



OPEN HOUSE

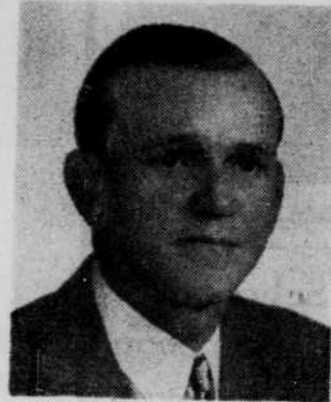
AND

PEANUT CARNIVAL

FREE COFFEE
ALL DAY

Saturday, June 5 From 8:30 A.M. 'Til 10 P.M.

THIS IS OUR MANNER of formally opening North-Central Nebraska's largest and finest Home Appliance - Television - Radio Store, now enlarged and jam-packed with merchandise bearing the name of America's finest manufacturers. We are immeasurably proud of these famous lines — SERVEL, RCA - VICTOR, HOTPOINT, ROPER, HALLICRAFTER and Others! A dozen factory representatives will be with us on this gala day—won't you? Come early . . . witness the "Voice of The Frontier" program (9:30 to 10 a.m., WJAG, 780 k.c.) . . . see yourself and your neighbors on local telecasting -- a demonstration right on our floor . . . FREE COFFEE.



D. M. OSBORNE
Owner



MRS. D. M. OSBORNE
Office Mgr.



KENNETH OETTER
Service Mgr.



FLOYD HARDING
Sales Mgr.

"After having been in other business in O'Neill for many years, Mrs. Osborne and I have now become residents here so that we can better serve our customers, whose generous patronage in the past has been so greatly appreciated."

She will handle the contracts, office accounts, floor sales work, give prompt attention to your requests for service. Mrs. Osborne is trained to arrange terms for our customers who have seasonal income or receive salaries.

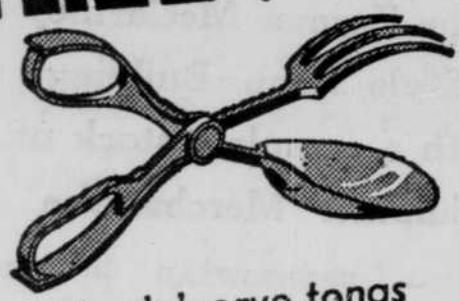
OSBORNE'S now have a complete radio and TV testing laboratory plus an appliance workshop. Kenneth Oetter, who has had several years of technical training in TV, radio and sound equipment, recently became our service manager and we're proud to have him!

Mr. Harding has been in appliance sales in O'Neill for several years and needs no introduction. I am happy to be identified with North-Central Nebraska's COMPLETE appliance store and I will be happy to talk to you about any appliance for comfort and modernization of your home."

To the First 150 ADULTS

Courtesy of OSBORNE'S in O'Neill . . .

FREE Just for parading in!



Toss 'n' serve tongs

One to Each Family

Special Terms Available to Farmers and Ranchers With Seasonal Income

Local Telecasting Demonstrations By RCA - VICTOR

SEE YOURSELF . . . AND YOUR FRIENDS . . . ON A REAL TV SCREEN

FREE DEMONSTRATION IN PROGRESS THROUGHOUT THE DAY IN OUR TV DEPT.

FREE!

to the purchasers of **SERVEL ICEMAKER** Refrigerators (Reg. \$479.50, plus your old refrigerator, if operating)

We Will Offer Absolutely **FREE** **Hallicrafter TV Set**

(Model P. T. 17)

Reg. 149.95 Value — Reg. 1-Year Warranty



MAKES ICE CUBES BY THE BASKETFUL — AUTOMATICALLY!

Only Servel gives you an endless supply of dry, loose cubes—without your lifting a finger!

Continuous supply! You take cubes out—Servel puts 'em back! Keeps refilling the basket as long as you need cubes! All automatically!

479.50

Just pick 'em out! Take one or a handful—cubes are loose! No messy ice trays!

Super-cubes! Dry, super-cold IceCircles! Extra-big—longer lasting! Won't stick together—even during automatic defrosting!

GAS or ELECTRIC MODELS!
Only Servel gives you your choice!

It's 3 Great Appliances in 1—**REFRIGERATOR—FREEZER—ICE-MAKER!**
Amazing value! Defrosts itself automatically! Stores 80 lbs. of frozen foods! Gives you the exclusive Automatic Ice-Maker—plus extra features by the score! See it today!

- 1 Dependable Silent Gas Models!
- 2 New! Electric Compression Models!
- 3 Motorless Electric Models!

COMPLETE Kitchen Equipment FREE

— INCLUDING —

- ELECTRIC FOOD MIXER
- ELECTRIC CLOCK
- DELUXE ELECTRIC TOASTER
- HI-LO IRONING TABLE
- ZEDALON COVER PAD
- ELECTRIC DEEP FRYER
- ELECTRIC AUT. COFFEEMAKER
- ELECTRIC POPCORN POPPER
- ELECTRIC WAFFLE IRON
- ELECTRIC SANDWICH GRILL

TOTAL VALUE of This **BONUS ASSORTMENT**

\$150

Offered **FREE** with purchase of **Hotpoint Electric RANGE** Model RB-50 **Hotpoint Electric Refrigerator** OR A Model EB 87-6 — PLUS — your old range or refrigerator, regardless of condition (if operating).



Hotpoint Super-Oven ELECTRIC RANGE

ONLY **249.50**

• Cool, clean, fast electric cooking, from the world's most famous maker of electric ranges! Completely new, with biggest standard-size oven made. De luxe features—like the fluorescent top light and electric clock oven control.

• Famous Calrod® Instant Heat Unit • Fully automatic Super-Oven • Deep-well Thrift Cooker (6 qt.)

"Voice of The Frontier" Program

Saturday, June 5, 9:30 to 10 a.m. — Direct from Our Store **FREE SHOW** Heralding Our Open - House and Peanut Carnival

Factory Representatives for Our Major Appliance Lines Will Participate

Complete TV Aerial Installation

(with Rotor) Reg. \$165 Value



FREE!

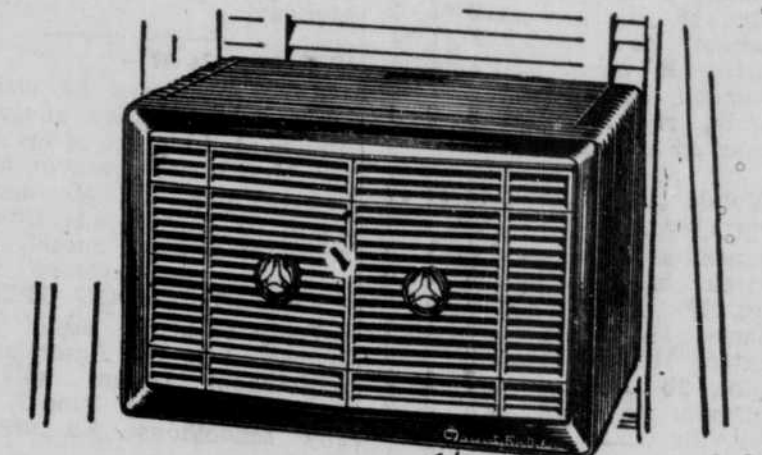
With Any RCA - Victor **COMBINATION**

TV — Radio — Phono
Model Illustrated . . . \$550.00

EASY TERMS

Model 21T392
21-In. TV with

- Rotomatic tuning
- 3-speed automatic record player
- Powerful 8-tube radio
- Beautiful piano finish mahogany cabinet in contemporary design
- Truly the finest in home entertainment



LOOK HERE

for the finest air conditioner you can buy!



AS LOW AS **229.50**

only a few dollars per month for a brand new . . .

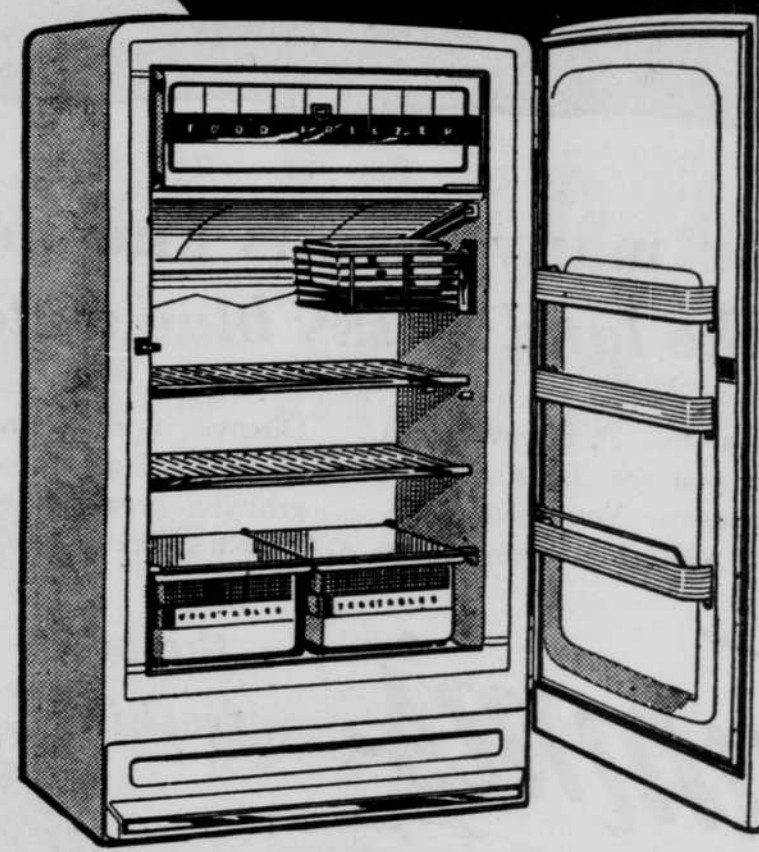
RCA Air Conditioner

Made by RCA! You know what that means. The most advanced engineering. The greatest value. The most dependable performance. An RCA Air Conditioner cools the room, wrings out excessive humidity, filters the air and recirculates it. There's a size for every room—at prices you can easily afford. Come in today for free demonstration.

319.95

(As Illustrated)

Hotpoint SUPER-STOR REFRIGERATOR



Adjusts **AUTOMATICALLY** To Weather Changes . . . Specially Engineered For This Region!

• A wonderful improvement in truly automatic refrigeration! Automatically "follows" the weather to give you constant, even cold at all times.

Better Storage for Better-Tasting Foods!

• Constant cold throughout fresh-food section assures better keeping for all foods—and better-tasting foods, too. This big super-eight (8.7 cu. ft.) includes 3 shelves in the door, provides you with the convenience of almost 14 sq. ft. of shelf space.

38-lb. across-the-top frozen food storage . . . new Life-A-Cubs ice trays . . . 2 Hi-Humidity roller drawers . . . strong aluminum shelves . . . new door shelf for eggs . . . swinging Leftover Basket with 3 covered jars

Hotpoint UPRIGHT Home Freezer

MODEL EM 105-7

NOW ONLY

429.95

WITH EITHER YOUR OLD RANGE or REFRIGERATOR (if in working condition)

Plus \$150 Worth of Kitchen Equipment **FREE!**

(as described in middle of this page)

OSBORNE'S

PHONE 415 O'NEILL

Hotpoint - RCA-Victor - Servel

NEXT DOOR O'NEILL NAT'L