

YOU ARE CORDIALLY INVITED TO
OUR BIG, EXCITING
STOREWIDE —

Grand Opening

TWO
BIG
DAYS!



BIG OPEN-HOUSE
CELEBRATION!

ALL DAY FRIDAY
AND SATURDAY!

MAY 23 and 24

LEONARD ELECTRIC CO.

It is with considerable pride that we open our new, completely remodeled and expanded store for the big two-day open house visit of our friends and neighbors. We know you'll like this bigger and better store, with more than double the floor space of our previous one. Added space will enable us to feature a more complete selection of fine Frigidaire appliances, displayed much more attractively and conveniently. It will enable us to improve Leonard Electric Company's traditional fine service, too. Morris B. Leonard, Sr., founder of the company, was first associated with his father, S. L. Leonard, at Crater Lake Hardware store and handled the electric washer department. In 1925 he established the Southern Oregon Electric and, six years later, the present Leonard Electric Store. Mrs. Leonard has been active in the company's organization and, following World War II, Morris Leonard, Jr. became a member of the firm. So, tomorrow and Saturday, come in and see our bigger and finer Leonard Electric Store... there's gifts for the ladies, cookies and coffee served, and every effort made to make your visit an enjoyable one. Oh, yes, of course the very latest fine Frigidaire appliances will be here for you to see!



Special Value On
Every Item!

DOUBLE SAVINGS SPECIAL!

Was \$429⁹⁵ **SAVE**

\$160⁴⁵

—on this

**FRIGIDAIRE
MODEL RI-39-57
IMPERIAL RANGE**



Features exclusive Spatter-Free Broiler Grill at no extra cost! Fully automatic — Imperial in every sense — with giant French Door Oven and Automatic Roll-to-You Shelf — plus dozens more, in 30 thrifty inches of floor space.

• Speed Heat Unit
• Automatic Burner

GRAND OPENING SPECIAL

\$269⁵⁰ With Your Old Range

Get a Free Gift!

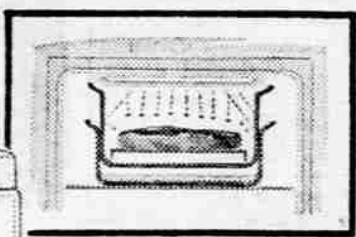
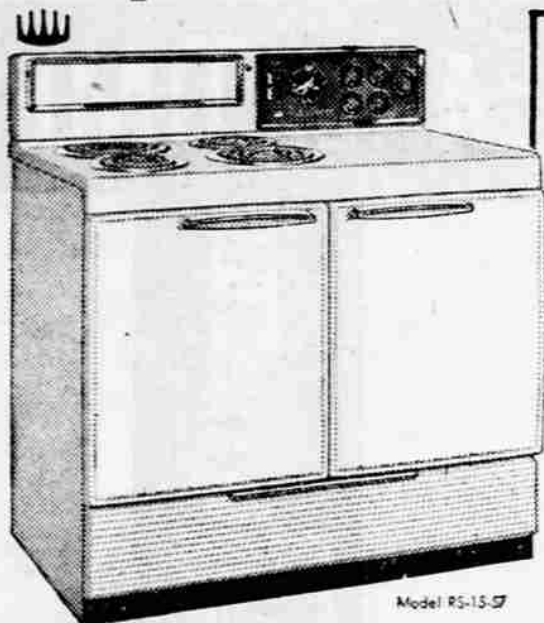
KING-SIZE TRADES!
LOW EASY TERMS!

"DOUBLE
SAVINGS"



SAVE
When you buy!
SAVE
while you use!

on new **FRIGIDAIRE** Ranges
with **Spatter-Free Broiler Grill!**



EXTRA!

**SAVE
\$85⁴⁵**

Open House Sale Price

\$165⁵⁰

And Your Old Range

ON THIS FULLY AUTOMATIC
FRIGIDAIRE
MODEL RS-15-57 ELECTRIC RANGE
WITH EXCLUSIVE **SPATTER-FREE
BROILER GRILL**

Plus 4 fast-heating Radiant Surface
Units; Automatic Cook-Master Oven
Control and more. Hurry—you won't
match this price and value anywhere!

BROIL 100 TIMES!
and **NEVER**
clean the oven!

King-Size Savings on Spatter-Free
Broiling in New Frigidaire Ranges!

**BUY ON
EASY
TERMS**



COME IN
TO REGISTER!

- Brand New **EUREKA** Vacuum Cleaner!
- New **MOTOROLA** Clock-Radio!
- New **FRIGIDAIRE** Spatter-Free Broiler!
- New Large **SUNBEAM** Electric Fry Pan!



COOKIES!

COFFEE!

FREE GIFTS!
for the Ladies!

LEONARD ELECTRIC CO.

309 EAST MAIN

Medford's Leading Appliance Dealer for the Past 27 Years

PHONE SP 2-4427

All-New 1958 Sheer Look — PLUS — Refrigerator from
FRIGIDAIRE!

If you've been looking for the one
refrigerator that gives you more for
your money—more usable space in-
side—more glamour and grace outside,

THIS REFRIGERATOR IS FOR
YOU! Styled to the future to stay new-
looking longer—studded with "plus"
features for new ease and convenience—

GIANT-SIZE BARGAIN BEAUTY



**10.8 cu. ft. BIG
EVERYTHING YOU WANT
WHERE YOU WANT IT!**

- * Big Freezer Chest
- * Twin Quickcube Ice Trays
- * Full-Width Removable Aluminum Shelves
- * Automatic Interior Light
- * 1/2 Gallon Milk Bottle Storage
- * 5 Removable Door Shelves Including Egg Shelf
- * Butter Compartment
- * New Safety-Seal Door
- * Glaze-Out Porcelain Enamel Hydrator



Model D-11-58

A Price Tag
So Low
You'll Blink!

COME IN TODAY—
see our wonderful new
Golden Anniversary Models,
Celebrating 50 Years of
GENERAL MOTORS Leadership.

NOTHING DOWN

\$199⁹⁵ With Trade