

HOGG BROS. REPEAT THEIR 16,000,000 CELEBRATION

Yes, We're Repeating Our Celebration of the 16 Millionth Frigidaire and You Are Invited to Join Us! If You Didn't Make It Last Time—Be Sure and Come In This Time

TWO DAYS ONLY!
Friday and Saturday

Open Friday Night 'Til 9 p.m.



Gifts For Everybody

- FREE BALLOONS
- FREE ORCHIDS
- FREE HANDI-TONGS
- FREE COCA COLA

FREE HANDI-TONGS

The handy tongs for picking up ice, Hot foods, etc. Come in Friday or Saturday and get this FREE GIFT!

FRIGIDAIRE WEEK SPECIAL OFFER!

Genuine Frigidaire
QUICKUBE
Ice Trays

with "Double-Row" action



A \$2.60 VALUE
ONLY **89¢**
EACH

Fits any make refrigerator

1. TRAYS RELEASE INSTANTLY!
2. CUBES COME OUT WITH A FINGER TOUCH!

You've never seen anything like these magnificent new aluminum Quickube trays—with built-in tray and cube releases! Ice cubes come out clear, large, and perfect. A sensational buy at

SEE IT NOW!



ON DISPLAY AT HOGG BROS. IN GLITTERING GOLD!

THE 16 MILLIONTH CYCLAMATIC FRIGIDAIRE

4 Big Features!

A Two Food Freezer PLUS a big Refrigerator!

The Food Freezer is separate and sealed off from the refrigerator and its separate freezing system keeps food separate safe for months! Frozen foods stay store-fresh—never thaw out.

Exclusive Cyclo-matic Heatless Defrosting!

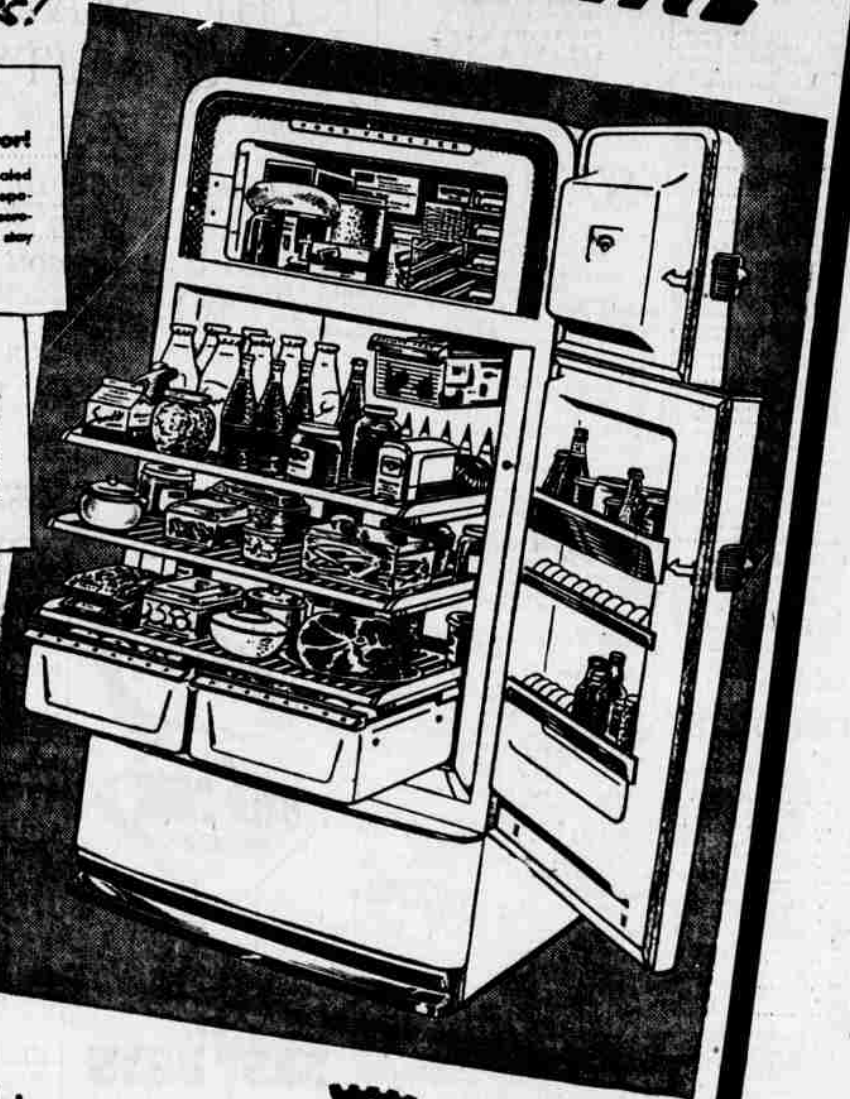
Here's a refrigerator with really terrific automatic defrosting! Frost is banished like magic, without HEARERS, CLOCKS, TIMERS or BURNERS! A "Frigidaire Plan"—planned and developed by Frigidaire.

Best-proof Shelves Slide Out — All the Way!

80% - 100% Shelves slide out full-length, smoothly, silently—conveniently. Put all foods—even small ones—way at the back—at your finger tip!

Wonderful — Now Butter Pre-Server

Another Frigidaire exclusive! Keeps butter at safe-temperature... slices and serves it in easy-to-spread pads. Each pad measures a teaspoon.



Plus All These Fine Frigidaire Features

- Full-width Food Freezer holds over 73 lbs. frozen food
- Two big, porcelain Hydrators hold nearly a bushel of fruits, vegetables
- Lifetime Porcelain Finish on interior
- Quickube Ice Trays with Instant Tray and Cube Release
- Famous Meter-Miser mechanism with 5-Year Protection Plan
- Sliding Utility Tray for storing small packages
- Best-proof, aluminum Shelves

FREE
Coca-Cola
To All Attending



SEE THE HAWAIIAN DANCING GIRLS

HOGG BROS

WILLAMETTE VALLEY'S LEADING APPLANCE & HOME FURNISHING
SALEM OREGON CITY

115 So. Commercial Phone 3-9148
OPEN FRIDAY 'TIL 9 P.M.

Free
Orchid!



To All Ladies Visiting Our Store Friday or Saturday