

# BLOCK'S Is the Only Store in Indianapolis to Offer

# FRIGIDAIRE

PRODUCT OF GENERAL MOTORS

## ON THE EASY METER-ICE PLAN



### No Down Payment

#### Meter-Ice Plan

Frigidaire designers had you in mind when they built the 1934 models . . . they thought of everything . . . the needs of every family, large or small . . . the size of every kitchen . . . and, above all, the size of every pocketbook. The refrigerator you dreamed about . . . within the reach of even the smallest budget. Remember, only at Block's in Indianapolis can you buy your Frigidaire on the Meter-Ice Plan.



Remember — You Will  
Not be RENTING—  
but BUYING! Each  
15c Deposited in the  
Meter Applies on  
the Purchase Price

Also, Your Choice of All Other Models

**FOR EVERY SIZE FAMILY . . .  
FOR EVERY SIZE PURSE ON  
THE METER-ICE PLAN—With**

**N-O D-O-W-N P-A-Y-M-E-N-T**

*and Only a Few More Cents Per Day Depending on Price*

See **BLOCK'S** Frigidaire  
Display at the

**1934 Refrigeration Show**

**1525 N. MERIDIAN**

**May 23, 24, 25**

**Also at Block's Showroom, 424 N. Illinois! Open Evenings**



# BLOCK'S