

Heider's TV & Appliances

GRAND OPENING SALE

FRIDAY-SATURDAY-MONDAY

January 28, 29, 31

EXTRA-BIG VALUES!

RCA TV

AND

RCA ESTATE
RANGES

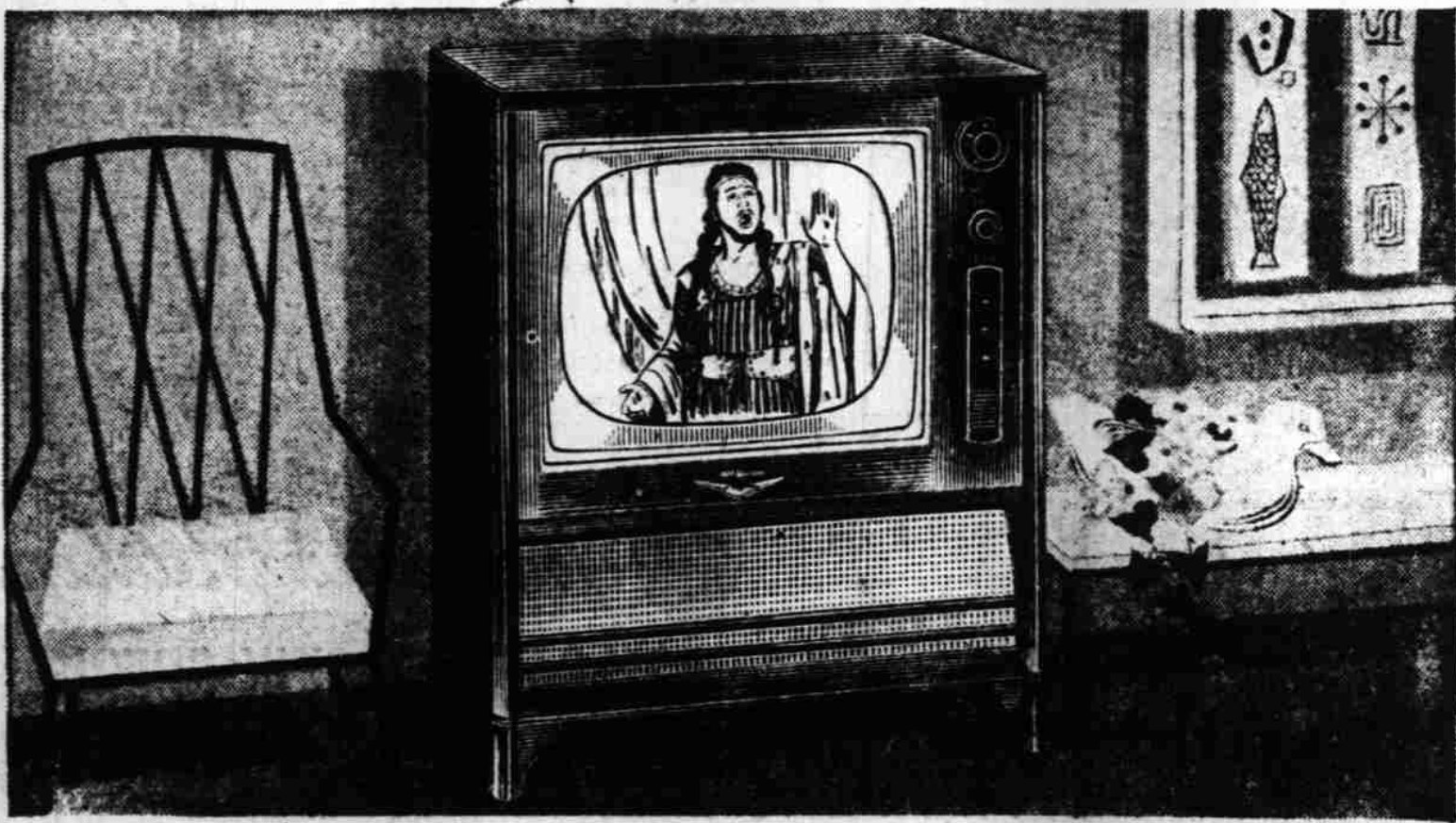
\$3,000 IN FREE DOOR PRIZES \$3,000

GIFTS FOR EVERY ONE...FREE RADIOS, AUTOMATIC WASHERS, TV or RANGE

What's New
in 21-inch TV?

RCA VICTOR'S

"LOW-BOY" console
with "Golden Throat" Fidelity Sound



RCA Victor 21-inch Pickford, mahogany finish, blond tropical hardwood

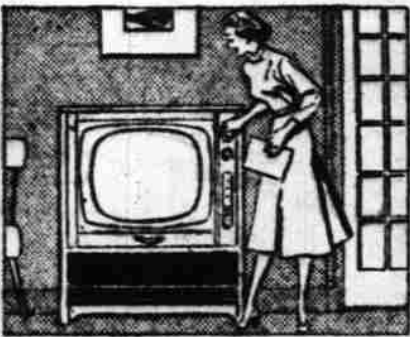
Buy an RCA
as low as **\$189.95**

LIFELIKE SOUND FROM 7 SPEAKERS—Exclusive RCA Victor "Golden Throat" Fidelity Sound—a precise balance of amplifier, speakers, and cabinet—gives new tonal depth and clarity. It's the most magnificent sound you've ever heard from a TV set!

NEW HIGH-UP CONTROLS IN EASY REACH! In this unique "low-boy" console, the vertically mounted controls are right at your fingertips. A convenience that adds to your TV pleasure! Luxurious low look adds new beauty to your home.

NEW "EASY-SEE" VHF TUNING DIAL—59% greater readability! King-size numbers slant to meet your eyes. Save groping and fumbling for the station you want. Signal light illuminates selected channel. It's the easiest tuning in television!

NEW "ALL-CLEAR" PICTURE—212% greater picture contrast with aluminum tube! Dark-tone safety glass kills room glare. New "Magic Monitor" chassis! automatically ties clearest picture to finest sound.



FOR UHF—New High-Speed UHF Tuner is 8 times faster than previous continuous tuning! Exclusive "Click Action" for instant, accurate switch to and from VHF. Gets all stations in your area, UHF and VHF.

NOW! MORE OVEN SPACE—MORE WAYS TO COOK!



RCA Estate
ELECTRIC RANGES

Sensational new features
make cooking a joy...
cleaning a breeze

Every new RCA Estate Electric Range
has these features!

• Sculptured-contour styling •
One-piece top with no grease or
dirt-catching cracks • Insulizer
Walls • Non-alarm oven door •
RCA quality.

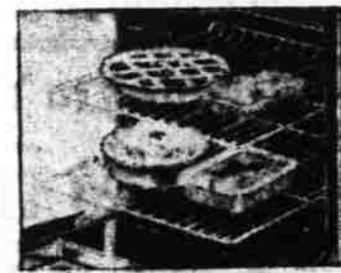
GRILL, BAKE, BARBECUE
... ALL AT ONCE!

Exciting dishes...less work!
Electric clock controls oven, outlet,
a unit. That's how this new RCA
Estate brightens your cooking
hours. Has 2 Balanced Heat Ovens
with Bar-B-Kewer in one. Built-in
griddle. Two broilers. A top value!

EASY TERMS



BUILT-IN GRIDDLE—Enjoy meals
with real "grilled" flavor. Grease
drains off by itself. Food tastes better
and it's better for you.



BALANCED HEAT BAKE OVENS—
You'll be proud of your pastries! Even
heat stops guesswork. And the ovens
double as radiant high broilers.



BAR-B-KEWER—Yes, barbecue
roasts or poultry in your own kitchen.
"Charcoal-dens" flavor! Bar-B-Kewer
unit is in right oven.

See RCA Estate Electric Ranges at ...

For Better
Service on
Any Make
Range,
Refrigerator,
Washer,
Or Any
Appliance
Call Our
Experts
4-2271

Ask About Heider's 1st and 2nd Year Service Policy!

FREE! \$3000 IN VALUABLE
DOOR PRIZES

SEE OUR NEW HOMETOWN STORE
IN SALEM FOR OVER 32 YEARS

OPEN EVERY NIGHT 'TIL 9

Heider's TV & Appliances

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For Sales
And Service

in **BRAND
NEW**

LOCATION

363 N. High St.