

BUILDING COSTS OVER \$30,000

C. J. Gatz Is the Owner; C. E. Melina, Building Contractor

C. J. (Boy) Gatz, a native of O'Neill and a son of real Holt county pioneer stock, is owner of the building which houses Gambles new O'Neill store. On January 1, 1946, the project was begun under the direction of C. E. Melina, also of O'Neill, the building contractor.

Mr. Gatz and Mr. Melina have been confronted with many problems in building the \$30,000 structure during a trying 18 months. They say it would have been easier to build a dozen buildings of the same type during a normal year. They traveled uncounted miles to procure materials that were scarce, and Mr. Melina made one trip to New York City to buy steel girders alone!

For years the site housed drug stores owned by C. E. Stout and the late P. C. Corrigan, and there are legends written around both of them in the history of O'Neill. Rising today above the



C. J. Gatz . . . a native son is store builder

surface is a two and on-hlf story building measuring 40x95-feet with a 22½x55-foot addition on the rear.

It is a brick structure with a smooth, white stone front. Features of the front are two doorways an "in" and an "out" for two-way traffic; two long, deep display windows flanking the entrance, and translucent glass brick as a second-floor front. On the main floor are ladies' and gentlemen's rest rooms and a drinking fountain. Asphalt checkered tile flooring is used throughout.

The interior color scheme lends with the predominating merchandise on each floor in that the decorators describe as "soothing and appealing manner."

"The fixtures throughout the store are of the latest modern merchandising type," Assistant Manager Marvin Johnson explained.

ROYAL THEATER

O'NEILL

FRIDAY - SATURDAY
AUGUST 1 - 2

"Butch" Jenkins — The kid who picked winners at the track! in

My Brother Talks To Horses

with Peter Lawford, Hollywood's new heart throb, who makes love to beautiful Beverly Tyler — and Edward Arnold, Charlie Ruggies, and Spring Byington.

Adm. 42c. Plus tax 8c. Tot 1 50c. Children 10c. Plus tax 2c. Total 17c.—Matinee Saturday 2:30.

SUN.-MON.-TUES.
AUGUST 3 - 4 - 5

Maureen O'Hara and John Payne in

Miracle On 34th Street

Adm. 42c. plus tax 8c. total 50c.—Matinee Sunday 2:30. Adm. 42c. plus tax 8c total 50c. Children 10c. plus tax 2c. total 12c

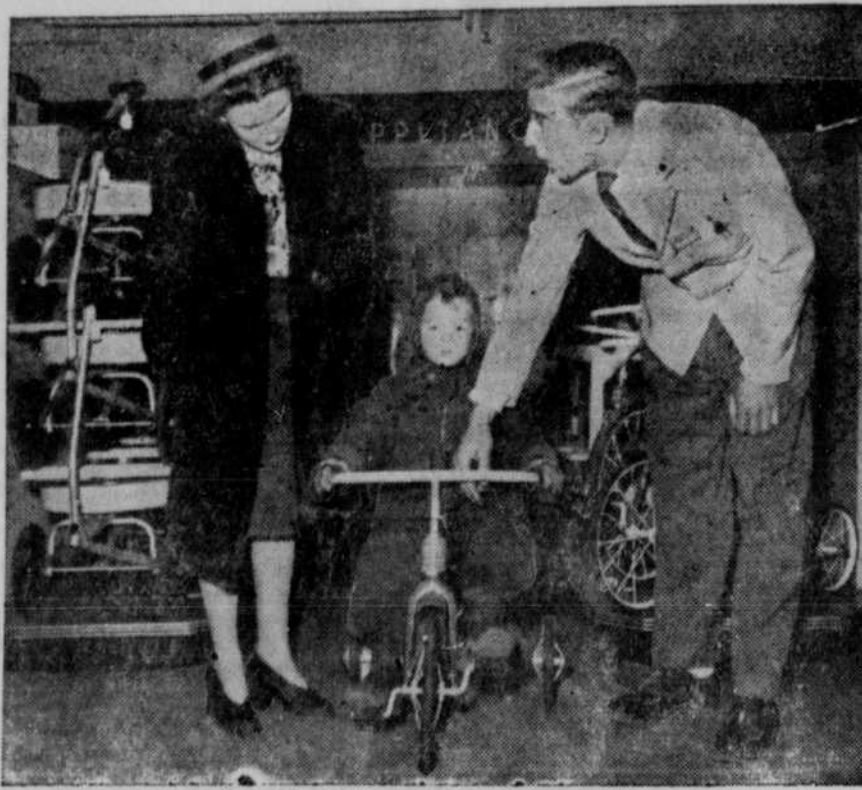
WEDNESDAY-THURSDAY
AUGUST 6 - 7

Catherine McLeod in

I've Always Loved You

In Technicolor!

Adm. 42c plus tax 8c. total 50c; children 10c plus tax 2c. total 12c.



Gambles downstairs store offers a wide selection of bicycles and tricycles . . . as this little fellow is discovering.

O'NEILL PEOPLE IN KEY POSTS

Johnson Joined Firm in 1936; Walling Heads Credit Department

O'Neill people, some of them lifelong residents, will be found at every turn in Gambles new store.

Heading the list of "oldtimers" is Assistant Manager Marvin Johnson, who was reared here and who joined Gambles back in 1936, a few months after the company started its first O'Neill store.

Jim Haty heads the main-floor staff. He was born, reared and educated in O'Neill and absented himself only once, spending three years in the Army in the Pacific when Hirohito was acting tough. Jim is experienced in handling soft lines and has a background of over 10 years' experience in O'Neill.

Winnie Walling was born in nearby Winner, S. D., but came to O'Neill as a girl. She has been with the firm for the past five years and will head the office staff and credit department in the new store.

Skulborstad Here 2 Years
Palmer Skulborstad came to O'Neill over two years ago following his separation from the Army. He has nine years' experience with the company and is the firm's "outside" salesman for building materials.

Mrs. Ella Thompson will be in charge of women's fashions and the mezzanine floor. For 26 years she worked for a long-established home-owned general merchandise store and has a wide acquaintance ship in the trade territory.

There are more than a dozen newcomers to Gambles staff, most of whom have had sales experience and most of whom



Today a trim freshness in styling is found in the everyday apparel for both mother and daughter and is a fashion feature at Gambles. This pert miss models one of the summer casuals that has carried the simplicity far beyond their classic age bracket.

come from O'Neill and nearby towns.

Gambles home furnishing expert and person in charge of the entire second-floor is George Head, who comes to O'Neill with a background of 15 years' experience.

George, who incidentally "heads" a family consisting of a wife and five children, worked with Manager Cantlon at Gambles Aberdeen, S. D., super market prior to locating here.

Friends of 40 Years Ago in a Reunion

CHAMBERS — George Loseke, of Columbus, visited one day last week with Mr. and Mrs. Jake Hoerle and son, Roy. Mr. Loseke is a friend whom Mr. and Mrs. Hoerle knew at Plattsmouth about 40 years ago. This is their first visit since.

Homemakers on Picnic — **CHAMBERS** — The Happy Homemakers extension club held a party Friday evening at the Bayne Grubb home. The evening was spent playing games, followed by a weiner roast and picnic lunch.

EASY PAYMENTS
The credit department on the second floor is where all arripation in Gambles easy - pay-rangements are made for participation plan. New accounts are always invited.

GIRL SCOUT NEWS

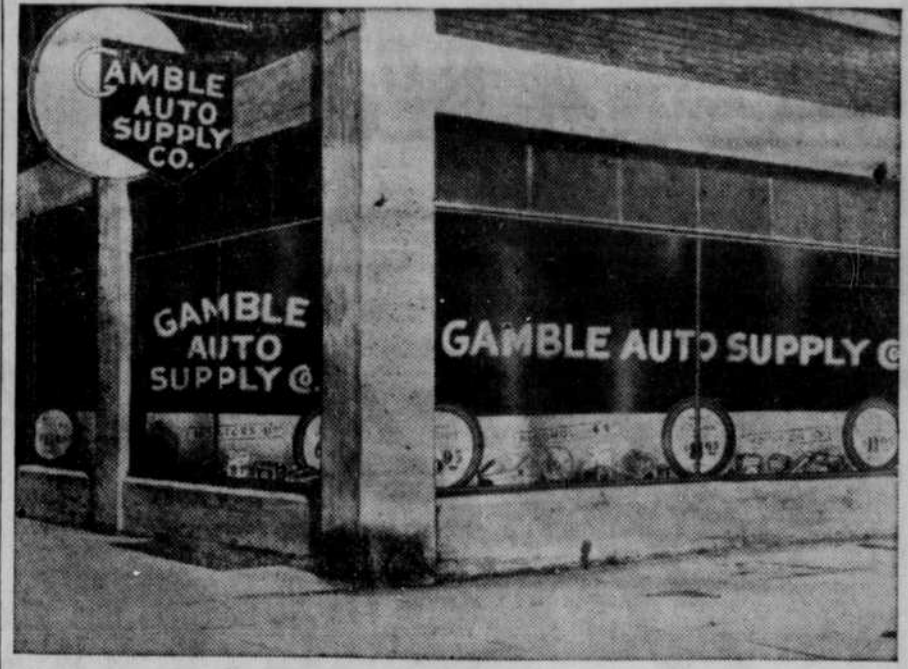
By Bernadette Hynes
The Irish Lassies Troop I had a cook-out in Moses' backyard last Thursday evening. We had hot dogs, bacon and tomato sandwiches, marshmallows, and pop.

Patricia Mullen and Suzanne Moss sponsored a quiz program and each scout took a turn at the microphone.

Later in the evening we did folk dances and sang the songs that we learned at camp.

We wish to thank Mr. and Mrs. Moss for having a nice time.

Returns from China — **CHAMBERS** — Duane Thorin, of the Navy, arrived Sunday for a short visit with his mother, Mrs. Clara Thorin, his brothers and families. Duane came here from Los Angeles, Calif., where he has spent a few weeks with Mrs. Thorin while on leave. He has spent about one and one-half years in China.



In 1925 Gambles-Skomo "branched out" . . . opening an automotive parts business in St. Cloud, Minn. (See story page 3.)

Congratulations

TO

Gambles

EVERYBODY'S SAYING...

Storz

FOR ME!



Be Choosey...

Storz BEER

Storz is a popular favorite for every occasion. It's the beer of finer hops, malts and grains . . . slow-aged to the peak of perfection. Be CHOOSEY . . . get Storz . . . for 70 years the same fine beer.

YEAR AFTER YEAR THE SAME FINE BEER!

WELCOME !!

Gambles

● We are very happy to see such a beautiful and progressive place of business added to our community, and we hope that people will come from a considerable distance to visit this new store.

● For the person coming with the most distant postoffice address we will give a . . .

CHOICE T-BONE STEAK DINNER FREE!

SLAT'S Cafe

"When You Think of Good Food Think of Slat's Cafe"



GATZ BROS.

Artificial Ice & Ice Coolers

PHONE 97

STORZ DISTRIBUTORS

O'NEILL