



BRAND NEW DRYERS

MODEL DEASN

Save Money! THIS LOAD MUST BE SOLD! NOW!

5 YEAR WARRANTY



- Two Cycle
- 3 Heat Selections
- Up to 135-Minute Timer
- Lint Screen in Door
- Safety Start Button
100% Childproof
- Seamless Porcelain Top
100% Cleanability
- Three Vent-Position Choices
- "Flowing Heat"
Wrinkle Free—saves needless ironing

FRIGIDAIRE PRODUCTS OF CANADA LIMITED
 1500 BAYVIEW AVENUE EAST, SCARBOROUGH, ONTARIO M1S 1H1
 TEL: 491-1111 AREA CODE 416 CABLE ADDRESS "FRIGIDAIRE" TORONTO
 October 11, 1968

Dear Mrs. McDonagh:

Many thanks for your recent letter. We are always delighted to learn of Frigidaire users contemplating the purchase of another of our appliances for their homes.

Certainly, your dealer is quite correct — our Model DEASN Dryer is a tremendous value and I am pleased that he suggested that you write us for a little consumer information based on our experience with it.

It is indeed true that this dryer will dry everything safely — from wet snow suits at lunch time to the most delicate of fine fabrics; it even offers built-in Durable Press fabric care. In fact, the Model DEASN Dryer, with its easy-to-use automatic controls is built — and performs — in exactly the same way as our higher-priced dryer models.

Further, the dryer offers all sorts of protection in the porcelain that guards against rust (very often a hazard with dryers) and a lint screen fine enough to collect all of the lint. It's child-proof, has other safety features for every eventuality and all of this is backed by the best Warranty protection in the industry — a full 5 Years! I'm sure you will agree that, from the consumer's point of view, this is very important.

It seems to me that, rain or shine, this Model DEASN Dryer represents FREEDOM from lifting wet clothes, frozen fingers, birds, clotheslines and sun-fading. It even represents savings for, with clothes washed and dried so quickly, investment in clothing (especially for the children) and household items can be much reduced. I know that the Model DEASN Dryer performs extremely well and I am confident that you would enjoy using the product.

Yours sincerely,
P. J. Ellison
 (Miss) Pat Ellison
 Administrator
 Home Economics & Consumer Relations

BUILT-IN WALL DRYERS • COORDINATING TUBS
 200V 60 HZ. CONVENTIONAL • 120V 60 HZ. •
 COMMERCIAL CLOVES • WARDERS

FRIGIDAIRE ELECTRIC DRYER—MODEL DEASN

Buy Now! Before winter sets in!

We have just received a truckload shipment of these Frigidaire Quality Electric Dryers. They must be sold at once to make room for other Frigidaire appliances. Therefore, we are giving you a once-in-a-lifetime opportunity. Buy one of these new dryers now and save big money.

Get yours just in time for winter comfort and convenience. Dries every type of

fabric including all Permanent press garments. Ideal for drying-out children's outer clothes, even while they're home for lunch. Dries all your laundry perfectly and gives you inside comfort all winter long.

Don't wait a minute. Come in to see us today and make sure you get your new Frigidaire "Flowing Heat" dryer now. The saving is truly tremendous!



YOUR CHANCE TO SAVE BIG MONEY!

CONVENIENT BUDGET TERMS ARRANGED

WE FEATURE THE COMPLETE LINE OF FRIGIDAIRE PRODUCTS

WIGO TELEVISION & APPLIANCES LTD.

32 Main Street North NORTH HALTON'S LARGEST TV AND APPLIANCE OUTLET Remember, with WIGO, TV is a Specialty, not a Sideline 877-3376