

IT PAYS TO BUY AT MEIER & FRANK'S

Meier & Frank's—Salem

OPEN FRIDAY 12:15 TO 9 P. M.

STATE FAIR DAYS SALE



Fun and excitement in every department.

save \$160!
reg. \$299.95
Raytheon console TV
\$139.95

as low as \$7 a month
NO DOWN PAYMENT

Hi-fidelity instrument with concert tone. All-channel 21 series set with big aluminized tube for brilliance and clarity; dual tone control. Handsome mahogany finish cabinet.

save \$180!
reg. \$369.95
Hoffman console TV
\$189.95

with UHF tuner for channel 27, \$199.95

as low as \$9 a month
NO DOWN PAYMENT

Console model with off-the-floor styling, rich Walnut finish. Top front tuning, aluminized picture tube, 21 series, 12-channel tuner. Exclusive "Black Easy Vision."

save \$90!
reg. \$329.95 Zenith 'Stratford' TV
\$239.95

with UHF tuner for channel 27, \$249.95

as low as \$11 a month
NO DOWN PAYMENT

Superbly modern console design; special "X" chassis. Cine-beam and Cinelens; top tuning. Spot-Lite dial, built-in antenna; 10" speaker. Attractive mahogany finish.

save \$100!
reg. \$229.95
M&F console
\$139.95

with UHF tuner for channel 27, \$149.95

as low as \$7 a month
NO DOWN PAYMENT

Made by Helicrafter especially for Meier & Frank's. Newest 1956 model with all the latest features. Side controls; aluminized picture tube. Mahogany finished cabinet.

Every set 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 cost. IT PAYS TO BUY AT MEIER & FRANK'S.

TELEVISION HEADQUARTERS
SECOND FLOOR

WIN
An Argus
C-3 Camera

Submit your photos taken during 1956 Oregon State Fair.

WIN
"Anything Your Heart Desires"

Daily drawings—a new contest everyday!
Out of town residents can enter by mailing requests.

WIN
A TV set
A radio
A Hi-Fi set

Drawing every day of the sale.

WIN
All expense paid vacation for two!

A fabulous week at the luxurious Oasis Hotel in Palm Springs, Calif., via Western Airlines DC-6B.



reg. \$59.95
flare back
fireside chair

Sturdy construction with gracefully flared channel back. Comfortable spring seat; mahogany finished arm grips. Toast, gold or Kelly green matelasse cover.

\$37⁹⁵

two for \$78



reg. \$77.50
Simmons Hollywood Bed

with foam latex top

\$43.88

Comfortable innerspring mattress with matching box spring on six legs for firm support. Button tufted mattress top and bottom, two-toned stripe cover. Twin size only.



reg. \$59.50
pillow
back platform
rocker

Button tufted pillow back with spring unit seat cushions. Superb comfort at a low price! Choice of assorted decorator fabrics.

\$39⁵⁰

FURNITURE—SECOND FLOOR

free store-side parking

for over 1000 cars

SHOP IN AIR-CONDITIONED COMFORT

Meier & Frank Co.

OREGON'S OWN STORE SINCE 1857

SALEM 3-2211

