

BRAND NEW 1952

# FRIGIDAIRE

FLOOR DEMONSTRATOR SALE!

Wonderfully new and different

## CYCLAMATIC FRIGIDAIRE



IT'S A FOOD FREEZER AND REFRIGERATOR COMBINED!

Reg. 448.75 **399<sup>75</sup>**

WHILE THEY LAST!

New, exclusive **CYCLA-MATIC DEFROSTING**

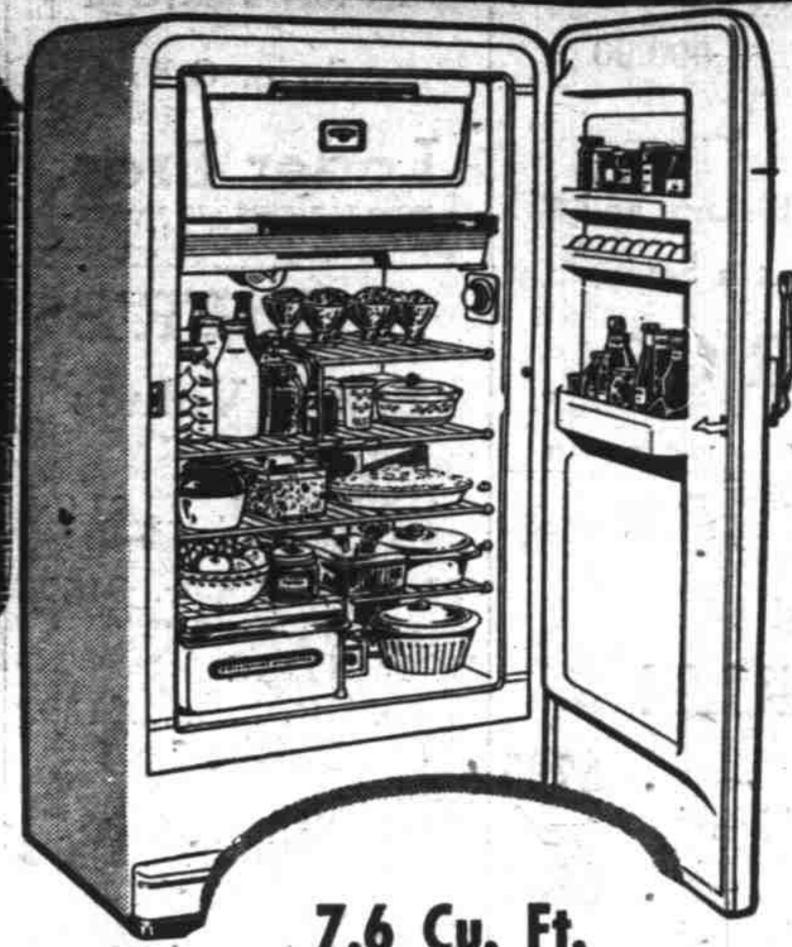
—In the refrigerator! Gets rid of frost before it even collects! No clocks, timers, counters, or heaters!

New and exclusive **CYCLA-MATIC LEVELCOLD!**  
Zero-zone Levelcold in the Food Freezer! Super-Safe Levelcold in the Refrigerator and in the Hydrators regardless of outside temperatures!

New and exclusive **ROLL-TO-YOU SHELVES!**

All shelves roll out full length—put all food right at your finger tips! And you get all these exclusive Frigidaire features, too!

- All-porcelain interior
- Famous Meter-Mixer mechanism
- One-piece Steel Cabinet
- Quickcube Ice Trays
- Raymond Loewy Styling



7.6 Cu. Ft.

Master Models



with **FULL-WIDTH SUPER-FREEZER CHEST AND ALL THESE FEATURES!**

- Freezes and keeps 38 lbs. frozen food
- 3 full-width shelves
- 1 adjustable shelf
- Sliding Chill Drawer
- Large, all-porcelain Hydrator
- Super-powered Meter-Mixer Mechanism
- Exclusive Quickcube Ice Trays
- 1-piece all-porcelain interior
- Raymond Loewy Styling—looks new for years!

Regularly 259.75 **NOW 229<sup>75</sup>**

**9<sup>7</sup>/<sub>10</sub> CU. FT. DE LUXE MODEL**



WITH COLD-WALL COOLING—AND ROLL-TO-YOU SHELVES!

Cooling coils concealed in cabinet walls and around Freezer Chest and Hydrators provide SAFE temperatures—from top to bottom! New built-in Food Safety Indicator proves it!

**FULL-WIDTH SUPER-FREEZER CHEST** keeps a big supply of frozen foods and ice cubes, safe and handy.

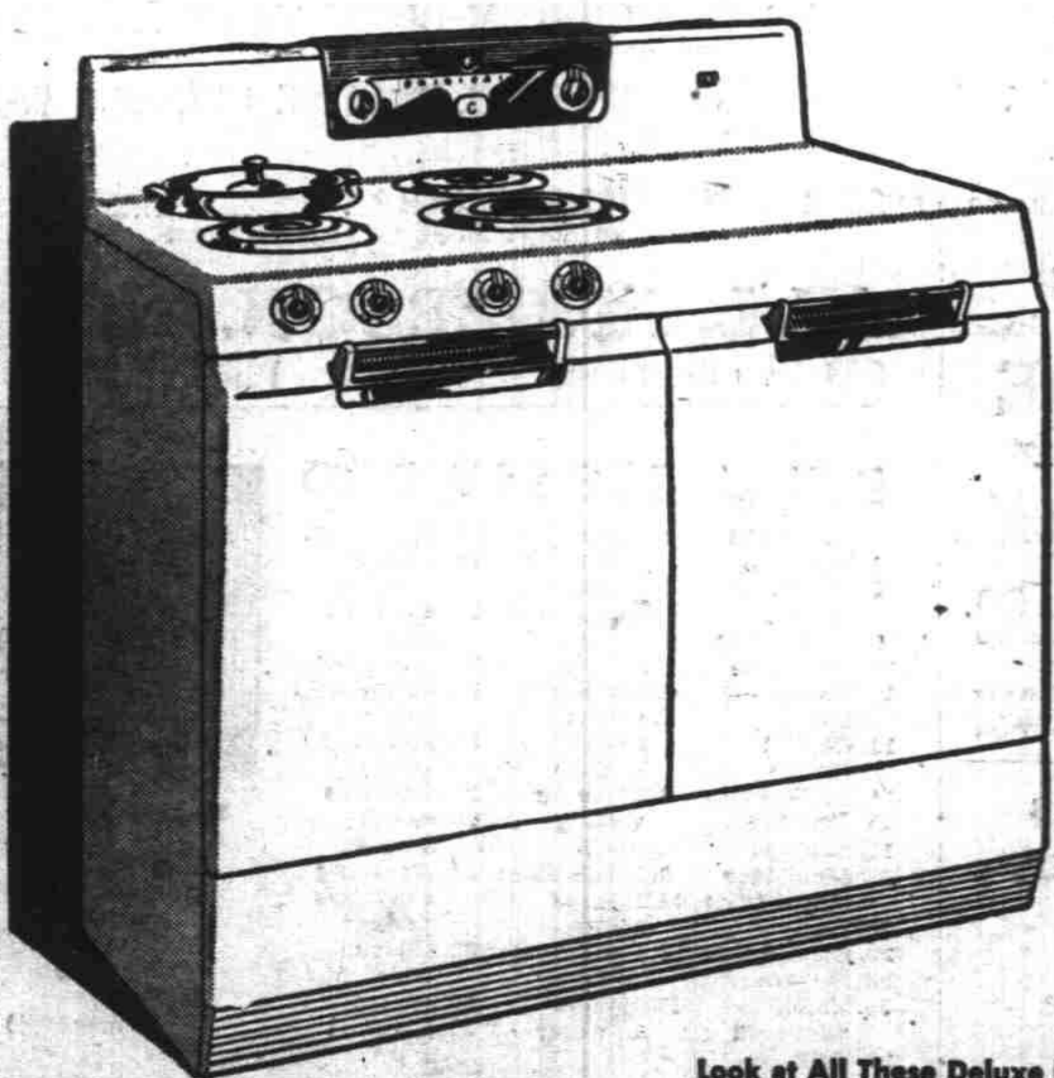
**EXCLUSIVE QUICKCUBE TRAYS**—with built-in Tray and Cube releases—provide fast, easy ice service.

**TWIN, ALL-PORCELAIN HYDRATORS** keep fruits and vegetables dewy-fresh.

**NEW METER-MISER** with more reserve power than you'll ever need.

**RAYMOND LOEWY STYLING**—stays new looking for years.

DON'T DELAY! Limited Quantities on All Models



- Large Twin-Unit Even-Heat Oven
- Life-time Porcelain Finish
- Thermizer Deep-Well Cooker

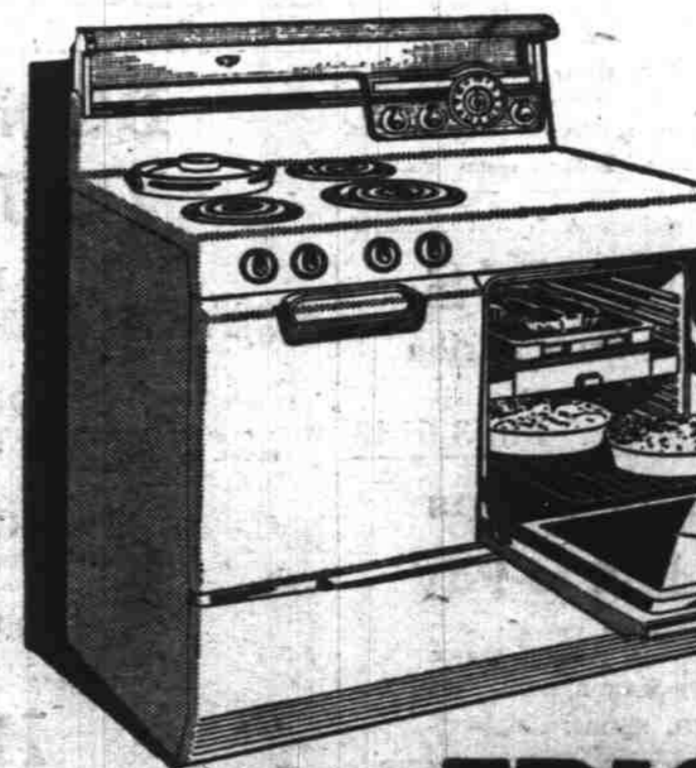
- Look at All These Deluxe Features
- 5-Speed Radiantube Units
  - Handy Appliance Outlet
  - Waist-high Broiler

genuine 40-inch

## Frigidaire Electric Range



Here's your chance to own a full-sized genuine Frigidaire Electric Range with all the wonderful basic Frigidaire advantages. This low-priced, brilliantly styled range will add beauty to your kitchen besides giving you many, many years of real cooking enjoyment. So come in today—see this wonderful Model RO-10 Frigidaire Range and all the other exciting models of America's Most Beautiful Electric Range.



BROIL A STEAK AND BAKE A CAKE... SAME TIME IN THE SAME OVEN!

## FRIGIDAIRE "Wonder Oven" Electric Range

It's the greatest improvement in ranges in years! "Wonder Oven" provides one extra-large oven—or two ovens in one, each with its own controls. Lifetime Porcelain finish... Cook-Master Clock Control... Thermizer Deep-well Cooker... Warming Drawer... Separate Utensil Drawers.

FRIGIDAIRE THE BRAND NAME YOU KNOW!

Regularly 209.75

**NOW 189<sup>75</sup>**

# HOGGBROS

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

Corner State and Commercial

Reg. 389.75 **NOW 349<sup>75</sup>**