

# GRAND OPENING!!

GOLD SEAL  
ARMSTRONG  
SANDURA

LINOLEUM  
Floor Covering

We have a limited amount of room size rugs and yard goods in the latest patterns. Take advantage of this real value.

8.95

The Coilux  
Innerspring  
MATTRESS

Thick, fluffy layers of cotton felt and 288 steel coil spring units, makes up this wonderful body rest mattress. Heavy floral ticking. Plan NOW to rest with "The Coilux" full and twin size.

39.50

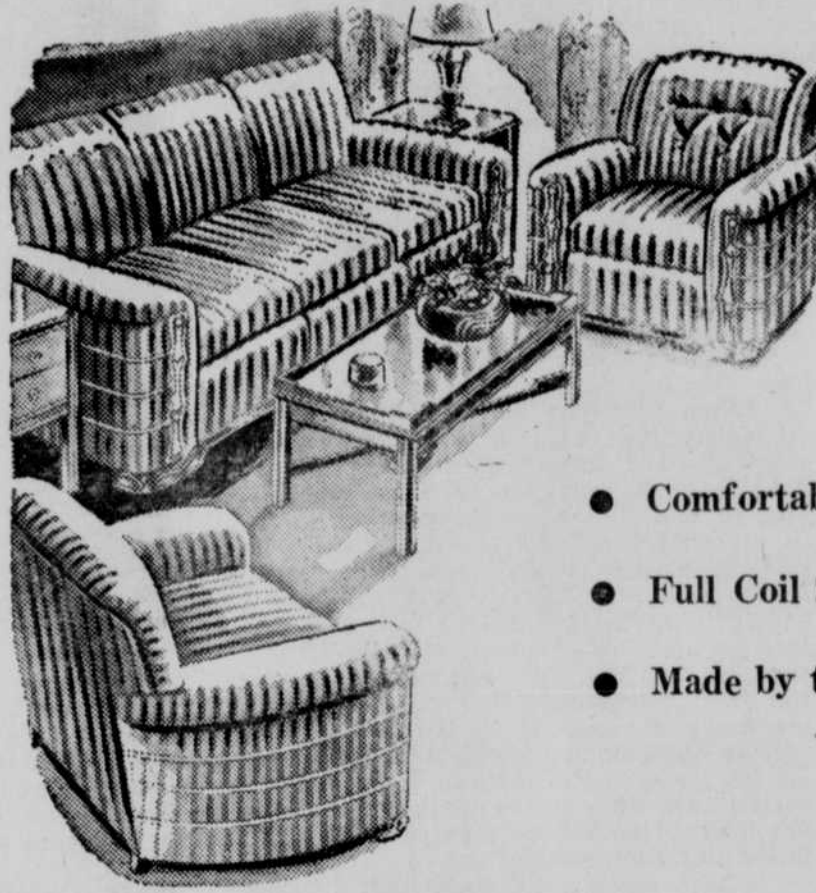
Announcing the Grand Opening

-- of the --

Midwest Furniture & Appliance Co.

IN OUR NEW MODERN BUILDING ON WEST MAIN STREET OPPOSITE ASIMUS BROTHERS OUTLAW STORE — O'NEILL, NEBRASKA.

Thursday - Friday - Saturday  
March 27-28-29



Beautiful 2-Pc.  
STUDIO SUITE

MAKES UP INTO A FULL-SIZE BED.  
HIGH GRADE BLUE AND WINE  
VELVETS TO CHOOSE FROM ...

- Comfortable Matching Lounging Chair.
- Full Coil Spring Construction.
- Made by the Largest Manufacturers in the Midwest.

149.50



AS NATIONALLY ADVERTISED



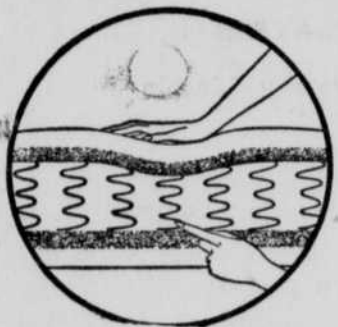
The Famous  
PERFECT SLEEPER  
TUFTLESS

Innerspring mattress and box spring



Mattress 43.75  
Box-Spring 43.75

with TWO-WAY COMFORT



1. SOFT: Smooth, Tuftless cushioning to relax you!
2. FIRM: "Live" Ribbon Steel Innersprings support you!

5-Pc.  
Arvin Chrome  
BREAKFAST  
SETS

See this outstanding all steel & chrome dinette set — for service and longer wear, try one. Other triple coated chrome and oak dinettes to choose from.

69.50

5-Star Special Bargains!

- INNERSPRING MATTRESS Heavy ACA Tick ..... 29.50
- PRESSURE COOKER Alca Aluminum, Heavy Cast .. 11.95
- 4-PC. BED ROOM SUITE Beautifully Bleached ..... 149.50
- COMBINATION END TABLE & MAGAZINE RACK, Walnut .... 4.95
- MUELLER PIANO & BENCH Tuned and in A-1 Shape ..... 75.00

WE ARE

Franchise Dealers

— for —

KELVINATOR — the most famous name in refrigeration.

STROMBERG-CARLSON RADIOS — there's nothing finer.

EUREKA SWEEPERS — the most home complete cleaning system.

EMERSON & SONORA — Table models, portable radios for every use.

SERTA — makers of the "Famous Perfect Sleeper Mattress."

AND — many more great names in manufacturing.

Free! Free! Free! Free!

A Useful Gift for Every Lady

PLAN TO COME IN AND LOOK OVER OUR COMPLETE STOCK OF QUALITY, NATIONALLY KNOWN BRANDS OF NEW AND USED FURNITURE. THE MOST COMPLETE STOCK OF ELECTRICAL APPLIANCES AND HOME FURNISHINGS THIS SIDE OF OMAHA. OUR PLAN IS TO SELL TO OUR CUSTOMERS FOR LESS! WE WILL MEET ALL CITY AND MAIL ORDER HOUSE PRICES.

WE HAVE A LIMITED AMOUNT OF HARD-TO-GET ITEMS, SO REMEMBER THE DATE OF OUR GRAND OPENING — MARCH 27-28-29. COME IN AND LET US HELP YOU REFURNISH YOUR HOME.

WE WOULD LIKE TO TAKE THIS MEANS OF THANKING OUR MANY FRIENDS AND NEIGHBORS FOR THEIR HELP IN THE CONSTRUCTION OF OUR NEW BUILDING.

"Easy Terms for Your Convenience"

# Midwest Furniture & Appliance Co.

Phone 346J - Across the Street from Asimus Bros. Outlaw Store - O'Neill