

Luscious - Ripe..

IGA  
Ripe Pineapple  
Hawaiian

SHOP AT IGA AND SAVE

America's foremost group of independently owned food stores

IGA  
LOW PRICES EVERY DAY

IMPERIAL PRODUCTS  
ALWAYS READY TO SERVE YOU

TUMS  
Quick Relief  
...for ACID INDIGESTION HEARTBURN, GAS

SKIPPER  
Washed COAL

PRESTONE  
ANTI-FREEZE

7up

LUCKY STRIKE CIGARETTE

HARRY HELLMANN  
It's roasted... by The Great Invention... by George...  
I smoke Lucky because they are the best...  
The Cream of the Crop

soothing Throat

F&F  
COUGH LOZENGES

ADDS PLEASURE TO SMOKING

really medicated

TAKES AWAY TOBACCO, ONION LIQUOR BREATH

Marvelube  
Esso IMPERIAL  
Esso EXTRA

The Pittsburg & Midway  
COAL MINING CO.

Yellow Cabs

Dial 2-3265  
LINCOLN, NEBR.

NATIONAL BANK OF COMMERCE  
13TH & O STS. LINCOLN, NEBR.

MONEY CENTER  
BORROW at Low Bank Rates

A GLANCE IDENTIFIES  
GREEN MARKED COAL

Philgas  
THE FLAME THAT IS MORE THAN MAGIC!

Firestone Super Balloon  
for SUPER SAFETY & SUPER COMFORT

JOHN RUSKIN CIGARS  
Now 2 FOR 5

Baby Ruth CANDY and GUM

CHESTERFIELD  
Full-Flavored Satisfaction

DRINK Coca-Cola ICE COLD

VOTE REPUBLICAN IN 1958

Sun  
DRUG STORE

LOCALLY OWNED & OPERATED  
FOR COMPLETE DRUG STORE SERVICE

TUMS for the TUMMY

give sweet relief almost instantly  
AFTER EATING • DRINKING • SMOKING

KENDALL  
The 2000 MILE OIL

Winston tastes Good

Like a Cigarette Should!

Walgreen  
AGENCY DRUG STORE

DRUGS • TOILETRIES • SUNDRIES  
CHEAPER  
SYSTEM INC.  
1325 - O - STREET • LINCOLN, NEBRASKA

1955 CHEVROLET  
Outdates Every Car In Its Field!

FRESH GOODS  
SUN  
Thrifty Stores for Thrifty People  
COURTEOUS SERVICE

Grapette SODA

Cherry Sparkle  
The Tasty Talk The Taste!

The drink they all expect

DRINK Coca-Cola  
DELICIOUS AND REFRESHING

THE ICY-O SANITARY DISPENSER

DRINK Coca-Cola  
ICE COLD

DRINK Coca-Cola  
FOUNTAIN SERVICE

DRINK Coca-Cola  
HERE

DRINK Coca-Cola  
Soda here Ice Cold

DRINK Coca-Cola

DRINK KIST  
ORANGE AND OTHER FLAVORS

CININNATUS BOWLING CENTER  
UPSTAIRS  
DRINK Coca-Cola  
IN BOTTLES

DRINK Coca-Cola  
High Life

DRINK Coca-Cola  
The drink they all expect

DRINK Coca-Cola  
ICE COLD

DRINK MOXIE

DRINK MOXIE  
Beverage Perfection

DRINK Coca-Cola  
ICE COLD

DRINK Coca-Cola  
ICE COLD SOLD HERE

DRINK Coca-Cola  
All Flavors

DRINK Coca-Cola  
ICE COLD SOLD HERE

DRINK KIST  
FLAVORS YOU CAN'T FORGET

DRINK Smile

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