tractor that gives you only part-time service? Working time is what counts, and the Ford Tractor does such a variety of jobs that it "works more hours, saves more hours."

Ford Hydraulic Touch Control, Implement Position Control, Triple-Quick Attaching of implements... and the big Dearborn line of implements makes this THE all 'round tractor. By all means, come in and get the facts. You will like our parts and service departments, too.



Lohaus
FARM EQUIPMENT CO.

LOHAUS MOTOR CO.

PHONE 16

"There's a FORD in Your Future"

O'NEILL