

# Then and now: TV prices decline over time



This ad appeared in the *Tahoe Daily Tribune* in September 1965.

According to CoinNews.net, inflation says the price of \$349.50 for this 21-inch TV in 1965 would be equal to \$2,590.78 in 2013 money.



Alpine TV in 1965 in South Lake Tahoe. Photos/Bill Kingman



The center in 2013.

Today, you can buy a larger 32-inch modern flat-screen TV of the same brand for \$299.

Alpine TV was the 1960's builder and owner of the business center at 1950 Lake Tahoe Blvd.

Today a liquor store occupies the original Alpine TV space.

– *Bill Kingman*