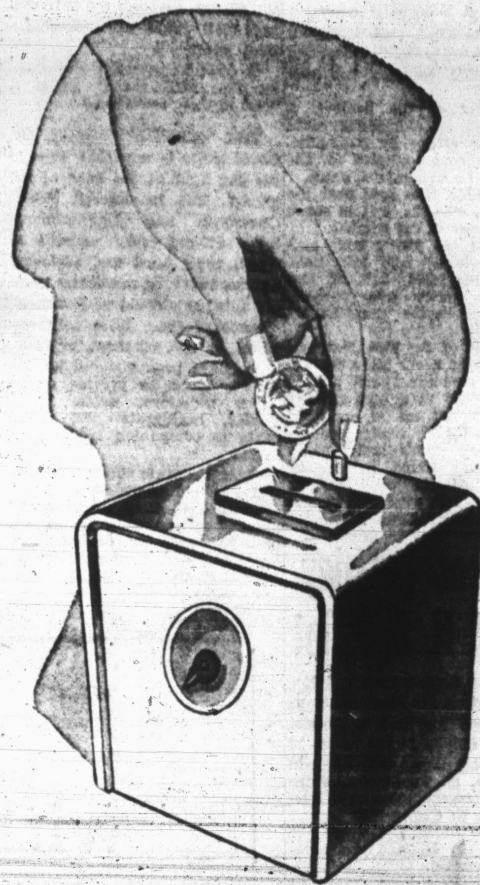


# NO MONEY DOWN

and pay only 25¢ a day on our **METER PLAN**

HERE'S HOW IT WORKS ... No down payment required. Your brand-new Frigidaire is delivered immediately. The meter is installed ... placed out of sight if you wish. You simply drop in as little as a quarter a day and once a month our representative will call, count the coins with you and give you a receipt. When payments are completed, the meter is removed and you receive a paid-up bill.

NOW that FRIGIDAIRE, AMERICA'S NO. 1 REFRIGERATORS, are being produced at a rate fast enough to keep pace with the tremendous demand, we are able at last to offer you your choice of models on a simple, economical METER PLAN.



Your Daily Small Change Pays For Your Frigidaire ... While You Use It



**14 MASTER DELUXE AND IMPERIAL MODELS INCLUDED IN THIS LOW DAILY PAYMENT PLAN**  
 Sizes Range From 6 to 11.5 Cubic Foot

Only FRIGIDAIRE Has the Famous METER-MISER!



Quiet, simple, trouble-free. So economical, it uses no more current than an ordinary light bulb. Sealed-in and lifetime lubricated. 5-year warranty.

A value in price ... only \$189.75 ... a marvel in performance! That's the big, new 6-cu. ft. FRIGIDAIRE. 11.6 sq. ft. of shelf space ... 15-lb. capacity Super Freezer ... handy Cold Storage Tray ... precision Cold Control and Quickcube ice trays. Exclusive, economical Meter-Miser unit uses no more electric current than an ordinary light bulb. Cabinet interior is of acid resisting, easy-to-clean porcelain. A 5-year Protection Plan is included. And remember, this amazing Meter Plan delivers your FRIGIDAIRE immediately ... without a down payment!



YOUR FRIENDLY DOWNTOWN FRIGIDAIRE DEALERS ARE OPEN MONDAYS AND FRIDAYS 9 A. M. TO 9 P. M. OTHER WEEK DAYS FROM 9 A. M. UNTIL 5:15 P. M.

FOR FULL INFORMATION ABOUT THIS METER PLAN—MAIL COUPON OR VISIT ANY OF THE FOLLOWING DOWNTOWN FRIGIDAIRE DEALERS

IF YOU CANNOT COME IN  
**CLIP OUT AND MAIL**

Gentlemen:  
 I am interested in receiving full particulars about a new Frigidaire on your Meter Plan. I understand that this does not obligate me in any way.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 Phone or Nearest Phone \_\_\_\_\_

MAIL THIS COUPON TO ANY DEALER LISTED AT THE RIGHT

**PEARSON'S**  
 FURNITURE COMPANY

130 N. Pennsylvania St.

LI. 5513

**HOOSIER**  
 OUTFITTING COMPANY

219 E. Washington St.

MA. 1404

**ECONOMY**  
 FURNITURE OUTLET

237 E. Washington St.

MA. 8304

**FAIRWAY**  
 FURNITURE COMPANY

133 W. Washington St.

LI. 4587