



Why compromise with quality when a Fedders now costs so little?

Now you can buy a 4,000 btu Fedders for only \$93.* The Federal Excise Tax has been eliminated! Prices are lower than ever on all models from 4,000 to 27,000 btu's.

Fedders is the world's largest selling, most-wanted air conditioner. Wherever temperatures soar you'll find Fedders air conditioners—in windows, in transoms, and installed through walls. To people in nearly every land, the name Fedders has become the very symbol for dependable, refreshing comfort.

Every Fedders air conditioner has Reserve Cooling Power to keep on cooling, even in brutal 115 degree sunloads. That's when weaker air conditioners often conk out. In addition, all Fedders air conditioners are designed to provide greater comfort by maintaining a

precise balance between humidity removal and temperature reduction. Fedders lets you enjoy dry, mountain-fresh, cool air, day and night . . . under all climatic conditions.

Superb engineering, the finest components available and rigid testing at every step in production—provide that extra measure of "built-in" quality to assure you of dependable performance, year after year. Fedders trouble-free operation is confirmed by the fact that one out of every two Fedders is sold to a previous owner or to the friend of an owner on his recommendation.

See your dealer today and start enjoying your Fedders air conditioning for year after comfortable year.

*Minimum Fair Trade price where applicable for model 5M10E2 (not illustrated); slightly higher in some areas.



FEDDERS

World's Largest Selling Air Conditioner

ROOM AIR CONDITIONERS • CENTRAL AIR CONDITIONING SYSTEMS • MAJOR APPLIANCES