

8

CITY DRIVE-IN M'K'T TV NEWS

REASONS WHY THE BEST TV BUY IS OUR LAY-AWAY PLAN

1. BETTER SELECTION

A complete line of new 1956 Philco sets available now for your selection, insuring you the set of your choice.

2. PERFECT CONDITION

The set you select now will be adjusted and tuned for perfect reception on the day the local station goes on the air.

3. DOUBLE GUARANTEE

Guarantee of both factory and City Drive-in Market, Inc., starts the day the set actually is in operation in your home.

4. LOWER COSTS

Your Lay-Away payments decrease your total costs and reduces your monthly payments when your set is delivered.

5. NO WAITING FOR DELIVERY

When you are ready for delivery there will be immediate delivery on date of your choice. No installation delays during rush period.

6. FAMILY'S FINEST CHRISTMAS GIFT

The best Christmas present ever! Will give you years of the finest family entertainment right in your own home.

7. BRAND NEW 1956 MODELS

The very latest and finest sets from Philco.

8. COMPLETE LINE OF TV PARTS AND EQUIP.

All tubes and parts made by Philco engineers and guaranteed by both the manufacturer and City Drive-in Market.

CITY
DRIVE-IN
TV DEPT.



Just a Touch
...there's your
station!



Philco Top Touch Tuning is on top of the set and up front where it's easy to reach. A touch turns the set on. A touch changes stations. A touch turns the set off. It's all automatic... and it's yours in this mahogany finish "Swiveler" that turns for easy viewing.

Remote Control...

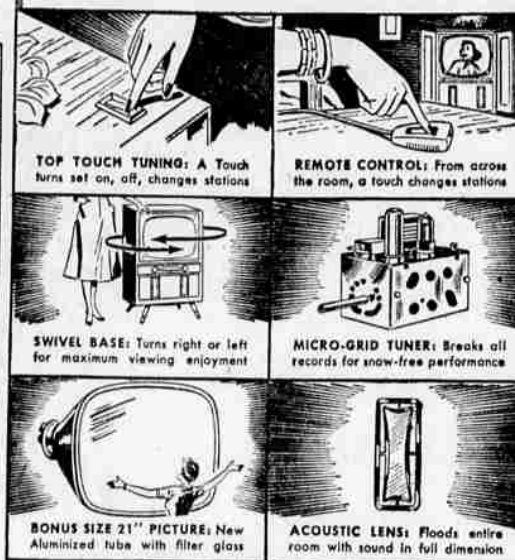


Even from across the room, you change stations by merely touching the control. You never have to leave your chair.

Just Out! Brand New 1956

PHILCO TELEVISION

featuring the Greatest
Advances in TV History!



Unmatched value in Mahogany Veneer swivel base cabinet and Philco's great 1956 features for full TV enjoyment. Remote Control... Only \$10 Extra

FREE TV CABLE HOOK-UP

First 200
Sets Purchased

Your choice of any Philco television set purchased at the City Drive-in Market installed complete with cable hookup absolutely free providing an existing cable route. We have made arrangements with the Umpqua Television Inc. to pay your cable hook-up costs. No strings attached.

DOUBLE GUARANTEE

Both Philco factory guarantees and City Drive-in Market guarantees will apply on all sets sold on this basis. Picture tube guaranteed 1-year. Parts and service guaranteed 90 days from date of the installation.

GET 3 STATIONS WITH NO ANTENNA

Enjoy TV at its best with the selection from all three stations now coming in to this area on the cable. KBES, KVAL, KOIN TV. All day televiewing can be assured when you take advantage of cable hookup plan.

DON'T DELAY, BUY NOW!

Sets purchased now can be installed in time for fall football. The set of your choice may be purchased for as low as \$25 down with low monthly payment to fit your budget. The very latest in 1956 models are now in stock at the City Drive-in Market TV Department.

SHOP EARLY
WHILE WE HAVE
A COMPLETE
SELECTION

There Is a PHILCO To Fit Your Home and Budget

LOW DOWN PAYMENT
TERMS TO FIT YOUR BUDGET

NEW city drive in
MARKET
HIGHWAY 99 N.