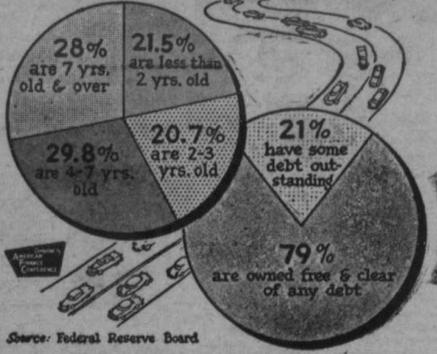


Omaha, Nebraska, August 16, 1957

**REPLACEMENT MARKET IS BIG!**

**OF ALL CARS**  
on the road today:



REPLACEMENT MARKET FOR AUTOMOBILES is bigger than ever, says the American Finance Conference. More than 78% of the cars on the road are over two years old, and since 79% of all cars are fully paid for, owners can trade easily for newer models.

**TIPS FOR SUMMER SAFETY**

HIGHWAY, WATER-FRONT, AND HEAT ARE FREQUENT SOURCES OF SUMMER CASUALTIES. THESE TIPS WILL HELP YOU AND YOUR FAMILY ENJOY THE SUMMER WITHOUT MISHAP.

STAY AT LEAST 20 FEET BEHIND CAR AHEAD FOR EACH 10 MPH YOU TRAVEL; STAY ALERT BY STOPPING TO RELAX AND DRINK COFFEE EVERY COUPLE OF HOURS.

SUN OR HEAT STROKE DIFFERS FROM HEAT EXHAUSTION. SUN OR HEAT STROKE: FACE IS RED, SKIN HOT AND DRY, TEMPERATURE VERY HIGH, NO SWEATING; CALL DOCTOR. ELEVATE HEAD. DON'T GIVE STIMULANTS. HEAT EXHAUSTION: FACE IS PALE, SKIN MOIST AND COOL, TEMPERATURE LOW, PROFUSE SWEATING; KEEP PATIENT'S HEAD LEVEL OR LOW, BODY WARM, DO GIVE SALT AND WARM STIMULANT LIKE COFFEE.

AT BEACH OR POOL, WAIT AN HOUR AFTER EATING BEFORE SWIMMING; NEVER SWIM WITHOUT COMPANION; IF BOAT CAPSIZES, DON'T SWIM TO SHORE—HANG ONTO IT 'TIL HELP COMES.

**Local Boys Win Honors**

NEBRASKA WINNERS in the 1957 Fisher Body Craftsman's Guild model car competition designed and built these miniature dream cars. Upper car was built by Terry Henline, Neligh. Lower car was created by Gary L. Nichols, Geneva.

WE'RE LOST IF WE DON'T STAY ON THE ROAD!

SOUND INSTALMENT FINANCING

American Finance Conference

Don't take chances! Follow the road of Sound Financing.

**FOOD... through the ages...**

PIZZA MEANS PIECES OF DOUGH, AND OUR PIZZA PIE HAS BEEN A PARTY FOOD IN SOUTHERN ITALY SINCE ROMAN TIMES.

ODDLY, AMERICA'S WORLD FAMOUS DOUGHBOY'S LIKING PIZZA, FIRST MADE IT FASHIONABLE THROUGHOUT ITALY ITSELF; THEN, RETURNING TO AMERICA, HELPED POPULARIZE IT HERE.

ITALY'S PARTY FOOD DELIGHTED AMERICANS, YOUNG AND OLD. THEN A FAMOUS CONTINENTAL CHEF, HECTOR BOIARDI (PRONOUNCED BOY-AR-DEE) SUCCEEDED IN PERFECTING PIZZA PIE MIX.

NOW AMERICANS CAN PREPARE QUICKLY AND EASILY THE TANGY HEARTY ANCIENT ROMAN PIZZA, FROM ONE PACKAGE CONTAINING: FLOUR, YEAST, TOMATO SAUCE AND CHEESE.

**Keep Your Best Foot Forward During Summer**



NOW THAT BEACH APPAREL and well ventilated footwear are the uniform of the day, feminine feet and legs are exposed to a great deal more scrutiny.

This attractive lass is making sure that she will always have her best foot forward by giving herself a foot beauty treatment before her daily bath.

First she rubs Vaseline petroleum jelly into her heels before bathing. Then she will soap, soak and pumice stone them while enjoying her bath. As a result she will have smooth, pink heels. Incidentally, the same treatment will keep her elbows soft and feminine looking.

In keeping her legs free from hair, she also finds that a light application of petroleum jelly acts as a soothing lubricant and smoothes down the roughness caused by the razor.

**MOTOR MAIDS**

**Get-Tough Policy Puts Safety Across**

By Jeanne Smith, Dodge Safety Consultant

STRICT ENFORCEMENT of traffic laws can cut accidents in half.

That's the story, at least, in Medford, Mass., (Pop. 70,000) where Police Chief Thomas Kirwan elevated Medford from a distressing accident center to one of the safest cities in the country.

Chief Kirwan attacked the accident problem from two angles. First, he set up a whole new system of investigation and enforcement, or what he prefers to call "constructive enforcement."

One of his first acts was to put up a large map of the city in his office and pinpoint every accident. A complete card file covered all particulars of each accident. When too many accidents occurred at a certain spot, a vigil was set up at the scene to determine why, and immediate steps then taken to rectify the trouble.

Once the problem is found and measures taken to overcome it, strict enforcement is used. "It has been proven statistically," says Chief Kirwan, "that rigid enforcement of traffic laws cuts accidents in half. I'm afraid I'm so strict on this point that I've incurred the dislike of some people—but it's my job and duty. I look at it this way: if it can prevent a single accident, it's more than worth it."

The second part of Chief Kirwan's program is a system of education for both adults and children. He regularly visits churches, civic groups and fraternal organizations to show safety films, supplemented with large photographs of the year's worst accidents. Explaining to his audiences how these accidents occurred, he also tells how they could have been avoided.

Medford's twofold safety program has indeed been the answer to a serious problem. This is evidenced by an award of merit given to the city by the National Safety Council this year for outstanding improvement in its accident record. Other communities might follow their accident problems by following in Medford's footsteps.

**Torrid Times for Florida Limes!**

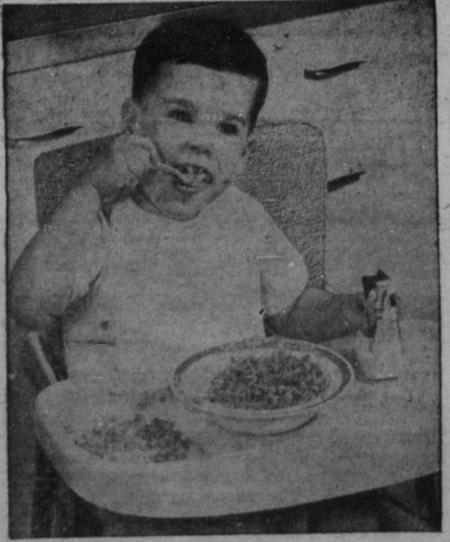
Cucumbers, long green with envy, can relinquish their reputation for coolness to the big shiny Florida limes now reaching our markets in the nick of summertime! Big as lemons are our American-grown limes and useful in the same ways. They are "ripe when green and green when ripe" and make the best cold drinks you've had in ages.

They used to call them "Persians" or "Tahitian", these big green, glossy limes but now, with the state taking over the growing of them in quantity, they're known as "Florida Seedless" and must pass rigid tests for maturity and juice-content before they can be shipped to market. Expect them to be emerald as Ireland in color—that's the way they are supposed to be. And expect them to cool you off, as they do in these recipes:

**Lime Sparkle**  
1 1/2 cups Florida lime juice  
Ice  
1 quart sparkling water  
Florida lime wedges  
1/2 cup sugar  
Combine lime juice and sugar; shake or stir well with ice until very cold and frosty. Add sparkling water; mix well. Serve with lime wedges. Serves 6.

**Lime Frost**  
1/2 cup Florida lime juice  
2 egg whites  
4 cups cold water  
1/2 cup sugar  
Combine lime juice and water; chill. Beat egg whites stiff; gradually add sugar beating constantly. Slowly add lime juice mixture, stirring constantly. Pour into tall glasses over shaved ice. Serve immediately. Serves 4.

**September Is Better Breakfast Month**



Child feeding authorities stress the importance of breakfast for the preschool child. After a long night of sleep without food, he needs an adequate morning meal to refuel him for his active day. Breakfast should provide approximately one-third of the daily nutritional requirements recommended by the National Research Council for the two-year-old.

This breakfast menu, planned according to a basic breakfast pattern of fruit, cereal, milk, bread and butter, provides one-third of these requirements.

**Basic Breakfast for Two-Year-Old**  
Orange Juice, 1/2 cup  
Oven-toasted Rice Cereal, 1/4 ounce, with Milk, 1/2 cup  
Whole Wheat Toast, 1 slice  
Butter, 1 teaspoon  
Milk, nonfat, 1 cup

The United States Children's Bureau recommends that mothers should make mealtimes as pleasant as possible. They should see that the chair is the right height, cups are easy to hold, provide dishes that do not tip over easily, and spoons easy to use. Encourage young children to feed themselves, but always be ready to give a helping hand when this is necessary.

Start now during September Better Breakfast Month to make certain each member of the family starts the day with an adequate morning meal of fruit, cereal, milk, bread and butter.

**A Chef's Sauce Makes Franks  
A Delicious Treat**



GETTING meals on a hot summer day should be a picnic, literally as well as figuratively speaking. Appetizing summer meals can be produced with little or no effort on Mother's part if she takes advantage of short-cut cookery. Here's one, for example, that can prove mighty popular: serve frankfurters with a delicious canned spaghetti sauce with mushrooms. Add the latest note of originality by slitting the franks lengthwise and tucking in a piece of cheddar cheese or a silver of pineapple before barbecuing the franks for fifteen minutes.

The use of a savory sauce is the secret that many a world-famous chef utilizes to add a piquant flavor to ordinary dishes. You can do the same thing with an eight or fifteen ounce can of spaghetti sauce made with either meat or mushrooms. And a renowned chef has already done the job of making the sauce for you. Instead of standing over a hot stove for hours cooking up a sauce, all you need do is open the can and heat the contents.

This sauce can be used very effectively on hamburgers, meat loaf, rice, macaroni, noodles and a host of vegetables. Eggplant is quickly made into a gourmet dish when sliced down into a casserole, the sauce poured over it, and the whole thing baked to perfection. Keep several cans of spaghetti sauce on hand for summertime cooking. You will add to your own leisure as well as your family's pleasure.

**Food Sense—Not Nonsense**



The atomic age has come to dinner, and the dinner story is about some scientific—circle yours. The tours are the routes taken by the foods we eat as they are changed into energy and body cells. Values of many foods may be more readily studied since the discovery of these scientific laboratory tools—radio active minerals. When the scientist adds minute amounts of a radio active element to a food, he dubs the act, "tagging."

From Washington University come reports of how iron "tagged" for travel in various foods is used by the body. "Tagged" iron, also called radioiron, was introduced into iron-rich foods. These then became a part of the carefully controlled diets of a group of 30 healthy young people and also patients with iron deficiency anemia.

The "tagged" iron was added to foods by putting it in poultry rations, by including it in the water solutions in which some vegetables are grown, and by adding it to flour from which enriched bread is made.

When these foods were included in the diet, the scientists were able to study the fate of the iron with equipment similar to that used by uranium prospectors. The radio activity revealed the location of the "tagged" food iron and the amount of radio-activity served as an index of the amount of iron present.

They found that people deficient in this mineral used more of the dietary iron than those who had sufficient stores of iron. It was also learned that iron was absorbed equally well from each of the "tagged" iron-rich foods. The absorption of iron from enriched bread was the same as that from the eggs, poultry or vegetables—natural sources of iron.

**A Chocolate Milk Romance**



Remember the good old ice-cream parlor days when all a young man needed to woo a young lady was five cents and "two straws, please?" No longer are nickels needed. All a young man need do is invite his little lady to a party.

Pretty Susan Russell was the first guest to show up at Arden Beyer's party. The two of them couldn't wait for the rest of the guests to arrive and wandered off, hand in hand, to seek out the refreshments. Taking matters into their own hands, they armed themselves with two straws and a pitcher of chocolate milk. At the rate they were going they were no doubt aiming to sip the pitcher clean for they'd finished off a quarter of it before they were intercepted. However, there was enough chocolate milk left for Arden's mother to whip up a Chocolate Milk Raspberry Float for the rest of the youngsters. Think Arden and Susan had enough? No siree, they went after the Chocolate Milk Raspberry Float as if they hadn't had a thing to drink in days.

Here's the recipe for the float:

**CHOCOLATE MILK RASPBERRY FLOAT**  
(Makes 4 servings)  
2 eggs, well-beaten  
2 cups bottled or cartonated chocolate milk  
1/4 teaspoon raspberry extract  
1 pint raspberry sherbet  
Combine eggs, chocolate milk and raspberry extract; mix well. Pour into glasses; top with scoops of sherbet.