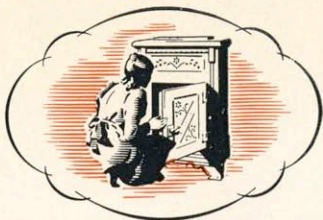


2A



**A TALE OF  
TWO  
CENTURIES**

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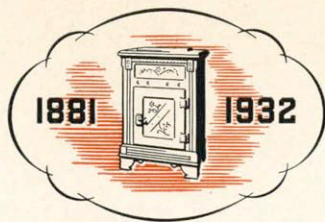


*Searching for the "Oldest Leonard,"  
we found this amazing evidence of  
quality that defies the years*

Long before the turn of the century . . . in the quiet, unhurried '80's . . . the first Leonard refrigerators made their appearance.

Motor cars, then, were far in the future. Horses' hoofs clattered on dirt-surfaced streets. Leg-o'-mutton sleeves and bustles led the style parade. Homes were lighted with oil or gas; there were no electrical conveniences.

Gone . . . almost forgotten . . . are the manners and customs of that sedate age, but many of the Leonard ice boxes sold in those earliest years are still in use. Knowing this, the Leonard Refrigerator Company recently offered to pay \$500 for the "oldest" Leonard, for display use



to illustrate the progress of refrigeration.

A nationwide advertising campaign announced the search . . . with startling results. Returns poured in by the thousands from owners in every corner of the land, who reported fine old Leonards still serving faithfully after 30, 40 and even 50 years. Enthusiastic letters of praise and endorsement accompanied the entries.

Here was an amazing thing! Seeking only an interesting exhibit, Leonard found the most remarkable proof of quality and reliability ever possessed by a refrigerator manufacturer . . . and discovered an owner loyalty such as few products in any field enjoy.

Out of the West, from Stockton, Calif., came the "oldest" Leonard, to be retired after more than 51 years of constant use by the same owner in the same home. It was only one of a score





of sturdy Leonards that had served their owners for a half century or more.

Leonard is pardonably proud of this unique durability record . . . proud of the universal satisfaction Leonards have given in more than 2½ million homes . . . and of the fact that from the little refrigerator plant started in Grand Rapids, Mich., 52 years ago, have grown the largest factories of their kind in the world.

Only a product of the highest quality, designed and built with *value* as the chief consideration, could have won and maintained such a reputation for so long. It is a reputation Leonard has upheld, and will continue to uphold, in this great age of electric refrigeration.

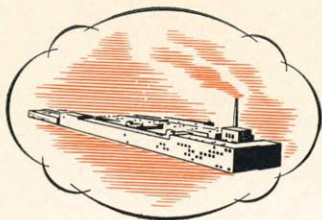


*Selecting a refrigerator to-day, you will find even greater superiority in the new Leonard Electric*

What significance has the "oldest Leonard" story to women who are now endeavoring to compare and judge electric refrigerator values? Just this! It is evidence of the inbuilt efficiency and thorough reliability of Leonard cabinets. For, the same high standards of quality in materials and workmanship that produced those millions of Leonards for previous generations, are responsible for the beautiful, convenient, efficient Leonard Electrics of to-day.

And it is a reminder of the unmatched experience that goes into the design and construction . . . insulation, finish and equipment . . . of every Leonard Electric.

No other electric refrigerator offers



you such a combination of convenience features, backed by a reputation for highest quality extending over three generations.

During its 52 years of service in household refrigeration, Leonard has been first with many important improvements . . . first, in the old days, to provide an ice chamber with removable sides for easy cleaning, and first with the "side icer."

Later, Leonard was first to develop and build a porcelain-on-metal lining for refrigerators; and Leonard one-piece porcelain interiors, "clean as a china dish," became justly famous. Again pioneering, Leonard introduced in 1910 the first all-porcelain refrigerator, with porcelain exterior and interior.

In 1921, Leonard built the first refrigerator designed for electric refrigeration, and was called upon by prominent



manufacturers in this then-new industry to help them solve their cabinet problems. Leonard built the first all-steel refrigerator in 1927.

Leonard refrigerating units are the result of over 18 years of actual experience in building electric refrigeration for the home . . . powerful, quiet, economical, long-lived, dependable. The present Leonard Electrics are "first" in beauty of design, in cabinet construction and in many important convenience features.

You can buy any Leonard Electric with full confidence in its manufacturer, in the fact that it will give long and satisfactory service, and in the value its price tag represents. Let us show you the new Leonard Electrics . . . 10 beautiful models (4 all-porcelain) . . . a size and capacity for every need, a price for every budget, and terms to suit your convenience.



*Your Mother*



*and Grandmother*

*used Leonard Ice Refrigerators—*

*Now there's a Leonard Electric*

*. . . for You*