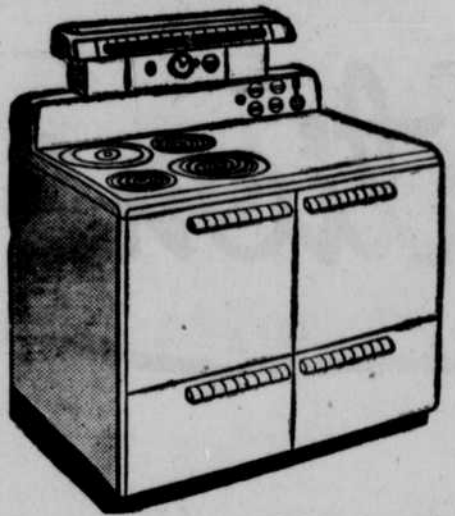


Gambles

# Grand Opening!

• OUR ENTIRE ORGANIZATION IS IN HIGH GEAR . . . THERE IS A SNAP AND A HUM IN THE AIR . . . . . EVERY DEPARTMENT IS READY, WAITING ONLY FOR THE WHISTLE TO SWING INTO ACTION

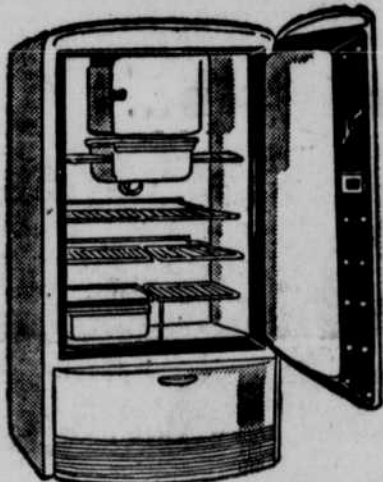
Coronado Home Maker  
**ELECTRIC RANGE**



- 6-Qt. aluminum deep-well cooker.
- Thermostatic oven control.
- Smokeless broiler rack and porcelain broiler pan.
- Automatic oven clock timer.
- Concealed Chromalox units.

**\$329**

Coronado  
**REFRIGERATOR**

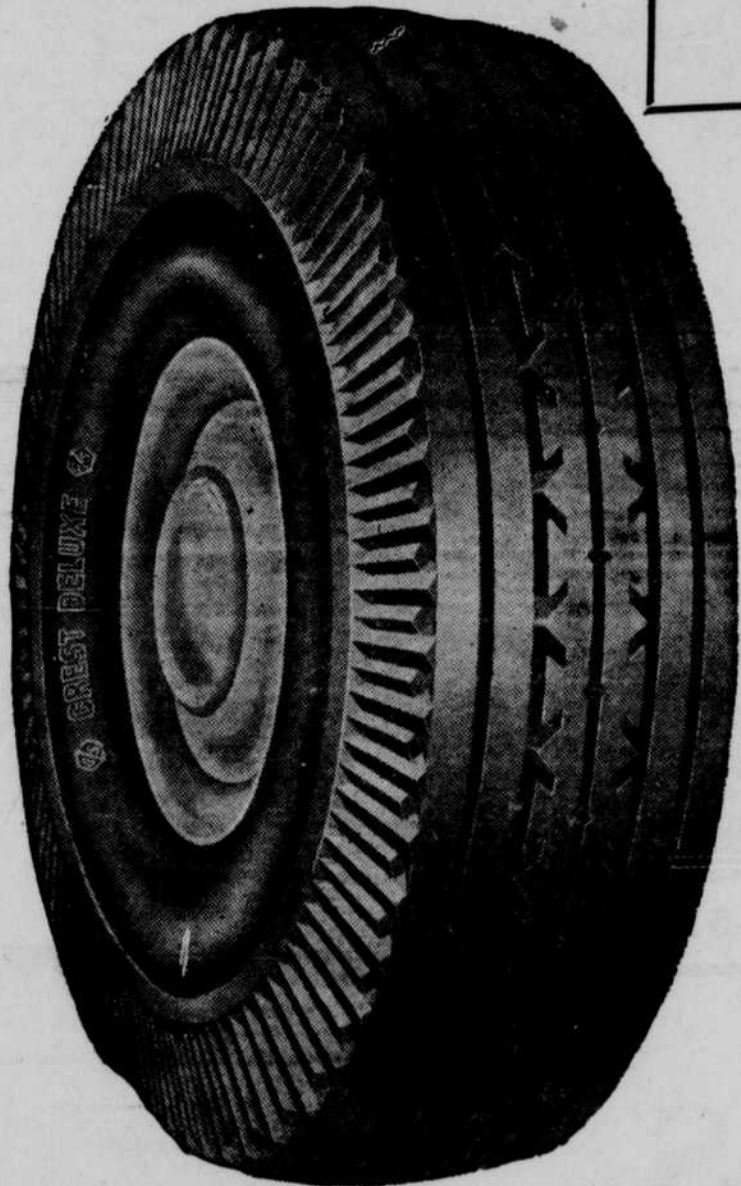


- 7-Cu. Ft. capacity.
- Fiber glass insulation.
- 4 Ice cube trays.
- Economy sealed Hermetic unit, 1-8 hp motor.
- Sealed all-steel cabinet with one piece acid resisting porcelain interior.

On Sale Friday, August 8.

**\$179**

*Sensational*



- FREE TUBE
- FREE INSTALLATION
- FREE ESTIMATES
- FREE Written Double Guarantee with each CREST Deluxe Tire

**12.82**

PLUS TAX

Beginning Monday, Aug. 4th

and Lasting for

**6 -- Exciting Days -- 6**

BE SURE TO ATTEND!

The Store Hours for This Event: 9 a.m. to 9 p.m.

## ★★ Specials

MONDAY

- HAND SAWS**—Special Imperial Steel—Guaranteed Quality, On Sale, 2 p.m. **98c**
- GAMBLES GRANULATED SOAP**—Quick Sudsing for Washing and Dishwashing, On Sale, 8 p.m. **13c**

TUESDAY

- ELECTRIC IRONS**—Streamlined. Automatic Control, On Sale, 10 a.m. **3.49**
- PLIERS**—6-In. Blunt Nose On Sale, 3 p.m. **23c**

WEDNESDAY

- FISH REELS**—100-Yard Size Smooth Cast. Auto Backlash. 10 a.m. **2.98**
- ENAMEL DISHPANS**—Red and White; On Sale, 8 p.m. **39c**

THURSDAY

- ELECTRIC TOASTER**—Nickel Chrome Element; On Sale, 10 a.m. **2.49**
- RANGE SALT & PEPPER SHAKER SET**—On Sale, 8 p.m. **19c**

FRIDAY

- TEASPOONS**—Tinned; On Sale, 10 a.m. **2c**
- EXHAUST EXTENSIONS**—Fit Any Car, Chrome Plated, On Sale, 8 p.m. **23c**

FREE COFFEE AND DOUGHNUTS — MONDAY AND WEDNESDAY

ICE CREAM CONES — TUESDAY AND THURSDAY — 2c

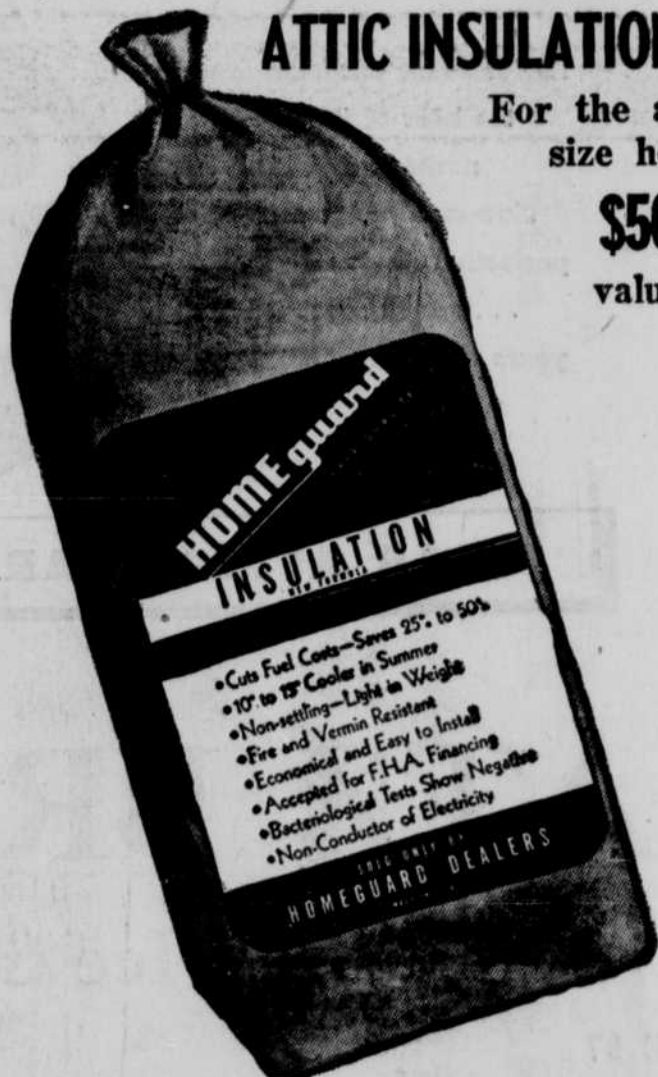
## Homeguard Insulation

As an introduction to our Building Material program on our Grand Opening we will give away . . . ABSOLUTELY FREE . . . an

### ATTIC INSULATION JOB

For the average size home

**\$50**  
value



- Cuts Fuel Costs—Saves 25% to 50%
- 10" to 12" Cooler in Summer
- Non-settling—Light in Weight
- Free and Verrin Resistant
- Economical and Easy to Install
- Accepted for F.H.A. Financing
- Bacteriological Tests Show Negative
- Non-Conductor of Electricity

SEE LIST OF HOME GUARD DEALERS

SECTION B

PAGES 1 to 8

O'NEILL, NEB., THURSDAY, JULY 31, 1947

## THE FRONTIER

### New O'Neill Store to Open August 4th

**GENE CANTLON**  
STORE MANAGER

Keeping Floors Shiny  
Our Worry and  
Not Yours'

Gene (Eugene R.) Cantlon was born 34 years ago in Wisconsin where he used to romp and scoot in the lush pasture of a dairy farm. He was reared there, worked after school hours in a small store, and, in February, 1937, joined up with the rapidly expanding Gamble - Skogmo, Inc.

Gene comes to O'Neill via Gambles in Winona and Jackson, in Minnesota; Mason City, in Iowa; 33 months in the Navy in the Pacific theater during World War II, and Gambles shopping center in Aberdeen, S. D., where he was assistant manager. Gene is married and has a seven-months-old son.



Gene (Eugene R.) Cantlon

About his O'Neill job Gene is proud and enthusiastic, and "Even though we have the biggest store for a good many miles around," he explains, "we're still the same, friendly 'little folks' that we were when we operated in a crowded 18x30-foot room in the corner of an O'Neill hotel."

"To keep the floors shiny is our worry and not yours," he continued. "We want you to come to our store just as you are; no dress up or city stuff with us, even though our aim is to 'bring city' store benefits to the country."

Marvin Johnson is the assistant manager of the entire store and heads the downstairs department. (See photographs on page 4.) In addition there are 20 on the "basic" staff.

#### BOOST LAY-AWAY PLAN

Gambles are proud of their lay-away plan, which they consider one of their most important services to their customers. All Gamble personnel are thoroughly versed with the lay-away program

6 DAYS PACKED WITH ENTERTAINMENT,  
CELEBRATION ACCOMPANY GALA EVENT

"It's been worth waiting for!"

This sums up in a sentence the way Gambles feel and the way they hope you will feel when you visit their big new store in O'Neill, opening Monday, August 4. Accompanying the grand opening will be six days jam-packed with entertainment, celebration, and a merchandising event that you will long remember.

The doors of the new three and one-half floor O'Neill store, situated on the north side of Douglas street in the heart of the business district, will swing open at 8 a.m. They will, in effect, be opening a new era in merchandising in northcentral Nebraska and southcentral South Dakota. Gambles feel that nowhere will Nebraskans and South Dakotans find a department store comparable with the O'Neill store.

Manager Gene (Eugene R.) Cantlon modestly states, "We've tried to assemble under one roof a shopping center that will be a real credit and will perform a genuine service to the people in this territory."

The main floor is primarily devoted to drygoods (clothing, shoes, accessories); the downstairs is essentially hardware, home appliances, automotive and sporting goods; the mezzanine is headquarters for ladies' fashions; and the second-floor furniture and home furnishings.

Ben and Jessie Mae Norman, who are the well-known "Musical Normans" of radio station WNAX, will entertain in the store on three days—Tuesday, Thursday and Saturday. They will sing and play requested tunes . . . from early until late. Free coffee will be served all visitors on Monday and Wednesday, and ice cream cones will be dished out at two-cents apiece on Tuesday and Thursday.

The week of the grand opening is only the beginning, however, for Gambles in O'Neill, because the new store is the culmination of a plan that was conceived more than 10 years ago when Bert (B. C.) Gamble and Phil (P. W.) Skogmo "earmarked" this region for one of their finest installations. Then came World War II and their plans, along with everyone else's, were given a setback.

Next week's "unveiling" may impress you as it did one of our new clerks when she was hired the other day. She exclaimed, "Gosh, it's sure been worth waiting for!"

#### A THUMBNAIL SKETCH OF OUR STORE:

Three full floors and many car loads of sparkling new merchandise constitute Gambles new O'Neill store. Folks who intimately know many small cities in the midwest frankly say they've never seen anything like it" in towns even larger than O'Neill.

All of which is a wonderful tribute to O'Neill, its territory, and to Gambles.

Briefly, here is the "break-down" of the departments:

Main floor—Men's furnishings, shoes, fashions, ladies' lingerie and accessories, infants' department, and mail order department.

Downstairs—Home appliances, automotive parts and supplies, paint and wallpaper, building materials, farm tools, sporting goods, housewares, wheel goods, and luggage.

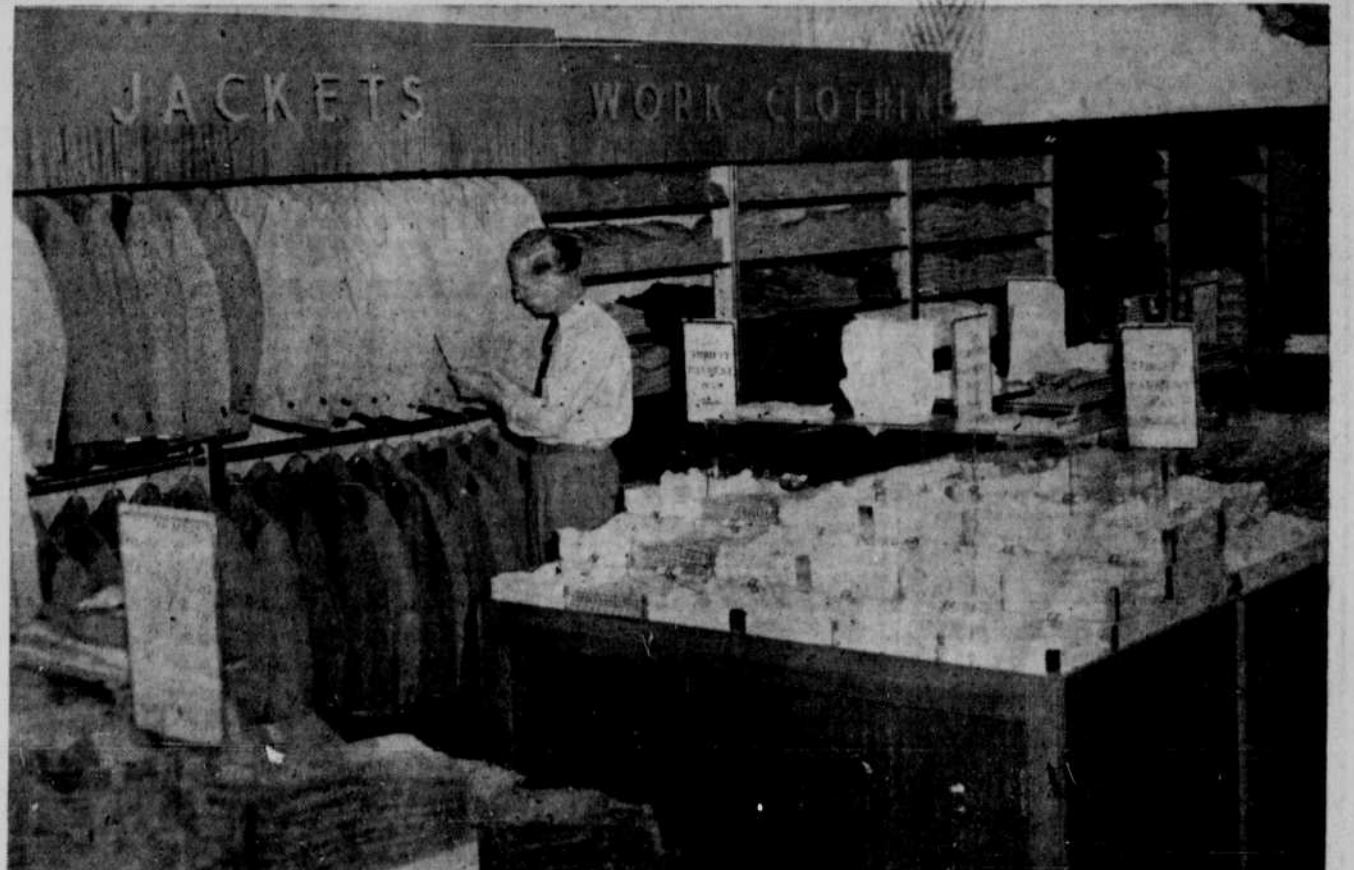
Mezzanine — Ladies' fashions, coats, fur coats, ladies' accessories.

Second-floor — Home furnishings, furniture, floor coverings, wool rugs, woolen yard goods, wall coverings, juvenile furniture, main office, credit department, and time payment department.

A wide, open stairway inside the main entrance leads to the downstairs store.



"The Musical Normans" of WNAX . . . will sing and play.



Jim Harty, Gambles mainfloor manager, makes last-minute inspection in men's department. The entire mainfloor is devoted exclusively to wearing apparel, fashions, etc.