

## Give APPLIANCES

.... gifts that give LEISURE,  
COMFORT and HEALTH  
every day of the year — year  
after year. No gift will be more  
useful ... more appreciated!

*A Merry Christmas  
for ALL with a...*  
**TV or RADIO!**



MAKE IT A...

# WHITE

*Christmas* **THIS YEAR**  
GIVE HER A—  
**MAJOR APPLIANCE**

**A** WHITE CHRISTMAS truly has a double meaning for every woman ... women with families ... the women with jobs. They dream of gleaming new white appliances they'd love to own ... appliances that give added leisure and lighten household tasks. So this Christmas, make it "white" with a gift that means year 'round freedom from work and strain. Medford appliance dealers have bright new ranges, refrigerators, washers and dryers, ironers, dishwashers, disposals — gifts that truly thoughtful "Santas" will want to provide for the ladies in their lives — Don't forget! TV and Radio means a Merry Christmas for ALL!



**SEE THE FINE APPLIANCE GIFTS FEATURED IN THIS SECTION**