

FITS IN 30" - fits your budget too

ZENITH "30" Electric Range

ZENITH SAVE-U PLAN APPLIANCES

176²⁰
Model KZ353

All these BIG RANGE FEATURES, and only 30" wide

- Giant completely automatic oven—22" x 16 1/2" x 14 1/4"
- Appliance outlet lighted top
- 7-speed Manetube surface unit
- Jumbo broiler
- Full-width storage drawer

Now you can have big-range cooking convenience in a range that's made to order for small kitchens! Zenith "30" electric range gives you the features you want most at a low, low SAVE-U price!

There's a Zenith electric range to fit your family's needs at a warehouse-to-you SAVE-U price to fit your budget!

LOOK! IT'S A REFRIGERATOR! and A FREEZER, too!



Double Convenience—Half the Price

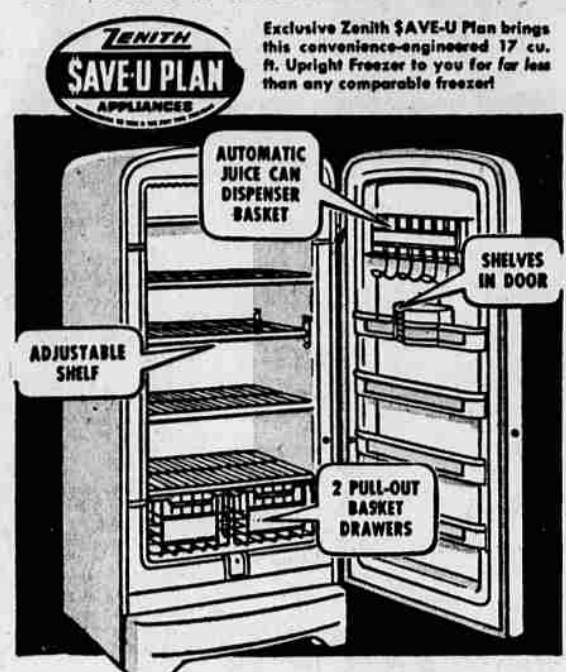
... half what you'd expect to pay for a deluxe refrigerator like this! Automatic refrigerator defrosting... true separate "freezing zone" freezer chest, 64 lb. capacity... roll-out shelves... egg and butter keepers... PLUS many others! Compare! SAVE-U Plan means deluxe refrigeration and freezing convenience for far less.

ZENITH TWO-TEMP REFRIGERATOR-FREEZER

ZENITH SAVE-U PLAN APPLIANCES

299⁴⁰
Model TT 105

WHY WAIT ANY LONGER TO ENJOY FREEZER LIVING!



Exclusive Zenith SAVE-U Plan brings this convenience-engineered 17 cu. ft. Upright Freezer to you for far less than any comparable freezer!

ZENITH 17 cu. ft. UPRIGHT FREEZER

342²⁰

Beautiful refrigerator styling plus built-in Zenith quality for long life!

Designed for convenience, years of dependable service. Five prime freezing plates put all food either on or directly below a freezing surface, for positive "deep freeze" storage. Zenith SAVE-U Plan means it costs you less!

Model KZV175 WAREHOUSE-TO-YOU!
Another Zenith SAVE-U plan appliance

...the RIGHT freezer at the RIGHT price!



Come! Look! See for yourself!

- Holds 525 pounds of food
- 87 1/2 lb. Fast-Freeze Compartment
- Step-Sever Storage Basket
- Counter-balanced lid with automatic Roadlight
- Guaranteed for perfect food storage, years of dependable operation!

SAVE-U plan Saves you real money! Select the Zenith appliance you want at our store... it will be shipped warehouse-to-you! We save—and pass the savings on to you!

The complete line of Zenith quality home freezers now available at low, low prices under SAVE-U Plan!

OPEN HOUSE EVENT

ALL DAY SATURDAY APRIL 22

Home of the Famous **ZENITH**

SAVE-U PLAN

FOR WAREHOUSE-TO-YOU SAVINGS ON HOME APPLIANCES

FREE GIFTS... FUN... COFFEE and DOUGHNUTS ALL DAY LONG

ZENITH SAVE-U PLAN APPLIANCES

WAREHOUSE TO YOU & WE PAY THE SAVINGS!

What the SAVE-U plan means to you

- ✓ High Costs Eliminated—Savings passed on to you
- ✓ Honest Pricing—no inflated "trade-in" prices
- ✓ No Misleading "Specials"
- ✓ Definite "Across the Board" policy on all appliances
- ✓ Factory-Fresh, Current Models Only
- ✓ Every Appliance Fully Guaranteed

Visit our Open House for proof positive of spectacular savings on famous Zenith Home Appliances. We'll have a Gala time with Gifts for the ladies!

Yes, now you can buy famous Zenith home appliances at low warehouse-to-you prices—under our new SAVE-U plan. And SAVE-U does not apply to just a few "special" models. You can buy every Zenith appliance this new money-saving way. Every model of refrigerators, home freezers, electric and gas ranges, washers and dryers is included.

This direct-from-warehouse plan means lower overhead, less inventory and sales expense, smaller freight and handling charges. These savings are passed on to you in lower prices for all Zenith appliances.

REGISTER FOR THE BIG FREE DOOR PRIZE

AWARDING WILL BE AT 6:00 P.M.

ARVIN



6-Tube ARVIN—36.95 Value
Smart durable plastic cabinet "Velvet-Voice" Tone

No obligation... nothing to buy. Just visit us anytime during the day!

You may win this Arvin Prelude just by visiting our store on Saturday. Awarding at 6:00 p.m.—you need not be present to win.

FILL IN THIS COUPON TO PARTICIPATE

The Zenith Appliance I would most like to own!

Refrigerator Range Freezer Dryer Washer

NAME _____
ADDRESS _____
CITY _____

"LOOK! I got every feature I wanted in my new **ZENITH** '400' AUTOMATIC WASHER!

(Saved money, too—thanks to Zenith's SAVE-U Plan!)

only... **239⁵⁰**

Model 400 Warehouse-to-you

ZENITH SAVE-U PLAN APPLIANCES

- Completely automatic including filling!
- Operates at any water pressure!
- Warm-water power rinsing!
- Washes partial loads
- Optional sub-saver!

Matching Twin Zenith Automatic Dryer Model 300

205⁹⁰

ZENITH "400" AUTOMATIC WASHER

New! Finer than ever—more features than ever! SAVE-U plan saves money, too! This warehouse-to-you plan cuts our handling expenses... we pass the savings on to you! Result: Finest automatic washer—lowest possible price!

WHY DON'T YOU SEE **ZENITH**... at

NOW! AUTOMATIC DRYER AT A DOWN-TO-EARTH PRICE!...



ZENITH Automatic Electric Dryer

Warehouse-to-you SAVE-U PLAN!

149⁹⁵

Model 375A

Come in... see **ZENITH** your best appliance buy!

BIG BUY!

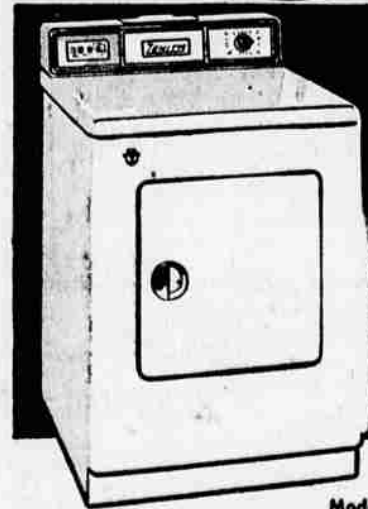
Complete Washday Convenience!

205⁹⁰

Model 300 Electric Dryer

ZENITH SAVE-U PLAN APPLIANCES

Zenith warehouse-to-you SAVE-U plan saves you big money on this deluxe automatic dryer!



Look at these FEATURES

- Designed to give you the best value for the lowest cost!
- Select-A-Heat Control—right heat for each fabric!
- Time Control—sets for up to 90 minutes!
- Fast vacuum system drying!
- Colorful full-width control panel!

Matching Twin Zenith Automatic Washer Model 400

239⁵⁰

ZENITH Automatic Electric Dryer

Best designed, most efficient dryer on the market—jam-packed with safety and convenience features! Matches identically the Zenith "400" Automatic Washer—in dimensions, design, trim—and with the same low SAVE-U plan pricing!

Come in... see **ZENITH** today!

NEW **ZENITH**

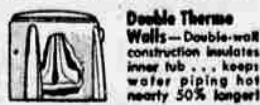
'Wonder-Dial'

GIVES YOU SEMI-AUTOMATIC WASHING CONVENIENCE AT THIS LOW SAVE-U PRICE!



HERE'S HOW **Wonder-Dial** WORKS
Wonder-Dial operates agitator and pump automatically from one "easy to read" position. Semi-automatic washing!

PLUS THESE TWO **ZENITH** EXCLUSIVES



JACK FARISS AND SON

YOUR MARSHALL WELLS STORE

1853 North Stephens St.

OPEN 'TIL 8 P.M. EACH NIGHT

Dial ORchard 3-3162