

# LEONARD ELECTRIC CO.

**DOES IT AGAIN!  
NO DOWN PAYMENT  
ON OUR OWN 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!

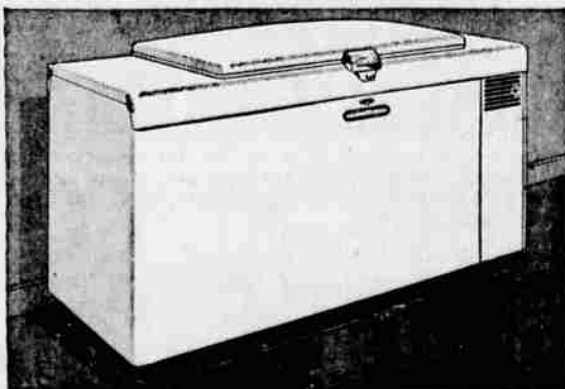
*With all these features!*

- Super-Freezer for frozen foods and ice cubes
- Exclusive Quickcube Ice Trays
- 1-Piece Porcelain Food Compartment
- Large Cold Storage Tray
- Plenty of headroom for tall bottles
- Big, all-porcelain Hydrator
- Split shelf for storing large items
- Simplified Cold-Control
- New Food-Safety Indicator
- Interior automatic light
- Meter-Miser mechanism with 5-Year Protection Plan
- Beautiful Raymond Loewy styling



**NOW! OWN A  
Big Family Size  
1952 MODEL**  
For Only  
**30c  
A DAY!**  
On the Meter Ice Plan!

**AND NOTHING DOWN!  
ONLY 30c A DAY . . . . .  
For a Thrifty FRIGIDAIRE**



**1952  
HOME  
FREEZER**  
ON OUR METER  
ICE PLAN

And just think of the SAVINGS you can make in Foods!

**LOOK**  
AT IT OUTSIDE!

**LOOK**  
AT IT INSIDE!

**LOOK**  
WHAT YOU GET FOR

*Only 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!**

**LEONARD  
ELECTRIC  
COMPANY**

Medford's Leading Appliance Dealer for the Past 21 Years

309 East Main

Phone 2-4427