

LEONARD ELECTRIC CO.

DOES IT AGAIN

NO DOWN PAYMENT

ON OUR OWN APPROVED CREDIT PLAN

ON ANY GENUINE

FRIGIDAIRE

APPLIANCE IN OUR STORE

UP TO 30 MONTHS

TO PAY—INVESTIGATE TODAY OUR PAYMENT PLANS DESIGNED TO FILL YOUR OWN NEED—MADE AVAILABLE TO YOU BECAUSE

WE FINANCE OUR OWN CONTRACTS

1952
MODELS

AS LOW AS
25c a Day!
On Some Models!

LOOK

AT IT OUTSIDE!

LOOK

AT IT INSIDE!

LOOK

WHAT YOU GET FOR

25^c A Day!

**LEONARD
ELECTRIC
COMPANY**

Medford's Leading Appliance Dealer for the
Past 21 Years
309 East Main Phone 2-4427

YOU CHOOSE!

EITHER the
METER PLAN

OR

REGULAR
PAYMENT
PLAN

WHICH EVER IS MOST
CONVENIENT

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.

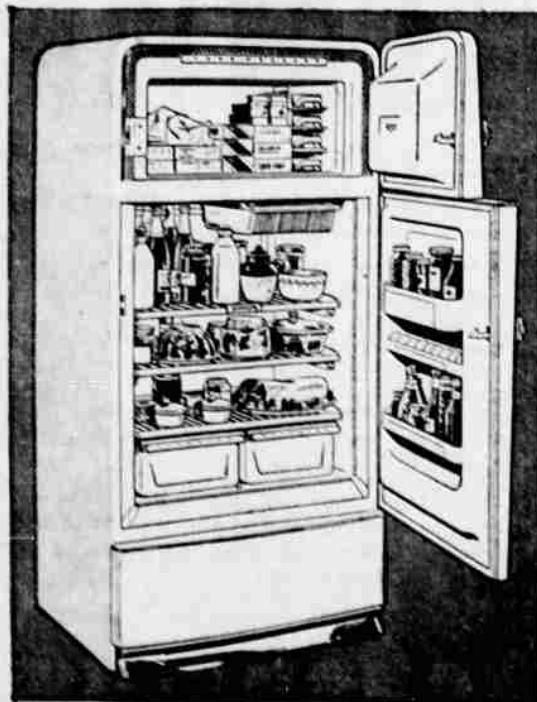
Investigate Our Plan Today!

WONDERFULLY NEW!
AMAZINGLY DIFFERENT!

It's the new

**CYCLA-MATIC
FRIGIDAIRE**

Food Freezer and Refrigerator combined!



HERE'S THE GIANT
FOOD FREEZER
THAT HOLDS
73 LBS. OF
FROZEN FOODS!



AND HERE'S THE BIG ROOMY
REFRIGERATOR WITH EXCLUSIVE
NEW ROLL-TO-YOU SHELVES!



All shelves
roll out full
length—put
all food
at your
finger tips.

CYCLA-MATIC DEFROSTING
—in the refrigerator! Gets rid of
frost before it collects—without
clocks, timers or heaters!

LEVELCOLD—TOP TO BOTTOM
Zero-zone safe LEVELCOLD in the
Food Freezer. Super-Safe LEVEL-
COLD in the refrigerator and
hydrators... regardless of outside
temperatures!

No other household range
has an oven so big!

FRIGIDAIRE

"Thrifty 30" Electric Range

THE THRIFTY GIANT OVEN
GOES CLEAR ACROSS!

