The News-Review

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A SPUR TO INDUSTRY

By Charles V. Stanton

Oregon has had an outstanding highway program. Our State Highway Commission has a record of which we all should be proud. With a very limited amount of money, as money for road building is counted, Oregon has produced one of the finest systems of major highways to be found in the nation. Where a great many states have had corruption and graft in the manipulation of road money, not a breath of scandal has marked the handling of many millions of dollars in Oregon.

Oregon has limited access throughways equal to the best toll turnpikes to be found in the country, and far superior to many. Oregon's pattern of road and highway building has been the model for many other states.

Our highway Commission has proven it is able to make every dollar count in a road construction program.

At this time we are intensely interested in adding to our industrial activity. we are in competition for new industry with states having many advantages over Oregon. One of Oregon's principal bottlenecks to obtaining new industry is inadequate transportation—particularly access roads and roads designed to get raw materials to manufacturing centers and manufactured goods to shipping points.

State Funds Needed

Access roads into public domain timber should be built principally with federal funds. But local market roads will need money from state sources.

Oregon has already blueprinted an extensive program of secondary state and federal aid highways. It is dribbling out a few dollars to widely scattered projects from year to year. If the plans already blueprinted could be speeded we would eliminate some part of the bottleneck to industrial expansion. We would greatly improve our general economy. We know our Highway Commission would use the money wisely.

We need access roads over which we may bring logs to our mills. The upper Willamette Valley is dotted with abandoned sawmills. Yet one can stand on the roofs of many of those old mills and look to National Forests in the Cascade Mountains, where a considerable volume of timber could be made available on a sustained yield basis provided access roads were to be built.

Congress is failing miserably in its trusteeship over the public domain forests. It is impairing management of the timber resource because roads are insufficient to provide adequate fire protection, to salvage diseased timber, to remove mature timber, where the land should be devoted to reproduction, and to permit adoption of a complete sustained yield program.

Congress, by its failure to build access roads, is rapidly eliminating the small, independent mill operator and helping in the creation of big operator monopoly. Because federal funds are not made available for access road construction, forest management agencies must open up the forests through operator-built roads. Because some of these roads involve very large expenditures, sales must be made so large, in order to pay the road building cost, that only the big companies can bid on them. Other roads, such as the North Umpqua Highway, are beyond even the limits of the large operators unless sales were to be made so huge that a national scandal would follow.

State Could Prod Congress

But if the State of Oregon should through special legislative session appropriate a major sum for market highways, it would place a powerful weapon in the hands of its congressional delegation in making appeals for access road money.

If the State of Oregon should turn over to the Highway Commission the sum of $50 million from the $70 million surplus, with instructions that it should be used on roads essential to the manufacturing and marketing of our resources of forest and farm, Congress could not help but be impressed with the urgency of our road problem.

If after furnishing proof of urgency through our appropriation of funds, we then sent our governor, the head of our planning division, with a group of representative industrialists, to help our congressional delegation in presenting to Congress the need to speed access road construction, we should stand a fair chance of getting some results.

But the whole key lies in a willingness to tackle our part of the problem with our own funds. We have the money to advance our road program—a program to which we already are committed—by several years. Each year gained means millions of dollars to industry, business and tourist revenue. The investment would pay immediate returns. Although there never will be enough money to build all the roads we need, we could greatly relieve the existing need for more transportation facility if we would forget politics and put our surplus money into market road construction.

Bruce Biossat

Twelve years after the end of World War II, the pace and size of German economic recovery have become commonplace. But there are indications now that a critical phase is unfolding.

The fact is that West Germany's that it is outstripping its Eurothat it is soutstripping its European competitors in the market.

The remarkable industriousness that has produced this revival deserves wide admiration. But there is some danger in the economic situation which results.

West Germany is in somewhat the same status that the United States has so often found itself in recent decades. It sells more to its customers than it buys from them. Thus the customers have trouble accumulating enough German marks to keep on purchasing German goods in volume.

SOONER OR LATER everybody will suffer if some way isn't found to break this log jam. American officials are urging West Germany to extend large amounts of credit to help take up the slack. They believe the Germans can afford to do so. In fact, they think they can actually engage in foreign aid programs on a fairly sizable scale.

If the latter were done, some of the burden of foreign aid would be taken off the United States. At the same time, Germany's relations with not only its European neighbors but nations in Asia and Africa would be considerably enhanced.

IDEALLY, West Germany should take in more of its customers' products to help balance its trade. Up to now, however, there are no signs that this is likely to happen soon.

So credit and foreign aid programs seem the only immediate answer. They will at once assist in correcting what may become a perilous imbalance of trade in Europe, and make resourceful use of German economic strength for the benefit of the wider family of free nations.

If Germany has indeed become a member of this family with the intent to remain indefinitely in good standing, here is a great opportunity for it to demonstrate. A beckoning path of cooperation and assistance lies ahead.

In The Day's News

(Continued From Page One)

newspapers HAVE NO BUSINESS trying to win elections. Their job is to tell the news and express their opinions.

Newspapers are intensely interested in what people read. Our nationwide industry organization is the American Newspaper Publishers Association — ANPA for short. Several years ago the ANPA sponsored a nationwide study of newspaper readership. It cost several million dollars and among other things it developed this startling fact:

THE AVERAGE READER READS ONLY 16 STORIES IN EACH DAY'S COPY OF HIS NEWSPAPER.

That scared us half out of our boots until we realized that NO TWO PEOPLE READ THE SAME 16 STORIES.

That fact is fundamental in newspaper making.

No two people are cast in the same mold out of identical materials. No two people think exactly alike. No two people are interested in exactly the same things. You may pick up this newspaper and skim through it and say there's NOTHING IN IT. The next person who picks it up may find it INTENSELY interesting.

We have to take all that into consideration in making newspapers.

Newspapers have two sources of revenue — advertising and circulation. In rough figures and using broad, general averages, advertising represents about 80 per cent of a newspaper's income and circulation about 20 per cent.

That brings up the subject of readership again. How many people read ads? Along that line, the Klamath Falls Herald and News had a very interesting experience back in 1947. Newsprint paper was then very scarce — as it has been practically every year since until this year. We overshot the mark in the last quarter and used too much paper. We ended the year with only a few tons left and no more obtainable. For five weeks we had to run a little eight-page tabloid (half size) newspaper WITH NO ADVERTISING IN IT. We scornfully dubbed it Junior.

We kept a careful record of complaints — which by the end of the five weeks mounted up to more than 4,000. This surprised us:

MORE THAN 90 PER CENT OF THEM SAID THE NEWS CONTENT OF "JUNIOR" WAS ALL RIGHT BUT FOR HEAVEN'S SAKE WHEN WERE WE GOING TO PUT THE ADVERTISING BACK IN!

The advertising, these critics said, was the most interesting part of the paper.

One more point in closing this Newspaper Week dissertation.

In earlier and simpler years, news stories were built around four "musts:" Who, what, when, where. That is to say, it was held professionally that what the reader wanted to know was who did it, what he did, when he did it and where it happened.

In these more complex times, a fifth must has been added-WHY People now want to know not only who it was, what it was, when it was and where it was but WHY IT HAPPENED. In a wide range of news in these days the WHY OF IT is more interesting than the who, the what, the when and the where of it.

Cattle Rancher Retires At 72

JOHN DAY (AP) — Herman Oliver, who has been raising cattle since he was a boy of 10, is out of the cattle business at last.

The prominent 72-year-old cattleman said he sold his 11,000-acre ranch holdings to Clyde Holladay, Mt. Vernon lumberman.

He did not disclose the price. A newspaper reported it as approximately $350,000.

A former member of the state Board of Higher Education and the state Highway Commission, Oliver also was prominent in livestock affairs.

He was named dean of Oregon Cattlemen and a plaque was awarded to him by the Oregon Cattlemen's Assn. in 1955 for "outstanding contributions to the beef cattle industry."

Oliver said he would stay on as president and chairman of the board of the Grant County Bank here.

Air Force Condemns Land As Part Of Field

KLAMATH FALLS (AP) — The Air Force Thursday condemned 18 acres of land for use as part of Kingsley Field, its installation here.

The Air Force said in its suit that Mr. and Mrs. Lawrence Bullard, the owners of the land, have been offered $16,150 for the property.

In the suit, the Air Force said the land must be kept cleared of all trees and buildings to make a clear glide path to the field.

If the Bullards do not feel the sum is sufficient, the Air Force said, the value of the land will be determined by a jury.

The field is being constructed as a base for a jet interceptor wing.

ABC Will Televise Queen's Appearances

NEW YORK (AP) — The American Broadcasting Co. said Friday it will televise two public appearances of Great Britain's Queen Elizabeth II during her forthcoming visit to Canada and the United States.

The network said it will carry a telecast Sunday, Oct. 13, from 9 to 9:30 p.m., of the Queen's message to Canada, and another Monday, Oct. 14, from 3 to 4 p.m. of the ceremonial pageantry when the Queen opens the Canadian Parliament in Ottawa.

Society

ELKTON EASTERN STAR HOLDS FRIENDSHIP NIGHT

The Elkton Chapter of Eastern Star was host Tuesday evening for Friendship Night. Ninety-two members and visitors attended the potluck supper.

A number of honored guests were present, including two past worthy grand matrons of the Grand Chapter of Oregon. Mrs. Lela Wimberly of Roseburg and Miss Carlotta Weisman of Grants Pass. Other honored guests were Doris Knight member of Estarl Fund, and Mrs. Margaret Laseter of Cottage Grove, grand representative of Province Manitoba in Oregon; worthy matron, Pearl Stevens, and worthy patron, Alden Paull, of the Martha Chapter of Reedsport; worthy matron, Betty Earley, and worthy patron, Henry Smith, Oakland Chapter; worthy matron, Dolores Porter, and worthy patron, Laurence Porter, Cottage Grove chapter; worthy matron, Merlene Riggs of Valentine Chapter of Myrtle Creek; and worthy matron, Carmen Johnson of North Star Chapter of Drain. Other guests included Vera Rydell who was the first worthy matron of the Elkton chapter. Mrs. Rydell and her husband Clyde Rydell were celebrating their 41st wedding anniversary.

A lovely friendship addendum was given and Mrs. Betty Grimsrud sang "A Perfect Day."

A beautiful decorated cake was presented to the Elkton Chapter to Mr. and Mrs. Oliver Haines in honor of their 46th wedding anniversary.

Incidental music was played by Betty Grimsrud while preparations were made for a skit, "In the Southern Pacific Depot." The skit was hilarious with a cast composed of Sadie Knypstra, Gertrude Compton, Irma Hoffman, Winnie Albro, Norman Compton and Bennie Knypstra. The next Elkton Chapter meeting will be October 8.

MRS. DAY HONORED BY TOASTMISTRESS CLUB

At the regular meeting of Roseburg Toastmistress Club, "Friendship" was the theme to honor Mrs. Celia Day who has been a member of the club for nine years. Mrs. Day has retired from her duties at the VA Hospital and has since left Roseburg.

Mrs. Day was presented a past president's pin by the president of the club, Mrs. Elizabeth Reynolds.

Mrs. Day responded by giving a very interesting and instructive talk on the benefits to the individual to be gained from membership in Toastmistress and gave a resume of the club's activities through her years of membership.

Other talks were given by Lois Burton and Mrs. Charles DeGuire.

Lexicologist for the evening was Mrs. Jerry Lyons and Mrs. Frank Morgan was in charge of table topics.

Five visitors and 13 members were present.

The next regular meeting of the club will be Oct. 8 at Carl's Haven at 8 p.m.

YONCALLA COUPLE GIVEN HOUSEWARMING FRIDAY

Mr. and Mrs. Tim Ellis were pleasantly surprised at their home south of Yoncalla Friday evening when members of the choir of the Methodist Church gave them a housewarming. Visiting was enjoyed and the honored couple received a nice gift from their friends. A large cake made to represent a pumpkin, round, with orange frosting and a large stem was cut and served with coffee to the following: Charles Ellis and four children from San Jose Calif.; Don Jackson, Mrs. Pauline Webb, Mr. and Mrs. Felix Latham and son, Mike, Mr. and Mrs. Charlie Kirkelie, Mrs. Olive Currier and daughter, Sherley, Mrs. Irene Sparks, Mrs. Louise Snider, Mr. and Mrs. Don Dick, Mr. and Mrs. Eldon Lee, Les Smith, Mr. and Mrs. Bob Crawford and son, Mr. and Mrs. Wayne Flynn and son, Greg, Mrs. Ruth Edes and Mr. and Mrs. Tim Ellis and two sons.

SORORITY HONORS SPONSOR AT RECENT GOODBYE PARTY

The lovely home of Mrs. Holden McTaggart was the scene Wednesday evening for a delightful farewell party given for Mrs. Celia Day by members of the Alpha Theta Chapter, Beta Sigma Phi.

Mrs. Day, as sponsor of the sorority for the past year, was given a lovely gift in appreciation for her efforts in the club's behalf.

Game prizes were awarded to Mrs. Don Croucher, Mrs. Paul Orr and Mrs. Dale Curfman.

Refreshments were served to the guest of honor and to guests, Mrs. Dale Curfman, Mrs. H. L. Hard and Mrs. Clarence Paul; and members, the Mesdames Donald Croucher, Frank Dixon, Robert Schmitt, Ralph Hecathron, Donald Sanders, Holden McTaggeart, Robert Lammert, Georgine Clark, John Horn, Grady Mankins, Paul Orr, Gladys LaBrake, Edward Bring, Donald LaBranch and Ward Smith.

GOODBYE PARTY GIVEN FOR MRS. JIM ROBERTS

Mrs. Gene Parr was a charming hostess Tuesday evening at a party given at her home in compliment to Mrs. Jim Roberts who has since left to make her home in Inglewood, Calif.

Pinochle was in play, Mrs. Robert Sconce receiving high score and Mrs. Ronald Oilar, low.

A lovely gift was presented to Mrs. Roberts by the group which included Mrs. Jack Phillips, Mrs. Mundt and Mrs. Parr.

Dessert refreshments were served following the card play.

E. R. HOLMS OF SUTHERLIN TO CELEBRATE ANNIVERSARY

The 50th wedding anniversary of Mr. and Mrs. E. R. Holm of Sutherlin will be celebrated at an open house affair at their home on Plat 1 Road Sunday, Oct. 13, in the afternoon and evening.

Mr. and Mrs. Holm request that there be no gifts. All friends, neighbors and relatives are invited to call.

CV TOASTMISTRESSES HAVE WEDNESDAY MEET

The Camas Valley Toastmistress Club met Wednesday evening at Bart Cafe, Crystal McMasters, chairman, presiding.

Toastmistress for the evening was Blanche Copley. Topic mistress Hazel Peltzer chose "October" for speeches.

Linn Kirkendahl, a junior at Camas Valley High School, was guest speaker and spoke on "Leadership —Speech Training," given under the auspices of the American Junior Red Cross. Linn had taken the course in Camp Collins in Portland this past summer.

Margaret Crouch used "Poise" for the title of her speech; Enid Weist gave a review on the book "Tammy Out of Tim" by Sumners; and Lucile Catchpole gave an impromptu speech.

Theresa Ashton was inducted as a new member.

DAVID REECE HAS PARTY TO CELEBRATE BIRTHDAY

David Reece, small son of Mr. and Mrs. R. T. Reece, was guest of honor at a party given at his home Friday afternoon in celebration of his third birthday.

David blew out the candles on his decorated birthday cake and opened his gifts presented to him from Mrs. Genevieve Rakes and Veneda and Darwin; Mrs. Frank Louderback, Mrs. Dick Bartlett and Willie and Donnie; Mrs. Gene Chasteen, Stevie and Jackie; and Mrs. Richard Mendenhall and niece, Terry Blair. Mrs. Herry Horton, who celebrates her birthday on the same date, sent a gift but did not attend the party.

LeANN MOODY IS FETED AT SURPRISE PARTY

A surprise birthday party was given recently for LeAnn Moody by her sister, Sherrill, at their home in the Lower Camas Valley area. Mrs. Ford Baker and Mrs. Ben Pasco were co-hostesses with Sherrill.

Games were played and dancing enjoyed. Refreshments were served at the close of the evening to Dorothy Looney, Maxine Dancer, Byron Baker, Wyoma Pasco, Ray Looney, Jim Irwin, Judy Defferding, Bob Thrush, Phyliss Wiley, Charolette Barcus, John Wheeler, Dwain Brown, the guest of honor and the three hostesses.

MRS. E. E. BROWN IS HONORED GUEST AT PARTY

Mrs. E. E. Brown was the honored guest Tuesday evening at a handkerchief shower given at the home of Mrs. C. R. Bartlett on Otie Lane. Mrs. Brown, with her husband, has left for Eugene where the latter will be associated with the new City Drive-In market.

Enjoying the evening were Mrs. Brown, Mrs. Frank Holmes, Mrs. Rudie Heiden, Mrs. Wiley McCraw, Mrs. Dan McLellan, Mrs. Charles Clark, Mrs. Phil Hart, Mrs. Frank Jacobsen, Mrs. Harold Brown, Mrs. Levi White and the hostess.

Unable to be present were Mrs. Don Frear, Mrs. Nancy Wulf and Mrs. Littlefield.

ZONTA CLUB HAS RECENT SOCIAL MEET

Martha Wishart had charge of arrangements at the recent social meeting of the Zonta Club. Leslie West entertained the group with pictures of Italy and the Alps.

Attending were Elga Helgeson, Gertrude Hunter, Elnea Schell, Joy Augustus, Paula Gorton, Martha Wishart, Eleanor Carlson, Esther Myers, Marion Voeller, Mary Jane Rone, Gladys Amundson, Evelyn Frazier and Erma Platt.

Zonta will meet next at 7:30 p.m. Oct. 16 at the Roseburg Woman's Club.

HAYHURST VALLEY PAIR GIVEN FAREWELL PARTY

A farewell party was given for Mr. and Mrs. Leonard Brooks Sr. Thursday evening at the Hayhurst Community Hall. The honored couple has since left for Enterprise, Ore., to reside temporarily with their son, Leonard Brooks Jr., and family. Mr. and Mrs. Brooks have lived in Hayhurst Valley for the past 13 years and have now rented their ranch to Mr. and Mrs. Jack McNabb of Yoncalla.

A potluck dinner was served at 7 p.m., with cards the entertainment for the remainder of the evening.

LEGION AND AUXILIARY MEET FOR POTLUCK

The Yoncalla American Legion and Auxiliary met Tuesday evening at the city hall for a potluck supper and social evening.

Those present included Mr. and Mrs. Russell Lloyd, Mrs. Jettie Thompson and daughter, Vonza, Mr. and Mrs. Carl Conaway, Mr. and Mrs. Dan Russell and family, Mr. and Mrs. Marvin Thompson, Marlene and Mary, and Mrs. Berniece Radtke.

The next meeting of the auxiliary will be at the city hall, Tuesday evening, Oct. 8, at 7:30.

MRS. MANGAS HOSTESS TO HELPING HAND CLUB

The Helping Hand club met recently at the home of Norma Mangas, with the following members attending: Lillie Guilliams, Marilyn Dodge and children, Carol, David and Holly; Helen Niday, Helen Stone and children, Theresa and Kevin; and Della Schnore and daughter, Rita Sue.

Interesting games were enjoyed and lovely refreshments were served by Mrs. Mangas.

The next meeting will be Oct. 15 at 1:30 p.m. at the home of Catherine Welch, 328 SE Lane.

ALONZO CRAWFORD IS HONORED AT DINNER PARTY

Alonzo Crawford of Oakland was honored at a turkey dinner Wednesday evening at the home of Mr. and Mrs. M. A. Ormsby on his 71st birthday.

Present to help him celebrate his birthday were Mr. and Mrs. Edgar Jones, Ora Close and Mr. and Mrs. Ormsby and son, Jimmie.

RECENT DINNER PARTY HONORS MRS. CHAPMAN

Mrs. Leslie Chapman graciously entertained recently at a birthday dinner at her home in South Yoncalla, honoring the birthday of Mrs. Sherman Chapman. Mr. and Mrs. Sherman Chapman and son, Brad, of Drain were guests.

CV FARM BUREAU HOSTS AT FAREWELL AFFAIR

Camas Valley Farm Bureau members were hosts at a surprise going-away party in honor of Mr. and Mrs. Henry H. Cummings and three daughters, Sharon, Carol and Lois, Sunday evening at the home of the Cummings family.

Friends of the family presented them with a going-away gift.

Cake and home made ice-cream were served to Mr. and Mrs. Cecil Halterman and son, Jim; Mr. and Mrs. Albert A. Schaffer and two granddaughters, Vicki Rupert, and Charmaine Mitchell; Mr. and Mrs. Henry Denn, Mr. and Mrs. Howard Milton Mr. and Mrs. Ross Halterman, Mr. and Mrs. Ernest Booth, Mrs. Mildred Winchell, Mrs. Alma Luby, Mr. and Mrs. Richard Thrush and children, Tommy, Donny and Vicky, Roy Thurston, Mrs. Phil Boyd, Mr. and Mrs. Axel Jeppeson, Mr. and Mrs. Carl Dahl, Bruce Priest and Mr. and Mrs. David Thrush.

SOCIAL EVENING ENJOYED BY BETA IOTA CHAPTER, ESA

A social meeting of Beta Iota Chapter, ESA, was held Thursday evening at the home of Mrs. Richard Berney. A discussion was held concerning C.C.A. and a doll which the chapter is going to purchase and for which members will make clothes.

Games and cards were played during the evening with prizes going to Mrs. Robert Harrison, Mrs. Mike Wooton, Mrs. Don Kruse and Mrs. Richard Berney.

Refreshments were served by Mrs. Berney to the following: Mrs. Roy Fent, Mrs. Robert Harrison, Mrs. Don Kruse, Mrs. Bill Matthews, Mrs. Al Ritzow, Mrs. William Ulmer, Mrs. Bill Grensky, Mrs. Jim Richey, Mrs. William Madson, members, and Mrs. Mike Wooton, a guest.

The next business meeting will be at the home of Mrs. Bill Madson Oct. 10.

MRS. WHARTON HOSTESS TO SORORITY WEDNESDAY

Xi Tau Chapter, Beta Sigma Phi, held its second meeting of the fall season at the lovely home of Mrs. J. R. Wharton, the chapter's honorary member, Wednesday evening.

Mrs. Bill Semmler, for her program about countries, took members on an imaginary tour to Korea and back. Mrs. Semmler showed slides her husband had taken from the time he left San Francisco for Korea until his return home.

Mrs. Wharton and Mrs. C. P. Yundt served refreshments to the following members: Mrs. William C. Allen, Mrs. John Carrigg, Mrs. Henry Darby, Mrs. Dan Dimick, Mrs. Bert Griffin, Mrs. Ralph Huestis, Mrs. Paul Hult, Mrs. H. A. Johnson, Mrs. Robert Kent, Mrs. George Quine and Mrs. Bill Semmler.

MRS. AMUNDSON SPEAKER AT MOTHER'S CLUB MEET

Mrs. Gladys Amundson, Campfire executive director of this area, was guest speaker at the meeting of the Green School Mother's Club Tuesday. She spoke on the value of Bluebird and Campfire work, and showed pictures of the various phases of the activities carried on. The Mothers Club is sponsoring agent for several groups in this area.

The potluck dinner meeting was held at the home of Mrs. Louis Berney, with the following in attendance: Mrs. Russell Nelson, Mrs. Lester Miller, Mrs. Louis Berney, Mrs. Glen Turner, Mrs. M. D. Kemper, Mrs. H. A. Doyle, Mrs. Russell Betts, Mrs. Raymond Dunning, Mrs. Wlater Smith, Mrs. Willis Coble and Mrs. S. A. Lindberg.

The next meeting will be at the home of Mrs. Robert Benson of Linnell Ave Oct. 15.

DUPLICATE BRIDGE WINNERS ANNOUNCED

Nine tables of duplicate bridge were in play Tuesday evening at the Elks Duplicate Bridge Club at the Elks Temple. North-South winners were Doyle Pressnell and Mrs. A. B. Collier, first; Mrs. Harry Hildeburn and Mrs. E. C. Patterson, second; Dr. James H. Harris and E. C. Patterson, third, and tying for fourth were Mr. and Mrs. W. C. Callison and Harry Bruffy and Mrs. Lyle Bodenner.

East-West winners were Mrs. G. W. Marhall and Mrs. Edgar Lewis, first; Mrs. Chester Morgan and Mrs. L. J. Fullerton, second; Mrs. Walter Fisher and Mrs. B. L. Hardenbrook, third and Mrs. A. E. Kent and Mrs. C. W. Wharton, fourth.

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'55 BUICK Century Hardtop
A practically new used car, only 20,000 some odd miles, two-tone green, plenty of extras, one owner car, locally owned. Look! Only $2198

'55 BUICK Special Hardtop
My what a sweet running car this is. Almost the exact duplicate of the car above. But you'll save $100. Only $2098

'55 DODGE 4-Door V-8
Immaculate, locally owned and beautiful to see in a sparkling ivory over yellow two-tone. Dash shift, low mileage. Only $1598

'55 PONTIAC Catalina Hardtop
This little surprise package is neatly done up in an ivory over red two-tone, and for the best deal in town check this one first. Only $1998

'54 OLDS 98 Deluxe 4-Door
Full power equipped, radio and all the extras, two-tone green, you absolutely can't beat it for price or quality. Only $1698

'54 BUICK Special Hardtop
Sharp! Ivory over maroon, low mileage, local, white sidewall tires and the works, black and red vinyl interior, sport model, a truly good buy. Only $1598

'53 CHEV Bel-Air 4-Door
Only one like it in town, standard transmission, radio and heater, very nice ivory over mustard. Buy America's favorite, you can't go wrong. $1098

'53 CHEV 150 Series 4-Door
Economy model, very clean with low mileage, standard transmission. The savings that can be yours on this car are tremendous. Only $898

'53 OLDS Super 88 4-Door
Ivory over blue, power steering, power brakes, radio and heater, autronic eye, white sidewall tires, exceptionally clean. All this for only $1198

'52 FORD 2-Door Ranch Wagon
Another "Big Wheel" Special Buy. Radio, heater, Ford-O-Matic, local car, mechanically A-1. Only $798

'51 PACKARD (Small) Club Coupe
A roomy, yet small family car, nicely taken care of, good tires and runs like a watch. It's a steal at only $398

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