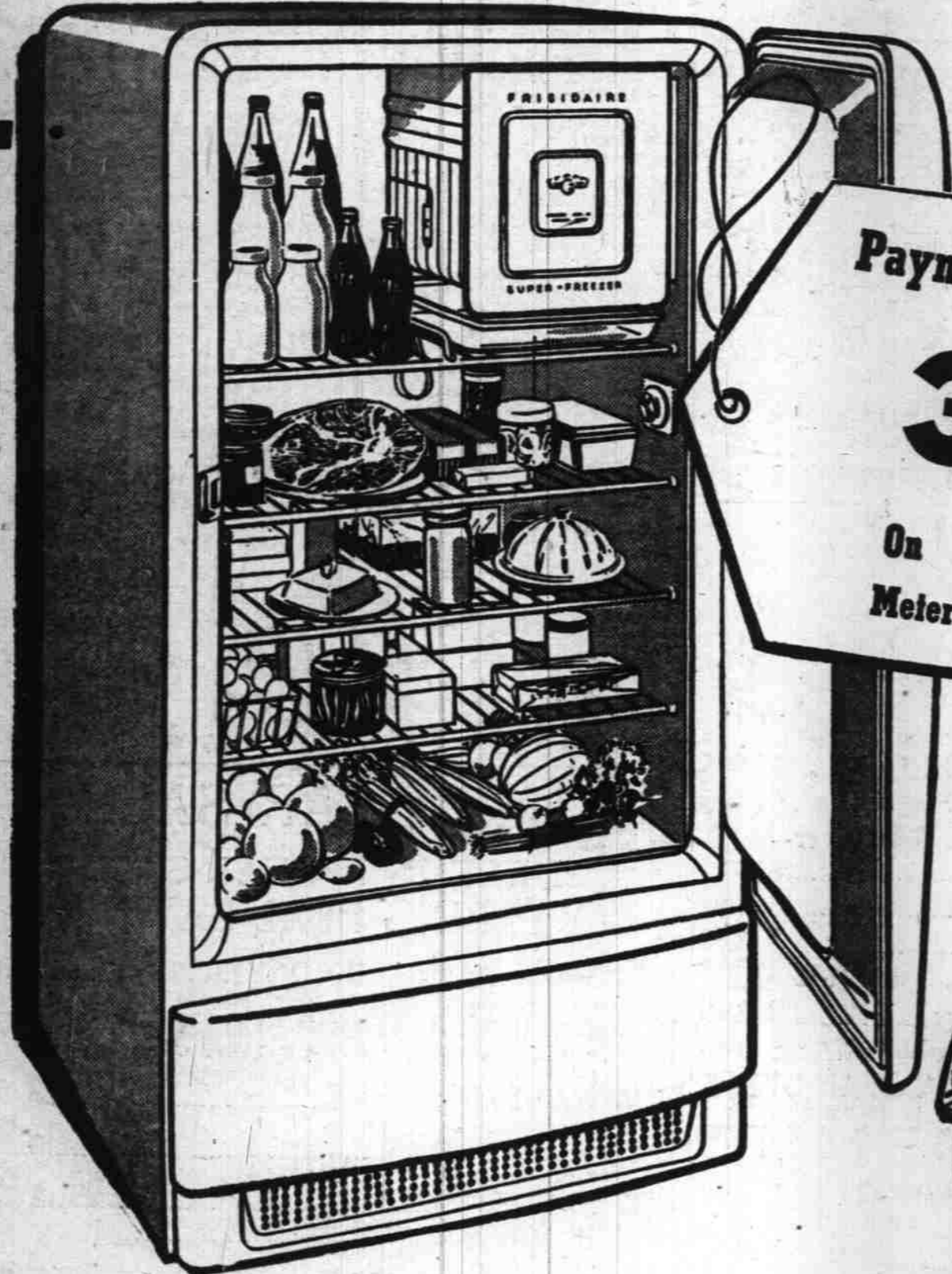


USE YOUR OLD REFRIGERATOR AS THE DOWN PAYMENT

ON ONE OF THESE NEW FRIGIDAIRE'S!



Payments of Only

35¢ A Day

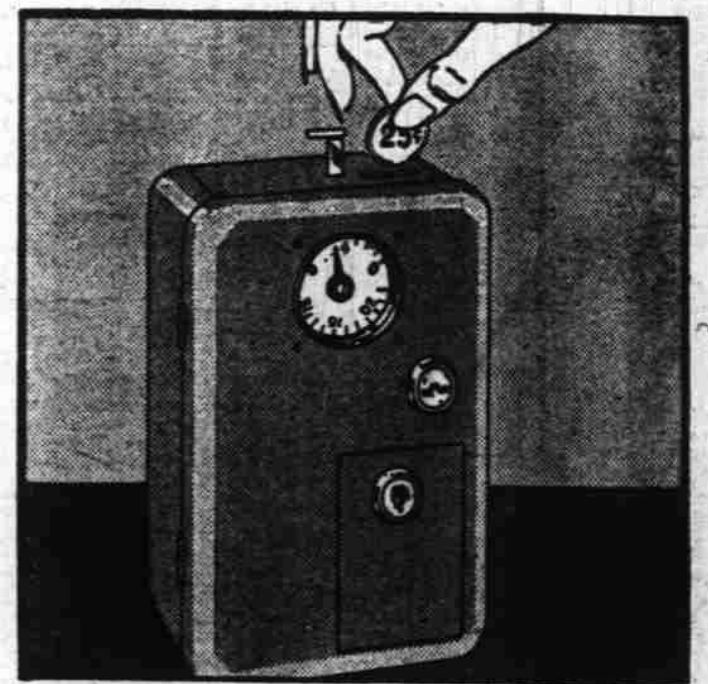
On Hogg Bros.
Meter Ice Plan

PAY THE BALANCE ON HOGG'S METER ICE PLAN!

Yes... you can now use your old refrigerator for your down payment on a new FRIGIDAIRE, in most cases, and pay the balance on Hogg Bros. sensational meter-ice plan. It makes it easy for everyone to own a genuine FRIGIDAIRE... no matter the budget.

Here's How The Meter Ice Works

1. Select the Frigidaire that meets your needs... we'll deliver it and put the meter on, and pick up your old refrigerator.
2. Deposit the amount required in the meter... you have Frigidaire's famous safe cold.
3. Once a month, bring in the receipt... we'll credit your account with the money.
4. It's easy... it's the painless way to get genuine FRIGIDAIRE efficiency without throwing your budget in a kink! Come in today, let us show you!



Frigidaire's Standard Model Is Family Sized... Budget Priced!

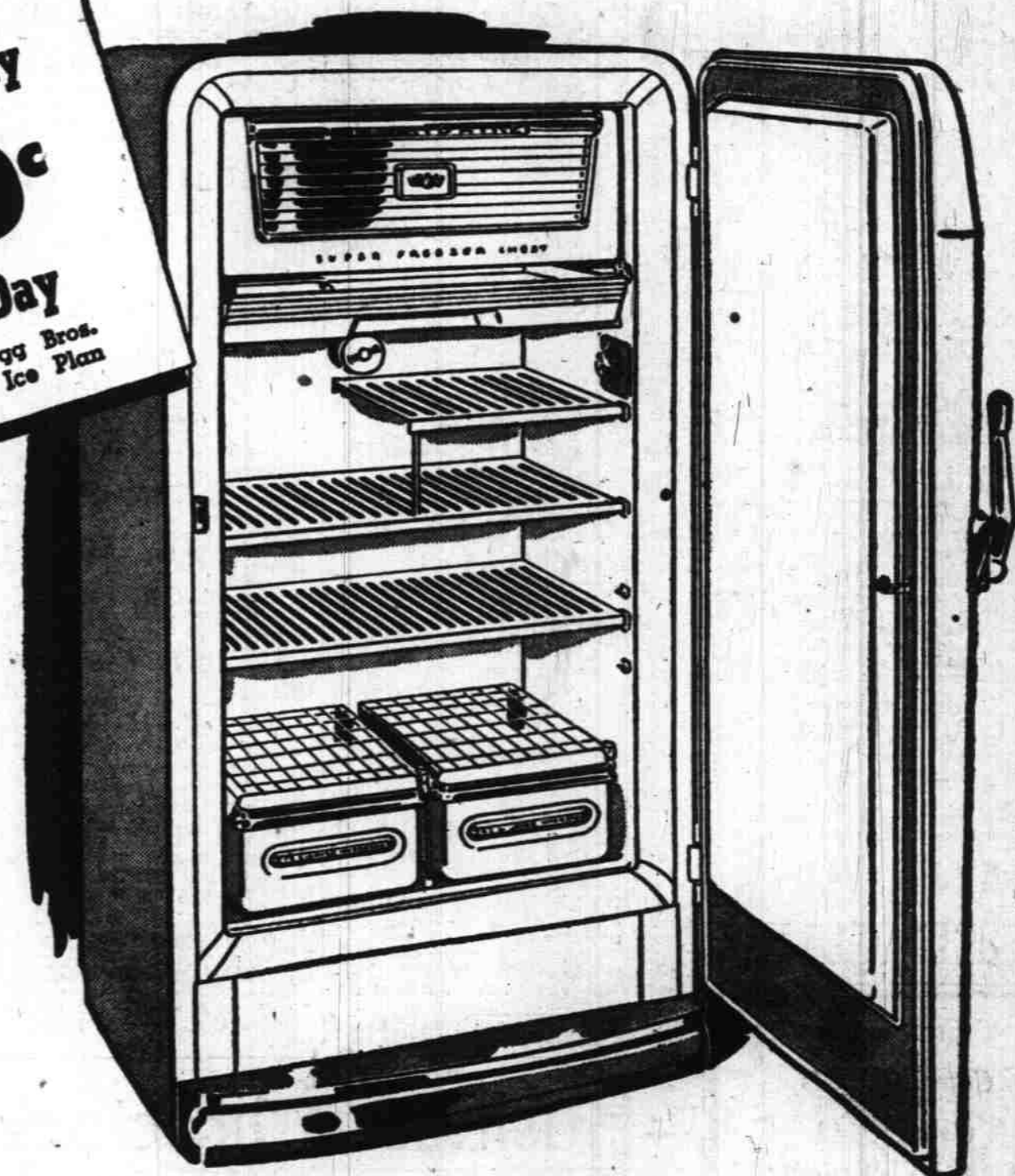
There's room for nearly 16 lbs. of frozen foods in the Super-Freezer... and plenty of space for other foods too. Frigidaire's exclusive Meter-Miser keeps everything safely cold! Beautifully styled... GMC engineered... this Frigidaire brings you the best of Frigidaire Features for the least money. Trade in your old refrigerator for the Standard model Frigidaire today!

GET PROOF IN YOUR OWN HOME...

FREE HOME TRIAL

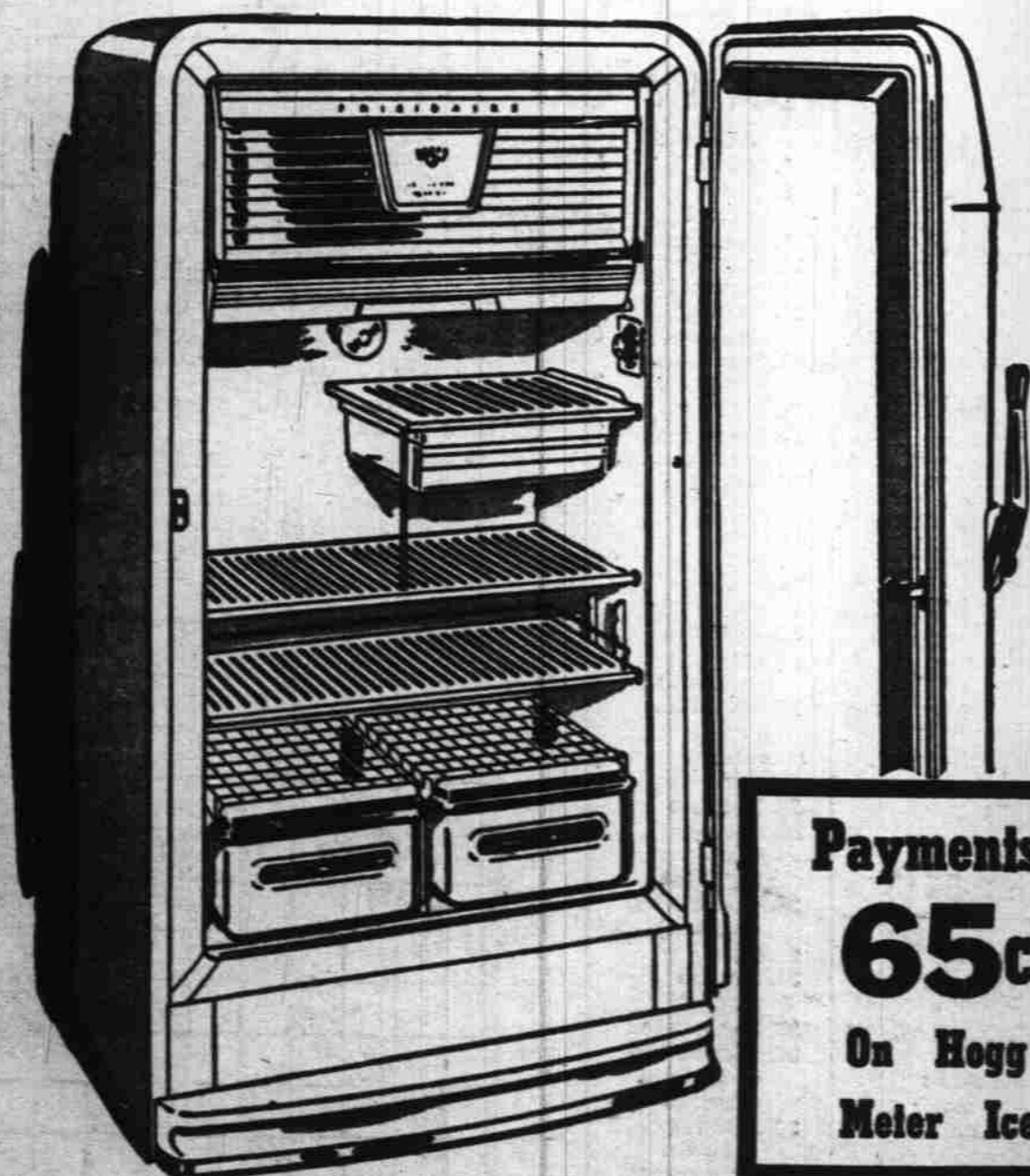
Hogg Bros.
Offer Salem's
BIGGEST
Trade-In
Allowance!

Pay Only
50¢
A Day
On Hogg Bros.
Meter Ice Plan



There's Extra Roominess In This Frigidaire Deluxe Model

More space for frozen foods! Really safe cold from top to bottom! Lasting beauty and service! You get all of this... and famous FRIGIDAIRE features too! Big twin Hydrators, Full width freezer chest and chill drawers. Life-time porcelain interior. Rust proof shelves. It's the buy of a life-time... it's FRIGIDAIRE'S Deluxe model! Ask for a demonstration today... See proof for yourself!



Payments Only

65¢ A DAY

On Hogg Bros.
Meter Ice Plan

All Frigidaires Are
Kept Safe Cold By

Meter  Miser!

Exclusive In Frigidaire

Get The Most For Your
Money... Get Frigidaire

8.1 cubic feet of the world's most usable refrigerated space... that's just one of the big features in BIG master model FRIGIDAIRE! Yes, the Super-Freezer holds 41 lbs. of frozen foods, too! Plus... the most important features ever! Adjustable rust-proof shelves... oversize Hydrators to keep vegetables dewy fresh... and many, many more! Come in... See for yourself, this Master Model FRIGIDAIRE.

HOGG BROS

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

ONLY HOGG BROS. SELL
FRIGIDAIRE
IN SALEM

Open Friday Til 9 P.M.