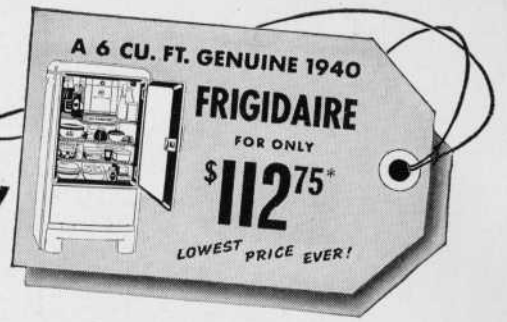


...even the price tags say
 "Buy the Favorite"
Buy Frigidaire



**NEW Design NEW Convenience Features
 NEW LOW PRICES**

They said it couldn't be done!

They said it wasn't possible to build a true-quality Frigidaire and still bring the prices down within reach of thousands more people who have always wanted one.

But we've done it... and the new 1940 Frigidaire is Proof!

This year we offer you the finest, most beautiful Frigidaire we've ever built at the lowest prices in Frigidaire history! Just imagine! You can own a genuine 6 cu. ft. 1940 Frigidaire for little more than \$100!

From its popular choice as America's No. 1 Refrigerator, from making over 5,000,000 Frigidaires, we've learned not only to build well, but to build efficiently, to give you more value for less money. So now you get the biggest dollar-for-dollar value we've ever created! Your new Frigidaire is a better, more beautifully designed, better-looking refrigerator than ever. It freezes ice faster, and keeps food safer at lowest current cost in Frigidaire history. It has more great features, more downright conveniences... yet with all these great new advantages you'll pay much less for a Frigidaire this year!

That's why we're so proud of them... proud of their beauty, proud of their style, their features... and especially proud of their sensationally low prices. See your nearby Frigidaire Dealer's Proof-of-Value Demonstration. Look over the luxury of this great refrigerator. Then peek at the price! You'll make up your mind in a hurry about refrigerators. You'll say "It's Frigidaire for me!"

FRIGIDAIRE DIVISION

General Motors Sales Corporation, Dayton, Ohio • Toronto, Can.



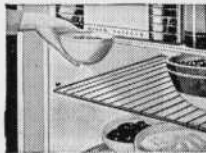
Let your Frigidaire Dealer show you why FRIGIDAIRE is the Better Buy!



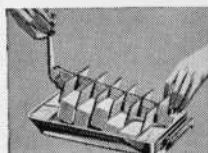
Meter-Miser...simplest cold-making mechanism ever built. Self-oiling, self-cooling. Silent, efficient—uses less current than ever. Exclusive F-114 refrigerant. In all models.



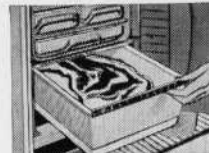
Glass-Topped Food Hydrator guards freshness of fruits, vegetables, amazingly. You actually see dewy moisture on the glass cover. Preserve color, flavor, for days longer. In 14 models.



New Stainless Chromium Shelves dramatize the beauty of the Frigidaire interiors with mirror-smooth luster. Rustless and sanitary. Stay new for years. Cleaned in a jiffy. In 16 models.



Double-Easy Quickcube Trays come loose and cubes pop out instantly. No melting under faucet. No "gadgets" to lose or misplace. Greatest ice convenience ever offered. In 16 models.



Extra-Large Meat Tender slides out like a drawer. Saves food dollars by properly protecting all kinds of meat and fowl. Also stores up to 100% extra supply of ice cubes. In 9 models.



One-Piece Steel Cabinet built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of all cabinets to keep clean. In all models.

**Complete New Series of FRIGIDAIRE
 COLD-WALL MODELS at New Low Prices!**

The greatest refrigeration advance in 25 years—Frigidaire's Cold-Wall Principle, already proven by the experience of thousands of enthusiastic users—is now available at lower prices than ever before. Only Frigidaire has this famous new principle, which *cools through the walls*, saves precious vitamins in foods—preserves the freshness, flavor and color, days longer. *And you don't even have to cover food!* Ask your Frigidaire Dealer for a Cold-Wall demonstration.

*** IMPORTANT!** All prices quoted are Dayton, Ohio, delivered prices, and include installation, Federal Taxes and 5-Year Protection Plan against service expense on the sealed-in mechanism. Transportation, state and local taxes (if any) extra. All prices subject to change without notice. See your Frigidaire dealer for local prices.

A WORD OF CAUTION

FRIGIDAIRE is the trade-mark of the refrigerator manufactured by the Frigidaire Division of General Motors—world-wide leaders in the refrigerator, range and motor car industries. Be sure the store you go to sells FRIGIDAIRE, made only by General Motors.

A BIG, BEAUTIFUL BARGAIN!

Buy the Favorite
Buy Frigidaire

