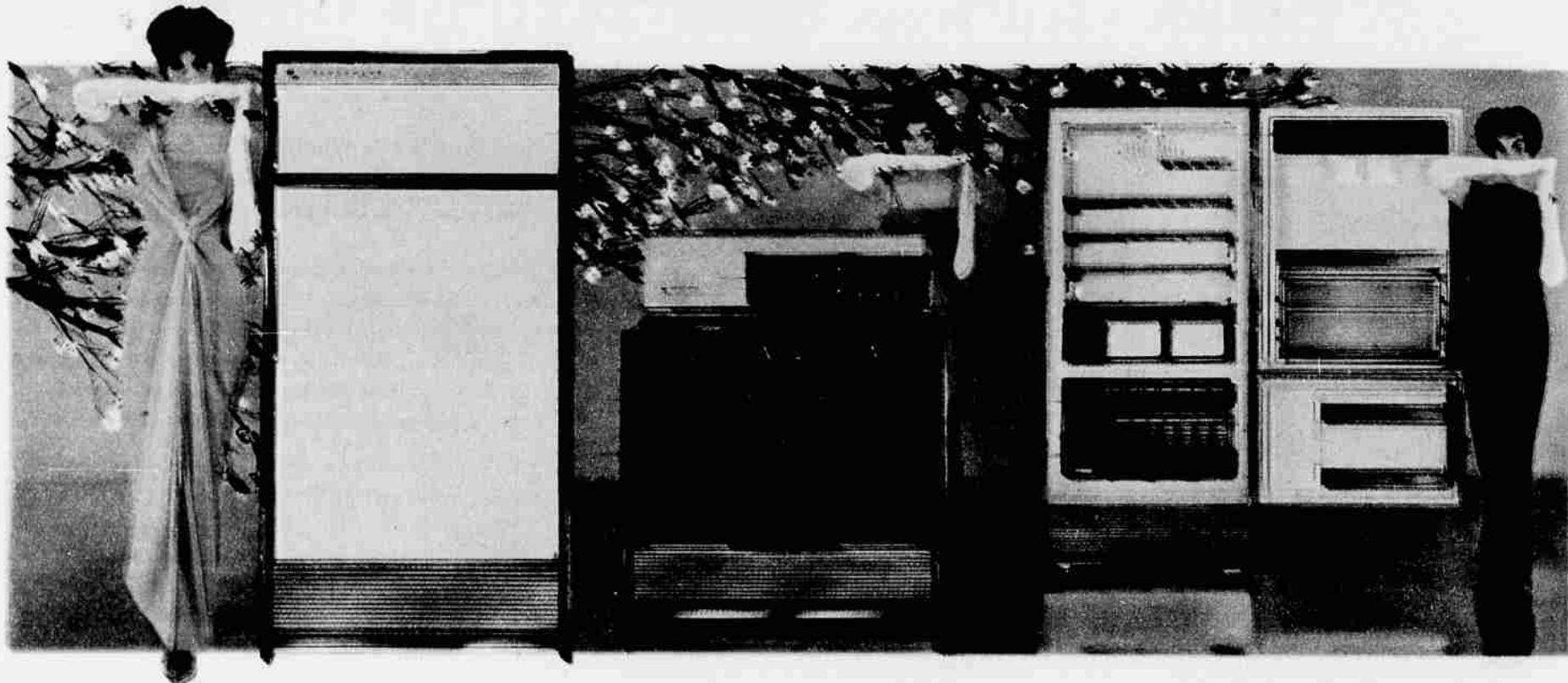


BUY THIS WEEK-

Get the year's best Frigidaire buys!



It's "Frigidaire Week"—featuring New Sheer Look Values

Don't wait — this is IT! Starting tomorrow, it's the week of ALL weeks to see your Frigidaire Dealer. He has the greatest group of appliance values ever assembled for this ONCE-A-YEAR *super* sales event!

You'll see prices and savings that look like PRE-WAR! You'll see Gold Tag special prices that bring you values you can't match anywhere — size for size the biggest refrigerators at the lowest prices in Frigidaire history. And these prices are on *brand-new '57 models* with the Sheer Look.

You'll see how Frigidaire gives you up to 25% more usable shelf space for your money! Greater hydrator

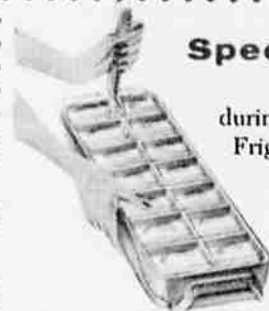
capacity, too! And MORE in better-quality ice trays. Finer quality in *every* detail!

You'll see how the Sheer Look makes your present kitchen look ALL NEW — *without* costly remodeling. Because these Frigidaire Appliances are stunningly sheer, straight and square—built to fit snug with your present cabinets and flush against the wall.

Don't miss this special sales event. Come in and compare! See the proof; you can't match these values—or these prices—*anywhere*. They're ONLY at Frigidaire Dealers'—during "Frigidaire Week." Go there tomorrow.

NOW—with the Sheer look— Frigidaire Sells Color at no extra cost.

Many models available in Mayfair Pink, Sherwood Green, Stratford Yellow and the stunning new Charcoal Gray that, like white, matches all colors.



Special Half Price Offer!

during "Frigidaire Week." Most Frigidaire Dealers are offering this \$1.90 value Pink Quickcube Ice Tray
for only 95¢



Free!

Amazing Kolorcoat Seeds. Each coated with rich plant food in color. Plant red, up comes red—blue, you get blue. Big 25¢ value pack—four varieties—at most Frigidaire Dealers' during "Frigidaire Week."

Come to your Dealer's "Frigidaire Week"
Climax of the

FRIGIDAIRE

Sheer Look Color Carnival of Values



Frigidaire—Built and Backed by General Motors



Look for the Sheer Look

Look for his name in the Yellow Pages of your Classified Telephone Directory under "ELECTRIC APPLIANCES."