

HOGG BROS. Announce a New Low Price ON 1940 MODELS!

BRAND NEW 6 CUBIC FOOT MODEL!

FRIGIDAIRE

Be Sure It's A Genuine Frigidaire

COMPARE!
The Proof of Greater Value Lies in Its Higher Quality!

Biggest 6-cubic-foot value Frigidaire ever offered! 11.4 square feet of shelf space. One-piece all-steel cabinet. Stainless porcelain interior. Automatic reset defroster. Interior light. Automatic tray release on all four big ice trays. Big cool storage tray . . . and many other famous Frigidaire advantages, including Five-Year Protection Plan.

Hermetically Sealed!

\$119⁹⁵

Delivered and Installed Free In Your Home

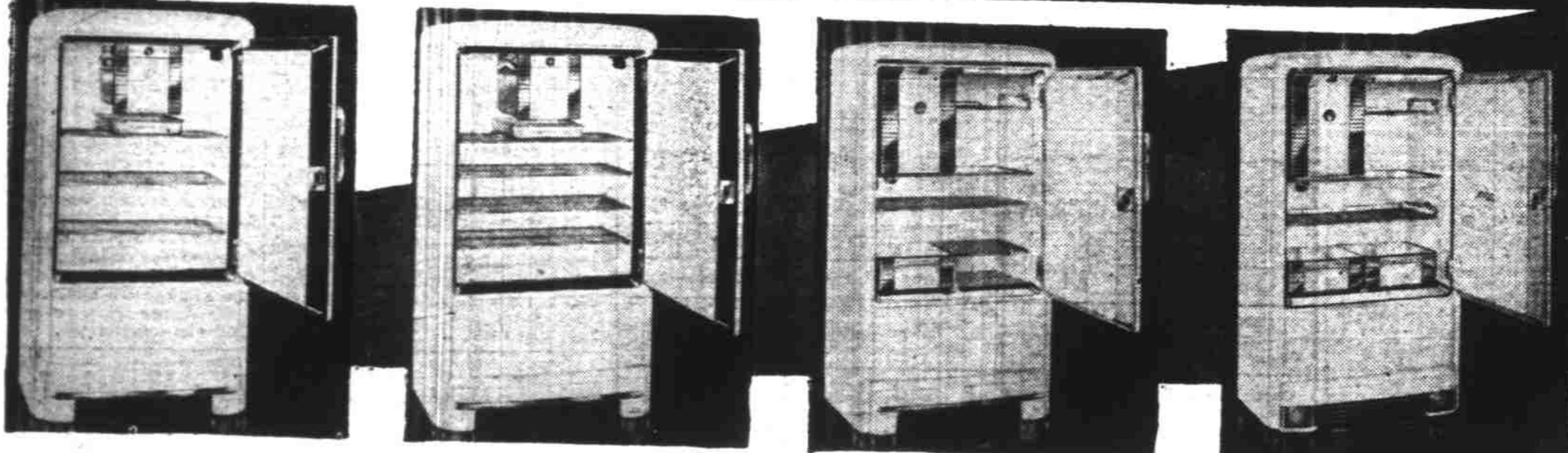
Terms as

Low as

\$5⁹⁵ Down - \$3⁶⁴ per. month



16 BEAUTIFUL MODELS . . . 16 SENSATIONAL NEW LOW PRICES



Big 6 Cubic Ft. Frigidaire

SUPER VALUE 6. Beautiful new design. 1-piece steel cabinet. Stainless chromium shelves. Every tray a double-easy Quickcube Tray. Stainless porcelain in food compartment. Large cold storage tray. Automatic reset defroster. Finished in durable Dulux. 11 square feet of shelf area. 3 ice trays, one double width. 36 ice cubes. ***139.95**
New Low Price—**\$6.95** Down—**\$4.25** Mo.

A New Low Price for the

SUPER VALUE 8. Big 8 cubic foot size for \$80 less than lowest priced "8" last year. One of the biggest bargains in size and price Frigidaire has ever offered. Has all the same basic features as the Super Value 6 . . . with more size. 17.1 sq. ft. shelf area. 5 ice trays, 1 double width. 84 ice cubes, 10 pounds of ice at one freezing. ***189.95**
New Low Price—**\$9.95** Down—**\$5.75** Mo.

Sensational Frigidaire Value

"COLD WALL" MASTER 6
Famous Cold Wall Principle for keeping food's natural moisture and freshness days longer. 12.4 sq. ft. shelf space. Stainless chromium shelves. 5 double easy Quickcube Trays, 1 double width. Large glass-topped sliding food hydrator. Extra large Meat Tender. And every basic Frigidaire advantage. Finished in durable Dulux. ***204.50**
New Low Price—**\$10.50** Down—**\$6.20** Mo.

Frigidaire Quality at a Price!

"COLD WALL" DE LUXE 6
Equipped with every single one of Frigidaire's great new 1940 treasures, including famous "Cold Wall" Principle. 12.4 sq. ft. of shelf space. Stainless chromium shelves. Two sliding glass-topped hydrators. 5 double easy Quickcube Trays, 1 double width. Extra large Meat tender, plus all the basic Frigidaire advantages. ***239.50**
New Low Price—**\$12.50** Down—**\$7.25** Mo.

LOOK FOR THE FRIGIDAIRE NAMEPLATE

"Frigidaire" is the trademark of the refrigerator manufactured by the Frigidaire Division of General Motors . . . world-wide leaders in the refrigerator, range and motor car industries. This year see the greatest Frigidaire of them all . . . at the lowest price in history. See thrilling new beauty, new convenience features and new low prices that surpass anything ever offered before. It's the crowning achievement of this great maker of refrigerators. No wonder those who have seen the new models exclaim enthusiastically that they are outstanding bargains!

Prices are cut to the bone! Just imagine! You can own a genuine 1940 6 cu. ft. Frigidaire for only a little more than \$100.

Hogg Bros. can show you all the proof of Frigidaire value! Let us show you how the new 1940 Frigidaire keeps food safer and freezes ice faster at the lowest cost in Frigidaire history. See the dozens of features that bring food-convenience to its highest level. Look inside the mechanism and cabinet walls for the story of the sturdy, long-lasting durability and silent efficiency. See how Frigidaire includes many of its greatest de luxe features in even the lower-priced models.



Double Easy Quickcube Trays

. . . come loose and cubes pop out instantly. No hacking no melting under the faucet. No "gadgets" to lose or misplace. Greatest ice convenience ever.



New Stainless Chromium Shelves

. . . dramatize the beauty of Frigidaire interiors with bright, mirror-smooth luster. Rustless and sanitary. Stay new for years. Can be easily and quickly cleaned in a jiffy.



Extra Large Meat Tender

. . . slides out like a drawer. Saves food dollars every month by properly protecting all kinds of meat and fowl. Also stores 100% extra supply of ice cubes when entertaining.



One-Piece Steel Cabinet

. . . built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of cabinets to keep clean.



Meter-Miser

. . . simplest cold-making mechanism ever built. Self-oiling, self-cooling. Silent, efficient—uses less current than ever before. Exclusive F114 Refrigerant, safest ever known.



Glass Top Food Hydrator

Guard freshness of fruit, vegetables, perishables so amazingly, you actually see dewy moisture on the glass cover. Preserve color, flavor for days longer.

Household Appliance Specialists

HOGG BROS.

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HOGG BROS. IS HEADQUARTERS FOR FRIGIDAIRE IN SALEM