

Nation-wide — All Over America. Where the Finest Is In Demand!

A glorious celebration is here again! It's —

FRIGIDAIRE WEEK

Thrilling new models - Exciting features and demonstrations!

Come Early
Or Late—
BUT BE
SURE YOU
SEE
FRIGIDAIRE
FIRST!

Be Sure and Tell
Your Friends About
Frigidaire Week

OPEN HOUSE MONDAY THRU SATURDAY



COME
ON IN—
LET'S
HAVE
FUN!

Wonderfully new
and different!

CYCLAMATIC FRIGIDAIRE

NOW! Modernize your present refrigerator

FRIGIDAIRE Double-Easy "QUICKUBE" TRAYS

with Instant Cube Release!

- Trays come out at finger touch
- Cubes come out trigger-quick
- No hugging, prying, splashing
- Faster freezing—larger ice cubes



NEW
LOW PRICE \$1.49

Standard size each
Two other sizes \$2.95 each

Bring old tray for size

- ★ Special Displays, Demonstrations and Surprises Galore
- ★ See the Latest in Time and Work-Saving Conveniences
- ★ Wide Selections—Immediate Deliveries
- ★ Easy Payment Plans—Liberal Trade-In Allowances

Don't wait! See the sensational new

CYCLAMATIC FRIGIDAIRE

There's nothing like it!

It's a real FOOD FREEZER—where frozen foods never thaw out... and a big REFRIGERATOR, with automatic defrosting... and shelves that roll out all the way! New super-safe LEVELCOLD, powered by the famous METER-MISER.

Model IR-90 shown, only \$399.75*
Full family-size Frigidaire models—priced from \$189.75



It's a
Food Freezer
and Refrigerator
combined!

New, exclusive
CYCLAMATIC
DEFROSTING
—in the refrigerator!
Gets rid of frost be-
fore it even
collects!

FREE!



Purse-size bottle of famous

WHITE SHOULDERS
COLOGNE

To All the Ladies

ALL OF NEXT "FRIGIDAIRE" WEEK!

FRIGIDAIRE
IS A
PRODUCT
OF
GENERAL
MOTORS

A Name with
Great Fame In
Manufacturing
Superior Products

See These
Beautiful
Appliances
Demonstrated
ALL NEXT WEEK

All Over America
More and More
People Are Asking

About the Sensational Cyclamatic—in Frigidaire! You Too Should Investigate!

This way to the
BEST BUYS
of the year!

Come in and
Get Your FREE
Cup of Coffee!

See These Wonderful Appliances Demonstrated—
See for yourself... and do bring the entire family!

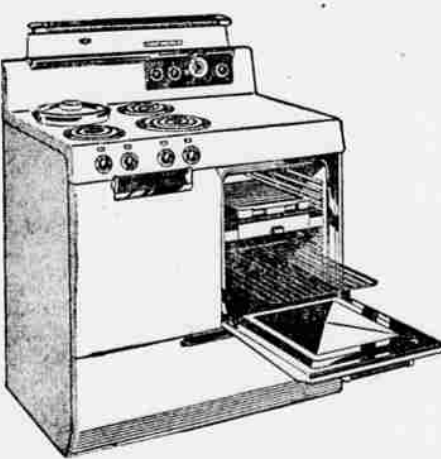
Free Balloon to the KIDDIES—
All of Next Week—Come and
Get 'em!

Food buying and meal planning
is a cinch with a new

FRIGIDAIRE FOOD FREEZER!

Just like a super-market in your home—with lots of handy, safe storage space for a great variety of favorite frozen foods. Built by Frigidaire—world's most experienced manufacturers of low temperature cabinets, 9, 12 and 18-cu. ft. sizes—

PRICED FROM
\$359.75



Imagine! A single big oven that

BAKES and BROILS

FRIGIDAIRE ELECTRIC RANGE with "WONDER OVEN"

Cook at two different temperatures at the same time, in the same oven. Or, use it as one big oven. Compare its other features: all-porcelain finish... Oven Clock Control... Radiantube Cooking Units... Deep-Well Cooker.

Model RO-50 shown \$349.75
9 other models—priced from \$168.50*

There's
nothing like
to get clothes really clean and
bright—and only the sensational

FRIGIDAIRE AUTOMATIC WASHER HAS IT!

At the touch of a dial, this wonderful new washer takes away all the drudgery of wash-day—does the whole job better, easier and faster.

\$299.75



Come in! See how easy it is to buy and use
FRIGIDAIRE KITCHEN AND LAUNDRY APPLIANCES!

Now's the time to
get rid of your old,
worn-out, too-small
refrigerator!

NEW LOW TERMS
On all Frigidaire Appliances!
Ask your Dealer!

In Eugene it's...

GARRETT APPLIANCE CO.

136 East Broadway

Dial 4-5248

YOUR FRIGIDAIRE DEALER

YOUR FRIGIDAIRE DEALER

In Junction City it's...

GUNSON APPLIANCE

587 Ivy St.

Phone 8-2102

In Springfield it's...

STOCKSTAD APPLIANCE CO.

2053 Main St.

Dial 7-3361

YOUR FRIGIDAIRE DEALER

YOUR FRIGIDAIRE DEALER

In Cottage Grove it's...

WICK'S ELECTRIC

48 North 9th

Phone 337