



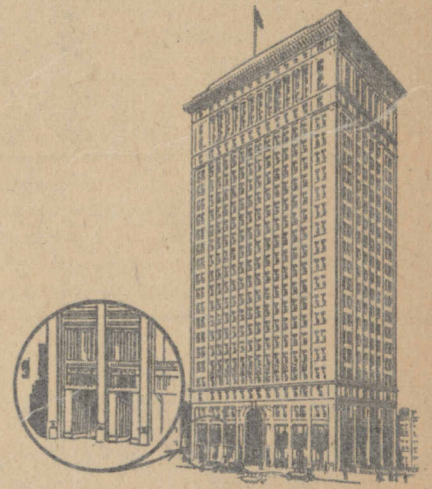
*No other gift
can give
such satisfaction*

COULD any woman have a more wonderful Christmas? In her kitchen a beautiful new metal cabinet Frigidaire, its lustrous white Duco finish a true delight to the eye, its spotless porcelain enamel lining a promise of better, more sanitary refrigeration, its freezing compartment offering the great convenience of dainty ice cubes and delicious frozen desserts.

And with a genuine Frigidaire she will feel a satisfaction far greater than that which comes with mere independence of outside ice supply and with the other conveniences which electric refrigeration affords. For she will share with more than 250,000 Frigidaire users the serene confidence which only Frigidaire can give—

a confidence based on proven supremacy in design and construction, on unvarying dependability and economy in operation, on the maintenance of a nation-wide sales and service organization numbering more than five thousand representatives and devoted to the single purpose of assuring complete satisfaction to every Frigidaire user.

Find out about Frigidaire today. The nearest representative will be glad to show you the new metal cabinet models and the mechanical units which are also designed for installation in the standard makes of ice-boxes. He will tell you why Frigidaire has won world leadership—why there are more Frigidaires in use than all other electric refrigerators combined. He will tell you, too, about the new low Frigidaire prices and the convenient terms of the General Motors deferred payment plan.



A centrally located display room is maintained at the Bell Building, 313 North Michigan Avenue. All models of Frigidaires are here awaiting your inspection.

- CHICAGO
Stover Co., 6706 Stony Island Ave.,
Midway 3519.
Stover Co., 1753 W. 95th St.,
Beverly 8422.
- EVANSTON
Stover Co., 1631 Sherman Ave.,
Greenleaf 4480.
- WINNETKA
Stover Co., 725 Oak St.,
Winnetka 122.
- HUBBARD WOODS
Stover Co., 956 Linden Ave.,
Winnetka 1512.
- HIGHLAND PARK
Stover Co., Care Huber Electric Co.,
382 Central Ave., Highland Park 150.

Stover Co.
313 N. MICHIGAN AVE. Telephone: 445 E. ERIE ST.
(Display Room) SUPERIOR 5528 (General Offices)

Frigidaire
PRODUCT OF GENERAL MOTORS

- AUSTIN
Stover Co., 5622 W. Madison St.,
Columbus 0448.
- OAK PARK
Nichols Hardware Co.,
121 Marion St., Mansfield 1300.
- EDISON PARK
Modern Home Equipment Co.,
6708 Edison Park Ave., Newcastle 630.
- MILWAUKEE
Stover Co., 468 Prospect Ave.,
Lakeside 2085.
516 Grand Ave., Grand 2006.
Gimbel Bros. Grand 7000.
- EAU CLAIRE
Stover Co., 307 E. Grand Ave.

STOVER CO.,
445 E. Erie St., Chicago, Ill.

Please send me a copy of the Frigidaire catalog.

Name _____
Address _____
City _____ State _____
Phone No. _____

Be Sure it is a Frigidaire ~ Product of General Motors