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WAREHOUSE LIQUIDATION SALE

Thursday, Oct. 28th Thru Saturday, Nov. 4th

Store Closed All Day Wednesday, Oct. 27, to Prepare for Sale

Yes, folks, some of the things you have read about lay-offs in Eastern industrial centers are true. Warehouses are bulging with merchandise. Farm income has not kept pace with other types of income. In areas such as ours something had to be done. We have done it!

All merchandise plainly tagged with regular and liquidation price. No gimmicks, no "plus your old equipment," no plus anything. We are offering the finest nationally-advertised appliances at ridiculous prices — far under chain store prices. If you need anything at all in home appliances see us and see us as quickly as you can. It will pay you to drive 75 miles merely to attend this sale. Come early and prepared to buy!

This Is the Biggest Appliance Sales Event

IN THE HISTORY OF HOLT COUNTY

On these two pages are only a few representative listings of amazing savings you will make. This is brand new, current merchandise. Every piece carries standard factory warranty.

Now You Can Have hallicrafters BIG SCREEN TV

There are more—far more—Hallicrafter T.V.'s in operation in this area than **any other make** and more than several of the other leading makes combined. We have sold and installed every single one of the Hallicrafters.

There are reasons for this: We want you to share the enthusiasm of our scores of Hallicrafter viewers. We want also to share our vast experience and installation techniques. We ushered acceptance of television viewing to this area over a year ago. Some folks, including a few now in the retail television business, laughed at us. It is now our turn to laugh.

Hallicrafter prices start at $149.95. We will sell you a brand new 1955 model at this price. **It won't work in this fringe area and neither will any one else's set in this price range.** We have heard a lot about Omaha prices in the World-Herald. You can buy the same thing in O'Neill at the same price. But neither purchase is advisable **in this extreme fringe area.**

Be Sure to See Our
Hallicrafter World-Wide 8-Band Portable Radios
HALLICRAFTER . . . the unquestioned world leader in radio.
Also the Hallicrafter
High Fidelity Record Players

hallicrafters

Model 21K230M

Exclusive "Easy Angle" Tuning. Illuminated Dial, tilted back so you can see without bending or squinting.

- 21-inch aluminized picture tube.
- Genuine mahogany wood cabinet with three-quarter doors. Equipped with casters for easy movement.
- "Powertronic" chassis.
- Hallitronic Picture Guard.
- Individual range and tone control.

If you want a genuine value, top performing, trouble-free set at a *low, realistic price,* then you buy HALLICRAFTERS. Sure, we'll give you

Easy Terms . . . Ask for Details

QUANTITY	Nat'l Adv. Price	Wareh'se Clearance
4—21-inch Table Model Solid Hardwood Cabinet (as pictured)	$269.50	$219
5—21-inch ¾-Door Console (as pictured), world's finest T.V.	$479.50	$365
3—21-inch ¾-Door Console, as above, Blonde	$489.50	$385
2—24-inch Full Door Mahogany Cabinet	$575.00	$445
1—27-inch Full Door Mahogany Cabinet	$695.00	$475
1—27-inch Full Door Blonde Cabinet	$725.00	$500

Servel ELECTRIC ICE-MAKERS

No ice trays . . . no filling and spilling . . . no emptying a full tray for a few cubes. The Electric Refrigerator that makes obsolete every other make. Truly America's finest Electric Refrigerator!

SERVEL ELECTRIC REFRIGERATORS

Quan. ICEMAKERS	Reg. Nat'l Av.	Wareh'se Liquidat'n	You Save
5—9-ft. Double Door (as shown	529.50	399.00	130.50
6—11-ft. Single Door (as shown)	469.50	299.00	170.50
2—12-ft. Double Door	649.50	499.00	150.50

Standard Tray Models (non-icemakers)

Standard Tray Models (non-icemakers)	Reg. Nat'l Av.	Wareh'se Liquidat'n	You Save
3—8½-ft. Manual Defrost	289.50	199.00	90.50
3—8½-ft. Auto. Defrost De Luxe	329.50	259.00	70.50
3—9.3-ft. Manual Defrost	299.50	259.00	40.50
4—9.4-ft. Auto. Defrost De Luxe	369.50	299.00	70.50
5—11.4-ft. Double Door De Luxe	539.50	399.00	140.50
2—11.3-ft. Single Door De Luxe	399.50	269.00	130.50

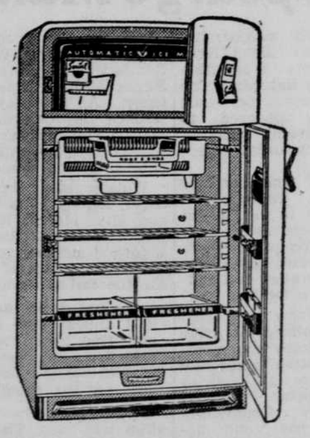
SERVEL Electric Freezers

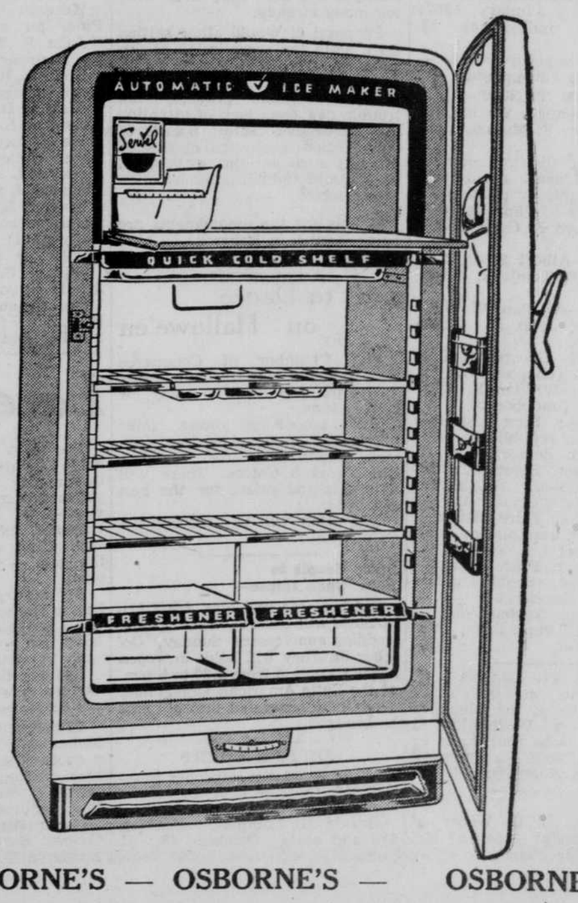
Chest Type

Quan. Descrip	Reg. Price	Sale Price	You SAVE
2—9-ft. Chest	359.50	269.00	90.50
5—15.3 De Luxe Chest	499.50	369.00	130.50
3—22-ft. De Luxe Chest	659.50	469.00	190.50

Upright Type

4—11.3-ft. Upright	429.50	349.00	80.50
7—15.7-ft. Upright	529.50	399.00	130.50
2—20.0-ft. Upright	699.50	549.00	150.50





OSBORNE'S in O'Neill

112 South 4th
★
PHONE 415

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