

Frigidaire Week Starts Tomorrow!

—the greatest sales event in all our history!
Golden Anniversary Days Jamboree—packed with
Special Events and the Best Buys of a Lifetime!



Featuring the World's Newest Foodkeeper—

There's never any frost to defrost

• It's true, you'll never defrost again. No more ice-stuck packages, dripping frost water, cleanup mess, no more thawed-out foods. Frigidaire Frost-Proof Freezing whisks heat and moisture away before frost can form. There's never any frost to defrost—in the freezer, or in the big Flowing-Cold Refrigerator Section. Another revolutionary feature from Frigidaire.



Special Golden Anniversary Days Half-Price Offer!

During Frigidaire Week most Frigidaire Dealers are offering this new fashion-fresh Turquoise Quickcube Ice Tray—a regular \$1.90 value—

for only 99¢

Come in for yours this week!



The Revolutionary
FRIGIDAIRE
FROST-PROOF
REFRIGERATOR-FREEZER

Model FP-142-58

It's here — and it's sensational. It's downright *unbelievable* until you see it—new Frost-Proof Freezing that ends defrosting forever! And a host of other surprises in the world's newest, finest foodkeeper.

And talk about other FRIGIDAIRE Week values! You'll see new 1958 Frigidaire Refrigerators with *New Instant Ice Cube Service* — priced for everybody to own. And a whole galaxy of great new Frigidaire Electric Ranges featuring wonderful Spatter-Free Broiling.

You'll see "bargains" in America's finest Automatic Washers—and the lowest-priced Electric Dryers anywhere with Wrinkles-Away automatic wash and wear care.

Yes, for this great event Frigidaire and its dealers have selected the finest Frigidaire features and values for this special one-week-only celebration—values never before offered.

See them at your Frigidaire dealer's this week—low, low terms featured—in many cases with *No Down Payment*. Act now!



Don't Miss

FRIGIDAIRE WEEK for the Golden Opportunity Buys of a Lifetime