













'I See by the Herald'

Mrs. Sarah Barbey, Hayward, Calif. and Mrs. Don Milliken, were a Wednesday guests of Mrs. Henry Lage.

WANT ADS

FOR SALE

STARTED HY-LINE PULLETS—Eggs, Hatchery in Wayne has started chicks available...

Low Interest Rate - Long Term Federal Land Bank Loans



WHO'LL PAY THE BILLS... IF YOU CAN'T WORK? EQUITABLE WILL!!! Living income from Equitable can provide up to \$500 a month...

SPECIAL PRICES ON STARTED CHICKS! California White Pullets as Low as \$25.00 per 100. SEE YOUR NORFOLK DEALER - SHERRY'S INC. OR CALL Norfolk Hatchery, Norfolk, Nebr.

Reuter, has returned to her parents home in Omaha. Mrs. Ida Canning was a Saturday evening guest of Mrs. Ella Harter...

WANT ADS

FOR SALE

OSCO BRAND FARM FEEDS - Plow-down Sweet Clover: \$10.50 Bu. Lincoln Brand \$12.00 Cwt.

STAND BY!

BY-MAIL OFFER DAILY LINCOLN JOURNAL 5 WEEKS \$1.00

NEED SOMETHING? I WANT ADS! For Washer-Dryer SERVICE

PHILCO Factory-Supervised ANY MAKE Service ANY MODEL. CALL 126 MERCHANT FIRESTONE STORE

PLANNING A GARDEN? Now is a good time to pick up famous Earl May garden seeds.

FOR SALE

USED TRACTORS AND MACHINERY

'50 JD B Tractor '52 JD A w/alum. pistons, overhauled

Benson Implement and Hardware Co. Phone 5281 Pender, Nebr.

IF RUGS COULD TALK, here's what they would say - "Clean me with Blue Lustre today."

NEED SOMETHING? I WANT ADS!

TRACTO Motor Oil and Grease During April, we will give 20 TOP VALUE STAMPS

DODGE The Great Name in Automobiles. Sold and Serviced by WORTMAN AUTO CO. WISNER - PHONE 214

FOR SALE: Self-propelled Western Rotary Snow Plow w/ 3 1/2 HP Briggs & Stratton engine...

FOR SALE

FRIENDLY TIP

SELL no longer needed items for cash. Place a want ad tomorrow.

BABY CHICKS AND PIGS need plenty of heat. We have many different models of heat lamps...

FOR SALE: Duroc Boars. Serviceable age. 10 1/2 miles south of Wayne.

HELP WANTED: Experienced cashier/bookkeeper, full time. List experience in first letter.

WANTED: Women for egg breaking. Hours, 8-4:30, \$1.15 per hour.

MAYTAG automatic washer! Kugler Electric Co. Phone 322 Wayne

OUT OF WORK or on shorter hours? Write us immediately regarding opportunities to sell Rawleigh Products...

WANTED

BABY SITTING WANTED

BABY SITTING WANTED—afternoons and evenings. Phone 408, Pile Hall, Judy Sandburg, m15,13

WANTED: Dead or Disabled livestock. Wayne Rendering Co. Your Used Cow Dealer

PLANNING A PARTY? Let Miller's Tea House save you trouble with preparations.

FOR RENT: One 3-room apartment. Call 261 or 382J. n30t

FOR RENT: Rooms for college boys or working men. Private entrance. Close to college.

REAL ESTATE TO BUY TO SELL REAL ESTATE Property Exchange 117 Main Phone 197

BUILD AND CLEAN cesspools and septic tanks. Phone Belden, 3-2751.

MOVING?

Don't take chances with your valuable belongings. Move with Aero Mayflower...

KNIGHTS LIFE INS. CO. A 900 Million Dollar Company

For the Best in Radio and TV Repair CALL 751

ADVERTISE IT IN THE HERALD WANT ADS

FOR RENT: One 3-room apartment. Call 261 or 382J.

Want an extra cutting? PLANT NOCULIZED DU PUIITS ALFALFA

IF YOUR TV LOOKS LIKE THIS... IT'S TIME TO CALL 126 FOR FAST, DEPENDABLE TV REPAIR

I WANT TO THANK everyone for the cards and baked goods brought in during the time of my recent accident.

MONUMENTS MARKERS

DIRECT FROM FACTORY TO YOU. Compare our quality.

DID YOU KNOW that it costs less to run a full-page ad than it does to send a post card...

CARDS OF THANKS

WE WISH TO THANK everyone who volunteered help in pumping out our basement...

PROPERTY EXCHANGE 117 Main Phone 197

FOR RENT: Rooms for college boys or working men.

SEE The New GALAXIE 500 XL Now on DISPLAY In One of These A-1 USED CARS

SEE The New GALAXIE 500 XL Now on DISPLAY In One of These A-1 USED CARS '61 Ford Fairlane 500 4-door '61 Falcon 4-door wagon '60 Mercury Monterey 4-door '60 Falcon Deluxe Tudor '60 Dodge Matador Hardtop '60 Ford Galaxie Fordor '59 Mercury Monterey 4-door '56 Ford Fairlane Tudor V-8 '56 Ford Custom 4-door V-8 '55 Ford Custom 4-door V-8 '54 Mercury Fordor 4-door '54 Dodge Coronet 4-door '53 Ford Custom Fordor Our 13th year in Wayne Seyler Motors INC. Your Franchised FALCON - COMET FORD - MERCURY THUNDERBIRD DEALER 119 E. 3rd Wayne Phone 263





**Leslie**

By Mrs. George Buskirk  
Phone ATlas 7-2171

Mr. and Mrs. Carl Brudigam are visiting relatives at Glenwood Springs, Colo.

Mr. and Mrs. Dan Dolph and Mr. and Mrs. Donald Dolph and families were Sunday dinner guests at Roy Habrocks.

Mr. and Mrs. Ed Krusemark and family were at Ervin Freys Friday evening. Robert Frey was recovering from an appendectomy.

Mrs. Wendell Korth gave the lesson at the March meeting of the Farm Fans in the Howard Greve

home. The Apr. 26 meeting will be at Mrs. Billy Hansens.

Mr. and Mrs. Donald Kai and family, Waterbury, were Sunday dinner visitors at Theodore Kais.

Mr. and Mrs. Billy Hansen and family spent Sunday evening at Glen Olsons.

Mr. and Mrs. Donald Brudigam and Nancy Carroll were Thursday visitors at the Marvin Meier home.

Mrs. Victor Trook accompanied Mr. and Mrs. Clare Buskirk to Lincoln from where she left by train for her home in Denver. Mr.

Trook and three children had returned home after funeral services for George Buskirk.

Mrs. Myrtle Bressler and Bette, Omaha, Mr. and Mrs. Gene Dobbs and family and Mr. and Mrs. Dick Iverson and daughter, Sioux City, and Mr. and Mrs. Merlin Bressler and family were Sunday dinner guests at the Tom Bressler home.

Mrs. George Buskirk moved into Wakefield Friday afternoon into the house they had recently purchased at 402 Johnson st. Sunday

she entertained at a cafe for dinner Mr. and Mrs. Clare Buskirk, Lincoln, Mrs. Victor Trook, Denver, Colo., Robert Barron, Norfolk, Mr. and Mrs. W. C. Ring, Mildred Agler and Pastor Merlin Wright.

Mr. and Mrs. Marvin Meier were Thursday evening visitors at F. C. Hammers.

Mr. and Mrs. Ben Böttger and Mr. and Mrs. Elmer Böttger were Thursday supper guests at Ervin

Botgers. Later in the evening a group of visitors arrived to surprise the Ben Botgers and help them celebrate their fortieth wedding anniversary. Mrs. Ervin Böttger baked and decorated a cake. The honored couple were given corsages and gifts.

The Even Dozen club met in March at the Louis Hansen home. The April meeting will be with Mrs. John Greve and a plant exchange will be held.

Mr. and Mrs. Fred Tarnow spent Friday evening at Ray Hammers.

Mr. and Mrs. John Greve visited Mrs. George Laist Sunday and Mrs. Fred Tarnow was a Friday visitor.

The Clare Buskirks spent two weeks in March vacationing in Hawaii.

Saturday evening Mildred Agler entertained at supper Mrs. George Buskirk, Mrs. Victor Trook and Mr. and Mrs. Clare Buskirk.

Many neighbors were aroused early Monday morning by the telephone reporting the fire at the Clifford Baker farm. A big barn and contents burned.

Mrs. Mildred Lundahl and sons were Sunday dinner guests at Henry Tarnows. Friday Mrs. Tarnow spent the day with her mother, Mrs. Mary Lund.

Mr. and Mrs. Gilbert Hauss were Sunday dinner guests at Ervin Botgers.

Mrs. Clark Kai, Shawn and Brian were last Sunday afternoon visitors at Robert Hansens.

Mr. and Mrs. LeRoy Sievers spent Sunday evening at Robert Hansens.

Mr. and Mrs. Dean Pond, Cody, Wyo., enroute to Wisconsin visited Saturday at the Mrs. C. W. McGuire home and with the Bressler relatives here and at Harry Bresslers, Wayte.

Mr. and Mrs. Emil Tarnow and Mr. and Mrs. Albert LeRoy Nelson and sons spent Sunday at the LeRoy Giese home, Pender.

Mr. and Mrs. Clark Kai and sons were luncheon visitors Sunday at Harry Steinloffs, Bancroft and later were at Edward Kais, Pender.

Mr. and Mrs. Emil Tarnow spent Friday evening at Billy Hansens.

Mr. and Mrs. Merril Baier and family, Laurel, were Wednesday callers at Albert L. Nelsons.

Mr. and Mrs. Albert L. Nelson and sons were at Dale Nelsons, Laurel. The Nelsons spent Sunday evening at the William Greve home.

**I See By The Herald**

Mr. and Mrs. Jerry Palles and family, Pender, and Mr. and Mrs. Ervin Böttger and family, Wakefield, were Wednesday evening guests in the Andrew Parker home.

Mr. and Mrs. Herman Ostken attended the fortieth anniversary of service of the Ben Botgers, Emerson, Thursday evening at the Ervin Botger home, Wakefield.

Darlene Raulston, Carroll, was a Friday guest in the Keith Reed home.

Guests last Wednesday evening in the Larry Lindsay home were Mr. and Mrs. Clifford Lindsay, A. I. and Mrs. Terry Lindsay and Gary, England, Archie Lindsay, Allen, and Virginia Schmidt, Laurel.

**KING'S**

Friday, April 6  
TEEN-TIME DANCE  
"THE RAMBLERS"  
Adm. 50c — Parents Invited

Saturday, April 7  
BOB BRADBURY  
AND HIS ORCHESTRA  
Admission 75c

Sunday, April 8



**TONY BRADLEY  
AND HIS ORCHESTRA**  
Admission \$1.00



*new season...  
new look...  
new you!*

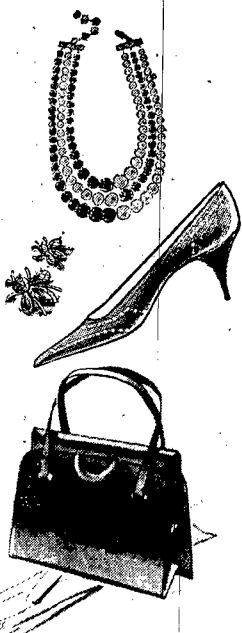
*let's be romantic  
about spring!*  
**FEMININE.  
FLATTERY, FASHIONS!**

Fashions make the prettiest proposals your wardrobe this spring... dresses designed to flatter, following feminine lines... and often adorned with ruffles. Do come in soon to choose from our romantically beautiful array.

**SPRING  
FASHION  
OPENING**

*Come, greet the new spring... come, see and love the new feminine look in fashions... new versions of fit and flare, new and lovelier, more delicate colors, new hats, shoes and accessories to complete the enchanting picture. Come, be a new and—even more delightful you, in your favorites from our fashion array for spring, '62.*

- Intriguing and important, two-piece checked dress, basing a belted, sleeveless top and pleated skirt. **10.95**
  - Blossoming for spring, hat with high petaled crown, and face-framing brim of flowers; see more. **4.98**
  - Personable pins to decorate your spring costumes. **1.00\***
  - It's beads again for spring beauty; new hues, from **2.00\***
  - Wonderful assortment of handbags, in daintier shapes. **2.98\***
  - Gloves, every length and shade, in leather, fabric. **2.50**
- \* plus 10% tax



Spring comes in on a wave of ruffles, winning raves from the fashion world. See delightfully pretty views of the ruffle rage, in our collection of new blouses for your suits and skirts. The ruffles are lavish, the prices are low.

**Larson's**  
LARSON KUHN CO.

\$2.98  
to  
\$3.98

*fashion favors*  
**Frills  
in  
blouses**

**\$1.15**

**new Agilon  
seamless  
s-t-r-e-t-c-h stockings**

No other stocking fits like Shanmont Agilon stretch nylon... Try them on and you will agree. Triple thread nylons stretch two ways for perfect fit. 400 needle 21 denier that follows every curve of the leg... stretch when you stretch. Their better fit and extra "give" makes them longer wearing too.

**Larson's**  
LARSON KUHN CO.





## Sholes

**Mrs. Martin Madsen**  
Phone 48-R14, Randolph

Mr. and Mrs. Lloyd McFadden and family visited with Mrs. Hazel Rohde, Norfolk, last Saturday.

Mr. and Mrs. Charles Junck, jr. and family visited in the Charles Junck, sr. home, Carroll, last Saturday.

Mrs. George Keifer returned home from the Osmond hospital last Monday. The baby will remain in the hospital a month. Mrs. Keifer stayed with her mother, Mrs. Charles McDonald, Randolph, before returning home.

Mr. and Mrs. G. E. Jones, Carroll, called in the Joe Binkbe home Thursday.

John and Bob Kuth, Pierce, were Sunday dinner guests in the Art Olson home. Bob remained for a few days.

Mr. and Mrs. Floyd Huntney and daughters, Randolph, were Thursday evening guests in the William Huntney home.

Mr. and Mrs. Walter Gubbeles and Richard were Sunday dinner guests in the James Lakkas home, Randolph.

Mr. and Mrs. Carl Jensen and Mr. and Mrs. Fern Schutt and family were Thursday evening guests in the Al Baden home to help Mrs. Baden celebrate her birthday anniversary.

Mr. and Mrs. Warren Jensen and family were Sunday afternoon guests in the Fern Schutt home.

Mr. and Mrs. Fern Schutt and Mr. and Mrs. Charles Sohn had dinner Saturday at Laurel.

Mr. and Mrs. Bill Schutt and Bertie were Tuesday supper guests in the Fern Schutt home.

Mrs. Elmer Bierchick and family, Randolph, were Tuesday evening guests in the Fern Schutt home.

Thursday evening friends and neighbors gathered in the Roy Grandfield home to surprise them on their wedding anniversary.

Mr. and Mrs. Martin Madsen were in Norfolk Friday afternoon and evening. They visited their granddaughter, Sherry Robins in the evening. Marles Robins, Hart-

## Dixon

(Continued from page 3)

Mr. and Mrs. Dick Chambers were Wednesday callers in the Mrs. Joreta Miner home, Wakefield.

Mr. and Mrs. Elmer Sundell were Sunday afternoon guests in the Soron Hansen home.

Last Saturday morning Mrs. Ralph Noe left for her home at Meib, Idaho, after a visit here and Darrel Noe left for his new assignment at Great Lakes Naval Station.

Mr. and Mrs. Aaron Armfield and family, Sac City, Ia. were weekend guests in the Dick Chambers home.

Mrs. Ray Wingert and Lilitta, Wilks, were Sunday afternoon and supper guests in the Lloyd Heidy home.

Mr. and Mrs. Donald Peters and family were Wednesday supper guests in the George Erickoff home.

Mr. and Mrs. Allen Prescott and family were Sunday dinner guests in the Mrs. Tillie Anderson home, Laurel.

Last Sunday Lowell Saunders returned from the Postmasters' Training Program at Wichita, Kan. While he was away Mrs. Saunders and Bradley were visitors in the Stanley Mitchell home, Laurel.

Sunday dinner guests in the J. L. Saunders home were Mr. and Mrs. Stanley Fehring, Bloomfield, Mrs. Lois Swallow and children, Coleridge, and Mr. and Mrs. Gary White and sons, Sioux City.

Mr. and Mrs. Anthony McGowen were Sunday visitors in the John Asmussen home, South Sioux City.

Thursday evening Mr. and Mrs. Garold Jewell and Mary visited Mrs. Eldred Smith at the Wakefield hospital.

Thursday Mr. and Mrs. Harold George and C. D. Haskell were visitors at the Jim Wilson Seed Farm, Polk.

Mr. and Mrs. R. D. Schooley jr. and family, Sioux City, were Sunday dinner guests in the Dick Schooley home.

Mr. and Mrs. Carlyle Garvin and family, Wayne, were Sunday afternoon coffee guests in the Patsy Garvin home.

Mr. and Mrs. Jack Westerman were Thursday evening guests in

## M & S Oil Co.'s FUEL KIDS



OUR GASOLINE EFFICIENTLY WILL RUN THE FARM MACHINERY

FUEL AND ALL! TRACTORS TRUCKS

M & S OIL CO. INC. Phone 522 614 MAIN WAYNE, NEBR.

## For a lifetime of UNLIMITED SOFT WATER

Rent A WATER KING SOFTENER From Tiedtke's

- Clothes Last Longer.
- Soap Goes Farther
- Easier Dishwashing
- No Monthly Service Visits

Water King® is made of Lifetime Fiberglass that lasts forever. We guarantee this in writing.

CLIP THIS COUPON TODAY

Tiedtke's  
220 Main  
Wayne, Nebr.

I am interested in renting a Water King Softener. Please have your representative contact me.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_

TIEDTKE'S  
220 Main St. Wayne Phone 268

the Lee Lorimer home, Lawton, Iowa.

Mr. and Mrs. Carol Hirschert and family were Sunday guests in the Ray Cross home, Laurel.

Mrs. Mabel McCaw and Mrs. Elsie Dunn were Friday afternoon visitors in the J. C. McCaw home.

Sunday evening guests in the Donald Knoll home were Mr. and Mrs. Gerald Stolte and son and Melva Knoll South Sioux City, and Mr. and Mrs. Carl Mierchert and family.

Sunday afternoon and supper guests in the Bill Chambers home were Mr. and Mrs. Jim Chambers, Wakefield.

Mr. and Mrs. John Young and daughter were Sunday afternoon visitors in the Vernon Jensen home, Hartington.

Mr. and Mrs. Rollen Dunn and family left Wednesday for a visit in the Lester Troth home, Red Lodge, Mont.

Pat Heidy was a Thursday supper guest in the Lloyd Heidy home.

Friday evening visitors in the Merle Sherman home were Mr. and Mrs. Ron Blatchford and family. Mrs. C. D. Ankeny and Mrs. Ronald Ankeny were Tuesday after-

noon callers in the Russell Ankeny home.

Mr. and Mrs. Marion Quist and sons were Sunday evening callers in the Sterling Borg home.

Mr. and Mrs. Clayton Stingley and Randy were Monday afternoon callers in the A. E. Stingley home.

Mr. and Mrs. Ted Johnson were Tuesday afternoon visitors in the S. Erick Johnson home, Wakefield.

Mr. and Mrs. Lloyd Wendell, Greg and Kathy were Thursday dinner guests in the Gerald Cunningham home, Laurel.

Mr. and Mrs. Paul Borg and Karen were Tuesday evening guests in the Elmer Lehman home to celebrate the hostess' birthday.

Mrs. Clarence Henningsen was a Wednesday afternoon visitor in the Henry Bokemper home, Wakefield.

Mr. and Mrs. Glen Macklem and Steve were Sunday guests in the Keith Karnes home, Hinton, Ia.

Mrs. Marion Quist and Mrs. Morton Fredrickson went to Sioux City Wednesday and brought Mrs. C. O. Quist, Laurel, home from St. Joseph hospital.

Mr. and Mrs. Robert Lamb and Judy, Wayne, were Sunday visitors

Bel-air... frozen, premium quality

### PEAS, CORN or FRENCH FRIED POTATOES

In 9 or 10-oz. Packages

# 3 for 47c

In pop-and-store bags

## 2-lb. Poly Bag 49c

Bel-air — frozen, premium quality

### MIXED VEGETABLES

10-oz. Pkg. 21c 2-lb. Bag 57c

Stock your freezer... frozen

Grape Juice	Bel-air; just add water	6-oz. Can	17c
Grape Juice	Bel-air; Concord grapes	12-oz. Can	33c
Waffles	Bel-air; easy to fix	5-oz. Pkg.	25c
Broccoli Spears	Bel-air	10-oz. Pkg.	22c
Ice Cream	Lucerne—creamy smooth and delicious	1-gal. Carton	79c

Chocolate Marble plus ten other flavors... you save 10c!

Captain's Choice —

## WHITING

# 1-1/2 lb. Pkg. 33c

Frozen, dressed, luscious fried in Lucerne Butter!

Halibut Steaks	Captain's Choice—frozen, tender	1-lb. Pkg.	77c
Breaded Shrimp	Captain's Choice—frozen, pre-cooked	10-oz. Pkg.	66c
Perch Fillets	—or COD, frozen, luscious deep fried too	5-lb. Box	\$1.99
Haddock Fillets	—or CATFISH, fresh-frozen	5-lb. Box	\$2.19
Battered Steaks	Manor House—frozen, quick-to-prepare meal	1-lb. Pkg.	66c
Cut-up Fryers	Manor House—fresh-frozen, U.S.D.A. Grade-A	1-lb. Pkg.	39c

Guaranteed the freshest tasting chicken you ever ate or — DOUBLE YOUR MONEY BACK!

## Fresh Bakery Treats

Skylark — Power-Packed

## Protein Bread

# 16-oz. Loaf 19c

Save 6c a loaf

Fresh Donuts Mrs. Wright—Old Fashioned

Blueberry Pies Bel-air frozen premium quality

1 doz. 29c  
12-oz. 43c

LARGE GRADE-A EGGS 2 Doz. 75c

COTTAGE CHEESE 12-oz. Ctn. 5c

—with purchase of No. 2 Can LaLani Brand CRUSHED PINEAPPLE, 32c

in the W. B. Lamb home, Page, and the Mrs. Tillie Anderson home, c.

Mr. and Mrs. Fred Mattes were Sunday afternoon callers in the Ray Spahr home.

Mr. and Mrs. Oscar Johnson and Mrs. Otella Magnuson were Friday afternoon and supper guests in the George Magnuson home.

Mr. and Mrs. Clarence McCaw were Wednesday dinner guests in the J. C. McCaw home.

Mr. and Mrs. David Chambers and family, Wayne, were Sunday afternoon guests in the Bill Chambers home.

Wednesday Mr. and Mrs. Stanley Mitchell and Mrs. Lowell Sanders and Bradley were guests in the Richard Johnson home, Vermillion, to visit W. C. Heikes.

Monday afternoon Mrs. Clyde Evert, Derby, Colo., and Lt. Myra Henningsen, El Paso, Tex., called to wish their mother, Mrs. Clarence Henningsen, happy birthday.

Mrs. Kenny Kock and sons, Fremont, spent a few days visiting in the J. L. Saunders home.

Thursday evening Mr. and Mrs. Glen Macklem and Steve were vis-

## Save During Safeway's Brands

# FROZEN FOOD SALE

—low, low prices plus GOLD BOND STAMPS

Orange Juice	Bel-air; frozen, premium quality, 2, 12-oz. Cans	4 6-oz. Cans	65c
Strawberries	Bel-air; frozen, delicious on Lucerne Ice Cream	3 16-oz. Pkgs.	\$1.00
Meat Pies	Manor House—first quality, single crust; Tuna, Chicken, Turkey or Beef	4 8-oz. Pies	79c
Fish Dinners	Captain's Choice—frozen, new, try them	2 Pkgs.	89c

Scallops, Halibut or Haddock... (Shrimp, pkg. 53c) ... oven ready with potato snacks and buttered peas

Cut-up U.S.D.A. Grade-A, U.S. Inspected

## FROZEN STEWING CHICKENS

Safeway's famous Manor House Brand... Ideal prepared with Toyn House peas, corn and Safeway's fresh produce

# Lb. 29c

Pork Roast	Fresh picnic shoulders, 6 to 8-lb. size	Lb. 29c	Ground Beef	Safeway's famous quality, doesn't cook away	1-lb. 49c
Chopped Beef	Hygrade Brand; sliced, delicious	2 3-oz. Pkgs. 49c	Sliced Bacon	Safeway or Armour Star Brands	1-lb. 59c
Beef Forequarters	U.S.D.A. Choice Grade, aged. Includes most of the popular retail cuts available in your Safeway market.	Lb. 44c	Beef Hindquarters	U.S.D.A. Choice Grade, aged. Includes most of the popular retail cuts available in your Safeway market.	Lb. 57c

You'll enjoy Safeway's new, spring flavored, FRESH, tender

## ASPARAGUS

Delightful spears bursting with tenderness and flavor. Serve topped with Lucerne Butter for added enjoyment.

# Lb. 25c

Green Peppers	Mild and crisp	2 for 15c	Winesap Apples	Waldorf—Wash. State	4-lb. Bag 49c
Green Onions	—or RADISHES	3 bunches 19c	Red Potatoes	Pontiac variety, No. 2, economical	25-lb. Bag 69c

Coldbrook Margarine 6 1-lb. Cartons \$1.00

Corn, Peas or Tomatoes 3 No. 303 Cans 39c

Colored and quartered, economical buy

Gardenside—standard quality

# SAFEGWAY

All prices effective thru Saturday, April 7, in Wayne

Federal YORKTOWN CRYSTALWARE

## BRUNCH SET

3-piece Set 44c

—with purchase of \$4.44 or more at SAFEGWAY!

GARBAGE CANS 20 gallon size \$2.49

—with lid, constructed of heavy gauge galvanized steel.

# WINSIDE NEWS

By Gladys Reichert—Phone 2682

Mr. and Mrs. August Franzen spent Sunday evening with relatives in Wayne.

Mr. and Mrs. Vernon Miller and family were Friday supper guests in the Billy Saehl home.

Mrs. Alfred Janke was a Satur-

day visitor in the William Janke home. Mrs. Lester Prawitz spent Monday in the Janke home.

Mr. and Mrs. Dennis Bowers spent Monday evening with Mr. and Mrs. Paul Krohn.

Mr. and Mrs. L. W. Kahl re-

turned home Monday evening from Yuma, Ariz., where they spent the past month.

Mr. and Mrs. Harold Quinn spent Friday evening in the Kent Jackson home.

Mrs. Sam Reichert, Gladys Wil- lis and Mrs. Dora Ehlers spent Sunday evening in the William Janke home.

Mrs. Andrew Andersen was a Sunday dinner guest in the Leonard Andersen home.

Mr. and Mrs. Charley Temme-

The Wayne (Nebr.) Herald, Thursday, April 5, 1962

Wayne, were Sunday evening visitors in the A. B. Janke home.

**Society . . .**  
**Social Forecast**  
**Friday, Apr. 6**  
Three Pines Bridge Club (Cl. Panchard Card Club)  
**Wednesday, Apr. 11**  
Trinity Lutheran Aid  
**Friday, Apr. 13**  
Hebehan Lodge

Mrs. A. R. Roland spent Tuesday afternoon with Mrs. Mary Monk. Mrs. Ervin McMillan spent Saturday afternoon with Mrs. Anna Andersen in the Howard Jensen home.

Mr. and Mrs. Lowell Baker and family and Mr. and Mrs. Darrell Wylie and son, Pender, were Sunday dinner guests in the Chester Wylie home.

Mr. and Mrs. Dwayne Willers and family were dinner guests Sunday in the James C. Jensen home.

Mr. and Mrs. Frank Brudigan spent Thursday evening in the Wayne Inel home.

## Churches . . .

**St. Paul's Ev. Lutheran Church**  
(H. M. Hilpert, pastor)  
Saturday, Apr. 7: Church school, 1 p.m.; Sunday school teachers, 7:15.  
Sunday, Apr. 8: Sunday school, 9:30 a.m.; worship service and examination of the confirmation class, 10:20.  
Wednesday, Apr. 11: Lenten service, 7:45 p.m.

**Immanuel Ev. Reformed Church**  
(John E. Saxton, pastor)  
Sunday, Apr. 8: Worship service, 10:30 a.m.  
Wednesday, Apr. 11: Missionary meeting.

**Theophilus Ev. Reformed Church**  
(A. D. Weage, pastor)  
Sunday, Apr. 8: Sunday school, 9 a.m.; worship service, 10:30.

**Methodist Church**  
(Supply pastor)  
Sunday, Apr. 8: Sunday school, 10 a.m.; worship service, 11.

**Trinity Lutheran Church**  
(H. F. Otto Mueller, pastor)  
Thursday, Apr. 5: Council meeting, 8 p.m.  
Saturday, Apr. 7: Senior confirmation class, 9:30 a.m.; youth choir, 10:30; junior confirmation, 11.  
Sunday, Apr. 8: Sunday school, 10 a.m.; worship service, 11.  
Wednesday, Apr. 11: Ladies Aid, 2 p.m.; Lenten service, 8.

Sunday dinner guests in the Dennis Bowers home were Mr. and Mrs. Edwin Brogren and Mr. and Mrs. Donl Siedschlag and Kevin Norfolk.

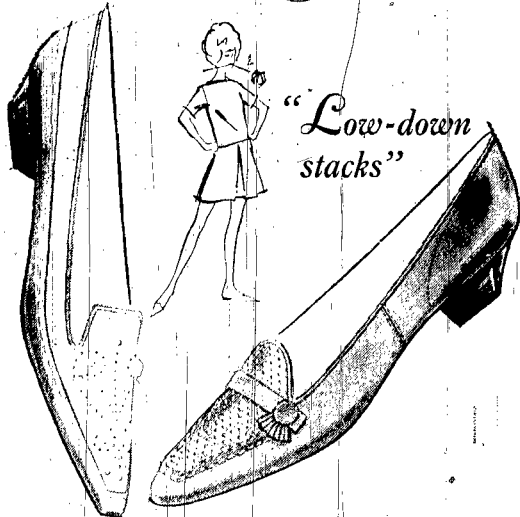
Mr. and Mrs. Herman Schuetz, Larry and Lyle were Thursday evening visitors in the Kent Jackson home.

Mr. and Mrs. Dennis Bowers spent Wednesday evening with her parents; Mr. and Mrs. Edwin Brogren, Norfolk.

Mr. and Mrs. Andy Mann and Mrs. John Redel spent Friday evening in the Elmer Monk home.

More WINSIDE — page 6

# Connie says... it's



Look what fashion's done to walkers! Now, Connie has the shapeliest low stacks you've ever taken on spring travels! Softened-point toe in white, eggshell, caramel or black unlined doe-skin. Square toe in eggshell or white unlined smooth leather. As seen in Glamour

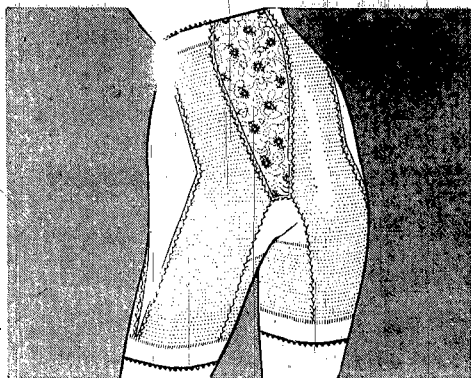
\$7.99

## Larson's

LARSON KUHN CO.

# hooray for hips...

so sleek and slim in



shape-up by

# BESTFORM®

The slimmingest, trimmigest panty you'll ever wear! With long legs that sleek your thighs, satin elastic hip panels and a vertical stretch back for all-round control. And smooth to the tiniest details: recessed garters, a 1" stay-up top. Power net with lace front panel. White only. S-M-L-XL.

\$5.95

## Larson's

LARSON KUHN CO.

# Coquette

"Dress of the Month"



FRESH! YOUNG! COTTON LAWN! For sizes 10 to 20  
Clear young colors and cool darks combined with a bold brush on airy easy care lawn! Coquette's flounce, sleeved fashion styled with a slightly scooped neck and a breezy skirt of unpressed pleats. 100% cotton lawn printed in blue, brown or green dominants.

\$5.99

## Larson's

LARSON KUHN CO.

# Easter Time is... DRESS-UP TIME

It takes a well dressed man to make the family Easter picture complete! Let us help you put your best looks forward for this important occasion. Come, see, select soon!

## Spring Parade of Newest Styles at Larson-Kuhn

You'll enjoy that feeling of self assurance that comes from knowing that everything you wear in the "Easter Parade" is correctly styled . . . to be sure — shop here

\$49.75 to \$59.75



summer's coolest convertible ARROW

Bi-Way \$4.25

Convertible two-way collar may be worn open or closed. Open-weave lightweight fabric is wash and wear, "Sanforized" for lasting fit. Short sleeves for added comfort. White and cool colors.



Tops for Easter

\$8.95 to \$11.95

by Stetson and Stevens



Sock 'Hits' For Spring!

Wide choice of colors and patterns.

69c to \$1.50



Wide Selection of Belts

Including the popular new wider belts.

\$1.50 to \$5.00



Ties

To complete the picture of your new "spring look."

\$1.50 to \$2.50



Pocket Hanks

White and colors

50c to \$1.50

RAIN WEAR FOR pampered protection



\$17.95

to

\$29.95

Spring comes to a young man's wardrobe in its newest, smartest styles . . . here and now.

## Student Suits

Sizes 35 to 42 Regulars - Longs

A complete department designed for young fellows who are too large for boys' sizes and not large enough for men's. Choose from new black and olive tones in Ivy style suits.

\$34.75 to \$44.75



## LARSON-KUHN

## NORTHWEST Wakefield

By Mrs. Wallace Ring  
Wakefield ATIS 7-2872

**Park Hill Club to Meet**  
Mrs. Leo Schulz will be hostess to Park Hill club Tuesday afternoon, Apr. 10 in her home.

Mr. and Mrs. Wallace Ring were dinner guests Wednesday of Mr. and Mrs. Clare Buskirk.

Lonn Schulz, who is employed in Sioux City, spent the weekend at home and was a Sunday afternoon guest of Mrs. Dennis Fredrickson.

Mr. and Mrs. Leo Schulz and Loren and Mrs. Charles Peters and sons were Saturday evening guests of Kermit Turners.

Mr. and Mrs. Lloyd Roebber and sons were Thursday supper guests

at Vern Millers, Winside, and Friday supper guests in the Clarence Utemark home.

Mr. and Mrs. Adolph Baier were Sunday afternoon and supper guests at Clarence Boeckenhauer's.

Mr. and Mrs. Ivan Nixon and Mr. and Mrs. Cal Swagerty were Norfolk visitors Wednesday.

Jeanette Packer spent the weekend with Marcia Erwin, Laurel, Mr. and Mrs. Dean Dahlgren and children were Sunday dinner guests of Mrs. Paul Dahlgren.

Mr. and Mrs. Gary Nelson, Carroll, were Sunday dinner guests of Mr. and Mrs. Albert Echtenkamp.

Mrs. Merle Ring and daughters visited Mrs. Dean Dahlgren Tuesday afternoon.

Mr. and Mrs. Hjalmer Lund visited in the Bob Mohan home, Sioux City, Monday.

Friday evening Mr. and Mrs. Cal Swagerty were guests in the Alva Smith home, Pender. Betty was an overnight guest of her grandparents, Mr. and Mrs. Nep Swagerty.

Mr. and Mrs. Kermit Turner and children attended a housewarming for Mr. and Mrs. Dennis Fredrickson Friday evening. The following were cooperative supper guests in their home: Mr. and Mrs. Elwin Fredrickson, Mr. and Mrs. Bud Simpson and family, Mr. and Mrs. Lyle Johanson and daughters, Mr. and Mrs. Preston Turner and Linda, Mr. and Mrs. Loton McCaw, Jerry Turner, Frances Turner and Mrs. Jorota Miner.

Mr. and Mrs. Cal Swagerty, Betty and Terry joined the family group having dinner and supper Sunday in the Cliff Nixon home, Dakota City, in honor of Mrs. Willis McDonald, Cotter, Ark. Others in the party were Mr. and Mrs. Herman Longe, Mr. and Mrs. Bill Stinger and children and Mr. and

Mrs. Dave Nixon and sons, Sioux City. Dave Nixon took Mr. and Mrs. Stinger and Mr. and Mrs. Swagerty on a sight seeing trip of the flooded area.

Mr. and Mrs. Joe Erickson entertained Mr. and Mrs. Marvin Borg and sons at Sunday dinner.

As a belated birthday observance for Thure Johnson, Sunday evening visitors were Mr. and Mrs. Ernest Anderson, Mr. and Mrs. Joe Erickson and Mrs. Axel Fredrickson and Cliff.

Mrs. Emma Levene spent Friday with her niece, Mrs. George Jensen. Her granddaughter, Mrs. Dean Meyer, Wayne, visited with them in the afternoon.

Friday evening Mr. and Mrs. Joe Erickson visited Mr. and Mrs. Robert Blatchford in their new home in town.

Mr. and Mrs. Ivan Nixon, Lonnie and Willis, and Mr. and Mrs. Alerin Nixon were guests in the Glenn Cooper home, Bancroft, Sunday for a goose dinner and supper. Mr. and Mrs. G. H. Schmier joined the group. Janice Nixon visited her cousin, Carol Johnson, Pender.

Mr. and Mrs. Thure Johnson were Friday evening guests in the Clarence Boeckenhauer home.

Wednesday evening the Ivan Nixons visited in the Leo Schulz family.

Mr. and Mrs. Dean Dahlgren attended "Question 7" in Sioux City Sunday evening with friends.

The LeRoy Johnson family joined Mr. and Mrs. Marvin Brader and children, Norfolk, and Mr. and Mrs. August Lorenzen in the Albert Brader home, Wayne, Sunday afternoon.

Mr. and Mrs. John Horstman and Mr. and Mrs. W. J. Eckenkamp were Friday guests in the Andrew Parker home.

happy to have these children with us.

The third graders are watching for signs of spring and recording them on calendars.

The first and second grades have written stories and made pictures of spring. The fourth grade also have written stories and poems.

The seventh graders have been doing some outlining in connection with language.

We have made some of our fair work and are making plans for more.

The third graders wrote thank-you letters to the helpers who brought us to and from school during the muddy days.

## Cars, Trucks Registered

1962  
Norris F. Weible, Wayne, Ford  
Jimmy A. Jensen, Winside, Dodge  
1960  
M. J. Mason, Wayne, Chev  
1959  
Dale Claussen, Wayne, Chev  
1957  
Bill Smith, Sholes, DeSoto  
1955  
Albert Anderson, Carroll, Chev  
Merle R. Rost, Wayne, Pontiac  
1954  
Wayne E. Klinestone, Wayne, Fd  
1953  
Clifford C. Sturtz, Wayne, Olds  
LeRoy McMillan, Winside, Chev  
1951  
Walter Lage, Carroll, Chevrolet  
George E. Berry, Wayne, Willys  
pkup  
1949  
Donald D. Kay, Wayne, Willys  
pkup  
Loren Dunklau, Wayne, Fd pkup

WINSIDE  
(Continued from page 5)

Mr. and Mrs. Wayne Imel were Tuesday evening visitors in the L. W. Kahl home.

Mr. and Mrs. Warren Marotz and family were Friday supper guests in the Adolf Miller home.

Mr. and Mrs. Dave Miller, Myla and Myron were among guests in the Merlin Crotte home Sunday evening for the seventh birthday of Patty Jo.

Mr. and Mrs. Vernon Miller and family spent the weekend in the Don Boyce home, Hastings.

Mr. and Mrs. George Jaeger and Bradley were among guests in the Harry Leseberg home, Wayne, Sunday evening for Mr. Leseberg's birthday.

Walter Wagner, Norfolk, was a Friday dinner guest in the Dave Miller home.

Mr. and Mrs. John Ritze and family, Wayne, spent Saturday evening with his mother, Mrs. Dora Ritze.

Mr. and Mrs. Kenneth Wagner and family spent Sunday evening in the Don Wacker home.

Mr. and Mrs. Don Painter and family were Sunday evening visitors in the John Bowers home.

Ernie Janke, Janet Brogren and Jodene Prawitz were Tuesday supper guests in the William Janke home. Miss Brogren and Miss Prawitz were overnight guests.

Mr. and Mrs. Alfred Jugel and Suzett, Laurel, spent Saturday with his parents, Mr. and Mrs. Richard Jugel.

Mr. and Mrs. Richard Miller and Juleene were Sunday dinner guests of her parents, Mr. and Mrs. August Voeks.

Mr. and Mrs. Norman Svenson and family, Stanton, were Tuesday supper guests of her mother, Mrs. Dora Ritze.

Mr. and Mrs. Don Painter and family were Thursday evening vis-

itors in the Howard Nielsen home, Norfolk.

Mr. and Mrs. John Morris and Dennis were Sunday evening visitors in the Howard Iversen home.

Mr. and Mrs. L. W. Kahl were Saturday supper guests in the Mrs. Sam Reichert home.

Mrs. Andrew Andersen and Krist Jensen spent Wednesday af-

ternoon with Mr. and Mrs. August Voeks. Evening visitors were Mr. and Mrs. Herman Sleubo.

Mr. and Mrs. Don Rhyners and family, Sioux City, were Sunday dinner guests of her parents, Mr. and Mrs. Artie Fisher.

Mr. and Mrs. Lloyd Roebber were Thursday supper guests in the Vernon Miller home.

Mr. and Mrs. Cal Swagerty were Norfolk visitors Wednesday.

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## Wayne Grain & Feed Co.

200 Logan Wayne Phone 60

### CHECKERBOARD service bulletin

## Dairymen in Wayne County use new service to cut feed costs

Several dairymen around Wayne have tried Purina Check-R-Mix rations and have found they got more milk at lower cost per cwt.

We believe they are getting these results because we are able to mix their rations exactly according to formulas prepared by the Purina Research Farm. We use Purina Chow Concentrate to supply the proteins and minerals. Then we figure out the right mixing formulas on the Purina Check-R-Mixer. We believe you'll see a difference, too, when we mix your dairy feed for you. Try us and see. Prove to yourself Purina feeding costs you less.



## Statement Of Condition March 26, 1962

# The State National Bank

## WAYNE, NEBRASKA

RESOURCES	
Loans and discounts	\$3,810,074.11
Banking house and other real estate	54,000.00
Federal Reserve Bank stock	9,750.00
Bonds of United States and government agencies	\$484,809.55
Municipal bonds	517,382.03
Cash and due from banks	957,715.91
Total cash and equivalent	1,959,907.49
<b>TOTAL</b>	<b>\$5,833,731.60</b>

LIABILITIES	
Capital stock	\$ 150,000.00
Surplus fund	175,000.00
Undivided profits	260,741.60
Reserve for taxes	9,121.17
<b>TOTAL DEPOSITS</b>	<b>5,238,868.83</b>
<b>TOTAL</b>	<b>\$5,833,731.60</b>

### OFFICERS

HENRY E. LEY, President  
NINA THOMPSON, Vice President  
EVERETT E. REES, Cashier

HERMAN LUNDBERG, Chairman of the Board  
HAROLD E. HEIN, Vice President  
T. L. ARMBRUSTER, Ass't Cashier

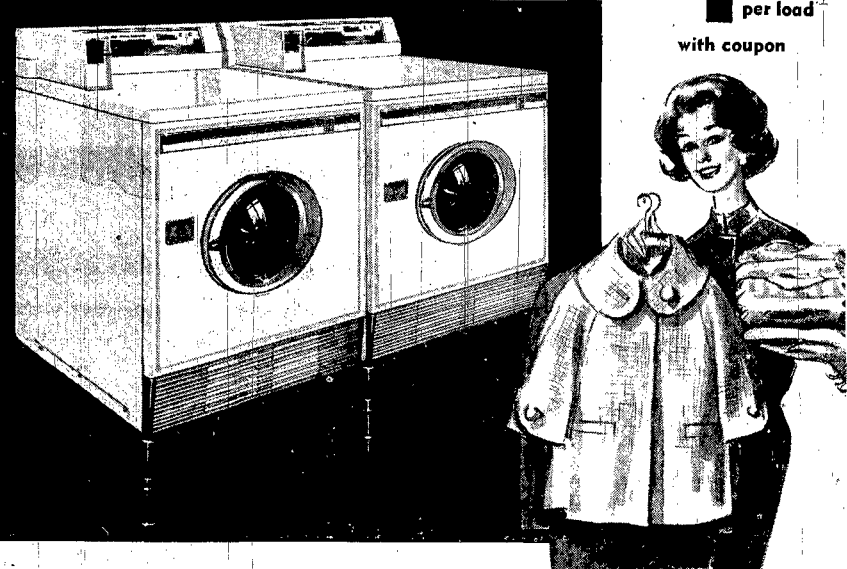
W. L. ELLIS, Agr. Rep.  
The Strength of a Bank Is Determined by Its Policy, Its History, Its Management and the Extent of Its Resources

## SPRING CLEANING SPECIAL!

April 6 Thru April 14

REGULAR \$2.00 8-lb. LOAD NOW ONLY \$1.50 per load with coupon

NEW SELF-SERVICE, COIN-OPERATED DRYCLEANERS DO A WHOLE LOAD OF CLEANING IN LESS THAN AN HOUR FOR



An 8-pound load of cleaning—9 dresses, for example, or 4 men's suits—comes out of the drycleaner beautifully new-looking and free of any odor.

Pleats and creases stay put. Most garments can be worn immediately. Some things take a little touchup with a steam iron.

Soft, nappy garments, such as sweaters, come out with their fluffiness restored.

Women (and men, too) who have used these new automatic Drycleaners have been amazed at how easily and how perfectly they work.

This new one-stop service lets you relax, visit, or go shopping while both your drycleaning and laundry is done automatically. You save time and save money!

**DRYCLEAN ALL THESE FOR ONLY \$1.50 with coupon**

Size, bulk, and weight of garments determines how much you can clean in an 8-lb. load. Here are typical examples of 8-lb. drycleaning loads:

- 10 sweaters or
- 4 medium-weight men's suits or
- 2 topcoats or
- 4 pairs slacks or
- 9 dresses

**SPRING CLEANING SPECIAL**  
8 lbs. Cleaning for only \$1.50  
with this coupon  
Coupon Good April 6 thru April 14

(THE COFFEE POT IS ALWAYS ON)

# Norge Cleaning Village

106 Pearl Street Wayne, Nebr.



CARHART'S 8th ANNUAL

# COLOR PICKIN' PAINT FESTIVAL

BIG SAVINGS ON QUALITY GLIDDEN PAINTS!

## SATURDAY APRIL 7



# \$1.00 OFF

ON EACH GALLON OF

## SPRED SATIN

100% LATEX PAINT



For a limited time only! \$1.00 off regular price of famous SPRED SATIN. Your opportunity to save! Paint now or paint later! Use SPRED SATIN to zip through your spring painting with brush or roller. Use it on walls, ceilings, woodwork. Beautiful, Guaranteed Washable Colors for every room. No unpleasant odor, you can paint with closed windows. Get your SPRED SATIN NOW at this special bargain price!

**\$5.69**  
Gal.  
Reg. Price \$6.69

30¢ OFF EACH QUART



Glidden

### Spring Paint Bargains

**NEW SPRED HOUSE PAINT**

LETS MOISTURE ESCAPE • DRIES IN 20 MINUTES • PAINT IN DAMP WEATHER

New, blister-resistant, Acrylic-Latex House Paint. Has 50% longer life than conventional paints. Ideal for wood or masonry homes.



**\$7.98** gallon  
**\$2.45** qt.

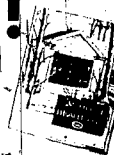
**FREE!**

Illustrated, colorful decorating book. Come in for your copy while supply lasts.

"Your HOME BEAUTIFUL"

**RUSTMASTER SPECIAL!**  
METAL PROTECTIVE PRIMER IN SPRAY CAN

PLUS WIRE BRUSH  
\$2.59 VALUE



**Craftsman House Paint**

A real bargain in a quality house paint at a special low price. High hiding, high gloss white.



**NOW \$4.49**  
gallon

**FREE! BUD VASE**

Given free to every adult visiting our paint department

Beautiful, hand dipped bud vase in brilliant Japalac Enamel colors. Hurry — supply is limited.



**SPECIAL!**

**ALL PURPOSE INTERIOR ROCKSPAR VARNISH**

For floors, window sills, table tops, woodwork — all purpose interior use. Long-lasting and durable. Dries hard overnight.

Gal . . . \$3.93  
\$1.20  
Qt.

**SAVE \$1.00 ON EACH QUART FAMOUS JAPALAC ENAMEL**

Interior Exterior alkylid high gloss enamel . . . all colors . . . bathroom, kitchen walls. YOU SAVE 50¢ EACH PINT

**NOW \$1.10** pint



**Serious About Decorating?**

Do It Professionally with America's Most Complete...  
**DECORATING PORTFOLIO**

Styled for The Glidden Company by  
C. EUGENE STEPHENSON, F.A.I.D., noted New York Interior Designer

Professional service keynotes this newest and most complete decorating portfolio — color schemes and furnishing guide for discriminating taste. If you're planning to decorate, now or in the future, let Mr. Stephenson assist you. Here's a new decorating service offered for the first time by the THE GLIDDEN COMPANY.

Here's all you have to do to get it!

We have the order forms and they are available to you with no obligation. Simply fill out the order and mail with one dollar, and the portfolio will be sent directly to you. What's more, you get your dollar back with your first purchase of one gallon or more of any SPRED paint product at retail prices.

**COLOR GUIDE**

3 Complete Color Schemes for the Room you've selected in three distinctive styles — "Subtle Simplicity", "Bold Sophistication", or "Informal Versatility". Each scheme reflects predicted color trends. There are actual swatches of color for walls, woodwork furniture, draperies, upholstery fabrics and accent colors.

**DECORATING GUIDE**

308 illustrations of basic designs for furniture, drapery patterns, mirrors, lamps, silver, glassware, window treatments and accessories for 7 decorating styles — Early American, Colonial-Federal, French Provincial, French Classic, English Traditional, Contemporary Classic, and Functional Modern.

ALL FOR **\$1.00**

COME IN AND ORDER YOUR PORTFOLIO...today!



**BARGAINS!**

OTHER SPRING PAINTING ITEMS REDUCED FOR THIS SPECIAL PAINT SALE

**INTRODUCTORY OFFER!**

**\$1.00 OFF each Quart**  
New Xpert clear wood finish  
For wood floors, paneling, woodwork and furniture — self-priming — sealing. Dries in 30 minutes.  
**Now \$1.50** QT.

**\$2.00 OFF 4" NYLON BRUSH**

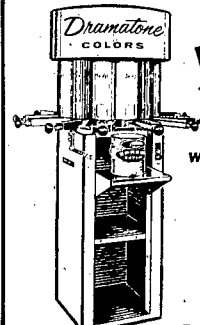
This new nylon brush is perfect for all your inside and outside painting needs.  
**SPECIAL \$3.69**  
Reg. \$5.49

Paint Roller and Tray . . . . . 88¢

Silicone Spray Lubricant . . . . . 1.09

Plastic Dropcloth Special . . . . . 59¢

Other Bargains Too. Stop In Look Around — Save Money



**FREE!**

with our  
**New Dramatone Color Machine**

**COLOR TINTING**

Limited Time Only — April 7 to 14

Come in today and see this wonderful machine scientifically make your exact wall paint color! Enjoy on-the-spot blends with no waiting, no guessing. See our display of beautiful SPRED SATIN hues — 600 new shades!

**JAPALAC SPRAY ENAMEL**

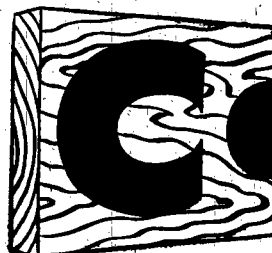
Famous Japalac quality enamel in handy spray can. No-clog nozzle. Save 50¢ a can during this festival.

**SPECIAL \$1.39**  
16-oz. CAN

**FREE!**

**COFFEE & DONUTS**  
SERVED ALL DAY

See the Factory Representative Demonstrate Quality Glidden Paints



# Carhart LUMBER CO.

105 Main Street

WAYNE

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# THE WAYNE HERALD



EIGHTY SEVENTH YEAR

Second Class Postage Paid at Postoffice, Wayne, Nebraska  
Return Postage Guaranteed

WAYNE, NEBRASKA, THURSDAY, APRIL 5, 1962

Published Every Thursday, Mailed Wednesday, at 310 Main, Wayne, Nebraska

NUMBER FORTY-NINE

## It Pays, in Dollars, to Trade Your Auto at the Right Time

If the auto industry had its way, most Americans would buy a new car every two years. But if motorists listened to the conservative little old lady, they would buy new cars only once in every ten years.

Strangely enough both points of view are right depending on the year. This makes for lively debate every time the subject of when should you trade in your car comes up.

There is a small proportion of the car-buying public that could be said to have the newest and can afford it and those who put on very heavy mileage — in the 25,000-30,000 mile range.

The companies of car buying and operation are such, however, that a new car every year program is the most expensive way of doing things. Modern cars are sturdy and built to last and, barring disaster, should run reasonably well for 100,000 miles, about ten years at the rate most Americans use them.

During the first year there are no repair costs to speak of, just routine maintenance. But in the second year, according to several studies, repair costs begin a steady climb that can reach as much as one-third the original cost of the car in six years.

Meanwhile depreciation has set in. The resale value of a car begins dropping the minute you drive it out of a showroom, which has led one observer to comment that everybody drives a used car.

By the end of the first year depreciation has cut 35 percent from the value of a car, and at the end of the second year it is worth 40 percent less than you paid for it.

After that depreciation takes a smaller and smaller bite, under ten percent. Usually, then, it is between the second and third years that depreciation has begun to level off and repair costs, have started to climb. Here is the point at which you should trade in your car, the experts say, to get the best possible break financially.

What is happening more and more these days is that the older car is used to put the family in the two-car class.

## How to Keep 'Her' Car in Good Trim

If yours is a two-car family, chances are that one of the cars is getting harder use than the other. And, contrary to popular belief, it's the one mother uses for her short trips around the neighborhood that gets greater wear and requires greater care.

Here are rules to keep the "her" car of the family in good operating condition:

Have oil changed on time. The American Petroleum Institute recommends changing oil every 30 days in winter, every 60 days in the summer.

Have the oil filter checked at each oil change and changed every 4,000 miles.

Have your car lubricated by time intervals, not merely by mileage intervals alone. It's wise to have your car lubricated once a month during the cold months, and at least two times during the summer.

Have the battery checked once a month.

Take the car out at least once a week on the open highway and run it at the maximum legal speed for 20 or 30 miles. This will get the oil circulating properly, help the engine rid itself of moisture and deposits that have formed in the engine, muffler and tailpipe.

## Recommend Seat Belts For Added Auto Safety

Safety engineers point out that automobile seat belts combine two of the most durable and reliable materials known, each performing the function to which it is best suited.

High strength steel is used for attachment hardware, and stain less steel or chromed steel makes a strong, never-failing buckle.

The belt webbing — often made of high-strength nylon such as Goprolan — has inherent strength, flexibility and resistance to abrasion.

Integral attachment points in 1962 cars make the installation of seat belts quick and easy.

## One Business in Six Linked to Automobiles

According to the U. S. Department of Commerce, one American business in six is automotive. Current data of the Automobile Manufacturers Association indicated that 10,561,119 workers, one of every seven employed persons in the country, work in industries related to highway transportation. Seventy-six million vehicles are registered in the U. S.

Some indication of the impact of the auto industry on other business can be seen in the chain of suppliers which feeds parts and services to it. One major manufacturer buys components from nearly 20,000 suppliers in every one of the continental United States. Half of every dollar the corporation receives for its cars goes to these suppliers.



BUYING THE NEW CAR is a family affair. After its home, the car is the family's biggest investment. The franchised dealer, who forms the vital link between manufacturer and consumer, spends more to protect his customer's investment than any other merchant.

## It's More Fun and Safer to Drive a New '62

The odds for a safe and enjoyable drive are heavily in your favor when you buy a new car. An army of engineers, specialists and technicians create the cars that you drive, and their rapid gains are evident in the new models.

In fact, on a mile per hour basis, traffic in the light of the number of vehicles has more than doubled in the past few years.

Norman Damon, director of the Automotive Safety Foundation and veteran campaigner for highway safety, ranks advances in traffic accident prevention among the most important social accomplishments in the history of the country.

Automotive engineers are designing vehicles with built-in safety features. Manufacturers are improving tires, brakes, headlights, visibility, safety belts, door beams, steering wheels and dash panels. They are engineering for crash protection. Mr. Damon points out that four

## New Car Choice Widest Ever; Spring Out Now in A New '62

### 300 Models of 1962's Offer Personal Cars

The industry that made mass production and standardization of parts a way of life in this country is now engaged in the paradoxical business of putting out cars that are in a real sense one-of-a-kind.

For in addition to offering nearly 300 models in the 1962 auto line, the American auto industry provides so many options — choices of paint color, interior decor, accessories, engines, transmissions, power accessories, and other equipment — that it is literally possible for one of the big makers to produce two million cars without having any two exactly alike.

As a result, the greatest flowering of personal cars, vehicles made to the individual taste of the buyer, is evident in the new cars on the roads. And apparently is continuing. Last year, there were only 250 different models.

While there are only three basic body styles — sedan, convertible and station wagon — there are many sub-types within those three basic categories. There are, for instance, two and four door models available in each type, and there are such things as a hard-top convertible, a compromise between the sedan and the convertible.

Automatic transmission is available on every American automobile, and for a while looked like it would take over the standard transmission market.

But there has been a resurgence of the "stick", particularly among sports car enthusiasts, many of whom are able to indulge in their car passion for bucket seats, four-speed gear boxes, tachometers and other personalized paraphernalia in a car that also has the room and comfort of a family vehicle.

Buyers also have choices between headrests or no headrests, one of several types of radio or none at all, a stable of different horsepower engines, air conditioning, power windows or the old hand cranked type, seat belts or none, and on and on.

### Big or Small, '62 Is Buyer Market

The 1962 automobile season now is in full bloom, and this year the American automobile manufacturer is offering the prospective buyer the widest choice he has had since the free-wheeling days of the early 1950s when an idea, a work shop and a modest financial state were all that was needed to create a car in the car market.

From small cars to big cars there is a dazzling array of sedans, hardtops, sports-type cars, personal cars, station wagons and utility vehicles. Whether your choice is to let yourself go or you are economy minded, there is a car to suit your taste, your specialized needs, or to match your pocketbook.

The car buyer, rightly enough, is in the driver's seat. The manufacturers have gone to extreme lengths to suit even the most finicky potential customer.

Styling is simpler this year; dead weight has been cut from cars, and the key words are functionalism, technical and mechanical advances, and value, with a capital V.

Withal there are some swank touches, too, for the bucket seat brigade shows no sign of disappearing, and there is solid evidence that the car-buying public wants its economy car trimmed with mink.

There is good news in the price front, too. For the third year in a row the industry is holding prices. Don't be misled if the sticker (list) price is higher than last year, for in 1962 the heater, which is essential to 99 percent of buyers, is an extra, but an integral part of the factory-installed equipment.

The 1962 lines comprise more than 300 different sizes, kinds and shapes under no less than 30 nameplates. New for 1962 is a new dimension, the so-called medium-sized car. The silhouettes are smoother and crisper, the color tones are muted.

Today's concept is for mass-produced cars but tailor-made models. The buyer can add variety by fitting regular production op-

tions to the basic vehicles. In essence the buyer can, within reasonable limits, design his own car.

And with the touch of spring in the air, several glamour models that were held back to take advantage of the lure of the open road vans snowdrifts and ice are just coming off the assembly lines.

Hand in hand with the almost complete spectrum of cars is the stronger than ever emphasis on quality control. This is one reason why it is taking a little longer to get delivery, for cars are getting more tender, lovelier care these days and it is showing up in the finished product. This is also the reason that the manufacturers are guaranteeing their cars for one year or 12,000 miles, whichever comes first. Formerly the new car warranty was 90 days or 4,000 miles.

Value is obviously the keynote as auto makers strive to make cars more competitive than ever with the other items and services that seek the consumer's dollars.

Neither horsepower, styling, size, diversity, luxury or economy alone seems capable of doing the trick. It is believed some solid combination of those things holds the key to winning the new car buyer, and the industry is pulling out all stops to whet his appetite for the 1962 models.

All of this boils down to the fact that the customer can pick and choose options at will. If he wants power, all he has to do is mention it and it's available. If he wants basic transportation, there are several models from which to select.

Engineering and design innovations share the spotlight with styling, for along with pleasing lines the public demands — and the industry is supplying — cars of sensible size and price that are mechanically able to perform nimbly in traffic as well as on the open road.

With upwards of 300 models to choose from, the biggest question seems to be not how many cars will be sold, as what cars will sell. It is the auto makers' contention that there is no longer just one right size car for a market, so diverse as exists in this country, so they are offering something for everybody.

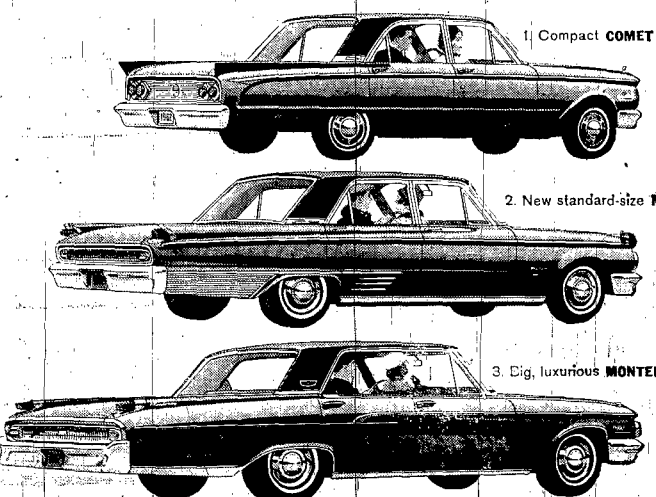


WOMEN — who more and more take the car in for service — find service people eager to explain the fine points of the simplified, but important, maintenance of today's cars. Many car service facilities are designed with her comfort and convenience in mind.

## Swing Into SPRING with a 1962 Mercury

COMPACT MERCURY COMET  
NEW STANDARD-SIZE MERCURY METEOR  
BIG, LUXURIOUS MERCURY MONTEREY

1962 MERCURYS  
best-looking buys...now in each size



### 3 sizzlers in 3 sizes! Now at your Mercury dealer's!

1. Compact Mercury COMET. Lively, frisky, nimble! Comet scoots up hills, scampers through traffic. A choice of two engines. For extra power—the brilliant Mercury Comet 170 "6". For extra economy—the Mercury Comet "6". For extra resale value, too, Mercury Comet leads all the compacts!

2. New standard-size Mercury METEOR. A top performer thanks to Meteor's balance of size, weight, and power. Three great engines: gas-stretching Meteor "6," 221 V-8, and hot new 260 V-8. Big-car features at compact prices—more than half of all compact models are priced above the Meteor 2-door sedan.

3. The big Mercury MONTEREY. Here's sizzle enough to warm the heart of any man. Up to 405 horsepower if you like. Your choice of five sizes: a Monterey "6," a 292 V-8, a 352 V-8, a 390 V-8, and a magnificent all-new mile-melting Mercury Marauder 406—the most advanced V-8 engine in America.

SEE THE BEST-LOOKING BUYS—NOW IN EACH SIZE—AT MERCURY QUALITY HEADQUARTERS

SEYLER MOTORS INC.

119 East Third Street

Wayne, Nebr.

Phone 303



## LOOKING FOR A CAR LOAN?

Got your eyes on a new 1962 car? Next thing to look into is how to finance it to your best advantage! Let us show you how an automobile loan from us will place you in the driver's seat fastest . . . and at the lowest possible cost!

Once you determine the amount required to finance the car of your choice, stop in here. The forms are simple, the service quick, and monthly repayment terms will be custom-tailored to suit you. The convenience of our loan will make a big difference . . . in your favor.



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# 1962 SPRING 1962



LET US PUT YOUR CAR INTO THE SWING OF THINGS WITH A SPRING CHECK-UP!

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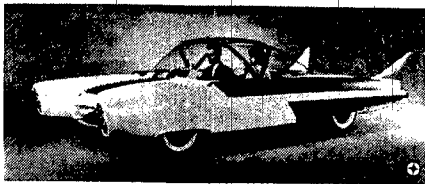
DEPENDABLE AUTO LUBRICATION

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CADILLAC CYCLONE is an experimental car with switch-controlled doors which spring out from the sides of the car and slide back.



FORD ATMOS is a full-scale model of a dream car of the future which was designed by the automotive company's styling department.

### Cars of Tomorrow Taking Shape with New Designs

What kind of automobiles will be touring across the highways of tomorrow?

How much faster will they travel than today's cars? Will they travel on the ground, in the air or on water?

What will the car of tomorrow be like? These are questions that cannot be answered with certainty. But U.S. Steel's automotive design experts are trying to come as close as possible to the answers.

The automobile five-year-old Johnny drives when he comes of age may have no wheels, be jet-propelled, and could be designed for use on another planet.

**Right Type of Steel** Whatever its shape or equipment, U.S. Steel is working now to make sure that exactly the right type of steel will be available to build it.

**U.S. Steel recently unveiled for Detroit's top automotive stylists and engineers an array of advance design ideas representing a cross-section of autos and trucks that may be on the market 10 to 15 years from now.**

John M. Reinhart, U.S. Steel's design representative to the auto industry, reminded them that the evolution of the automobile into the dream car of the future "depends on a close relationship between the automotive engineer and the people who supply him with his material."

Mr. Reinhart, a former designer

who developed among other models the now-famous 1956 Merck II Continental, pointed out:

"The world is moving too fast for us to wait until a special steel is needed before we try to produce it. We must anticipate the requirements of the future in our research laboratories and application research work."

For each of his design concepts, termed "entirely within the realm of possibility and compatible with present advances in technology," he presented drawings showing where U.S. Steel's family of carbon, high-strength, coated, and stainless steels would be put to use.

**Out of This World**

Since we may be colonizing other planets in the world of tomorrow, he said, one-man vehicles may be needed to transport men quickly over the hundreds of miles that may be involved in their daily routine.

To do this, he offered a jet-powered single-seater, originally developed as a scout car for exploration.

The family sedan in 20 years will be designed for extremely fast, comfortable, and safe travel. It may be streamlined with a tricycle running gear.

Another personal vehicle, which may be on the market in 1975, was a two-seater without wheels, designed to travel on air jets a few feet above the road.

Also unveiled was the "station wagon of tomorrow," equipped with solar burners for cook-outs. The vehicle requires no attention from the driver. It would travel on an "automatic road," receiving directional impulses from a braided-wire safety guide rail.

Whenever the dream car of the future finally arrives — whether 10, 15, or 20 years from now — U.S. Steel will have helped make it reality.

### Quality Control Is Car Makers Watchword

Every auto manufacturer has a procedure for checking cars as they come off the assembly line to make sure they conform to standard — a standard set up to assure, among other things, a long and trouble-free period of operation. This "quality control" procedure is more than a routine inspection. For it is run by groups of highly skilled skeptics who take the car, peer at it, drive it and listen to it with a "show me" attitude.

Not every car — except the very high priced makes — goes through the full quality control procedure. But if a car chosen at random from the line shows defects, the quality control men order that the production line be stopped until the trouble is found and corrected.

The technique varies with each make of car, but all have the same purpose — to increase reliability and durability. The head of one division supplements regular quality control with his own inspection. Each evening he takes a car at random from the line and drives it home. His subordinates have learned that the reaction of the "old man" next morning, if he chances on a car that was not just right, is awesome to behold and wise to avoid.

From the time that an advanced model of a car is ready to be run on the proving grounds, right up through production models, reliability and durability tests are conducted by the manufacturers. Cars are run continuously over a variety of rough and almost impossible conditions until they break down. Then the engineers go to work, find out what failed and work out methods to make sure that the failure will not occur again.

Not only do they test their own cars, but each of the major manufacturers goes out in to the retail market to buy the comparable

models of his competitors. The techniques the competition is using same test-it-till-it-breaks method is that might be adopted to improve used on them. In this way, the their own models. trying to make each succeeding manufacturers try to learn not only All of these approaches use model of car run better, and last in what ways their own product of the best materials, quality con longer with a minimum of maint- is superior, but also to learn what trol procedures, proving ground tenance.

Is your shoe wardrobe as in style as your automobile?

Put a "Spring" in your step when you "Spring Out" in

# Free-flex

by FREEMAN



Be as comfortable and in style on your feet as when motoring in your new '62. Comfort supreme and style in flexible, phantom footwear. Exclusive Freeman Free-Flex design of the finest shoe craftsmanship for your guaranteed satisfaction.

Freeman Shoes from \$12.95 to \$17.95

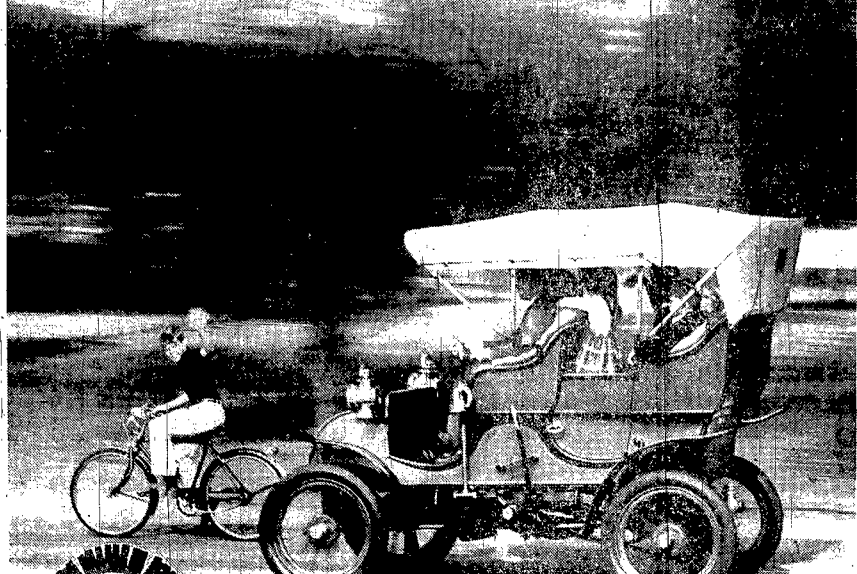
Whether walking or driving, let your shoes reflect your good taste. Free-Flex Freeman's are available in all styles of slippers, lace and novelty ties.



Swan - McLean Clothing for Men and Boys

GOING NEW CAR SHOPPING?

TAKE OUR MONEY WITH YOU!



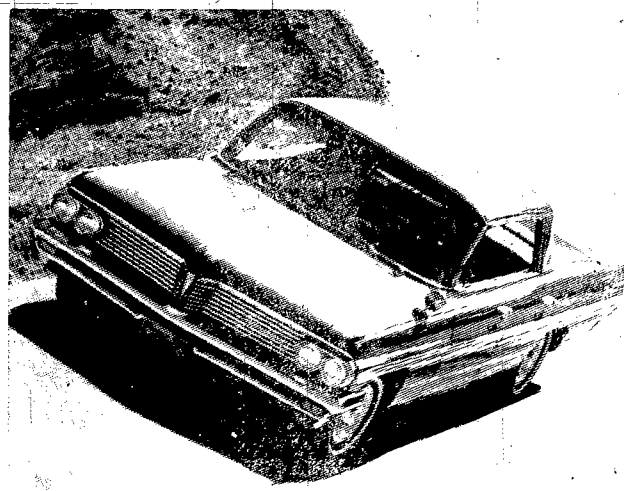
PRACTICAL WAY TO BUY A NEW '62

Be proud of your new car and equally proud of your good judgement by financing it with us. You'll enjoy our fast, friendly service.

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Wayne

# Women's Word Is Heeded in Styling and Comfort Design

In the past 15 years nearly everything about automobiles has changed. There is still a motor, but it has nearly doubled in horsepower. There are wrap-around windshields of tinted glass, power steering and power brakes. A flick of one's finger puts the car in gear.

Another touch turns on air-conditioning, heating, or defrosting equipment. No more inner tubes to be inflated — the tires are tubeless and much less prone to blow "out" at undesirable moments.

There are those who credit women with considerable influence in the design changes that have occurred. Others say these design changes were inevitable. Despite the various arguments, there are areas where women's influence is unchallenged. Exterior and interior colors and interior furnishings have changed in a direct bid to influence feminine choice.

**Gay In and Out**  
Interiors and exteriors are as gay as a mosaic. The display, some thing that an outdoor parking lot very much resembles from the air. Upholstery fabrics are easily cleaned and don't cling to coats and suits. Seats are more easily adjusted to a suitable "reach" for the shorter driver.

Floors are flatter and doors are wider, both boon to the woman in a narrow skirt. And floors are cushioned, less apt to scuff the back of firm leather heels. Glove compartments and ash trays are located in easier-to-reach places.

"Inevitable" or not, it's a fact that manufacturers are making it easier for women to operate a car. Many cars have all-weather coolants, good for two years. Better gas economy, savings on maintenance posts by longer periods between oil change and lubrication are plus factors that appeal to women. Traditionally the family budget-getters, and frequently the persons delegated to deliver the car into the tender hands of the repairman.

The 1962 model changes reflect a squared-up simplicity of design more fundamentally the taste of a fashion-conscious woman than of the average man. Many of the new car colors — deep reds, browns and pale neutrals — may also be found in the glittering world of women's fashion. Interior colors are subtle, shadings compatible with the exterior color, not always the case in the past.

**Women Push Safety**  
In the field of safety, women are credited with pushing the installation of safety belts and being less sheepish about using them once the device is installed. Women enjoy a "feeling of safety" when a strong steel bumper exists between them and the next car in line. Women drivers get the nod for fewer accidents than men drivers.

Whether you agree that women influence car design, one thing is certain: What she sees in a car won't be what a man sees in it. One prestige fashion magazine estimates (conservatively) that he states, "At least 39 percent of the

driving in the USA is done by women," and that seems like a rousing good reason for designers and manufacturers to listen to all the Designing Women!



**GOOD TRAVELER** — Textured red cotton suit takes cross-country or local car trips in smart stride. It features wrinkle resistance, new cone-shaped skirt and demifit cropped jacket with round, standaway collar. (Cotton Council)

## One Family in Six Now 2-Car Owner

In millions of American homes, when dad is asked for the car keys, he is very likely to ask, "Which car?" For a nation devoted to and dependent on the automobile, it is not surprising that two car families exist. What is surprising is that there are so many of them and that their number is increasing rapidly.

At last count, one car owning family in six had two autos and an additional 750,000 had three cars at their command. The number of two car families has 41 in one doubled in the past decade, and the trend shows every sign of continuing.

Probably the biggest factor in increasing the number of two car families to more than 6,650,000 is the post-war trend to suburban living. With favorite stores, family friends and community activities widely scattered, an automobile is essential. But if dad takes the car to work or to the railroad station, everyone else is housebound or footbound until he returns.

**Second Car Bought New**  
The answer for many families is a second car. Once it was standard practice to keep the old car for mother to use when dad bought a new car. But with the array of sizes and types of automobiles available now, it is increasingly likely that a car meeting the specific purpose will be bought new.

Two developments have contributed greatly in increasing the number of two car families: the station wagon and the compact car. For if dad just drives a short distance to the station or to work, he probably will be looking kindly on the easy-to-park and economi-

cal to operate compact field for his work car. And the same car will be handy when he and mother go out for an evening.

The station wagon with its sleek all-steel body is as handsome and glamorous as a hard-top. Mother is likely to keep it at home, since it provides plenty of room to store purchases from the weekly shopping trip or to take the children and their friends to meetings and outings. Dad finds the wagon handy, too, when he wants to bring home lumber for a do-it-yourself project or buys gardening supplies and tools that would not fit conveniently in a sedan.

Another factor that has made it easier for many families to buy and maintain a second car is insurance premium reductions available on the second and subsequent cars and also on compact models. Most companies give a 25 percent discount on the insurance for a second car, and the general industry practice is to charge compact car owners ten percent less than the premium on larger models.

### 'I See by the Herald'

Mr. and Mrs. Otto Heithold, Mr. and Mrs. Carl Nelson and Mr. and Mrs. Conrad Watershaper were last week guests in the Orville in the Rev. W. B. Lamb home, Nelson home in observance of Mrs. Page last Sunday and also the Nelson's birthday.

The Robert Lamb family visited last week guests in the Orville in the Rev. W. B. Lamb home, Nelson home in observance of Mrs. Page last Sunday and also the Nelson's birthday.

MAKE THE MOST OF MOTORING WITH A...

# SPRING CHECK-UP



- BRAKES TESTED
- MOTOR TUNE-UP
- IGNITION
- WHEELS BALANCED

- WHEELS ALIGNED
- Lubrication
- MUFFLERS INSTALLED
- STEERING

FOR THAT . . .  
**NEW '62**  
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**QUALITY USED CAR**

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The  
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EVERY WEEK

**CORYELL AUTO COMPANY**  
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# Swans' Spring Out IN New Car Fashions



If it's dress-up motoring, wherever you go you'll arrive in fine style in a **checkered, but not chubby**, Popeline sheath. This slim, summer-cool cotton is sparked with check trim, even to the front tab. Neat but not gaudy, and priced to take very little out of your purse. Sizes 3 to 15.

**\$1198**

## Bobbie Brooks



Fashion is with you to make the most out of motoring and the **Arnel pleated skirt** makes the rounds with all your favorite summer tops . . . a parade of pleats that maintain their store-new look after every washing. Perfectly fitting for all figure types. Sizes 5 to 15.

**\$698**



## ECONO-RIDE Rider Mower

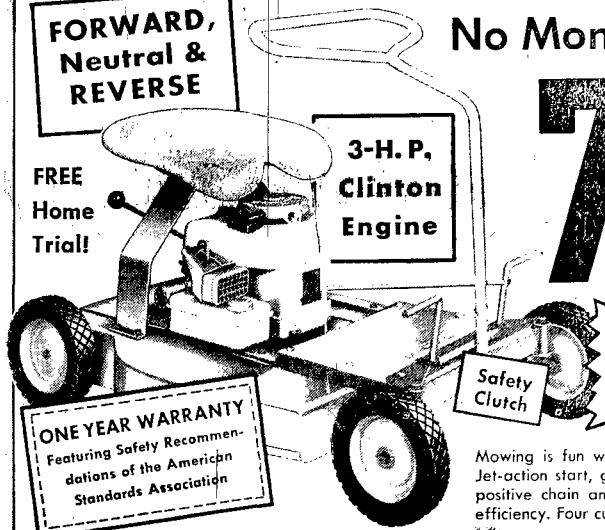
FORWARD, Neutral & REVERSE

No Money Down!

FREE Home Trial!

3-H.P. Clinton Engine

**79<sup>95</sup>**  
1.50 Per Week, Payable Monthly



ONE YEAR WARRANTY  
Featuring Safety Recommendations of the American Standards Association

Costs less than many push-type mowers!

Mowing is fun with this versatile 22" rider. Jet-action start, goes up to 4 mph, features positive chain and sprocket drive for peak efficiency. Four cutting heights.

**FREE!**  
Flower Seeds  
Visit Gambles lawn and garden department—pick up your free packet.

## DIRECT DRIVE Pacer TILLER

NO MONEY DOWN  
**78<sup>88</sup>**  
1.50 Per Week

2 1/2-H.P., 4 CYCLE  
Adjustable Quick Depth Bar

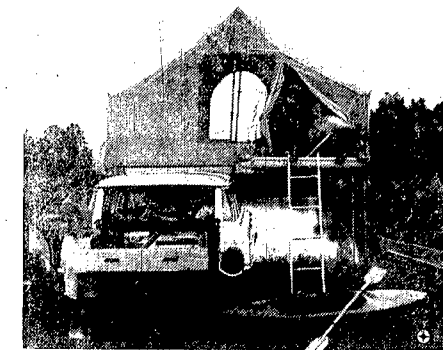
- Versatile tines are easy to remove or respace
- Quick-Lok clutch lever for fingertip release
- FIELD KING ROTARY TILLER . . . . . 129.95

QUICK GROWING  
Lawn Seed  
5 lbs. **99¢**  
Enough to seed 750 to 1,000 sq. ft. of lawn

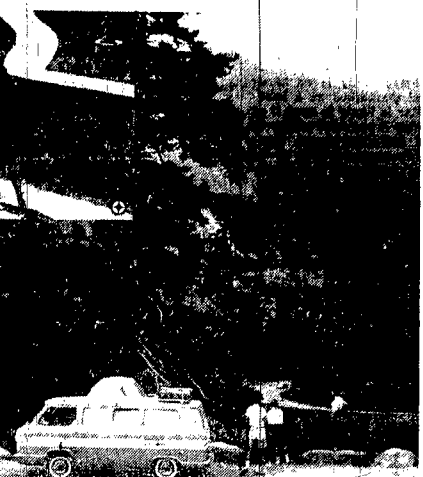
**GAMBLES—Famous for Discount Values**



BETTER CARS AND BETTER ROADS will spur 70 million Americans to roll up 65 million miles on vacations this year.



STATION WAGON CAMPING is made comfortable and easy by novel tent which pitches on top of vehicle.



SELF-CONTAINED CAMPING VEHICLE sleeps four and contains a complete kitchen and toilet facilities.

# 70 Million Take to Autos For Traveling Vacations

The automobile is the American family's magic carpet for vacationers. Some 92,000,000 vacationers will be on the nation's highways in 20,000,000 cars this spring and summer, and the rise in touring has brought with it some spectacular changes in motoring comfort. The future appears even more lavish.

The days of the rustic cabin with bare furnishings and run-down appearance have long since vanished. Today there are 58,000 motels, among them some of the finest hostels to be found in the world.

In fact tourism is one of our most important industries. Three states list tourist dollars as their principle source of income.

Travel Informally

Even if the family's destination is the heart of a city, motels and motor courts make it possible to travel informally and by pass the imposing hotel registration desk and its surroundings, hardly the place to bring children after a long day of driving.

However, the hotels are recognizing the new trend to informality and, if they have not built motor lodge annexes, they are bending every effort to cater to this trend.

They are well aware that a sport shirt clad man trailed by a family in shorts and sneakers is generally a responsible citizen and a source of revenue.

Better cars and roads have been the mainstay for this new phenomenon of American life. Today when a man loads his family into a car for a vacation, it is not with trepidation about breakdowns en route or impassable roads. Today's cars are marvels of durability and reliability, and there are more than a million miles of paved roads and another million miles of secondary roads.

Comfort in Demand

The whole nation has gotten to expect more ease and comfort in traveling, in fact, people demand it, executives of the Automobile Association note. It also has raised the cost of daily travel, but has not raised the total cost of going places. Thirty years ago it cost a couple \$10 a day to travel -- for food, gas and lodging. Today the bill comes to \$30, but today one can make a trip in his modern car over modern superhighways in about one third of the time.

The time saved in going places means they can see more, more quickly and at less cost. Naturally the expenses for travel have gone up because the prospect is so attractive that more people are taking more and longer trips. Contributing to this is the greater amount of leisure time. A most half of those questioned in a recent study said they took two vacation trips a year and 20 per cent took three or more motor journeys.

A Traveling Nation

The study also disclosed that Americans are the greatest travelers in the world today because they earn more money, and are able to spend more of it on touring in addition to the greater free time because of our burgeoning progress.

Vacationers will cover some 65 billion miles this year as the travel explosion apparently will hit new heights.

Even guide book publishers are recognizing this trend to motoring

## "Sculptured Steel" Bring New Car Shape

Steel, says the definition, is composed of iron alloyed with carbon. Yet they make "steel" in an automotive styling studio without using either iron or carbon. At Ford Motor Company's Styling Center, for example, they use plaster, clay, lumber, foil, plastic tape and paint, and a few other materials.

Once the stylist transfers his idea of what a car should look like from his mind to paper, it is made into a three-dimensional model that has the appearance of an all-steel body and other steel components. In this way, he visualizes how the design will appear in production without having to wait for prototypes to be built.

To simulate the appearance of sheetmetal, the Ford styling studios use one year as much as 55,000 board feet of lumber, 900 pounds of foil, 1,500 gallons of paint, 14,000 yards of plastic tape, and more

(than 100,000 pounds of modeling clay (which is used over and over.) The lumber is used to build a skeleton-like framework on which the full-size clay model is sculptured in clay. Once the model is honed to a fine finish it is painted or covered with a special colored plastic film to give the appearance of a finished metal car. The foil and plastic tape are used to simulate the appearance of brightness in moldings, ornaments and bumpers.

The finished product, even at close range, looks like an all-steel automobile. Yet it contains neither of steel's essential ingredients.

WHILE YOU WAIT

For proper engine performance regular spark plug checking is important. With electronic devices such as Champion Spark Plug Company's PlugScope, the plugs are precision checked in minutes without removing them from the engine.

STEEL BODY of new car is first modeled in clay.



STYLING CENTER at Ford Motor Co. shows how a car body is modeled in clay.

## Drive-ins Gearing Life to Automobiles

One key to business success today is not a better mouse trap but a drive-in window.

There are drive-ins in laundries, banks, movies, dairy and ice cream bars, churches and, of course, the original drive-in, the roadside gasoline service station that gave motor-minded Americans the idea in the first place.

Today the shortage of parking space in most metropolitan areas is contributing to the further growth of drive-in industries that dot the highways across the nation.

A motorized America has meant billions of dollars for drive-ins. It is estimated that nearly \$1 of every \$3 spent in eating places daily goes into the cash registers of roadside eating places from the humble hot dog stand to some of the plush restaurants.

As the 61 million passenger car owners are discovered, the car does more and more things without much more effort than rolling down the car's windows. Many a business has discovered that there is a competitive advantage in offering what amounts to curbside service.

There are about 6,000 drive-in bank windows and 4,000 movies. There are hundreds of curb service mail boxes and telephones. Motels, of course, are no novelty -- there are 58,000 of them. Neither is the supermarket, but the drive-in tax office

and a proposed drive-in traffic court are relative newcomers.

There even is one insurance company that features drive-in claim offices.

Every motorist is a potential customer for one or many of the

drive-in operations. Of the 53 million families living in the United States, 41 million, or 77 per cent, own cars.

### FREE COOLING

Tests with newly developed fuel-per-hour meters reveal that automobile air conditioners do not increase gasoline consumption

**MORE GALVANIZED STEEL**

Increasing use of galvanized steel is one reason modern cars are more durable and reliable. Last year, cars averaged more than 100 pounds of the zinc-coated steel, with some models using more than 200 pounds. In 1954, the average was only nine pounds a car.

At Don's

## NEW SPRING FASHIONS

SPRING OUT IN A NEW '62

**FRESH**

**FAIR**

**FLATTERING**

*Naturalizer*

THE SHOE WITH THE BEAUTIFUL FIT

Fashion's newest comfort styling introduces the crescent toe

An unlined, flexible shoe with smart walking mid-heel

And, Naturalizer's soft construction that features airfoam inner sole and flexible sole

From \$11.95

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## GET OUR FAMOUS Firestone CAR SAFETY SERVICE

**WHEEL BALANCE**

**ALIGNMENT**

**BRAKES**

We will adjust your car's brakes and front end to original factory specifications

HERE'S WHAT WE DO

ALL for only

9.95

Small Car

**1 BRAKES**

Inspect brake lining and wheel cylinders, add fluid and precision adjust brakes.

**2 ALIGNMENT**

Correct caster and camber and toe-in and toe-out to manufacturer's specifications.

**3 BALANCE**

Balance both front wheels and install necessary weights to manufacturer's specifications.

BE TIRE SAFE WITH NEW Firestone CHAMPIONS

**12.95\*** BLACK-RAYON 6.70-15 TUBE-TYPE

**13.95\*** NYLON 6.70-15 BLACK

**15.95\*** TUBELESS 7.50-14 BLACK

\* Plus tax and recappable tire

Adjust Brakes and Repack Front Wheel Bearings

**1.49** Plus Seals

Balance Both Front Wheels

**3.50** PLUS WEIGHTS

Align Front End

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COMBINATION OFFER

ALL 3 ABOVE SERVICES

**9.95** Any American Make Car

\* MUFFLERS

\* TAIL PIPES

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In writing! Satisfaction or your money back!

Our DX gasolines, motor oils, and greases are guaranteed to satisfy you or your money back. So try famous DX Boron Gasoline and new DX Boron Motor Oils on this written guarantee. We take the risk. DX products must be better than all others, or you get your money back!

APPLIED ON SOUND TIRE BODIES OR ON YOUR OWN TIRES

### Complete Set of Tubeless Whitewalls ANY SIZE

4 for \$49.49

FREE CAR SAFETY CHECK!

Our New Treads, identified by Medallion and shop mark, are GUARANTEED

1. Against defects in workmanship and materials during life of tread.
2. Against normal road hazards (except repairable punctures) encountered in everyday passenger car use for 12 months. Replacements prorated on tread wear and based on list prices current at time of adjustment.

Plus tax and 4 Trade-in Tires

THE COMPANY YOU TRUST — THE SERVICE YOU REMEMBER!

# MERCHANT OIL COMPANY

121 West First St. Wayne, Nebr.

# 18,000 Quality Items Used To Make the New '62 Autos

An automobile was once a rich man's toy for more reasons than one. Not only was it expensive to buy, but it was costly to maintain, operate and repair. Every passing year, however, sees the pressure of the family car on that most sensitive of all nerves—the pocketbook nerve—easing more and more.

To begin with, although the amount on the price tag has gone up, the modern car buyer gets more for his dollar in durability and reliability.

The value increase is made possible by the practically perfect functioning of each of the modern automobile's 18,000 items—most of them in a 100 by independent parts suppliers who vie to produce better parts at lower cost.

Allies in Quality  
Improvements like these are the result of continuous research and development by the car manufacturers and their allies—the producers of basic materials and component parts.

Since steel is the most important element in automobiles—upwards of a ton making up two-thirds of the weight of a typical vehicle—the steel producers are in the forefront of automotive research and development.

U.S. Steel, for example, has design and engineering specialists who have been trained in the automotive industry, constantly working with car manufacturers and parts suppliers to upgrade quality, reduce costs, and increase reliability and durability.

Ownership Cost Cut  
And during the time that a new car buyer keeps his pride and joy, he will be spending less to have it in top running order and line appearance. Every year the list of

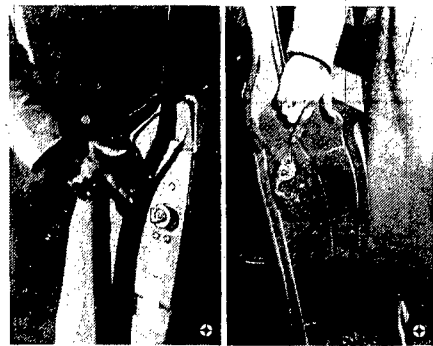
improvements in this area gets longer. As a result the cost of car ownership has been steadily reduced.

Take, for instance, the quality control programs that all major manufacturers have instituted at production lines. Individual parts, major components and the entire vehicle are checked continuously to make it likely that the buyer will have to make no major repairs or parts replacements during the time that most new car buyers keep a car.

Cost of car ownership is being reduced constantly for car owners by a number of elements, including the increase in reliability and durability. Some examples of factors that reduce cost of car ownership are:

- 30,000 mile lubrications
- 6,000 mile oil changes
- self-adjusting brakes
- aluminum coated, zinc coated, ceramic coated steel mufflers
- longer lasting tires
- longer lived batteries
- improved finishes requiring less polishing and waxing
- increased use of stainless steel, with its strength and unequalled resistance to corrosion
- better gas mileage
- reduced purchase price (because lower priced components are available)
- wide range of engine choices from 4's to V8's
- lower depreciation
- lower insurance costs (for careful drivers, compact cars)
- lower repair costs (bolt-on fenders)
- basic design constant from year to year which does not obsolete your car even if it's two or three

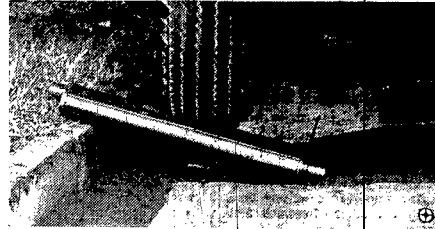
years old  
wide range of models, from compact to standard size cars, to regular station wagons, to van-style wagons. Each owner can choose the type of car best suited to his needs. Two-car families can have completely different purposes.



PRECISE ENGINEERING and case hardened steer at wear points make this Atwood Vacuum Machine Company door lock reliable and durable. Overlap of bolt (left) and striker (right) prevent rattles permanently and guard against door being jolted open.



GOOD LOOKS, strength and no polishing are advantages of stainless steel trim around windows of this 1962 automobile.



STRONG STEEL MUFFLER stands up to crushing weight of 5-ton tractor. Heavy gauge steel enables this AP Parts Corporation muffler to take a rougher road beating. Improved design and coatings also help make mufflers more durable and reliable.

PRECISE DESIGN and special steels assure durability and reliability of two types of Monroe shock absorbers shown.

## Stainless Steel Keeps 'New Car' Gleam Alive

The automobile metal of the future is here now. The characteristics of stainless steel which make it so desirable on 1962 cars are expected to be even more important in the future.

These characteristics of stainless steel include great strength, tolerance of high temperatures, resistance to corrosion and gleaming beauty.

Whether stainless steel is used functionally or decoratively, its good qualities overlap each other. For instance, in automotive trim stainless steel's main attraction is its rich gleam—which can't wear off and needs only the wipe of a damp cloth for cleaning. Stainless steel's joints in trim is that it resists dents and scratches that would damage other materials.

Looking to the future, engines may follow several trends—from



STAINLESS STEEL wheel covers shrug off stones and road salts, clean with damp cloth.

refinements of today's reciprocating types to gas turbines. Whatever the type of engine, the trend is to lightness and more power. Stainless steel seems sure to receive increasing use because of its strength and its resistance to heat and corrosion.

One example of stainless steel's exciting possibilities is an experimental engine with thin, strong walls of stainless steel which has produced one horsepower per pound of weight.

You will get greater value and satisfaction if the accessories you buy for your car are stainless steel.

Some which come in stainless steel are wheel covers, auxiliary lamps, car top carriers, license plate frames, mirrors and sunshades.

## Steel Research Aids In Improving Autos

The automobile industry—and its partners in progress who turn out raw materials and component parts—are busy developing and testing ideas that will further extend the durability and reliability of today's cars.

An example of the magnitude of this effort is seen at the U. S. Steel Research Center at Monroeville, not far from Pittsburgh. Gathered here are more than 1,000 scientists and technicians representing the greatest concentration of talent and experience in steel research and technology ever assembled in one company.

Steel is, of course, by far the most important product used in automobiles. A typical car contains upwards of a ton of steel which makes up two-thirds of its weight. An important part of the scientists' work at Monroeville is to develop steels to meet the current and future engineering requirements of the automobile industry.

With the auto makers' ever-growing emphasis on greater reliability and durability, the unrivaled ability of steel to do so many things so well and at such low costs be-

# Wheel Now Vital to Public's Work and Leisure Activities

A romance that began almost seven decades ago between the American and his automobile shows every sign of growing stronger with the passing years. At first only the adventurous were attracted by the newcomer, but it rapidly became a cynosure and has remained so.

The automobile has been described in prosaic terms as nothing more than a marvelous combination of steel and glass, wire and rubber and fabric. But it has inspired almost lyric prose from others who have called it a young man's wings and an old man's limbs; a housewife's magic carpet for shopping and the doctor's motor of mercy.

Storekeepers depend on it to satisfy customers quickly and with it the sportsman and vacationing family can find new adventure in places far off the beaten path.

Automobile Knits Nation  
The automobile's four wheels bring distant parts of the nation closer together, and because of it America has the most extensive system of highways the world has ever known.

Whoever has a part in making it, or selling it, or using it, or servicing it has an intimate continuing interest in it.

Because it is so much a part of our lives, the automobile has made more money for more people than any other product in our history. It has created millions of jobs, brought prosperity to

thousands and has kept millions employed. No single product has so rearranged our lives, our geography and our mode of living.

It has been a liberator in many ways. Without the internal combustion engine most vacations would be quite impractical. How else can dogs, babies, adults and their sundry possessions be moved for a weekend or long vacation, with some orderly confusion to be sure, but without worry about train or plane schedules; not to mention that carrying a full load of passengers doesn't add a penny to the basic transportation charges. (This is one big reason why some 85 percent of all pleasure travel is in the family car.)

Power To Go  
The automobile, likewise, has enlarged America's economic horizons immeasurably. The power to go has been the power to grow. One out of every six businesses is related to the automotive field.

One job in seven is in highway transportation. The automobile uses more than one-fifth of the nation's steel and accounts for a major volume of all the rubber, petroleum, glass, zinc and lead produced. Steel plays a leading part in road construction. Out of every million dollars of contract construction cost (about two miles in rural areas, sometimes as little as one-tenth of a mile through big cities) about 600 tons of steel are used.

Last year Americans spent more than \$7 billion dollars to buy, operate and maintain their motor vehicles. This is about three times as much as they

spent on all other forms of transportation combined.

Automobiles and parts account for five and one-half cents of the consumer's dollar, another three and one-half cents goes for gas and oil. Fifty years ago consumers paid less than two billions dollars for all types of travel.

In all but a handful of big cities, the automobile accounts for 85 per cent of all urban travel and usually the dominant form of transportation for persons entering the downtown area.

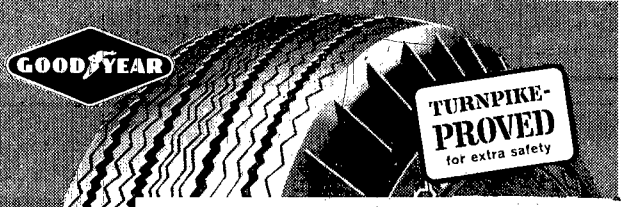
The largest single use of the average automobile is transporting workers to and from their jobs, accounting for 1.4 million hours of growth of industry and business activity on urban fringes.

Life Without Car  
Supermarkets could not have thrived without the car, the parks and national forests would be deserted, the holding of urban and rural life would be virtually unknown.

Even though the rate of car growth has slowed slightly, the automobile is multiplying faster than man. Since 1930 motor vehicles have multiplied five times as rapidly as the nation's population. The increase for motor vehicles has been 150 percent; the population has risen 30 percent.

By 1976 motor vehicles are expected to show an increase still twice as high as the population rise. The forecast for 1976 is car registration close to 114,000,000 or a gain of 54 percent over present totals and an estimated population of 215,000,000, a rise of 27 percent.

Without the automobile, the world would be a lot poorer. It has no rival when it comes to taking you where you want to go and when you want to go.



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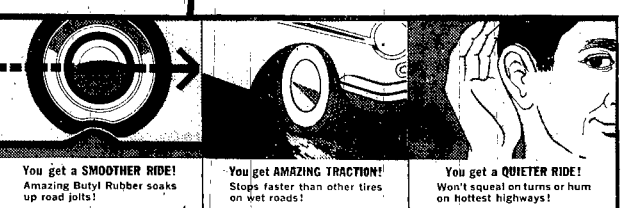
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**Steel Sheets Improved**  
Scientists in the steel industry have perfected new techniques that make steel sheets easier to form into body parts, making the various components fit together better.

Even the bumpers on modern cars are more graceful and lighter — and still stronger than their ancestors — because they are made of high-strength steels, such as Par Ten, produced by the United States Steel Company.

Banking heavily on versatile steel, design and production engineers in the auto industry are using the twin tools of quality control procedures on the production line and torture tests on the proving grounds to make sure that everything is being done to build reliability and durability into the cars of today and tomorrow.

**Automobiles and Steel Now Belong Together**

Automobiles and steel are two of our nation's vital industries whose destinies are, to a great degree, interdependent. Considering that about one-fifth of our huge annual steel output goes into car production, the importance of one business to the other becomes self-evident.

Upwards of a ton of steel goes into the production of a modern automobile. This consists of more than 160 distinct varieties of steel, prepared in more than a thousand combinations of form, size, quality and composition.

Not only is steel the basic material in autos, but it is the only one of the more than 18,000 items that go into cars which can perform dual and triple functions.

Steel gives structure and strength to the automobile, and at the same time helps insure reliability and durability. It forms an excellent base for paint, and the resulting colored component becomes a coordinated part of the car's decor.

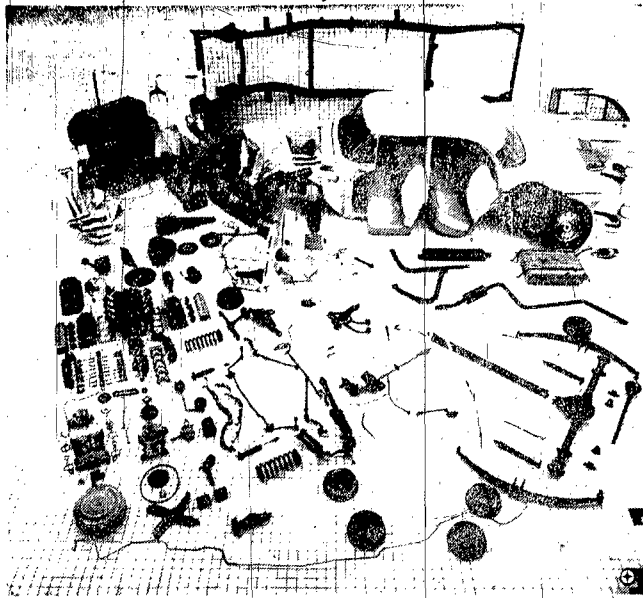
Vinyl coating is frequently applied to steel, giving it color, a textured finish and resistance to abrasion.

**NEW DEVICE**

A noise silencing system to replace the muffler has been developed by Arvin Industries, Inc. Noise-suppressing devices are placed in the exhaust pipe.

**ENGINEERS' DREAM**

Stainless steel is the automobile engineer's dream metal because of its lasting beauty, unrivaled strength, resistance to corrosion and easy workability.



THE HIGH DEGREE of reliability and durability of modern cars depends on the practically perfect performance of the 18,000 items making up the vehicle. A showdown test reveals the performance of the parts when production models — selected at random and road tested — are torn down completely. Photo shows parts analysis at Ford engineering department.

**More Durable, Reliable Cars Reduce Costs**

Faced with the dual problem of the American motorist's take-it-or-leave-it attitude toward his car and his evident desire to keep it running longer before trade in, Detroit's auto engineers are emphasizing more than ever the keynote of durability and reliability in the 1962 models.

The average driver can't be bothered with keeping the engine in top running condition at all times. As race drivers do, when he takes off in the morning, chances are he'll drive away just as soon as the engine is running smoothly.

even in the coldest weather, pit holes are just another part of the road and nothing to be avoided.

**Cars Run Longer**

At the same time, he wants that car to keep running in top condition for longer and longer periods. Just three years ago, only half the cars on the road were five years old or more now the figure is above 55 percent, and the average age of cars on the road is almost six years.

Indeed, there are more than two and one-half million 1959 model cars in use today, and their owners want them to be ready and able to go when they want to move. With the average age moving up, the auto industry is taking steps to make sure that its product has the reliability and durability to meet the challenge.

First among the raw materials that engineers depend on to insure durability—the staying power to last for the time that most drivers keep their cars—and reliability—the guarantee that the cars will work well during this time—is steel.

Every part of the modern car gives evidence that steel gives that twin guarantee. Galvanized steel used in those parts under the doors known as rocker panels gives added protection against damage from flying stones kicked up by the tires, and the corrosive action of salts used to melt snow and ice.

The new coated steel mufflers are another example. Shielded by aluminum, zinc or ceramic coatings from the lead acids and other corrosive materials in engine exhaust, these mufflers give



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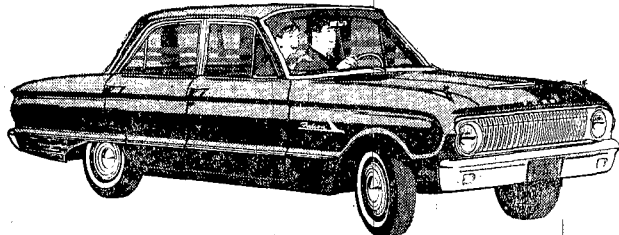
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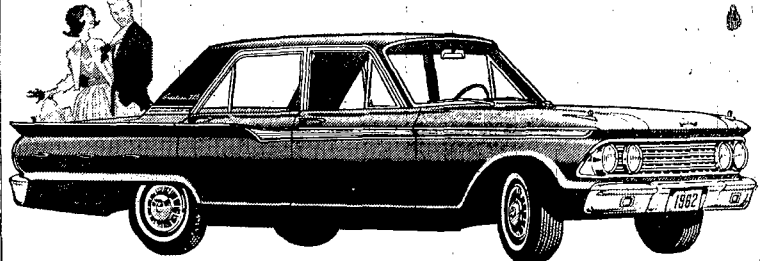
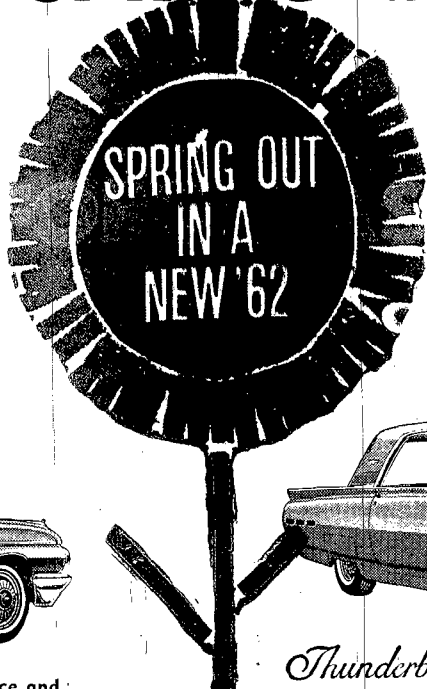


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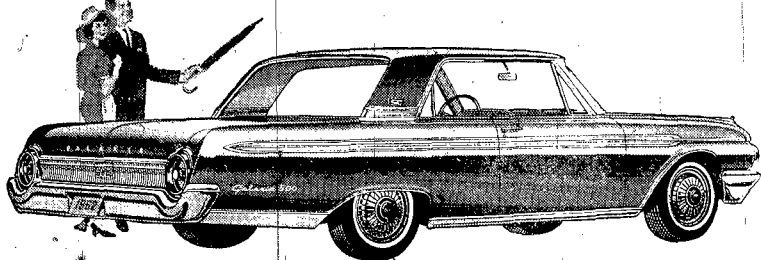
**Spring Out With "SPRING" In A New 1962 Ford**



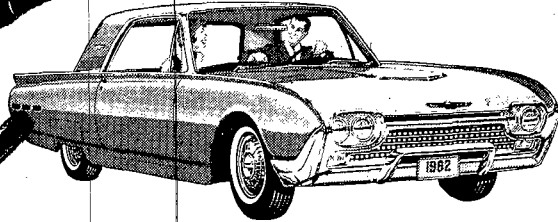
**FALCON** — Country's top selling compact. Mobil Gas Economy Run Champion. 109½ inch wheel base, 181 inches overall length. 13 different models to choose from.



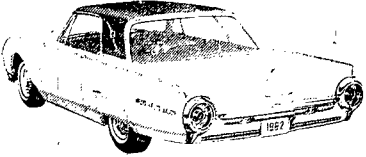
**FAIRLANE** — The Ford Fairlane is the first member of a new class which combines the advantages of both compacts and big cars — compact savings and maneuverability. Priced below many compacts, Fairlane even rivals some in gas economy. Has twice-a-year maintenance introduced by the Galaxie. 115½ inch wheel base and 197½ overall length.



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