

BLOCK'S Is the Only Store in Indianapolis to Offer

★ **FRIGIDAIRE** ★

PRODUCT OF GENERAL MOTORS

**ON THE EASY
METER-ICE PLAN**

NO DOWN PAYMENT UNDER NEW METER-ICE PLAN
15¢
A DAY

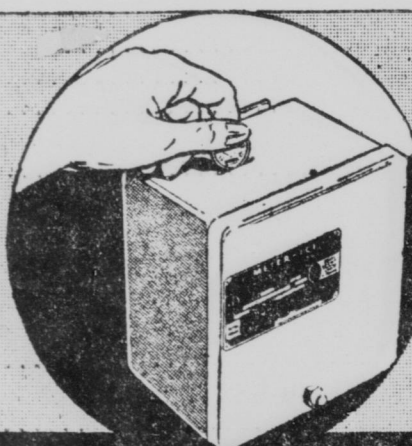
No Down Payment

Meter-Ice Plan

Each day (or several days in advance) you deposit the correct change in the meter, which may be placed out of sight if you prefer. When your deposits equal the price of your Frigidaire, plus the small carrying charge, we remove the meter and you own your Frigidaire. No charge for the meter.

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.

Just Deposit 15c a Day in the Meter, and Almost Before You Realize it, You Own Your Brand New Frigidaire Outright



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

NO DOWN PAYMENT

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