

Herb Shriner Stars March 10 in GAMBLES TV Spectacular

NEW YORK — The biggest birthday party of all will be beamed into the homes of millions of Gamble Store friends and customers March 10 as Gambles launch their unique Centennial Celebration.

A laugh-filled hour is promised by America's favorite home-spun wit, your old Indiana buddy, Herb Shriner, star and host of the TV spectacular. Special guest stars include Dennis Day,



Shriner, long-time favorite tenor of the Jack Benny program, Jaye P. Morgan, the beautiful blonde with so many hit pop records to her credit, funny man Tom Poston of Steve Allen's show, and more!

Producer of the Gamble Spectacular, one of the big entertainment treats of the year, is famed David Susskind, an old hand at coming up with the best in television enjoyment.

Don't miss this tremendous TV celebration, loaded with fun, music and excitement galore!

TONIGHT

Check Your TV Listings
for Time and Station

30 Trainload Purchase Will Bring Great Savings to Customers!

To headline the greatest sale in their history, Gambles are offering tremendous savings on America's most wanted appliance—2-door freezer-refrigerator combinations. Savings you won't believe possible, thanks to a gigantic special purchase and factory direct carload shipments of these Coronados.



CORONADO ROYAL 16
Two-Door Freezer-Refrigerator for as low as \$249.95 with Trade-in Electric Refrigerator, 1956 or newer, in working order and normal condition.

Wait 'til you see this beauty—it has everything! 10.22 cu. ft. automatic defrost refrigerator with giant door storage. Huge true-zero freezer that stores 176 pounds of frozen food right in your kitchen! Fingertip door shelves, ice chest—everything you could want. Plus Gambles Triple Warranty, the finest in the industry. You even get 5-year policy on frozen food!

And here's the best news—Gambles will give you a wonderful allowance for your old refrigerator with their Honest Value Trade-in Plan.

In addition to the Coronado Royal 16 Gambles offer an equally terrific deal on their Royal 21—a giant 2-door combination freezer-refrigerator with 11.19 cu. ft. freezer! A truly magnificent buy at \$329.95 and your trade-in electric refrigerator, 1956 or newer in working order and normal condition.

COMPONENTS

Made by Nationally
Famous Companies

These nationally known companies cooperated with the world's largest freezer manufacturer to supply quality components at lowest possible prices:
STEEL—U. S. Steel and Others
FINISHES—Dupont Dulux and Lifetime Orlite
COMPRESSOR—Tecumseh
INSULATION—American Rock Wool (Full 3" Thick)
DOOR GASKETS—B. F. Goodrich Magnetic Vinyl
DOOR LINERS—Dow Chemical Company
Plus many other suppliers!



from the Office of the President

WE'RE CELEBRATING OUR 100th ANNIVERSARY...

Sixty-five years too soon so we can bring you our 100 Best Buys!

In the year 2025 Gamble Stores will be 100 years old. That's 65 years from now. How can we celebrate our 100th Anniversary when actually we are only 35 years old?

Well, why not? In the year 2025, we are not likely to be here — many of the people among our suppliers probably won't be here — and most important of all, many of our good customers may not be here, either! So why not do it now so we can all enjoy it? Why not bring to you these tremendous values while you are here to take advantage of them?

Zany, you say? Well, yes, it probably is. But the more we thought about it, the more plausible the whole idea seemed.

Our buyers liked it. They said, "If the company celebrates our 100th Anniversary in 1960, we'll find 100 of the most outstanding merchandise values this nation has ever seen."

And that was the birth of the "Big 100." Beginning this week, and throughout the year, Gambles will offer 100 special items ranging in price from 17¢ to \$479.95. And they will far outdo anything we have ever presented in our entire 35 year history.

Our buyers did a grand job. Several went overseas to find "Big 100" items. When we approached the Presidents of our regular suppliers — with whom we have done many millions of dollars in business over many years — they said, "Your idea certainly is refreshing and maybe a little crazy, but let's go!"

The result — the "Big 100" — 100 items of merchandise we'll be extremely proud to show you. Never have we assembled so many outstanding values. Never has there been such an opportunity for our customers to save and save and save.

How did we do it? All these things helped to make the "Big 100" outstanding values:

We placed orders for many times normal quantities—this helped lower costs for our manufacturers, and assures enough merchandise for every customer.

We asked our manufacturers to go to their suppliers to help lower prices.

We agreed with our sources to off-season production, and this helped save money.

We're making great savings in distribution by shipping by carload and trainload and thus bringing merchandise more directly to you.

For example, we ordered 30 trainloads (20 to 25 cars each) of two-door combination freezer-refrigerators. These quantities enable us to offer unbelievably low prices and in addition to this, we will buy your present refrigerator. This means that you too can own one of these beautiful, convenient Coronado freezer-refrigerators without making a cash down payment.

So here is a 100th Anniversary Celebration 65 years too soon! It brings you — our good customers — an opportunity to buy your needs at deeply cut prices with savings you will long remember.



Sincerely,

B. E. Gamble

President and Chairman of the Board