

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.



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.

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 under-
stand that this does not obligate me in any way.

Name _____

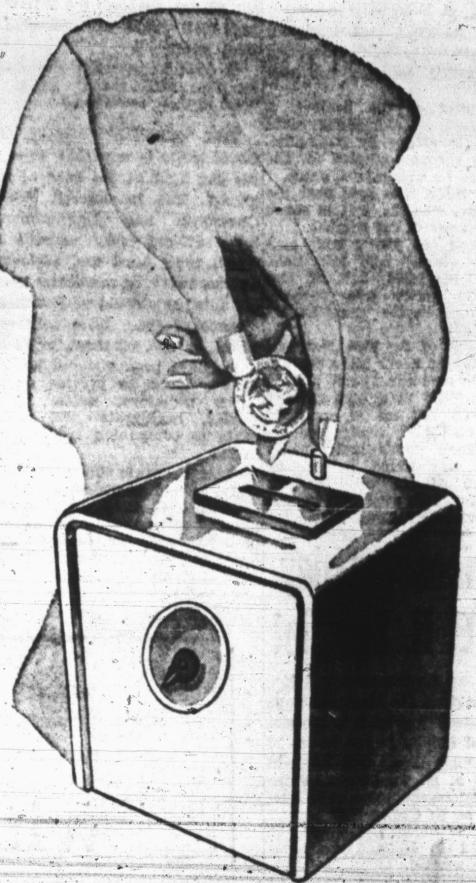
Address _____

City _____

Phone or Nearest Phone _____

MAIL THIS COUPON TO ANY
DEALER LISTED AT THE RIGHT

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. FRIGID-
AIRE. 11.6 sq.-ft. of shelf space . . . 15-lb. capacity
Super Freezer . . . handy Cold Storage Tray . . .
precision Cold Control and Quickube ice trays. Ex-
clusive, economical Meter-Miser unit uses no more
electric current than an ordinary light bulb. Cab-
inet interior is of acid resisting, easy-to-clean por-
celain. A 5-year Protection Plan is included. And
remember, this amazing Meter Plan delivers your
FRIGIDAIRE immediately . . . without a down
payment!

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

PEARSON'S
FURNITURE COMPANY

130 N. Pennsylvania St.

LI. 5513

237 E. Washington St.

MA. 8304

ECONOMY
FURNITURE OUTLET

237 E. Washington St.

MA. 8304

HOOSIER
OUTFITTING COMPANY

219 E. Washington St.

MA. 1404

FAIRWAY
FURNITURE COMPANY

133 W. Washington St.

LI. 4867