

OPEN MONDAY AND FRIDAY 12:15 TO 9 P. M.  
OTHER DAYS 9:30 A.M. TO 5:30 P.M.

# Washington's Birthday

Feature of...



# Salem Days

*Meier & Frank Co.*  
OREGON'S OWN STORE SINCE 1857  
SALEM 3-2211

FREE STORE-SIDE  
PARKING—OVER 1000 CARS

**NEVER BEFORE** at this low price



a General Electric fully

## AUTOMATIC WASHER

Here are PRICE and QUALITY all wrapped up in one name . . . GENERAL ELECTRIC. What does that name on an automatic washer mean to you? It means you can have CONFIDENCE in its QUALITY . . . it means years of unexcelled service . . . it means a continuing feeling of PRIDE in the fact that YOUR washer carries the nameplate of one of the select few TOP manufacturers in the business.

# \$188

*Our prices include delivery, normal installation and one year's free service.*

As low as \$6 a month  
NO DOWN PAYMENT

*and its trade-in value will reflect all these things when the time comes for another!*

### Where You Buy Is Often More Important Than What You Buy

The Meier & Frank Company Major Appliance Salesman is a quality person. His character, ability and training he is well qualified to counsel and advise you in your planning and selection of Major Appliance. Personal service is his job. He has both the knowledge and desire to tell you every thing you want to know about the appliance you have in mind. He reflects the well earned, jealously guarded reputation for integrity and service Meier & Frank's has been building for 98 years.

- Big clothes capacity . . . over 50% more than many other automatic washers!
- Famous Activator washing action for thorough cleaning of each piece!
- Flexible controls, ideal for fine fabrics . . . you can stop, skip, extend or repeat any cycle!
- Water temperature selector provides you choice of hot or warm wash water!
- Completely automatic . . . once started, it will automatically WASH, RINSE, DAMP-DRY the clothes and shut itself off!

**Quantity is Limited . . . No Mail or Phone Orders**

Appliance names that REALLY count

APPLIANCE HEADQUARTERS—SECOND FLOOR