HOGG BROS

WILLAMETTE VALLEY'S LEADING APPLIANCE & HOME FURNISHERS

CORNER OF STATE AND COMMERCIAL
Phone 3-9148

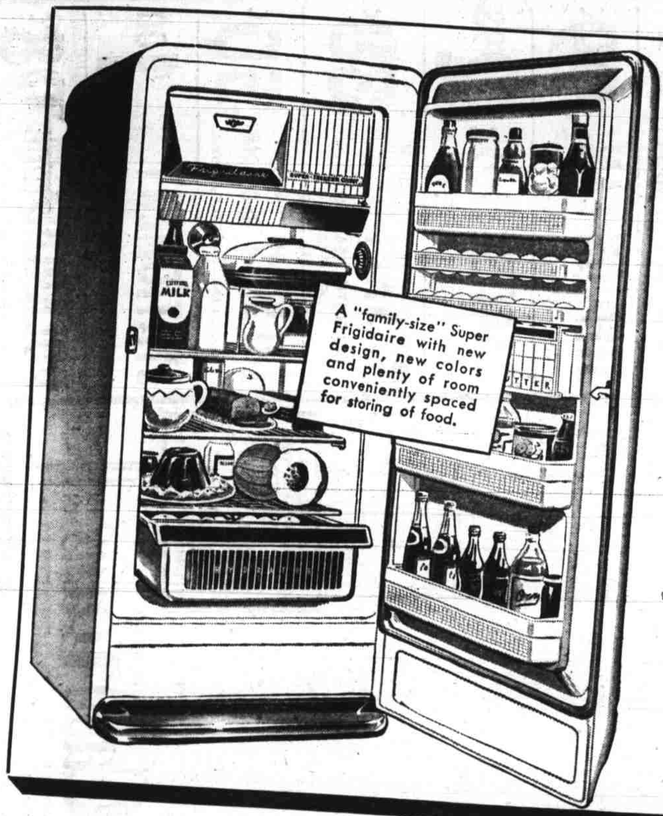
...SELLS MORE FRIGIDAIRES THAN ANY OTHER STORE IN SALEM!

HERE'S WHY: Frigidaire is the nation's leading appliance. It gives you every top feature in refrigeration. Best performance — longer life — years of carefree service. Choice of colors. Cyclamatic defrosting - roll-to-you shelves - "Flowing Cold" - pantry door - super freezer - cubelet ice trays.

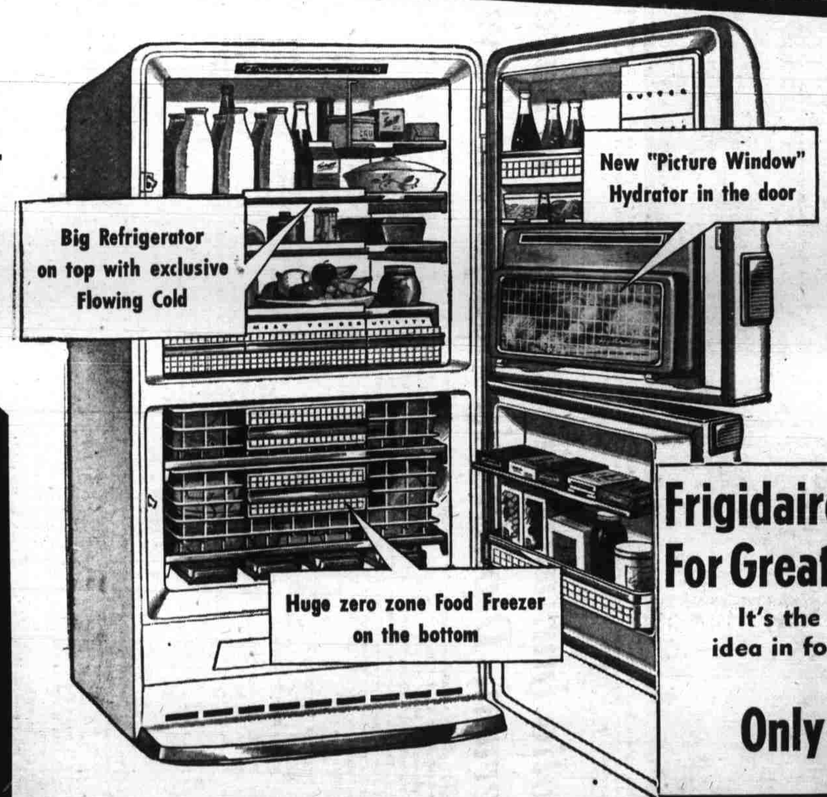
AND WE HONESTLY BELIEVE WE GIVE THE BIGGEST TRADE-IN ALLOWANCES IN SALEM!

It's the all-new
FRIGIDAIRE
IMPERIAL COLD PANTRY
Stores food the way you buy it
. . . and the way you use it, too!
Only **4.99** A WEEK

Choose the FRIGIDAIRE that fits your needs . . . We'll fit it to your budget!



USE HOGG BROS.
"METER-ICE" PLAN
NOW you can own this NEW 1955 FRIGIDAIRE "SUPER 76" for NO MONEY DOWN
(on approved credit)
AND ONLY A COUPLE COINS A DAY!
Only **189.95**
(Model Illustrated 219.95)



★ PHONE ORDERS ACCEPTED
★ EASY TERMS!
★ NO MONEY DOWN! (on approved credit)
★ FREE DELIVERY
★ FREE PARKING
★ BIGGER TRADE-INS
★ FREE DEMONSTRATION
★ OPEN FRI. TIL 9 P.M.

Frigidaire's Split Door For Greater Convenience
It's the most exciting new idea in food keeping in years!
Only **5.45** A WEEK