

BLOOMING BARGAINS for SPRING BUDGETS

RIEGELMANN'S

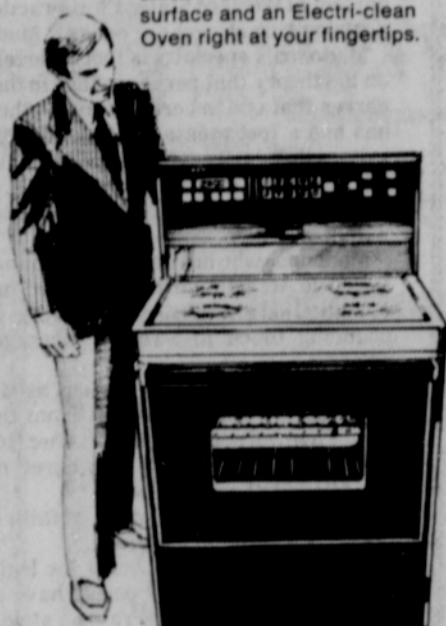
has what it takes to make you

Frigidaire Proud

Here's a refrigerator-freezer you'll be proud to have in your kitchen. Frigidaire's exclusive Refreshment Center dispenses ice, chilled water and your choice of two beverages, right through the door.



For an electric range you'll be proud to own, choose Frigidaire's revolutionary Touch-N-Cook Range that offers precisely accurate solid state cooking convenience. It puts the convenience of a smooth Ceramap cooking surface and an Electri-clean Oven right at your fingertips.



REG-39CD

Get the proud feeling of Frigidaire on laundry day with the washer that gets clothes cleaner than the best-selling brand's best washer and a matching Frigidaire Flowing Heat Dryer that takes care of most any fabric from Delicate to Denims.



WIC-A and DECI/DGCI

Save \$100

Here at (store name) we're proud to say that we've built our business by offering people like you the very best appliances, the very best service possible. And that's why you'll find Frigidaire appliances on our showroom floor. Because we're convinced Frigidaire is the very best. That's why we're proud to offer them to you and equally convinced you'll be proud to own them.

You'll be as proud to own Frigidaire appliances as we are to sell them.

SONY'S BIG ONE

Here's the biggest Trinitron color TV yet—21" (measured diagonally). And it has a big plus—Trinitron Plus. Trinitron has always been known for a great picture but Trinitron Plus introduces you to an even greater picture. Sony engineers found a way to intensify the electron beams which "paint" the picture. Also, the surface of the tube is darker to heighten contrast. Whiter whites. Darker darks. More subtle in-betweens.

Come see the biggest, brightest, sharpest Trinitron ever. You'll believe it. Trinitron Plus. "It's a Sony."

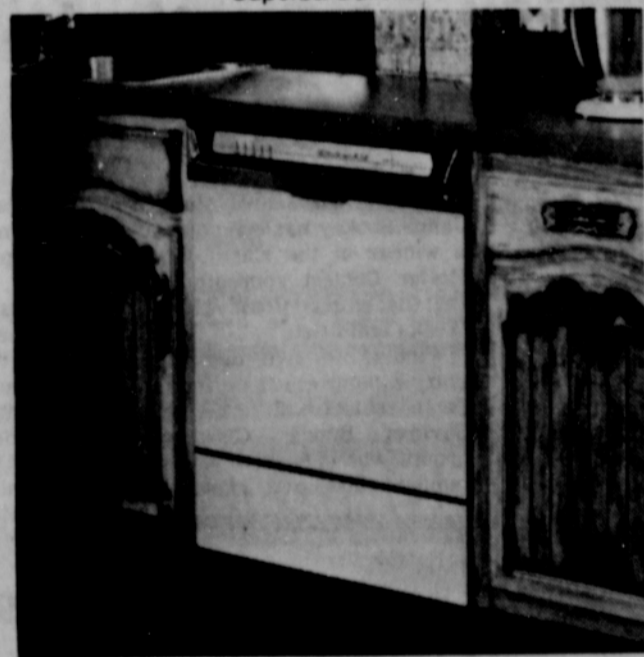


KV-2101
21" screen measured diagonally

TRINITRON PLUS
"IT'S A SONY"

KitchenAid.

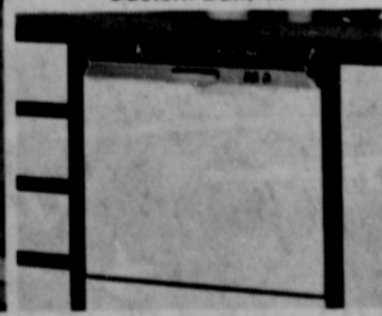
Superba Built-in



Imperial Built-in



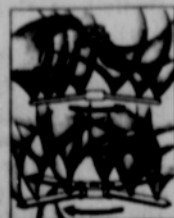
Custom Built-in



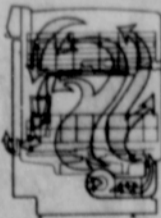
YES
We Can
Arrange
Installation
Of Your
New
KitchenAid

New load-as-you-like convenience... Great Performance!

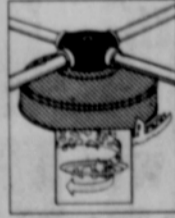
3 NEW BUILT-INS 3 NEW CONVERTIBLE-PORTABLES 2 NEW DISHWASHER-SINK COMBINATIONS... ALL FEATURE FULL



Multi-Level Wash
Lets you load as you like.



Flo-Thru Drying
Safe and thorough. Plus Energy Saver option.

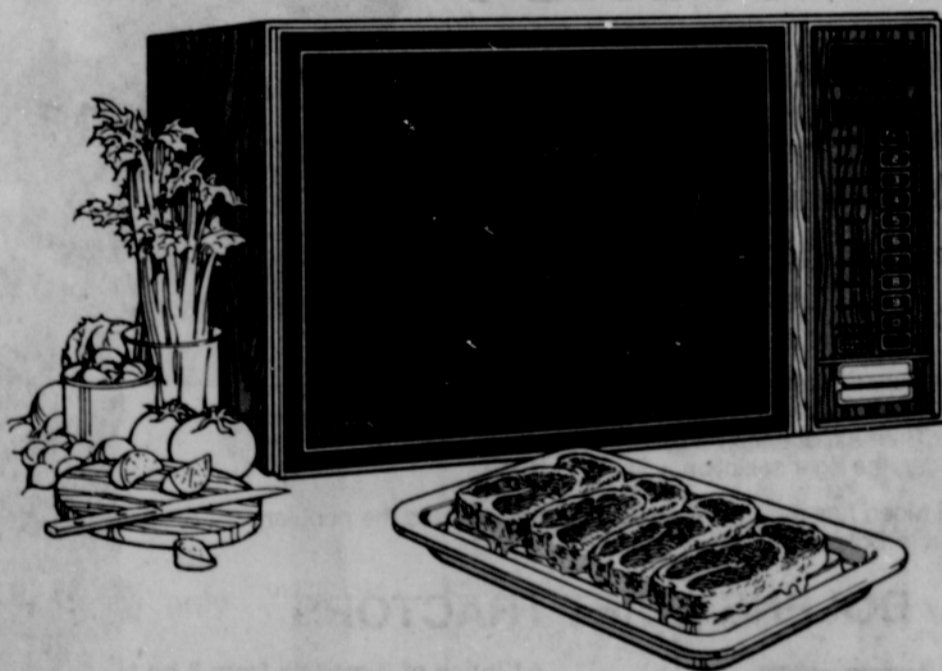


Stainless Steel Filter and Soft Waste Disposer. Ends need to hand-rinse.

KitchenAid.

...the brand that people who own dishwashers say is the best is now even better!

Get a Litton \$24.95* Mother's Day Micro-Browner Bonus.



Buy the Litton Memorymatic™ microwave oven before May 8. Get this Micro-Browner grill with purchase.

Now until May 8, buy the Litton Model 420 Memorymatic microwave oven and get the Litton family-sized Micro-Browner grill as a gift for Mother's Day. A \$24.95 bonus value.

Use it to quickly sear steaks and chops, and grill sandwiches—all in the advanced, cool-cooking Memorymatic microwave oven.

Look at these Litton features:
• Computer-like memory lets you program time and cooking speed.
• Automatically changes speeds from defrost to roast, reheat to warm, saute to simmer, or any setting in between.

- 99-minute digital display.
- 100% solid-state.
- Easy-clean touch control panels.
- Large, easy-clean interior.
- Complete with Litton Vari-Cook™ and Micro-Browner Grill cookbooks.

Come in and taste an energy-saving Litton microwave cooking demonstration, and take home a great Litton Mother's Day Microwave Value. Now until May 8. © 1977 Litton Systems, Inc.

*Suggested retail price.



Litton... changing the way America Cooks.

- Maytag
- MGA
- Sony
- Sylvania
- Zenith
- La-Z-Boy

RIEGELMANN'S

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- Jenn Air
- Kitchen Aid
- Litton