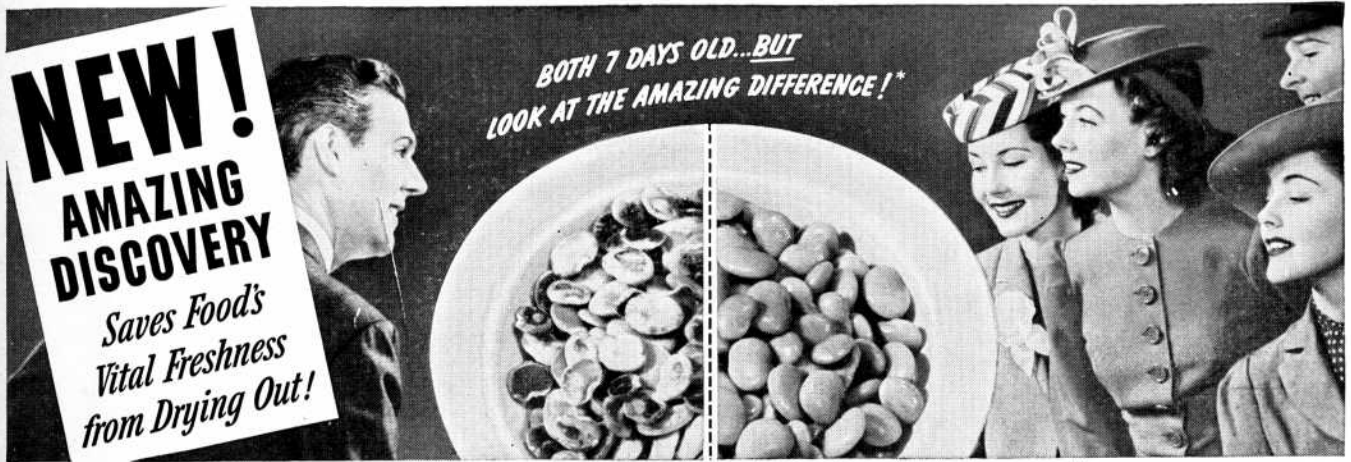


**NEW!**  
**AMAZING  
DISCOVERY**  
*Saves Food's  
Vital Freshness  
from Drying Out!*

*BOTH 7 DAYS OLD... BUT  
LOOK AT THE AMAZING DIFFERENCE!*



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

# The World's First "Cold-Wall" Refrigerator... made only by Frigidaire and General Motors

## *BUILT ON AN ENTIRELY NEW PRINCIPLE!*

**Prolongs Food's Original Freshness, Color,  
Rich Flavor—Days Longer!**

● Now... because of the amazing new "Cold-Wall" Principle... you can keep even highly perishable foods days longer than ever before! But here is the most astonishing fact of all! Now you can prolong food's original freshness... retain rich nutritional values... save peak fresh flavor for days on end!

Fresh fruits and vegetables do not lose their attractiveness through wilting, shrinking, changing color. Left-over foods... meats, peas, beans, even mashed potatoes—stay as deliciously fresh and appetizing as when first prepared! And you needn't even cover them! For with the new "Cold-Wall" Principle, food is not dried out by moisture-robbing air currents. Odor-and-flavor transfer is checked, too.

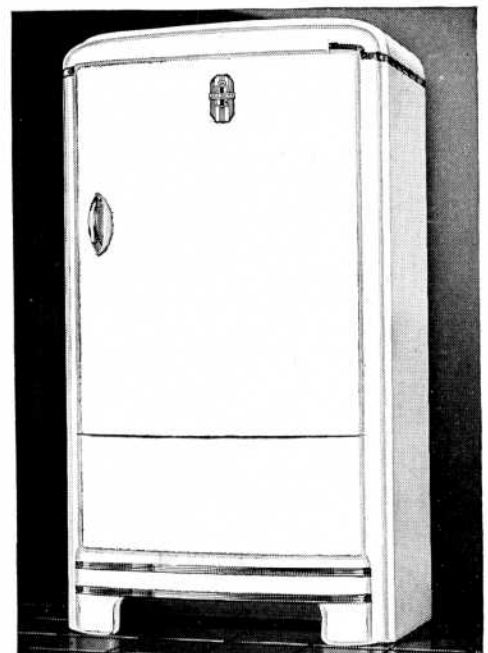
Here, at last, is real advancement in refrigeration... vitally important to every home in America... especially where there are children. Because, now, you save not

only the food, but the VITAL VALUES in food as well. Natural nourishment stays in—because it doesn't dry out!

*Convince Yourself... with Proof  
... in 5 Minutes*

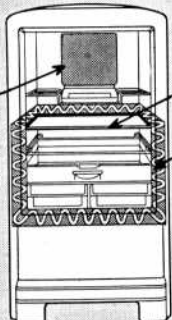
See Proof at your nearest Frigidaire dealer's that the new "Cold-Wall" Frigidaire puts you ahead in every vital way! New economy with the famous Meter-Miser. New Meat-Tender for keeping fresh meats. New Super-Moist Hydrators. Plus General Motors dependability and long life! Yet it costs no more than ordinary "first-line" refrigerators! See Frigidaire's other models, too—for every need and budget. Also new Frigidaire Electric Ranges and Water Heaters. Every one a great General Motors Value!

FRIGIDAIRE DIVISION  
General Motors Sales Corporation  
Dayton, Ohio



### 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**

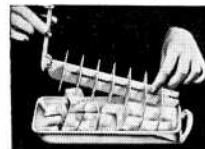
and

**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! AND ONLY FRIGIDAIRE HAS IT!

#### ONLY FRIGIDAIRE HAS QUICKUBE TRAYS

*Imitated but never equalled—because they're 1. Easier to use—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—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