

MOTHERS . . . USE OUR FREE BABY STROLLERS, LOCATED AT EACH ENTRANCE

MAIL AND PHONE ORDERS\* NO SALES TO DEALERS

OPEN MONDAY AND FRIDAY 12:15 TO 9 P.M.  
OTHER DAYS 9:30 A.M. TO 5:30 P.M.

# Washington's Birthday



Feature of...

# Salem Days

Meier & Frank Co.

OREGON'S OWN STORE SINCE 1857  
SALEM 3-2211

FREE STORE-SIDE  
PARKING—OVER 1000 CARS

# SALE! FAMOUS MAKE TV

Meier & Frank's has the TV set of your choice . . . any one of many famous makes . . . at tremendous Salem Days savings! Every set, regardless of brand or price, guaranteed by the manufacturer, and by Meier & Frank's. Buy your television with complete confidence in the set, installation and service at Meier & Frank's—the store of integrity.

All sets sold in our delivery area are delivered, installed, connected to your antenna, serviced, and operating instructions are given by a television technician, at no extra charge. IT PAYS TO BUY AT MEIER & FRANK'S.

We offer expert installation and service on television sets in many localities throughout Oregon and Washington.

1. Save \$150! Reg. \$329.95  
Bendix Console—21 series

As low as \$9 a month  
NO DOWN PAYMENT

**\$179.95**

All-Channel Tuner

Bendix aluminized "camera eye" picture tube. Hi-dial tuning controls. 23-tube chassis. Mahogany finish. 264 sq. in. viewable picture.

2. Save \$100! Reg. \$299.95  
Sparton Console—21 series

As low as \$9 a month  
NO DOWN PAYMENT

**\$199.95**

With UHF tuner for Ch. 27, \$309.95

Latest 1956 Sparton features; 21 series aluminized tube with 264 sq. in. viewable picture; new top tuning controls. Mahogany finish.

3. Save \$130! Reg. \$349.95  
Sparton TV-Phono—21 series

As low as \$11 a month  
NO DOWN PAYMENT

**\$219.95**

With UHF tuner for Ch. 27, \$229.95

Big aluminized picture tube, 264 sq. in. viewable picture. Tele-optic filter glass. 3-speed automatic record changer. Mahogany finish cabinet.

4. Save \$60! Reg. \$179.95  
Famous Make Table TV—21 series

As low as \$7 a month  
NO DOWN PAYMENT

**\$119.95**

With UHF tuner for Ch. 27, \$129.95

Big aluminized picture tube with 264 sq. in. viewable area; optic filter safety glass; side mounted controls. Blond or mahogany grain finish.

5. Save \$100! Reg. \$249.95  
Famous Make Table TV—24 series

As low as \$7 a month  
NO DOWN PAYMENT

**\$149.95**

With UHF tuner for Ch. 27, \$159.95

Giant size aluminized tube with 320 sq. ft. viewable picture. Side tuning controls; optic filter glass. Blond or mahogany grain finish.

6. Save \$80! Reg. \$249.95  
Famous Make Console—21 series

As low as \$9 a month  
NO DOWN PAYMENT

**\$169.95**

With UHF tuner for Ch. 27, \$179.95

Choice of mahogany or blond wood grain finish; top mounted control knobs; aluminized picture tube with 260 sq. in. viewable picture.



**SAVE \$120  
BENDIX  
CONSOLE**

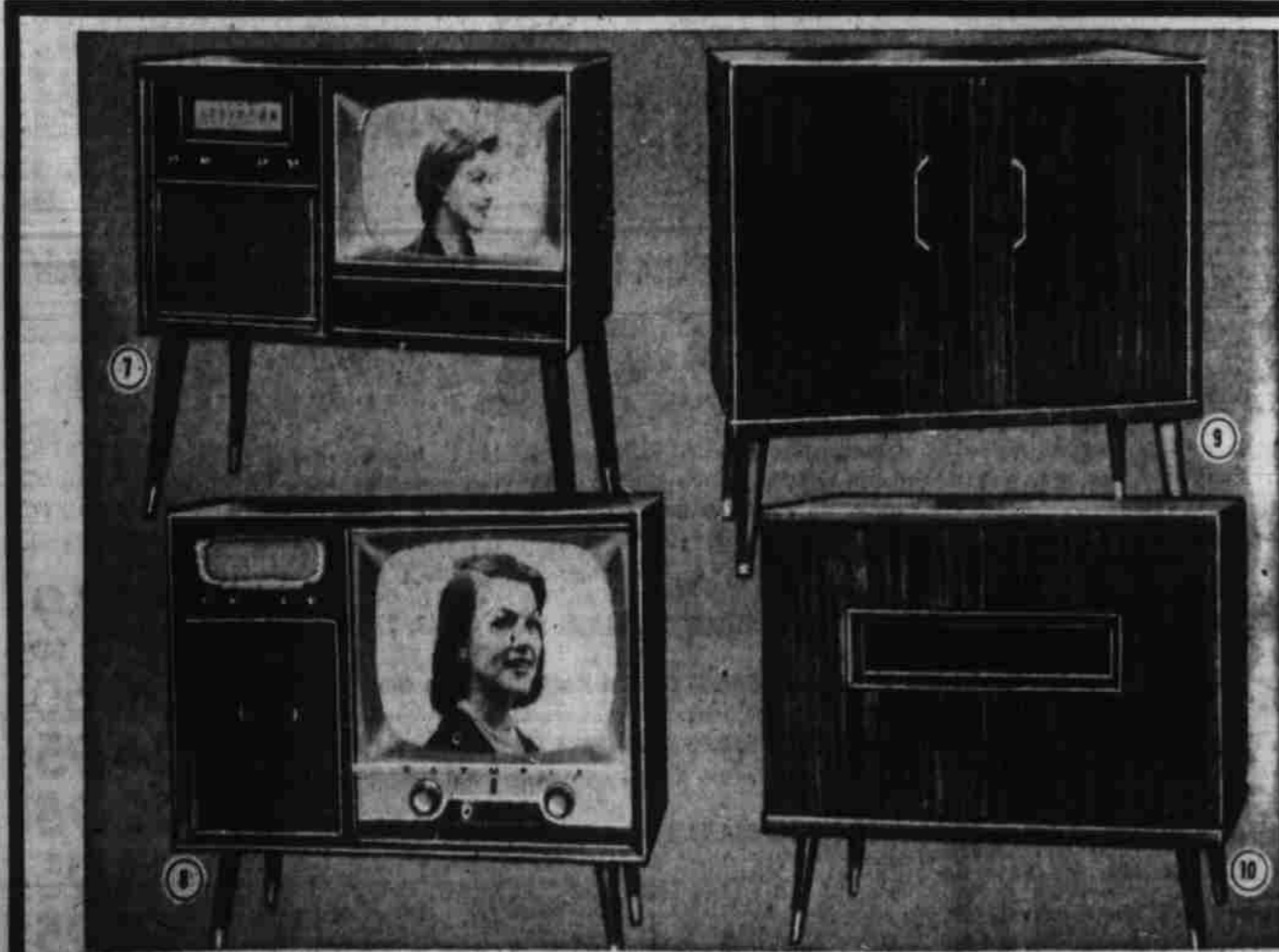
Reg. \$279.95 - 221 Series

**\$159.95**

All-Channel Tuner

As low as \$9 a month  
NO DOWN PAYMENT

The lowest price at which we've ever offered a console TV with all-channel tuner! Super powered 23-tube chassis; tunes all UHF and VHF channels with nothing to add. 264 sq. in. viewable picture. Mahogany finish cabinet.



## SPECIAL PURCHASE

New 1956 Olympic Combinations

7. Save \$90! Reg. \$369.95  
"The Washington"—21 series

**\$279.95**

As low as \$13 a month  
NO DOWN PAYMENT

With UHF tuner for Ch. 27, \$289.95

This graceful open-face combination combines 264 sq. in. TV with AM radio and automatic 3-speed record changer. Grained mahogany. Reg. \$389.95 Grained Oak Cabinet, \$299.95 With UHF tuner for Channel 27, \$309.95

8. Save \$120! Reg. \$419.95  
"The Warren"—24 series

**\$299.95**

As low as \$13 a month  
NO DOWN PAYMENT

With UHF tuner for Ch. 27, \$309.95

Attractive open-face 3-way combination; huge tube with 320 sq. in. viewable picture; AM radio; 3-speed automatic changer. 2 speakers. Mahogany finish. Reg. \$439.95 Lined Oak Finish, \$319.95 With UHF tuner for Channel 27, \$329.95

9. Save \$100! Reg. \$419.95  
"The Providence"—21 series

**\$319.95**

As low as \$15 a month  
NO DOWN PAYMENT

With UHF tuner for Ch. 27, \$329.95

Stunning 3-way combination; 264 sq. in. viewable picture; AM radio 3-speed changer. High fidelity speaker system. Beautiful mahogany finish. Reg. \$439.95 Lined Oak Finish Cabinet, \$339.95 With UHF tuner for Channel 27, \$349.95

10. Save \$150! Reg. \$499.95  
"The Fillmore"—24 series

**\$349.95**

As low as \$15 a month  
NO DOWN PAYMENT

With UHF tuner for Ch. 27, \$359.95

Magnificent combination, doors accented with leather panels. 320-sq. in. viewable picture; AM radio; 3-speed automatic changer. Mahogany finish. Reg. \$529.95 Lined Oak Finish, \$369.95 With UHF tuner for Channel 27, \$379.95

TELEVISION HEADQUARTERS—SECOND FLOOR

\*Plus shipping cost to areas outside our regular truck delivery routes