



MAKE IT A
**White
Christmas**

GIVE HER A
**Major
Appliance**



**LIGHTEN
HER
WORK**

It's Christmas season again, here in the beautiful Rogue River Valley, and festive spirit abounds... brightly decorated shop windows, tinkling bells at street corner Salvation Army pots, gay laughter of holiday shoppers, the strains of well-loved carols, the shining light in children's eyes.

It is, indeed, likely that weather-wise this will not be a white Christmas, for seldom does snow fall here at Christmas. Yet, there are other sparkling white symbols (and gaily colored ones, too!) of the merry spirit of Yuletide giving... wondrous home appliances found in the Christmas wonderland of Medford's fine appliance stores!

Here you'll find gifts that offer precious comfort and convenience for months and years to come... gifts that lighten labor, brighten leisure hours, widen the world of folks you love on your Christmas list!

You can bring the supermarket into her kitchen... automation to her cookery... sunshine to her every washday. You'll find radio and television sets for the home, the den and the playroom or youngsters' hideaway. Whatever you want, whatever you wish to pay... from range, freezer or refrigerator to dishwasher, vacuum cleaner or toaster... you'll find Medford merchants ready and able to serve you well.

A Gift that Gives Happiness and Health, Convenience and Leisure Throughout the Year!