



Bert Gamble and Phil Skogmo . . . they were kids together in a North Dakota town.

Gamble, Skogmo in Modest Beginning

Began 22 Years Ago; O'Neill Eyed for Over Decade

The opening of Gambles new store in O'Neill is a milestone in merchandising in the O'Neill region. But it's one in a series of successes for Bert (B. C.) Gamble and Phil (P.W.) Skogmo, who began modestly only a few years ago.

Bert, 13, and Phil, 15, became fast friends in 1911 in the small town of Arthur, N. D. Phil came from a family of 11 and had to shift on his own early in life. In 1914 he set out for the big city—Minneapolis, Minn. Bert Gamble followed a year later. Whenever they had the opportunity they renewed the old dreams of North Dakota days, and they dreamed of the days when they would be in business together. World War I was a temporary interruption. Finally, in 1920, they saw a business opportunity at Fergus Falls, Minn., a town that had been devastated by a twister. They soon found themselves in the automobile business, living together frugally in a small apartment where Bert's mother kept house for them.

Branch Out
Their business gathered momentum. In 1922 they branched out by opening automobile agencies in nearby Minnesota and North Dakota towns. They grasped the possibilities of the automotive parts business and in 1925 they opened their first auto parts and supplies store in St. Cloud, Minn. More and more stores have been opened every year until now these two sons of midwest soil head a sales organization that numbers over 2,200 retail outlets extending from Ohio to California and from Canada to New Mexico. Two hundred and thirty-nine are company-owned stores (like the one in O'Neill) and 1,491 are dealer-owned stores (like those in Atkinson, Ewing, Orchard, Spencer, Niobrara, and other points.)

'Better Place to Live'
The home office of Gambles-Skogmo, Inc., is in Minneapolis with over 800 employees. Conservative in its expansion yet consistent in year-to-year growth in sales volume, Gambles-Skogmo, Inc., has "made haste" in a sound and prudent manner during its 22-year history. With this background the firm brings to the O'Neill region a store which Gambles believe will make this territory a better place in which to live.

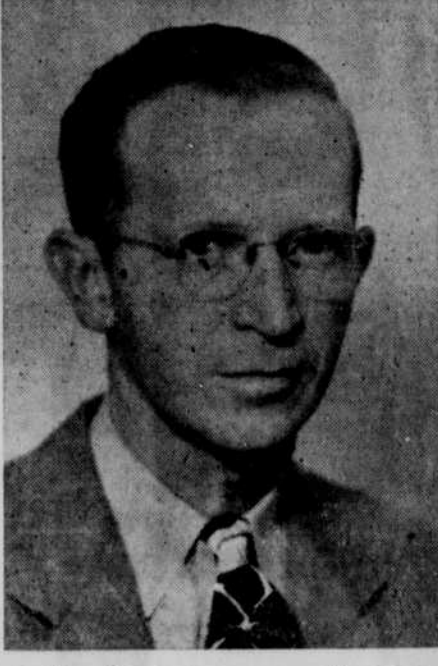
GAMBLES SAY 'THANKS'
They aren't mentioning any names because they wouldn't know where to start. All Gambles can say is "thanks, everyone, for the wonderful cooperation and helpfulness received during the many months that have been spent in preparation for your new store."
"I don't believe we've made a single request that hasn't been filled graciously and generously by the people of O'Neill." Assistant Manager Marvin Johnson said.



Mevin O. Johnson . . . assistant manager of store . . . heads downstairs floor.



George Head . . . new to O'Neill . . . in charge of furniture and home furnishings.



Jim Farly . . . a native son of O'Neill . . . main floor manager.

TECHNICIANS COMING
Factory technicians, representing home appliance, insulation and motor scooter manufacturers, will be present for the grand opening.

Gambles Grand Opening!

With a New Look For Old Rooms . . . plus Values for the Homemakers who have been "making things do"—

Folks for miles around know Gambles as the place to go for genuine bargains in QUALITY FURNITURE. Now that we have expanded our store we are ready to offer you the best selection of Furniture at unusual low prices. You'll shop and choose from a vast stock of furniture.



99.50
GRAND OPENING SPECIAL

An Invitation . . . To Living Room Comfort

There's a friendly welcome in the beauty and comfort of this two-piece living room group. Both Sofa and Chair have super-sagless coil spring bases and backs . . . and spring-filled reversible cushions for extra living comfort. Family and guests alike will enjoy this furniture for years and years . . . for it's sturdily built for active use. Wood trim has lustrous walnut finish . . . coverings are of rich, long-wearing velour.

Always the Favorite—'Serenade' RADIO PHONO COMBINATION

The Serenade



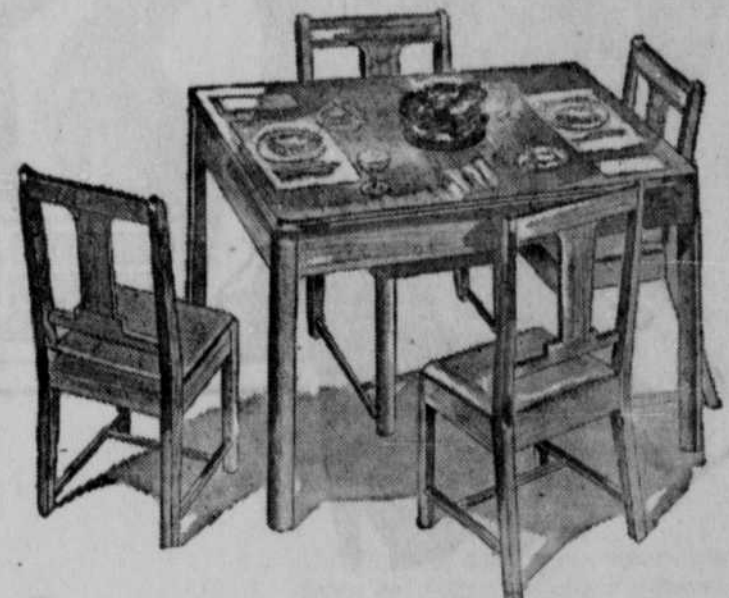
FREE RADIO!

● THIS ELECTRIC RADIO AND PHONOGRAPH COMBINATION IS JUST ONE OF THE MANY PRIZES THAT WILL BE GIVEN AWAY DURING THIS MOST UNUSUAL GRAND OPENING.

- BE SURE TO ATTEND . . . BRING THE FAMILY . . . COME ONE, COME ALL . . . ENTERTAINMENT, THRILLS, SURPRISES, VALUES, FUN. MAKE IT A DATE. YOU CAN'T AFFORD TO MISS THE OPENING OF THE STORE EVERYONE IS TALKING ABOUT.
- IT IS JUST THE STORE YOU HAVE ORDERED FOR O'NEILL AND TRADE TERRITORY. BE SURE TO BE HERE EARLY . . . WHEN THE DOORS OPEN. STAY ALL DAY.

Furniture Specials

- RUBBER DOOR MAT—14x24 88c
- UNFINISHED KITCHEN STEP STOOL—24-In. High . . . 98c
- HIT & MISS RAG RUG—28x48 89c
- UPHOLSTERED FOOT STOOL—Wine or Blue Velour 1.88
- TRAP A DOOR ALL-METAL SMOKER 1.99
- ALL-STEEL BED—Single Size 11.95
- GLASS BOUDOIR LAMPS 1.49
- PORCELAIN ALL-METAL KIT TABLE—Chrome Legs 9.95
- FIBRE WARDROBE—For Extra Storage Space . . . 2.98
- DELUXE CARD TABLE—Fibre Top, Locking Legs . . 99c



Scaled for Your Small Dining Space

If dining space is at a premium, this 5-piece Dinette Set is a wise choice. In square modern style (30" x 30") it extends to 46 inches—seats six persons easily . . . two leaves included. Of sturdy oak with heat- and stain-resistant finish. Leatherette slip-style chair seats in harmonizing color.

49.50
Grand Opening Special

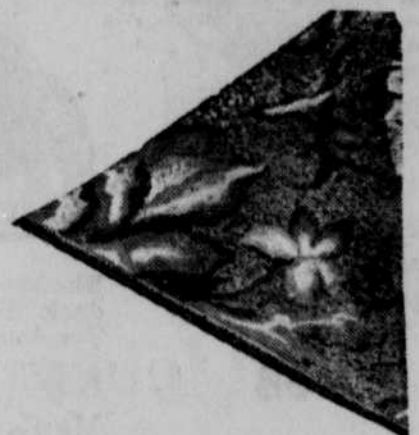
AXMINSTER ALL-WOOL

Durabelle Rugs

- 27x54 4.95
- 9 x12 54.50
- 12x11-3 67.50
- 12x15 89.50

We also have a limited number of Cresthigh Axminsters, Size 9x12.

69.95



A Chariot for His Royal Outings

7.95

Special Grand Opening



Rubber tires, removable bead tray, baked enamel finish.

Soft Colored Chenille BATH MAT SET



Soft Pastel Shades Green - Peach - Blue Turquoise
SIZE 24x36

1.98

GRAND OPENING SPECIAL



This is a scene on Gambles floor of furniture and home furnishings. George Head (in photo) comes to Gambles new O'Neill store with 15 years experience in this line.