

LEONARD ELECTRIC CO.

Announces A

Tremendous

STARTS
TODAY!

FRIGIDAIRE WEEK

No other household range
has an oven so big!

FRIGIDAIRE

Thrifty 30" Electric Range

THE THRIFTY GIANT OVEN
GOES CLEAR ACROSS!



Meter Holds
Enough Coins
To Last
Through Your
Vacation!

Showing the Finest Electrical
APPLIANCES MONEY CAN BUY!

It's A Nationwide FRIGIDAIRE CELEBRATION

BUY The EASY WAY

THAT FITS PERFECTLY INTO EVERY FAMILY BUDGET

No Money Down

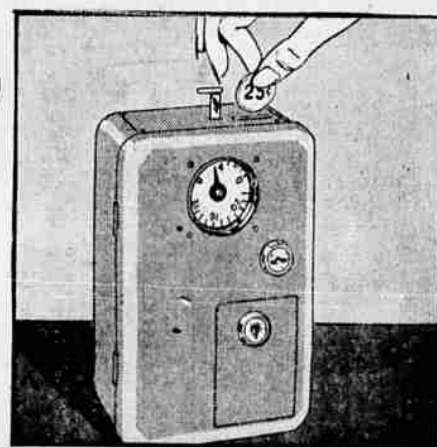
As little as

25¢

A DAY

on our sensational new

"METER-ICE PLAN"



1952 MODELS

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

Here's How the Thrifty Frigidaire Meter Ice Plan Works

- ★ 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 25c a day in the "Meter-Ice"
- ★ Deposit up to 26 coins if your going to be away
- ★ One 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
- ★ A Handy Pay As You Use Plan!

It's the new
WONDERFULLY NEW!
AMAZINGLY DIFFERENT!



**CYCLAMATIC
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.

CYCLAMATIC 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!

**— OR, IF YOU PREFER
BUY ON LEONARD ELECTRIC CO'S OWN
OWN REGULAR PAYMENT PLAN
NO DOWN PAYMENT
UP TO 30 MONTHS**

TO PAY ON APPROVED CREDIT —

WE FINANCE OUR OWN CONTRACTS

SEE LOOK
Leonard Electric Co.

The Finest Showing of FRIGIDAIRE home appliances in History — You'll know why FRIGIDAIRE is America's TOP-SELLING line — Most Used—Most Preferred!

—at FRIGIDAIRE inside—outside! Look at the QUALITY you get—the Value-Giving Prices that make FRIGIDAIRE the LEADING NAME in ALL electrical appliances!

See It During Frigidaire Week

309 East Main

Medford's Leading Appliance Dealer for the Past 21 Years

Phone 2-4427