



BOTH 7 DAYS OLD ...
 but look at the Amazing Difference!*

Foods Keep Longer
in Frigidaire!

*Reproduced from certified, unretouched photographs of identical foods, refrigerated, uncovered, at comparable temperatures.

New "Cold-Wall" FRIGIDAIRE

Built on Entirely New Principle!

A GENERAL MOTORS VALUE

Amazing new principle saves food's vital freshness from drying out!
Preserves flavor, color, nourishment for days!

● Imagine keeping even highly perishable foods vitally fresh for days on end! Now, for the first time . . . thanks to Frigidaire's astonishing new "Cold-Wall" Principle . . . it is possible to prolong food's original freshness for days longer than ever before!

This means you save not only the food, but the VITAL VALUES you pay for in food! Natural nourishment and fresh flavor stay in . . . *because they don't dry out!* Think what this means to health and appetite . . . particularly that of growing children!

Fresh fruits and vegetables do not lose their attractiveness through wilting, shrinking, changing color! Left-over meats, peas, beans, even mashed potatoes . . . stay as delicious as when first prepared. And they needn't even

be covered! For with the new "Cold-Wall" Principle, food is not dried out by moisture-robbing air currents. Odor-and-flavor transfer is also checked.

Convince yourself . . . in 5 minutes. See Proof. Only the new "Cold-Wall" Frigidaire can give you such vital advancement. Only Frigidaire gives you the famous METER-MISER for record low operating cost . . . the new MEAT-TENDER for saving fresh meats . . . SUPER-MOIST HYDRATORS for keeping fruits and vegetables crisp. Only Frigidaire gives you General Motors dependability and long life. Yet . . . the new "Cold-Wall" Frigidaire costs no more than ordinary "first-line" refrigerators! See it today. See Frigidaire's other models, too—for every need and budget. Also the new Frigidaire Electric Ranges and Water Heaters. Every one a great General Motors Value!

FRIGIDAIRE DIVISION
 General Motors Sales Corporation
 Dayton, Ohio . . . Toronto, Canada

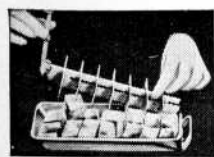
HOW AMAZING "COLD-WALL" PRINCIPLE WORKS

The Super-Freezer freezes ice and makes cold here... as usual.

NOW, FOR THE FIRST TIME

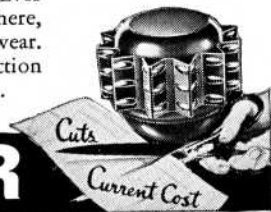
1. THE NEW "DEW-FRESH SEAL"—A SOLID GLASS PARTITION—DIVIDES THE CABINET INTO 2 COMPARTMENTS.
- and
2. THE LOWER COMPARTMENT IS REFRIGERATED DIRECTLY THROUGH THE WALLS BY CONCEALED REFRIGERATING COILS.

This provides all 3 essentials for keeping foods vitally fresh longer than ever before! 1. Uniform Low Temperatures. 2. 85 to 100% Humidity. 3. No Moisture-Robbing Air Circulation. All without adding a single moving part! ONLY FRIGIDAIRE HAS IT!



ONLY FRIGIDAIRE HAS QUICKUBE TRAYS... Imitated but never equalled—because they're 1. *Easier to use*—just lift one lever and cubes are free, two or a trayful. 2. *Built Sturdier*—to stand hard, constant service. 3. *Faster Freezing*—made of heavy gauge metal in every part. 4. *Better Looking*—styled trim and modern. Compare—and you'll want only genuine FRIGIDAIRE QUICKUBE TRAYS.

CUTS CURRENT COST TO THE BONE . . . Simplest Refrigerating Mechanism Ever Built—and when parts aren't there, they just can't use current or wear. Completely sealed. 5-Year Protection Plan, backed by General Motors.



FRIGIDAIRE WITH THE METER-MISER