

New Frigidaire
Standard Model SO-82
\$244⁷⁵

**Family Sized Budget-Priced
Standard Frigidaire**

New in Value! The family sized Standard model Frigidaire has many features you'd expect to find only in higher priced refrigerators!

- Famous Meter-Miser mechanism.
- Porcelain Hydrator holds more than 9 qts. of fruit and vegetables.
- Large Super-Freezer holds over 29-lbs. frozenfoods.
- Beautiful cabinet design and fittings.
- Many other famous Frigidaire features!



It's Made for Once-a-Week Shopping!



**-the
refrigerator
made for
once-a-week
shopping!**

10 7/10 cu. ft. Deluxe
model shown
\$382⁷⁵
Other new
Frigidaire
models from
\$194.75

Listen to "Do You Remember," KSLM
8:30-8:45 Mon. Through Friday

Safe—Cold from Frigidaire's Meter-Miser protects all foods from one shopping trip to the next!



All genuine Frigidaire's are equipped with famous Meter Misers.

**See the Brilliant
Deluxe Frigidaire**

10 7/10 cubic feet of space! Super-Freezer Chest keeps over 45 lbs. frozen food! Keeps 3/5 bu. of fruits, vegetables moist fresh for days! Sturdy, close grided shelves hold loads of everyday food. Sliding Basket-Drawer for eggs, small items, makes extra room.

FRIGIDAIRE is made for once-a-week shopping!

THE GORGEOUS
1951 MODELS OF...

Frigidaire



Have Plenty of Space . . . and the Right Kind of Cold for Keeping Foods Safe from One Shopping Trip to the Next.

TRADE IN YOUR OLD REFRIGERATOR ON A SPARKLING 1951 FRIGIDAIRE NOW

Got the Down-Payment Blues?

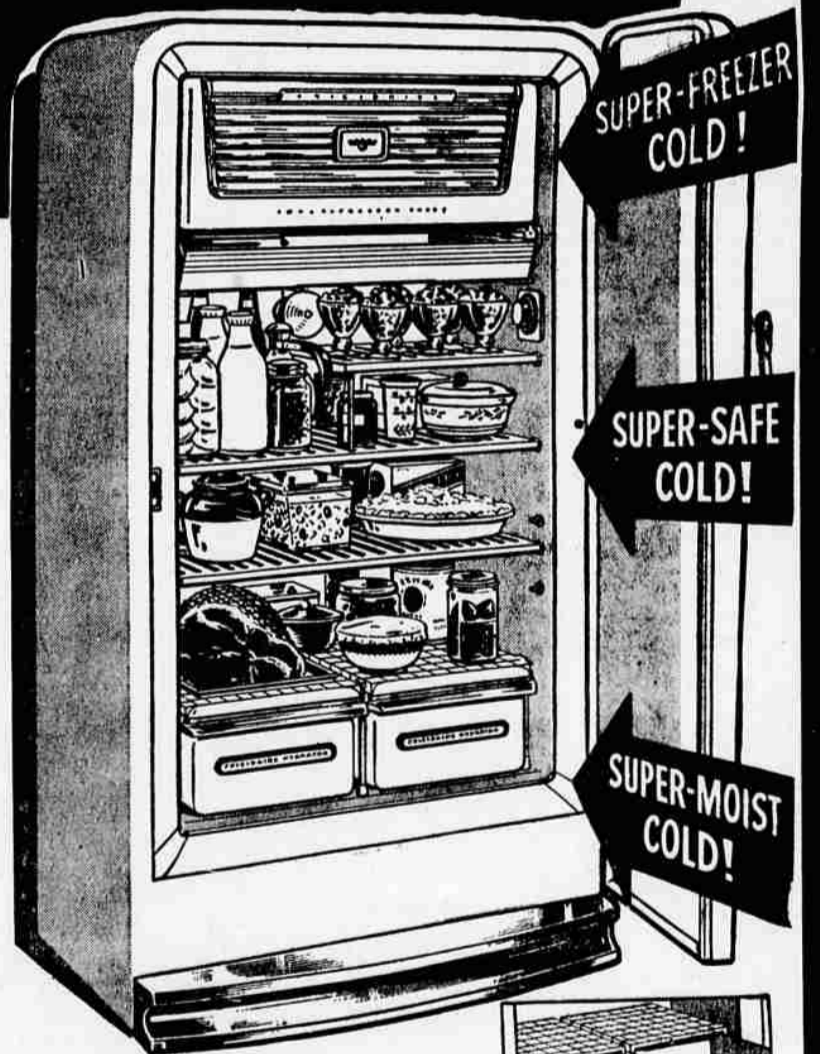
Cheer Up!
Use HOGG BROS.



METER-LAY-A-WAY PLAN

Have Hogg Bros. equip your present refrigerator with a meter . . . set the meter for the amount of money you want saved during the month! Hogg Bros. will reserve the Frigidaire of your choice . . . and at the end of each month will empty the meter. In just a few short months you will have saved your down-payment! Hogg Bros. will deliver your sparkling 1951 Frigidaire . . . It's easy . . . it's painless to save your down-payment the Hogg Bros. Meter-Lay-A-Way way!

Investigate Today
Ask One of Our
Salesmen for
Details!



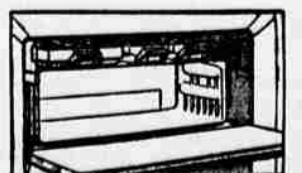
FRIGIDAIRE MASTER MODEL

The Master model Frigidaire gives you over 15 feet of usable shelf area. Plenty of space for foods of all shapes and sizes! All of your everyday foods are protected by SAFE cold!

Master model
above with 8-1-
10 cu. ft. priced at only
\$287⁷⁵



Big, deep, twin Hydrators keep almost 2 1/2 bushel of fruits, greens and vegetables moist-fresh for days! All-porcelain for lasting beauty.



A full-width Super-Freezer Chest that keeps over 40 lbs. frozen food. Quick freezes sparkling ice cubes, desserts and ice cream. Keeps food safely fresh-frozen for months.

HOGG BROS

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

115 So. Commercial OPEN FRIDAYS 'TIL 9 P.M. Free Delivery