

NOW! You can have a **FREE** Demonstration in Your Home



Simply Phone,
Write or Stop
at . . .

OSBORNE'S

IN O'NEILL
"TV and Radio Headquarters"

112 So. 4th St.
Next Door
O'Neill Nat'l Bank

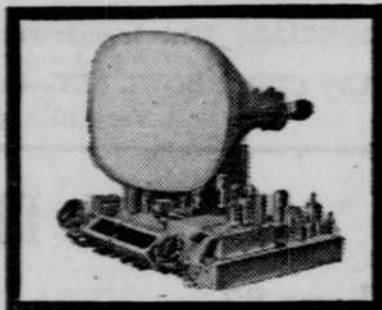
hallicrafters 21" TV

Full year warranty on all parts
with Exclusive
"POWERTRONIC" Chassis

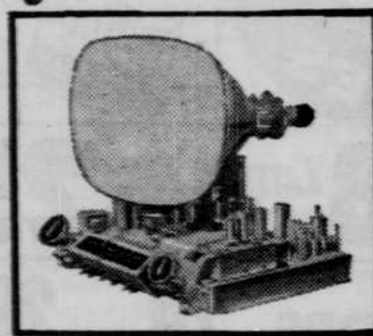


MODEL 21T120
In smart mahogany textured leatherette cabinet, reflection-free screen.

Brand new 1954 Hallicrafter TV at a spectacular new low price. Completely new "Powertronic" chassis delivers up to 40% more video drive for clearer, sharper pictures, city or fringe. Exclusive new tone control for full enjoyment of static-free FM sound adjusted to the pitch most pleasing to you. New 3 stage range control adjusts set to your location.

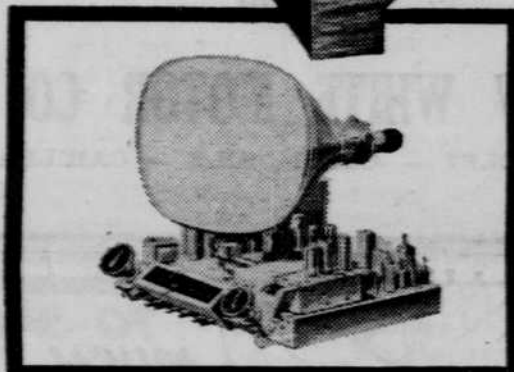


MODEL 17T100
In smart mahogany textured leatherette cabinet, reflection-free screen.



no more blind tuning!
only hallicrafters
brings you "Easy-Angle" TUNING!

See a demonstration of this amazing engineering accomplishment today!



Here's the only really great design change to come to TV in years. "Easy-Angle" tuning. No more bending or fumbling over hard to read, hard to reach dials. Tune standing up! "Easy-Angle" tuning, an illuminated full view dial with all channel numbers clearly marked, and slanted at just the right angle for "stand-up" tuning.

MODEL 21K210M
21" screen. Modern mahogany wood cabinet.

PLUS:

- Powertronic chassis for up to 40% more video drive.
- Hallitronic picture guard to screen out picture interference.
- Tone control for individual pitch adjustment.
- Range control to adjust set to your location.

Available now for no money down and only pennies a day.
See a demonstration.

Hallicrafter

Prices Start at **\$199⁹⁵**

Easy Terms

HALLICRAFTERS — The TV Pioneer

Questions & Answers

CONCERNING
TELEVISION RECEPTION
in the O'Neill Region!

A short time ago we announced in newspapers that we had become the franchised dealer in this community for Hallicrafters long-range radios and television.

Due to the fact that everyone is talking about television these days, we thought a few remarks about Hallicrafters and television in general would be interesting to you.

Surprising as it may seem, television is not new, especially to Hallicrafters. For you see, television is short wave electronics, the same short wave electronics used in radio. As far back as 1933, twenty years ago, Hallicrafters began building short wave receivers for licensed radio amateurs and the company grew as the dependable performance of its products became known. Today Hallicrafters precision quality radio instruments are used in 89 countries by 33 governments. Since Hallicrafters pioneered short wave instruments as far back as 1934 for the same frequencies now used in television, no other company matches Hallicrafters extensive pioneering experience on these frequencies.

Come in and see the new 20th Anniversary Hallicrafter models, or better still, call Osborne's for a free trial demonstration.

PRACTICALLY EVERY HOME WANTS A TELEVISION SET. OF ALL OF THE MIRACLES OF MODERN ENGINEERING, THE ONE MOST MIRACULOUS TO US AVERAGE AMERICANS IS THE MIRACLE OF TELEVISION. IN SHOWING AND DEMONSTRATING THESE SETS, WE FIND ALMOST EVERY PERSON ASKS THE SAME QUESTIONS. WE SHALL ENDEAVOR TO ANSWER THE MOST COMMON HERE.

- QUESTION: Is it possible to get 100% reception in O'Neill and surrounding territory?
ANSWER: No.
- QUESTION: If 100% reception is not possible, just what kind of reception DO you get?
ANSWER: With proper aerial installation and with a receiver DESIGNED FOR FRINGE AREA RECEPTION it is possible to get satisfactory reception 70% to 75% of the time. (Your radio works satisfactorily approximately 90% of the time.)
- QUESTION: You have just said, "With proper aerial installation." Just what do you mean by that?
ANSWER: In most cases a simple mast with a so-called "Cut Channel" stack erected 25 to 40 feet above the roof of your house is sufficient. Aerial installation may vary because of trees or other obstructions in your yard. It may vary also due to the topography of the location of your home.
- QUESTION: What is the cost of such an aerial?
ANSWER: Depending on the height of the aerial, the complete cost will vary between \$60 and \$125.
- QUESTION: Will a fringe area designed television set receive programs as regularly in this area without a booster as it will with one?
ANSWER: In a minority of casts a booster will not help. In the vast majority of cases a booster definitely improves reception.
- QUESTION: What does a booster cost?
ANSWER: The most modern designed boosters vary in cost from \$27.50 to \$35 each.
- QUESTION: I have heard that aerials cost as much as the television set itself. Is this true?
ANSWER: No.
- QUESTION: Is there any difference in the way a set will work here depending on the time of day it is turned on?
ANSWER: In this area a television set generally works best in the mornings and evenings. Reception is less dependable from about 1 P.M. to 6 P.M. than at any other time.
- QUESTION: Since Sioux City is much closer by air distance than is Omaha, why don't the Sioux City programs come in better than Omaha?
ANSWER: Both Omaha Channels use 100,000 watts output. The Sioux City telecasting station uses less wattage. It is reliably although unofficially reported that Sioux City will go on 100,000 watts in the very near future.
- QUESTION: I have heard a lot about UHF telecasting stations which will eventually reach much smaller communities than do the present VHF stations. If I buy a set today, what about that?
ANSWER: All new model television sets have made provision for the addition of a UHF band when and if a UHF station shall be located in say Norfolk. Addition of this band could be made by our or any other competent service man, in the matter of a very few minutes and at very low cost. If you prefer, practically any model can now be had with this band already added at an additional cost of about \$20.00. If you prefer, the set can be bought without the band and later added for about the same price.
- QUESTION: I have heard that television repair parts are very expensive. Is this true?
ANSWER: No. With the exception of the picture tube, which is warranted by any reputable manufacturer for one year, the rest of the tubes, condensers, resistors, etc., in a television set are practically identical to and cost about the same amount as the tubes, parts, etc., of a radio set. The picture tube is expensive, costing from \$25.00 to \$55.00, depending on the size. As mentioned above, it will be replaced free of charge if burned out in the first year of use.
- QUESTION: I have listened for many years to the best figures in the entertainment world on radio. Do many of these people appear on television?
ANSWER: As the major entertainment stars' contracts run out on radio (most such radio contracts prohibit television contracts), those entertainers will not sign a new radio contract with this prohibition. At the present time such master performers as Arthur Godfrey, Herb Shriner, Burns and Allen, Fred Allen, Jack Gleason, and dozens of others have regularly scheduled television shows weekly or daily.
- QUESTION: Can a television set be purchased on deferred payments like other appliances?
ANSWER: The television set AND THE AERIAL INSTALLATION may be had on deferred payments exactly like a stove, refrigerator, motor car, etc., if desired.
- QUESTION: After having seen television would I be likely to be content with radio entertainment?
ANSWER: A Chinese philosopher once said that "A picture is worth a thousand words." After watching one of the established stars on television subsequently trying to be entertained by the same star on radio would be very much as if you were watching a picture show and the screen went black, although the sound continuity continued. When this happens there is always a furor until the picture is turned back on.
- QUESTION: How does sound reproduction on television compare with radio?
ANSWER: Because of the modulation system used in the audio stages of a television set, sound reproduction is far superior to that of the average radio set. It will compare favorably with the highest type of full fidelity reproduction to be found in phonograph sound systems selling from \$350.00 up.

Enjoy the Best Possible Reception on the BEST Engineered Sets in America!

For Only **\$300** Per Week

EASILY AND SIMPLY we can place a HALLICRAFTER in your home for a trial demonstration, absolutely without obligation. We have a trailer-mounted antennae which enables us to demonstrate for you as simply as A. B. C. All we ask is the invitation . . . anytime at your convenience, the HALLICRAFTER will amaze and delight your family.

COUPON

Osborne's
112 So. Fourth St.
O'Neill, Nebr.
Gentlemen: We are interested in television and would like to learn more about O'Neill area reception, without any obligation whatsoever.

Name _____
Box No. or _____
St. Address _____
Postoffice _____
Directions from _____
E; _____ W; _____ N; _____ S

OSBORNE'S

O'NEILL

Phone 415 112 So. 4th St.
(Next Door, O'Neill Nat'l Bank)