

OPEN HOUSE at HOGG BROS.

FIRST SHOWING IN SALEM OF THE NEW, 1950 FRIGIDAIRE APPLIANCES AND INTRODUCTION OF MISS MILDRED SHOEMAKE, Home Advisor

FRI.-SAT. & FRI. NIGHT TIL 9 P.M.

COME DURING THIS SHOWING TO SEE THE GREATEST APPLIANCE NEWS OF 1950 MODERN NEW MODELS OF A LINE FAMOUS FOR PROGRESSIVE DESIGN. . . .

Hogg Bros. is proud to announce the addition of Mrs. Mildred Shoemake to their Home Advisory Department. Mrs. Shoemake comes to Salem with a long background in the home appliance field, and has just returned from the Frigidaire factory where she studied newest appliances. Make it a point to drop in and meet Mrs. Shoemake during Open House. She stands ready to assist you in any home appliance problem. Plan too, to attend her Home Appliance Clinics scheduled soon.



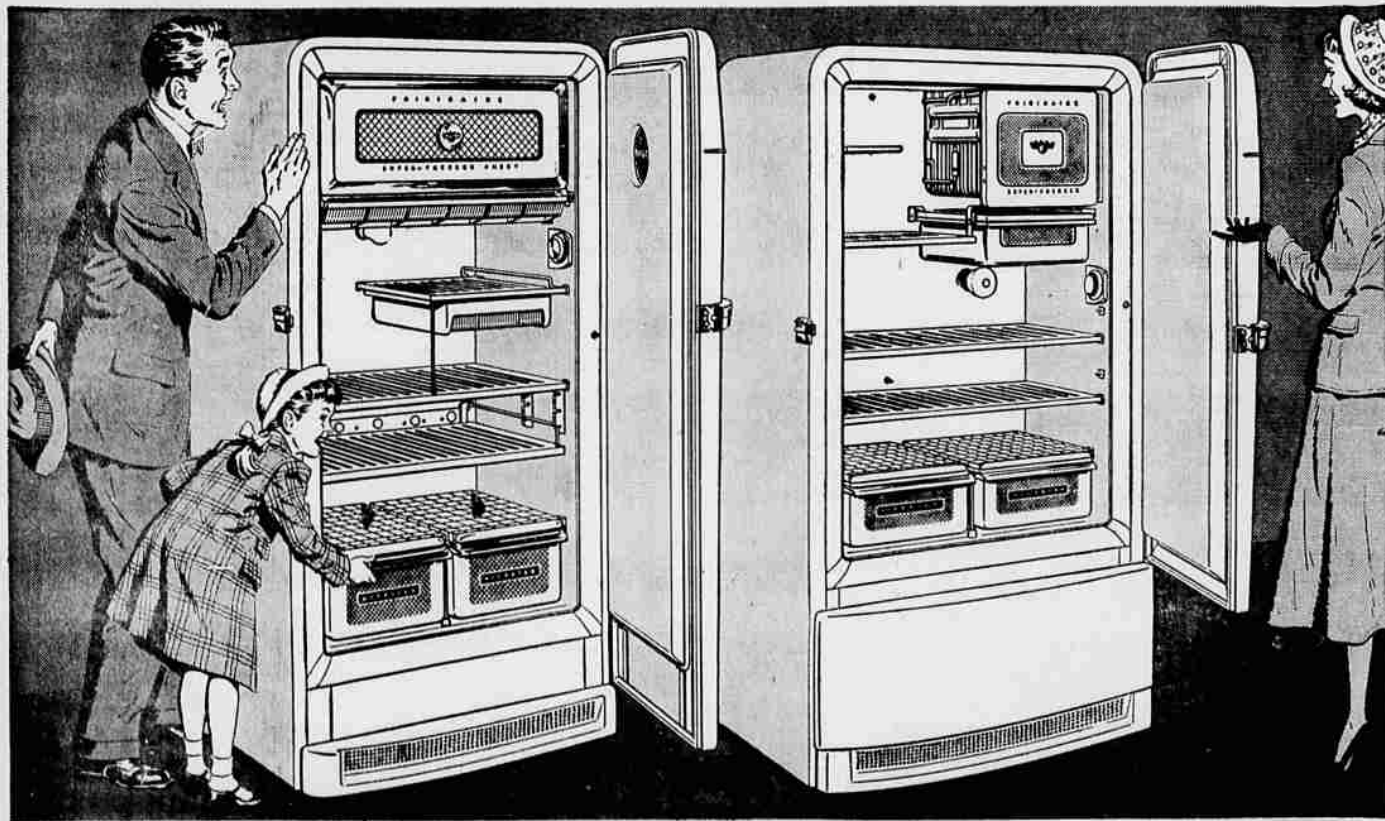
Look Outside! Look Inside!
You Can't Match a
FRIGIDAIRE

INTRODUCING NEW
1950 FRIGIDAIRE
REFRIGERATORS



3 types—4 series—10 sizes, 4 to 17 cu. ft.

Wherever you live—whatever the size of your family, your kitchen or your budget—be sure to see the new Frigidaire Refrigerators for 1950. See all the reasons why your No. 1 choice is America's No. 1 Refrigerator, FRIGIDAIRE! Look at the two beauties below—just samples of the wonderful new models for 1950!



De Luxe models with Super-Freezer Chest

A colorful new beauty with shimmering Ice-Blue Interior trim that strikes a new kitchen fashion note. Superior-Storage design holds more in less space, including almost 50 lbs. frozen foods and twin all-porcelain Hydrators. Also 10.7 cu. ft. De Luxe Model.

Model Shown DM-90

\$30975

Master models with new gold-and-white beauty

Low in price but big in value! 3 different sizes of models to choose from—each one having all the basic Frigidaire advantages that have made Frigidaire America's No. 1 Refrigerator. Sizes for every family, every purse, from 7.6 to 17 cu. ft.

Model Shown MM-76

\$23475

New Come in and see them!
FRIGIDAIRE
Electric Ranges

THEY COOK FASTER
THAN EVER BEFORE!



See the new
**Radiantube
Cooking Units!**

They're flatter and wider—put more heated surface in contact with utensils. They cook faster—yet actually use less current. And the 5 exact cooking speeds on each give you the same accurate cooking results every time.

**10 new models of
Frigidaire Electric
Ranges**

Everything about these Frigidaire Electric Ranges is new—new! Smarter styling, new time and work-saving features, dozens of features you won't find in other makes of ranges. Come in now. Ask about all 10 new Frigidaire Ranges—and their many advantages.

RM-75 Two-Oven
Model (above)

\$34975

Single Oven **\$309.75**

Come In! See All These Features!

- New, full-width built-in Cooking-Top Lamp
- New, 6-60 Time-Signal with 2 speeds—for measuring up to 6 or 60 minutes
- New switch knobs are easy-to-reach and easy-to-read . . . right out in front
- New, higher back-panel adds beauty, protects walls
- New storage drawer rolls silently on Nylon rollers

Here's the new
"THRIFTY-30"
amazingly low priced!
\$16975

- Thrifty-Oven—biggest of any household range
- Cooks more food with no more current
- New, extra-size, High-Speed Broiler—waist high
- One-piece, porcelain, rust-proof oven—with non-tip shelves
- New design by Raymond Loewy

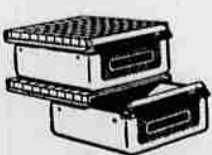
With Cook-Master, Lamp, Utensil
Drawer (Model RM-35) **199.75**



THRIFTY GIANT OVEN
GOES CLEAR ACROSS!



New Meter-Miser—is more powerful, makes oceans of cold on a trickle of current. Only Frigidaire has it! 5-Year Warranty.



New Deep Hydrators—keep vegetables crisp, are all porcelain and stack up to make extra room! Only Frigidaire has them!



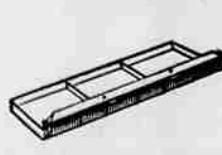
Quickube Ice Trays—slide out at a finger touch, cubes pop up fast. No tugging, no melting. Only Frigidaire has them!



New Rust-Proof Shelves—all aluminum and adjustable. Close-barred for small items. Only Frigidaire has them!



New Meat Storage Drawer—in Master models. It's all porcelain—keeps meat moist-cold and fresh for days.



New Chill Drawer—in De Luxe models. It's full-width, holds meat, extra ice cubes; or chills bottled beverages fast!

Many other models and sizes priced from \$184.75

HOGGBROS

115 South Commercial Street

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