

THE FRONTIER

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O'NEILL, NEBRASKA, THURSDAY, JULY 29, 1948.

New Ben Franklin Store Is Last Word in Store-Keeping

Opening of New Home is 'Realization of a Dream' for A. E. Bowen

At 9 a. m. today (Thursday) a new era in variety store merchandising in the northcentral Nebraska region will begin. The new Ben Franklin store, owned by A. E. (Archie) Bowen, will swing wide its doors for a gala 3-day grand opening celebration.

The location is about the only thing that remains unchanged, according to Mr. Bowen.

Butler Brothers construction engineers and architects, in cooperation with Mr. Bowen, planned every detail of the new store. They consider it an outstanding example of efficiency from the standpoint of store design.

The gleaming new exterior is an attractive addition to O'Neill's shopping district. Within the store everything has been done to make shopping a pleasure. The streamlined interior is equipped with modern display fixtures, natural wood counters have been installed and an elaborate array of fluorescent lighting adds greatly to store cheer and merchandise display.

Interior of the new building measures 45 x 125 feet. There are 2 main entrances to the store—both are set back several feet from full view side display windows. A large display window in the center lines with the entrance. Immediately inside the entrance is a full-width lobby.

The interior is highly illuminated with 4 rows of 4-unit fluorescents stretching the length of the building. All told there are 38 fixtures or 152 candles.

WHEAT SUPPORT FIXED AT \$2.06

Purchase Agreements Will Be Available Through December 31

The support price on wheat has been set at \$2.06 per bushel for this year's crop. Robert L. Green, chairman of the Nebraska Production and Marketing association, said that purchase agreements were announced July 16 for 1948 crops of corn, wheat, barley, rye, oats and grain sorghums, under the department of agriculture's price support program.

Under purchase agreements, farmers will be assured of the same price support as afforded by loans without the necessity of paying interest. This is expected to simplify the program for farmers and reduce the administrative cost.

With respect to the 1948 wheat crop, Mr. Green said that purchase agreements would be available to growers through December 31, 1948.

Ainsworth Boy, 9, 'Accidentally Shot'

AINS WORTH — Nine-year-old Fred Ellis died Thursday, July 22, on his uncle's farm in southern Brown county after what County Sheriff Charles Brown said was an "accidental shooting."

A .22-caliber rifle was found beside the boy in the home of Nels Fredrickson. The parents, Mr. and Mrs. Wallace Ellis, said the boy had been staying at the uncle's home for about a week. None of the Fredrickson family was home at the time of the shooting and details are lacking. The bullet penetrated the lad's shoulder.

Woman Dies While Enroute to Hospital

AINS WORTH — Mrs. Neil Denny, 45, of Ainsworth, died Thursday night, July 22, enroute by air to an Omaha hospital. She was a sufferer of infantile paralysis.

The flight was begun a few hours after the woman's illness was diagnosed as polio. The plane was owned by Roy Snyder, farm implement dealer for whom her husband worked. The pilot said Mrs. Denny died when the plane was near Fremont.

His father, the late Frank Bowen, and his mother, Mrs. Emily Bowen, who lives here still, opened a variety store. Mr. Bowen literally "grew up with the town." In 1913 he graduated from O'Neill high school. Later he served with the forces during World War I.

After the war—in 1919—he returned to O'Neill, took over his father's business, remodeled and expanded the store. In the intervening years he has on 3 other occasions undertaken major remodeling.

In 1933 the Bowen store joined up with the Ben Franklin organization. Mr. Bowen is one of 2,000 independent Ben Franklin merchants who operate a home-owned variety store.

Robert ("Bob") Fox of Minneapolis, Minn., Butler Brothers' special store superintendent who devotes his time exclusively to opening new stores throughout the United States, has been in the city for the past 10 days helping launch the handsome new Bowen store. He says the new O'Neill store is an example of Butler Brothers' plan to make Ben Franklin home-owned variety stores the last word in modern variety store-keeping.

Complete assortments of new variety merchandise will be on sale during the grand opening celebration. The staff, numbering 12 persons, has been busy unpacking new merchandise and adding last-minute touches to the displays so that everything is in readiness.

Frontier Want Ads will sell that excess property.

THEY'RE HERE AGAIN!!

DOLLAR DAYS

At **Brown McDonald's**

Shop in Air-Conditioned Comfort

Thursday-Friday-Saturday-July 29-30-31

CANNON TOWELS

20x40, Plaid design with wide colored border. Exceptional quality.

Green-Peach-Red-Blue

3 for **\$1**

HOPE MUSLIN

Bleached, snow-white muslin. 36" width. Regular 39c quality.

3 Yards for **\$1**

UNBLEACHED MUSLIN

Heavy, firm muslin. Has many domestic uses. 36" width.

4 yards for **\$1**

NYLON HOSE

First quality, full-fashioned nylon hose. 42 gauge. Extremely sheer appearance. For economy in hosiery this is a value. 8 1/2 to 10 1/2.

Morning Mist Shade.

Pair **\$1**

LADIES COTTON HOSE

Good, serviceable hose for everyday wear. Tan shades. Sizes 9 1/2, 10 and 10 1/2.

3 pairs for **\$1**

LUNCH CLOTHS

54x54, Plain colored with herringbone weave. Yellow, Rose, Blue and Green. Limit 2 to customer.

2 for **\$1**

QUADRIGA CLOTH

The finest in cotton print. Fast color and needleized. Large selection of patterns and colors.

2 yards for **\$1**

WASH CLOTHS

Haynes quality. 13x13, plain colors, highly absorbent.

8 for **\$1**

FLOUR SACK TOWELS

Hemmed, 18x33, Laundered, ready-for-use. Limited 6 to customer.

6 for **\$1**

MEN'S UNION SUITS

Combed cotton knit. Two-button on shoulder style.

Sizes 40 to 46

Suit **\$1**

THIS WAY, folks, for our big DOLLAR DAYS specials! Right here are the widest assortments of the biggest values in town . . . money-savers you can't afford to miss! You'll be amazed when you see that DOLLAR BILL s-t-r-e-t-c-h! Every counter piled high with down to earth bargains. Get here early for the best pickin's.

Doors Open 8:30 A. M. Thursday and Friday — Saturday 9:00

CLOSED FLOUR SACKS

18 x 35. A first quality sack—no holes—Laundered. Regular 29c value.

5 for **\$1**

CHILDREN'S COVERALLS

Full cut, sanforized, blue covert. Built to stand rough wear. Sizes 0 to 8.

Each **\$1**

MEN'S WORK SOCKS

Regular length or ankle style in good quality cotton—White-Brown-Grey. Sizes 10 to 12.

6 pairs for **\$1**

MEN'S PAJAMAS

Coat style, full cut, in print or percale. Regular 3.79 Quality. Sizes A B C & D.

Pair **\$3**

COTTON PRINTS

Fast color. 36" width. Striped and floral patterns. Ideal for school sewing.

3 yards for **\$1**

BOYS OXFORDS

Size 2 1/2 to 6. Sturdy all-leather upper with Brown rubber soles. Reg. 5.95 value, pair

3 for **\$1**

LADIES APRONS

Cotton print. Full cut style.

2 for **\$1**

BOYS T-SHIRTS

White cotton knit. Sizes 30, 32 and 34.

2 for **\$1**

BOY'S ATHLETIC SHIRTS

White ribbed cotton. Stock up for school wear. Sizes 26 to 32.

3 for **\$1**

BOY'S SHIRTS

Sizes 2-3-4-5-6. Short sleeve, sport type shirt with long pointed collar. Large pocket. Dot Snapper and reg. button styles. White only.

Each **\$1**

MEN'S SPORT SHIRTS

Short sleeves—Washable cotton. Blue or Tan. Sizes S M L.

Each **\$1**

LADIES SHOES

One rack of assorted styles and broken sizes. Values to \$4.98

Only **\$1**

One rack of assorted styles and broken sizes. Values to \$5.95

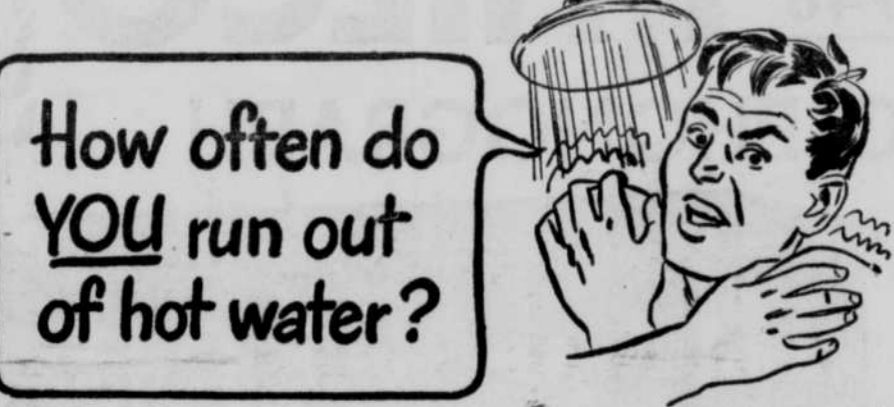
Only **\$3**

BOY'S TENNIS SHOES

Sizes 2 1/2 to 6. Brown, Blucher style. Will stand plenty of rough wear.

Reg. \$1.50 quality

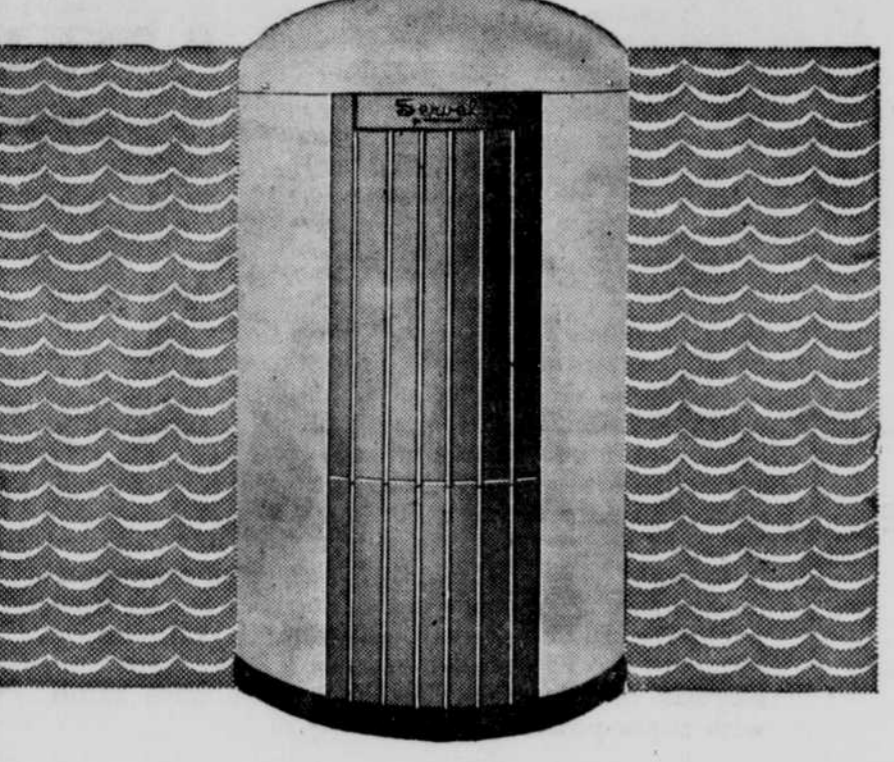
Pair **\$1**



How often do YOU run out of hot water?

YOU NEVER WILL!

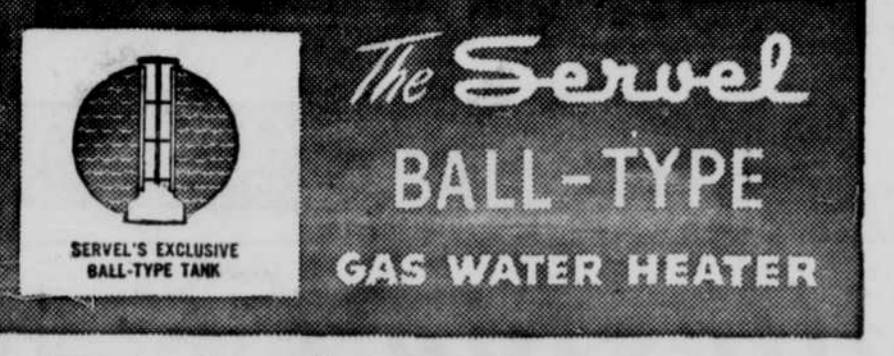
... IF YOU OWN THIS NEW SERVEL GAS WATER HEATER!



Say good-bye to worries about water running cold in the middle of a shower . . . or half way through the family wash. Today, this is a thing of the past . . . thanks to the new automatic Servel Ball-Type Gas Water Heater. Based on an exclusive, new operating principle, this heater gives you all the hot water you need, whenever you want it! What's more, Servel provides water that's always hot enough to operate the newest home laundry and dishwashing machines.

These outstanding advantages

- and many more—are made possible by Servel's revolutionary ball-type design, which brings water to a full heat faster . . . keeps it hotter longer . . . and cuts down operating costs.
- Beautifully streamlined
- Servel is ultra-modern in appearance, too, with its handsome jacket—made of heavy-gauge steel and finished with sparkling white Newton. Come in and see the new Servel models today.



Ralph N. Leidy

Phone 410 — O'Neill