

*Leonard Electric Company* **DOES IT AGAIN!**

**NO DOWN PAYMENT**

ON OUR APPROVED CREDIT PLAN  
ON A GENUINE

**FRIGIDAIRE**

• NEW DESIGN • NEW BEAUTY • NEW  
CONVENIENCE • NEW BIGGER VALUE



On Leonard Electric Co.'s  
**SENSATIONAL  
METER ICE  
PLAN!**

Yes, Leonard Electric Co. offers you this Sensational Meter Ice Plan . . . the plan that makes it possible for anyone to own a genuine FRIGIDAIRE REFRIGERATOR! Nothing down and 30c a day!



NOW! Own a  
Big Family Size  
1950 MODEL For  
**30<sup>c</sup>**  
A DAY  
On the Meter Ice Plan!

**LOOK**  
At It Outside!  
**LOOK**  
At It Inside!  
**LOOK**  
What You Get for  
  
**3 Dimes A Day!**  
You Can't Match  
A Frigidaire!

**Here's Our Thrifty  
FRIGIDAIRE  
METER ICE PLAN**

- ★ Just come in and choose your new Frigidaire.
- ★ We will deliver and install it and you PAY NOTHING DOWN.
- ★ All you do is make a deposit of 30c a day in the "Meter-Ice."
- ★ Once a month you remove the coin bank and bring it to our store. The money is credited to your account.
- ★ When payments are completed the meter will be removed.
- ★ It's less than many people pay for daily ice.
- ★ Your money doesn't "melt away" when placed in the "Meter-Ice."
- ★ It's such an easy way to purchase a beautiful Frigidaire.

**Investigate Our Plan Today!**

**And Look At All These Great Frigidaire Features**

- ★ Famous current-saving Meter-Miser Mechanism with a 5-year protection plan
- ★ Quickcube Ice Trays
- ★ Styling by Raymond Loewy
- ★ Big Super-Freezer
- ★ All Porcelain Interior
- ★ Nearly 12 sq. ft. of Shelf Area
- ★ Plenty of tall bottle space
- ★ Automatic Interior Light and many more Exclusive Frigidaire Features

**Why Take Less--**

when a genuine FRIGIDAIRE is available at this low price and on our easy Meter Ice Plan? Come in—see this quality built FRIGIDAIRE Refrigerator . . . Complete with every basic FRIGIDAIRE advantage and feature!

**LEONARD  
ELECTRIC  
COMPANY**

Medford's Leading Appliance Dealer for the Past 19  
Years  
309 East Main Phone 2-4427