



Frigidaire has a new home on the North Shore

In order that better sales and service facilities might be offered residents of the North Shore, a new Frigidaire sales room has just been opened in Evanston at 1629 Sherman Avenue.

You are cordially invited to visit the new sales room and see the models now on display. There are complete cabinet models in sizes to meet the requirements of every home. There are models for use in converting present ice-boxes into Frigidaire. There is a model for YOUR home — a Frigidaire that will give you the convenience, economy and satisfaction of proven electric refrigeration at a new low price.

Quantity production and the great buying power of General Motors have resulted in greatly reduced prices — the

lowest in the history of electric refrigeration. Long the leader in value as well as in number of users, Frigidaire now offers even greater value than ever before. Model for model and size for size, Frigidaire offers more and costs less than any other electric refrigerator.

Only in Frigidaire can you get all the features of Frigidaire construction, Frigidaire design, and Frigidaire economy. And only in Frigidaire can you get the large food storage space, the greater ice-making capacity, the finer finish, the quieter operation and the more precise engineering and manufacturing standards of General Motors. If you want true Frigidaire value, be sure that the electric refrigerator you buy is a genuine Frigidaire.

Call at our display room, telephone or mail the coupon for complete information.

Special Desserts Frozen in Frigidaire will be Served
During Our Opening

STOVER CO.

313 N. Michigan Avenue (Display Room)
Telephone: Superior 5528

1629 Sherman Avenue — Evanston, Illinois
Phone: Greenleaf 3926

445 E. Erie Street (General Offices)

Frigidaire

PRODUCTS of GENERAL MOTORS