

# HOGG BROS.

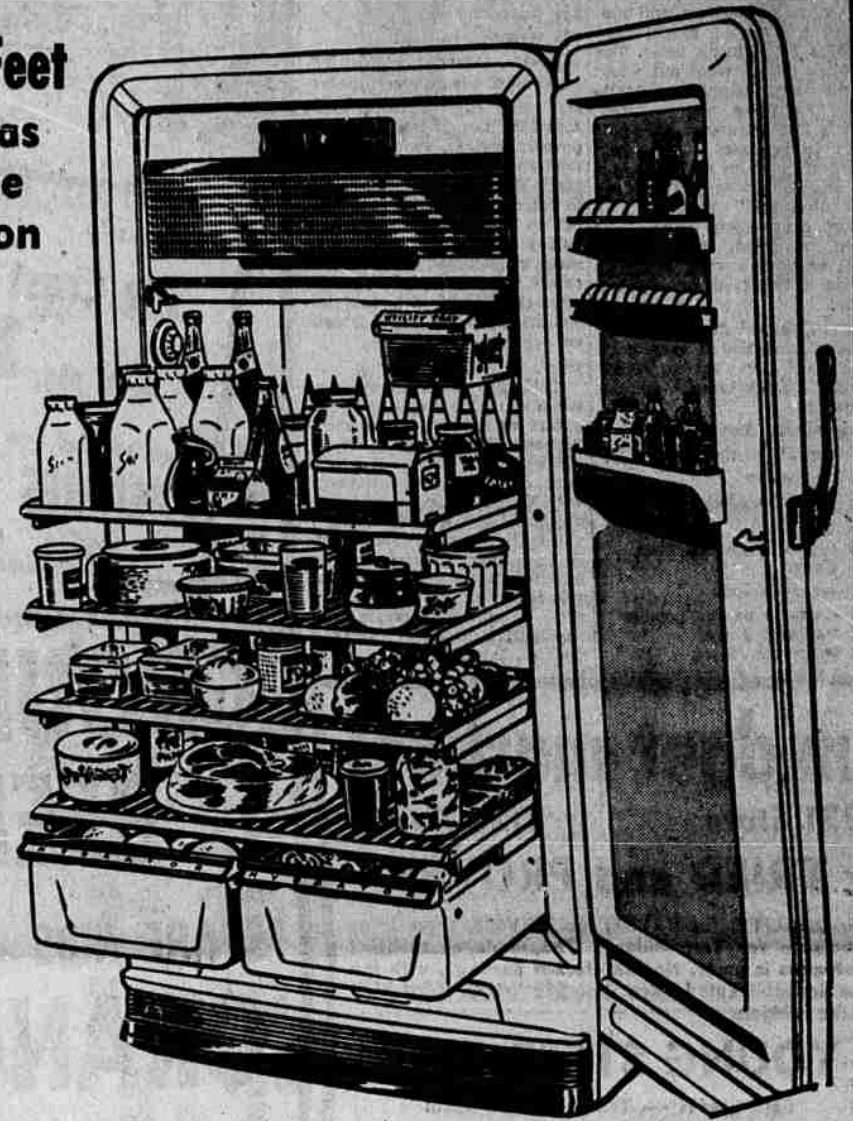
**OPEN HOUSE FRIDAY AND SATURDAY!!!**  
FREE SPRING FESTIVAL TICKETS! FREE BALLOONS!  
FREE REFRESHMENTS! FREE PARING KNIFE!

# Spring SHOWING OF NEW 1953 FRIGIDAIRE APPLIANCES

Continuous Demonstrations on All Products!



10.6 Cubic Feet of new ideas in carefree refrigeration



## DURING HOGG BROS. OPEN HOUSE

All Day Friday 'Til 9 P.M.—All Day Sat.

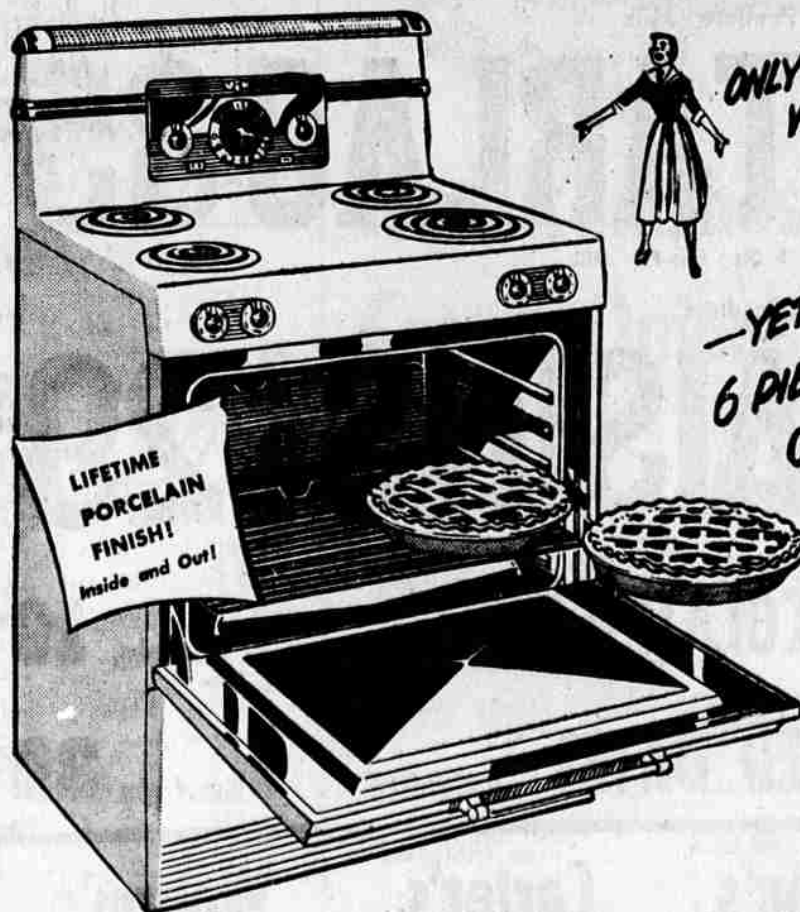
Here it is—Hogg Bros. famous open house—all day Friday and Saturday. Your chance to see all the new 1953 Frigidaire appliances in operation. Your chance to the free gifts we have for you. It's fun, it's festive—bring the whole family—come in anytime during these two days, for the best open house ever!

All for you in the new big **1953**

## Imperial Cyclamatic Frigidaire

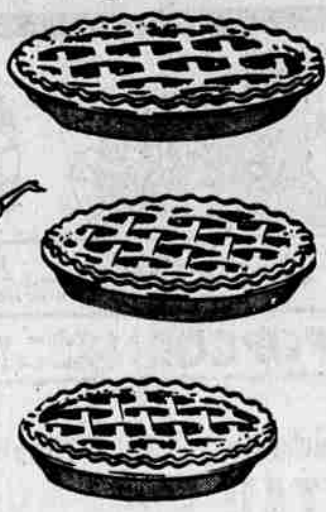
**DON'T FORGET** ✓ PARING KNIFE  
**FREE** ✓ REFRESHMENTS  
✓ BALLOONS  
✓ FESTIVAL TICKETS

# FRIGIDAIRE Thrifty-30"



ONLY 30 INCHES WIDE!

—YET BAKES 6 PIES AT ONCE!



Never before has such a tremendous range value been offered—with so many features, so many extra conveniences, at such an amazingly low price! Most of all, you'll thrill to the huge oven, in a range that requires only thirty inches of floor space! The "Thrifty-30's" Lifetime Porcelain-finished cabinet and oven clean to their bright best with a swish of a cloth. See this sparkling new range value today!

Look at these deluxe Features!

- New 3-Speed Electric Timer
- Surface Unit Signal-Lights
- Interior oven light
- New Cook-Master Oven Clock Control
- Full-width Storage Drawer
- Automatic Clock-controlled Appliance Outlet
- New, easy-to-read control panel
- Waist-high, high-speed Broiler
- Full-width fluorescent Cooking-Top Lamp

### A REAL FOOD FREEZER . . .

Completely separate with its own refrigerating system. Keeps up to 47 lbs. frozen food store-fresh and hard-frozen at all times!

### REALLY AUTOMATIC DEFROSTING . . .

Frigidaire Cyclamatic defrosting in the refrigerator uses no heat or manual controls. Gets rid of frost BEFORE it even starts!

- ROLL-TO-YOU SHELVES
- STORAGE SPACE IN DOOR
- NEW BUTTER PRESERVER
- METER-MISER MECHANISM

THERE ARE 3 NEW FRIGIDAIRE "THRIFTY-30" MODELS AT PRICES YOU'LL AGREE MAKE TRULY GREAT VALUES! SEE THEM NOW!

Deluxe "Thrifty-30" RS-38 Electric Range Illustrated—Priced

## 249<sup>95</sup>

Ask About Easy Terms!

Continuous Demonstrations on All **FRIGIDAIRE APPLIANCES**  
See Them All Day Friday and Saturday

- CYCLAMATIC FRIGIDAIRE REFRIGERATOR
- FRIGIDAIRE "THRIFTY THIRTY" RANGE
- FRIGIDAIRE 2-OVEN RANGE
- FRIGIDAIRE FILTRA-MATIC CLOTHES DRYER
- FRIGIDAIRE AUTOMATIC WASHER

And Others—All for the Viewing Friday and Saturday

# HOGG BROS

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