

AMERICA'S NO. 1 REFRIGERATOR

FRIGIDAIRE

MORE THAN 6,000,000 BUILT AND SOLD



Save \$47.50

Brand New 1940 Model

REGULAR \$174.50 DELUXE EQUIPPED BIG FAMILY SIZE

FRIGIDAIRE

Anniversary Sale Price **\$127**

And your old ice box

NO DOWN PAYMENT

McCURDY'S - Fourth Floor

"See Furstoss First" For Frigidaire

Buy Now and Save - Liberal Allowance

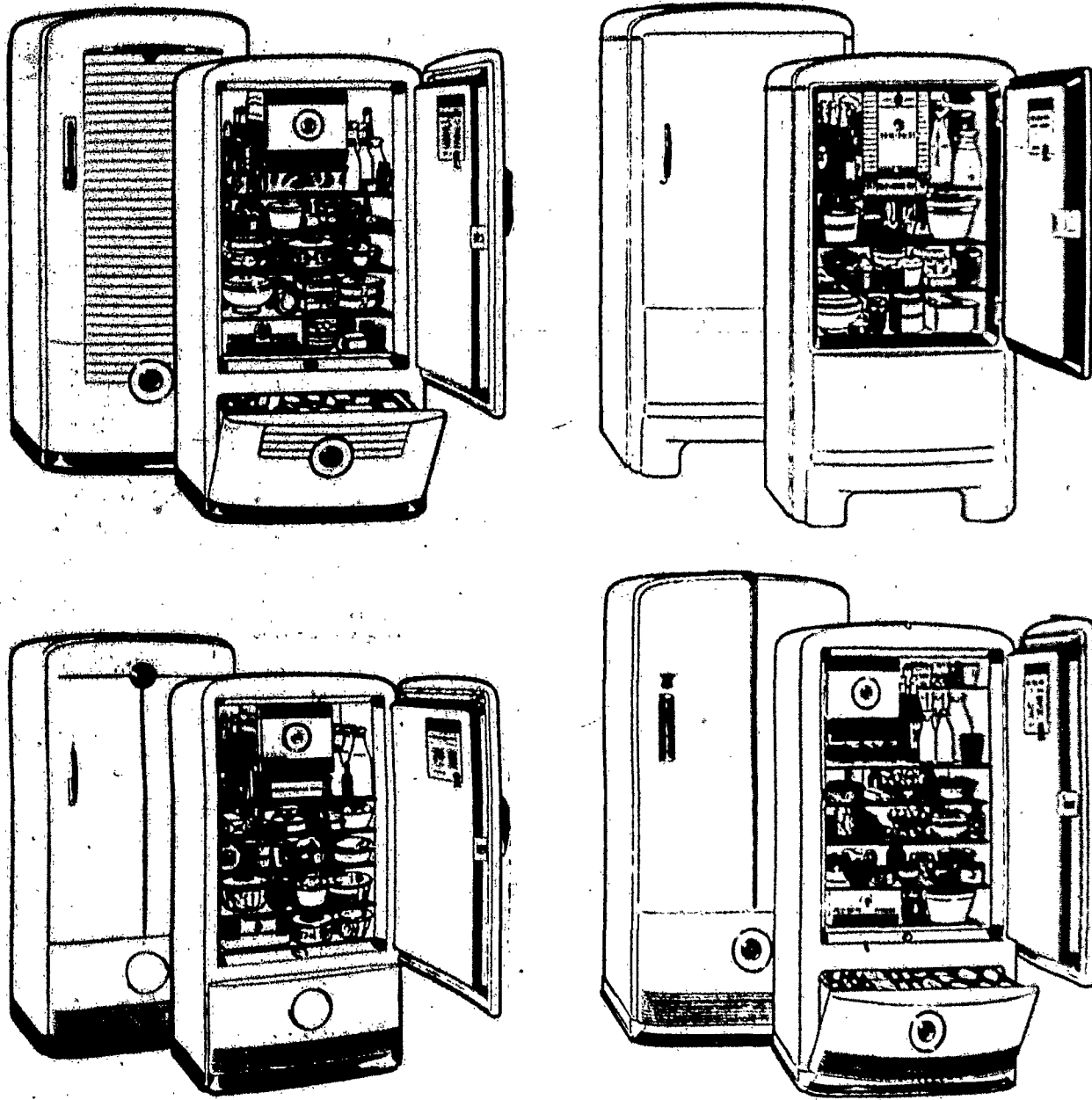
409 CHILI AVE.

OPEN EVENINGS

GEN. 2069-2070

ONLY FRIGIDAIRE OFFERS

4 Distinctly Different CABINET STYLES



Leadership in Action

• More than 6 million Frigidaires have been built and sold—an unequalled record that provides overwhelming proof of Frigidaire leadership.

This Frigidaire leadership is an active force, constantly seeking to improve the combination of quality, economy and convenience that is Frigidaire. Year after year, Frigidaire leadership forges ahead because it gives buyers the greatest refrigerator dollar-value with the newest achievements as soon as they are developed.

"Leadership in Action" is an obligation Frigidaire has willingly accepted. It has been responsible for a major share of the contributions to home refrigeration. It is assurance to the buyer of a new Frigidaire that he is getting the most for his money.

JUST ONE CAUTION. Some stores may use the name "Frigidaire" loosely to identify other makes of refrigerators, and thus confuse the public. If a refrigerator does not bear the Frigidaire nameplate, it is not a Frigidaire, made only by the Frigidaire Division of General Motors. Only a Frigidaire offers these advantages. Be sure you get a genuine Frigidaire.

Buy the Favorite ★ Buy Frigidaire

SEE THE NEW MODEL 1941 FRIGIDAIRE

VISIT OUR MAIN FLOOR and see these beautiful 1941 models. New beauty, greater space and added efficiency. Also, terms that will suit your convenience and your pocketbook.

Just a Few of the Many FEATURES

- NEW MEAT TENDER
- GLASS TOPPED SLIPING HYDRATOR
- NEW LARGER FROZEN STORAGE COMPARTMENT
- NEW UTILITY STORAGE COMPARTMENT
- LIFT-OUT SHELF FOR BULKY FOODS
- SUPER-POWERED METER-MISER
- F-114 SAFE REFRIGERANT

ROCHESTER GAS AND ELECTRIC

Three Years to Pay! No Money Down



See our complete selection of

1941 FRIGIDAIRE

Brilliantly new inside and out.

There is only one GENUINE FRIGIDAIRE. Made only by General Motors.

SCHULMAN'S Appliance Co.

907 NO. CLINTON AVE.

ST. MICHAEL'S and

OUR LADY OF PERPETUAL HELP PARISHES

Main 2293

Open Evenings

No down payment Easy Terms

Brighton Radio & Electric Co.

Service and Sales

228 WINTON RD. NO. ROCHESTER, N. Y. CULVER 4467

EASY TERMS

OPEN EVENINGS

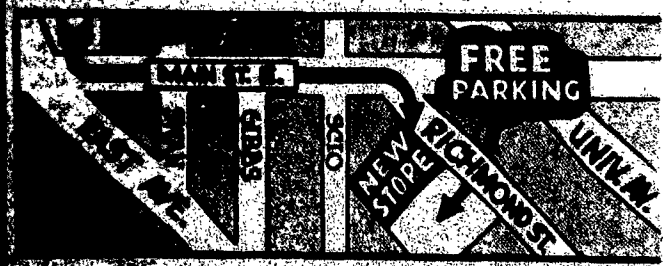
24-HOUR SERVICE

TRADE-INS TAKEN

See ALL THE LATEST MODELS AT

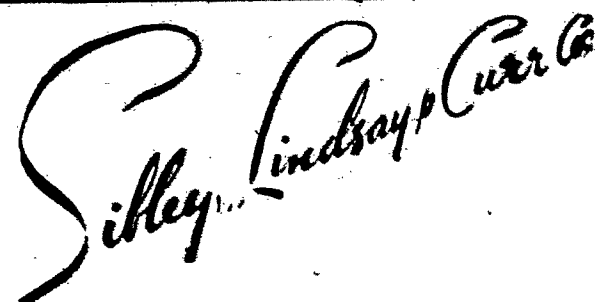
HICKSON'S

37 Richmond St. Stone 93



SEE THE LATEST MODELS FRIGIDAIRE

BEHRMAN STONE 200



FRIGIDAIRE FOR 1941

Thirty-Eight Great Features Make FRIGIDAIRE

America's Number One Refrigerator!

These great Frigidaires are attracting a rush of thrifty home-makers to Sibley's New Fourth Floor. Take advantage of the tremendous savings offered! More than 6 million Frigidaires have been built and sold! It's the fastest selling refrigerator in America! Made only by General Motors!