

HOGG BROS DOES IT AGAIN...

# NO DOWN PAYMENT ON A GENUINE FRIGIDAIRE

**NEW DESIGN!  
NEW BEAUTY!  
NEW CONVENIENCE!  
NEW BIGGER  
VALUE!**



Model  
AM-60  
Shown  
Above

You Pay  
Only

# 25<sup>c</sup>

Yes, Hogg Bros. again offer you their Sensational Meter Ice Plan . . . the plan that makes it possible for anyone to own a genuine FRIGIDAIRE REFRIGERATOR! Nothing down and just 25¢ a day!



## A Day on Hogg Bros. Sensational METER ICE PLAN!

Yes, You Can Now Own A Big  
Family Size 1950 Model Refrigerator

FOR ONLY **25c** A DAY

### HERE'S OUR THRIFTY Frigidaire Meter Ice Plan

- ★ Just come in and choose your new Frigidaire.
- ★ We will deliver and install it and you **PAY NOTHING DOWN.**
- ★ All you do is make a deposit of 25c a day in the "Meter-Ice."
- ★ Once a mo. a representative will call for your deposits.
- ★ When payments are completed the meter will be removed.
- ★ It's less than many people pay for daily ice.
- ★ Your money doesn't "melt away" when placed in the "Meter-Ice."
- ★ It's such an easy way to purchase a beautiful Frigidaire.

**INVESTIGATE OUR PLAN TODAY!**

# HOGG BROS

WILLAMETTE VALLEY'S LEADING APPLIANCE & HOME FURNISHERS  
**SALEM OREGON CITY**

#### And Look at All These Great Frigidaire Features

- ★ Famous current-saving Meter-Miser Mechanism with a 5 year protection plan
- ★ Quickcube Ice Trays
- ★ Styling by Raymond Loewy
- ★ Big Super-Freezer
- ★ All Porcelain Interior
- ★ Nearly 12 sq. ft. of Shelf Area
- ★ Plenty of tall bottle space
- ★ Automatic Interior Light and many more Exclusive Frigidaire Features

Why take less when a genuine FRIGIDAIRE is available at this low price and on our easy Meter Ice Plan? Come in --- see this quality built FRIGIDAIRE Refrigerator . . . Complete with every basic FRIGIDAIRE advantage and feature!

**Look At It Outside! Look At It Inside! You Can't Match a Frigidaire!**

Open Fridays Til 9 P.M. — Any Evneing By Appointment