

**PHILCO**



\$249<sup>50</sup> to \$850<sup>00</sup>

**CAPEHART**



WIDE RANGE OF PRICES

**ARVIN**



\$249<sup>50</sup> to \$715<sup>00</sup>

**ADMIRAL**



\$189<sup>50</sup> to \$700<sup>00</sup>

# TELEVISION TRADE-IN SALE!

*Downtown  
SALEM MERCHANTS  
Association*

GET TWICE AS MUCH FOR YOUR  
**OLD RADIO**

**NO DOWN PAYMENT**

*In most cases your old radio will make the down payment*

**2 YEARS TO PAY**

Buy Your Set From

## HEIDER'S

SALEM'S OLDEST AND LARGEST TV DEALERS

THE DEALER THAT GIVES YOU . . .

**BETTER** SELECTION

**BETTER** SERVICE

**BETTER** TERMS

**BETTER** MAKES

**BETTER** INSTALLATIONS

WE GUARANTEE SATISFACTION

**30 YEARS IN SALEM**

## HEIDER'S

428 COURT STREET

OPEN FRIDAY NIGHT 'TIL 9

PHONE 4-2271

-OR-

## TV CENTER

1120 CENTER STREET

OPEN 'TIL 9 P.M. EVENINGS EXCEPT SAT.

PHONE 2-5261

If you are having trouble with TV, regardless of make, call the experts at the corner of  
CENTER AND HIGH

**HEIDER'S SERVICE DEPT. PHONE 4-5752**

**EMERSON**



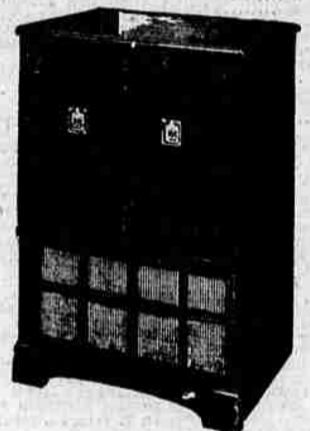
From \$179<sup>95</sup>

**RCA-VICTOR**



From \$199<sup>00</sup>

**WESTINGHOUSE**



From \$249<sup>50</sup>

**CROSLEY**



Crosley Quality  
Costs No More