IT PAY O BUY A MEIER & FRANK'S



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. Hendsome 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 Welnut finish. Top front tuning, aluminized picture tuber 21 series; 12-channel tun-er. Exclusive "Black Easy Vis-

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



Fun and excitement in every department.

Meier & Frank's—Salem

WIN

An Argus C-3 Camera

Submit your photos taken during 1956 Oregon State Fair.

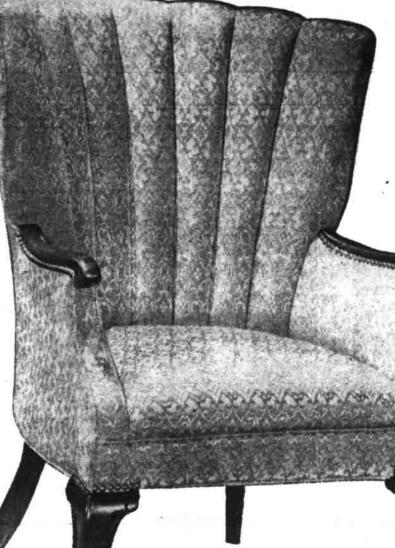
WIN

"Anything Your Heart Desires"

Daily drawings-a new contest everydayl Out of town residents can

enter by mailing requests.

WIN A TV set



reg. \$59.95 flare back fireside chair

OPEN FRIDAY 12:15 TO 9 P. M.

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222

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



two for \$75

reg. \$77.50

wood Bed

er. Twin size only.

Simmons Holly.

with foam latex top

^{\$}43.88

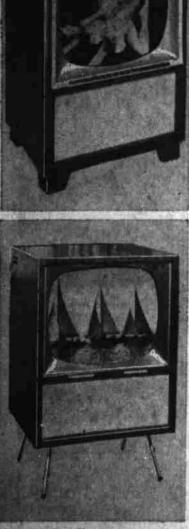
Comfortable innerspring mattress with

matching box spring on six legs for

firm support. Button tufted mattress

top and bottom, two-toned stripe cov-

50



ith UHF tuner for channel 27, \$249.95

> as low as \$11 a month NO DOWN PAYMENT

Superbly modern console de-sign; 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 th UHF tuner for channel 27, \$149.95

as low as \$7 a month NO DOWN PAYMENT

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

Every set guaranteed by the man-ufacturer 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, connect-ed 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

free store-side parking

A Hi-Fi set Drawing every day of the sale.

A radio

WIN All expense paid vacation for two!

A fabulous week at the luxurious Oasis Hotel in Palm Springs, Calif., via

Western Airlines DC-6B.



SHOP IN AIR-CONDI

TON BENE



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.

Meier Frank bo.

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SALEM 3-2211

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