

Heider's TV & Appliances

GRAND OPENING SALE

in BRAND

NEW

LOCATION

363 North High Street

Friday — Saturday — Monday

JANUARY 28, 29, 31

Open Every Night 'Til 9 P.M.

Salem's Oldest and Largest Radio & TV Firm Now Dealing in:

TV-RADIO-HI-FI-Major and Small APPLIANCES

YOUR HEADQUARTERS FOR THE WORLD FAMOUS

WURLITZER Organs

We are proud to announce the new organ department owned and operated by Russell Morrell . . . bringing to you the world famous Wurlitzer organ. We are very fortunate to have Russ with us as he is an authority on Wurlitzer organs, and acquainted with all types of organs, having spent the past five years servicing all makes of pianos and organs.



Russell Morrell
Organ Dept.

**HEIDER'S GRAND OPENING
GIFT FOR YOU . . .**

Balloons For The Kids....
Gifts For Mother....

\$3000⁰⁰ in Valuable
Door Prizes!!

Range or TV - Automatic Washer FREE!

FREE

Heider's Is Headquarters for the Famous

Youngstown Kitchens in Salem!

We are most happy to welcome the Capitol Youngstown Kitchen store headed by Clyde Whisman. Clyde is a master kitchen designer, factory trained, with many years of practical experience, who has had several kitchen design improvements accepted and put in use on Youngstown Kitchens. Come in and see the most beautiful model kitchens in Salem during our Grand Opening.



Clyde Whisman
Manager

HEIDER'S WAS BUILT ON QUALITY BACKED BY SERVICE!

We have now opened one of the finest equipped and staffed service departments for electrical appliances of all types large or small. This new department is managed by Red Baldwin, who is thoroughly acquainted with all appliances and their possible troubles. The men of the service dept. have all had many years of experience in appliance repair and service. Call 42271 for better service on your present appliances or bring them to 363 N. High St.



Red Baldwin
Manager Appl.
Service Dept.



EARL HEIDER
OWNER



Bill Williams
Sales Manager



Douglas Heider
Manager HI-FI
Radio Dept.



Cyril Naden
TV Salesman



Grant Davis
Salesman



Lisle Force
Salesman

Come In During

HEIDER'S

Grand Opening Sale . .

Meet Your Friends and
Neighbors Who Have Given
You Service Over the
Past 32 Years
to Make HEIDER'S
the Fastest Growing
Organization in Salem
Today!



Gene Rushton
Salesman



James Wilson
Salesman



William Bechtel
Radio Technician



Bessie Kayser
Office Manager



Esther Parker
Bookkeeper



Al Ryer
Service Manager



Larry Wenger
Coordinator



Arthur Bingen-
heimer
TV Technician



Fred Braasch
Antenna Engineer



Donald Forbes
Auto Radio Special-
ist



Kenneth Dick
TV Technician



Richard Earnest
Installation



Ray Courney
Installation



Dallas Taylor
Installation



Richard Parker
Installation



Mark Higley
Installation



Chet Ottosen
TV Technician



Harry Rickard
Custodian

Heider's Policy of Giving the Greatest Possible Value for the Lowest Price Has Been Responsible for their Tremendous Growth. Featured are such Brand Names as: . . .

Admiral TV Speed Queen RCA Victor
Admiral Ranges Admiral Refrigerators RCA Estate
Amana Universal A. O. Smith

Phone

4-2271

FOR SALES AND
SERVICE

Heider's TV & Appliances

Our Brand New Address!

363 North High Street