

NO SALES TO DEALERS. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

# CENTENNIAL SALE

## ZENITH TELEVISION!

YOU SAVE  
**25% TO 75%**  
ON EVERY SINGLE ITEM



latest 1957 model  
you save \$80

\$299.95 Value

# \$219.95

Not just an ordinary TV set... but a Zenith SUPER ROYAL SERIES console... which means that it's packed with quality features... engineered for superior sight and sound, for long tube life, for outstanding beauty in cabinet design. The Cinebeam® picture tube acts as a large, powerful mirror to reflect all the light out through the front of the screen to actually double the picture power. The CineLens® face plate virtually eliminates reflection in lighted rooms, emphasizes detail. Static-free FM sound, "gated beam" sound stabilizer; top tuning; spotlight dial. Handsome contemporary console design, mahogany finish. 21 series with 262 sq. in. picture area.

with UHF tuner for ch. 27 ..... \$229.95  
reg. \$329.95 blond finish ..... \$229.95  
with UHF tuner for ch. 27 ..... \$239.95

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 charge.

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

ONLY \$11 A MONTH  
no down payment

ONE-YEAR GUARANTEE ON PICTURE TUBE, 90 DAYS ON ALL OTHER TUBES & PARTS

Mail and phone orders\*

## YOU'LL BE SURPRISED TO LEARN THE FAMOUS NAME!

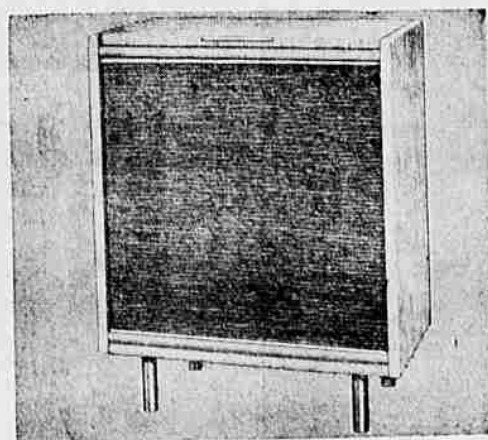
The famous name of the manufacturer is a big secret only in our advertising... but we promise you an eye-opening surprise when you see these terrific Centennial models... made exclusively for Meier & Frank's. Special engineering and design for top performance, even in fringe areas. Features usually found only in sets selling for at least 50% more!



reg. \$269.95 Centennial lowboy console  
ONLY \$9 A MONTH no down payment  
all-channel  
**\$199.95**

Smart, low and modern; 21 series aluminized picture tube; 18-tube chassis; reflection barrier keeps room lights from interfering. Two speakers for superb tone. Syntex mahogany finish cabinet; casters for easy turning.  
reg. \$269.95 oak finish, all channel ..... \$209.95

Mail and phone orders\*



reg. \$179.95 Centennial hi-fi phonograph  
ONLY \$7 A MONTH no down payment  
**\$129.95**

Listening to your records on this deluxe hi-fi instrument will be a delightful experience. Four-speed English automatic changer, intermixes various sizes; 3 speakers... one 12", two 5". Dual styles pickup. Mahogany finish.  
reg. \$189.95 oak finish cabinet ..... \$139.95

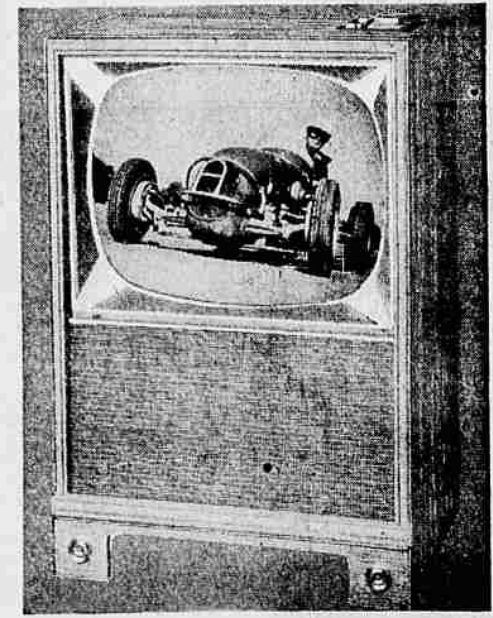
Mail and phone orders\*



reg. \$319.95 Centennial console, 24 series  
ONLY \$11 A MONTH no down payment  
all-channel  
**\$249.95**

Bigger than life picture with huge 24 series aluminized picture tube. Two 8-inch speakers give true tone fidelity; filter glass for easy-on-the-eyes viewing. Syntex mahogany finished cabinet, with easy-rolling casters.  
reg. \$329.95 oak finish, all channel ..... \$259.95

Mail and phone orders\*



reg. \$279.95 Centennial console, 21 series  
ONLY \$11 A MONTH no down payment  
all-channel  
**\$219.95**

Aluminized picture tube with filter glass; two 8-inch speakers for true tone fidelity. UHF-VHF all channel tuner. Convenient casters make an easy job of cleaning under the set. Contemporary design, syntex mahogany finish.  
reg. \$289.95 oak finish, all channel ..... \$229.95

Mail and phone orders\*

TV & HI-FI HEADQUARTERS—SECOND FLOOR

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

OPEN MONDAY  
9:30 a.m. to 9 p.m.

FREE STORE-SIDE  
PARKING FOR  
OVER 1,000 CARS

