The New

FRIGIDAIRE with the METER-MISER
MEETS ALL 5 STANDARDS FOR REFRIGERATOR BUYING
Meet the **“Meter-Miser”**

* The New Frigidaire's spectacular cold-making unit gives more cold for much less current cost because of outstanding design that makes necessary only three moving parts. Permanently oiled, precision built and completely sealed against moisture and dirt. No wonder the Meter-Miser is so miserly in its use of electric current.

**New in Low Cost of Operation**

**New in Usability**

**New in Design**

* They're truly sensational—these beautiful new Frigidaires with the Meter-Miser! Radically new and different, amazingly usable and inexpensive to operate, seeing them is a thrilling discovery of what modern refrigeration can mean in your home! They represent a magnificent achievement, inside and out!

And their stunning beauty and superior performance are matched by a new conception of genuine usability. Wider and roomier, they are regular “refrigerated pantries.” Automatic Reset Defroster, Portable Utility Shelf, Automatic Ice Tray Release, Quickube Ice Tray, Cold Control, Hydrator and a host of additional exclusive features of superiority and utility all add their importance to the value you get for your money.

— And with all the vital advantages and superiorities it brings, Frigidaire with the Meter-Miser saves so much money in your kitchen that actually it pays for itself, and yields a profit besides!

These are not “claims”... they are actual, definite, provable facts! The New Frigidaire with the Meter-Miser is your assurance of safe, economical, trouble-free food preservation... even in the hottest weather.

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* **GET EYE-CONVINCING EVIDENCE OF THE NEW FRIGIDAIRE’S SUPERIORITY**

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FRIGIDAIRE DARES TO PROVE TEMPERATURES

* New Fridges are equipped with this Built-in Food-Safety Indicator, which gives visible proof that foods are kept at Safety-Zone temperatures. Look for it in your New Frigidaire.
The New FRIGIDAIRE with
the METER-MISER
meets ALL 5 Standards for refrigerator buying!

* No longer need you rely on mere claims or guesses in choosing your refrigerator. Before you buy, demand PROOF that the refrigerator meets all 5 Standards for dependable home refrigeration. Ask for the facts that reveal the hidden qualities.

Buying a refrigerator is your most important kitchen investment. Why take chances when you can so easily learn the things which spell the difference between a good investment and a poor one?

Come in and see this new Frigidaire with the Meter-Miser that meets all 5 Standards for Refrigerator Buying, and PROVES it! Compare it with others!

* Proof OF STANDARD No. 1

1. LOWER OPERATING COST

* Accurate tests show that there is a big difference in the operating costs of various refrigerators. This is an important consideration, for a difference in operating cost of only 75c to $1.50 a month in five years will amount to $45.00 to $90.00.

Actual meter tests PROVE that the New Frigidaire uses less than half as much current as some refrigerators to produce the same amount of cold—and therefore costs less than half as much to run. The New Frigidaire with the Meter-Miser cuts current costs to the bone! Compare it with others.

* Proof OF STANDARD No. 2

2. SAFER FOOD PROTECTION

* Medical authorities, research chemists and Government health experts agree foods must be kept below 50 degrees to prevent the dangerous action of bacteria and molds. Many refrigerators do not maintain these healthful, low temperatures during hot weather. They fail when needed most! Frigidaire assures constant food-safety, for Frigidaire is first to build into every cabinet an accurate Food-Safety Indicator, which gives visible PROOF that Safety-Zone temperatures are maintained. Compare it with others.

* Proof OF STANDARD No. 3

3. FASTER FREEZING . . . MORE ICE

* Plenty of ice cubes and fast freezing of ice, desserts and salads are essential to your satisfaction and enjoyment in owning a modern refrigerator. Many refrigerators do not freeze enough ice ... some make many cubes, but so small as to be of little value ... others do not freeze quickly enough.

Frigidaire gives you the right combination of fast-freezing, big ice cubes and large capacity. Frigidaire freezes more ice faster—and PROVES it with accurate tests which show its amazing surplus power. Compare it with others.

* Proof OF STANDARD No. 4

4. MORE USABILITY

* Consider carefully the convenience and usability of the refrigerator you buy, for many refrigerators fail in these important requirements. Clever features are not enough . . . usability begins with the design of the cabinet itself and includes every interior detail.

The New Frigidaires are wider, roomier, handier to use. They save steps and work with the Portable Utility Shelf, Full-width Sliding Shelves, Automatic Interior Light, Automatic Reset Defrosting, Automatic Tray Releasing and scores of other advantages. Frigidaire gives the utmost in genuine usability. Compare it with others.

* Proof OF STANDARD No. 5

5. 5-YEAR PROTECTION PLAN

* The refrigerator is your most important kitchen investment. Don’t take chances.

The Frigidaire Sealed-In Mechanical Unit—a marvel of design and engineering—comes to you protected for 5 years against service expense. This is in addition to a standard one-year warranty on the cabinet and other equipment.

This Protection Plan is your assurance of absolute dependability and full value. When you buy Frigidaire, you make a safe investment in the finest refrigerator made! Compare it with others.

On Proof alone! FRIGIDAIRE WINS A PLACE IN YOUR HOME
Choose one of these NEW GENUINE FRIGIDAIRE!

### MASTER MODELS

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<thead>
<tr>
<th>Model No.</th>
<th>Cold Control</th>
<th>Storage Compartments</th>
<th>Total Capacity</th>
<th>Dimensions</th>
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### SUPER MODELS

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### FOUR LARGER CAPACITY FRIGIDAIRE

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### SPECTIFICATIONS

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<th>Model No.</th>
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<th>Freezer Capacity</th>
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### FEATURES THAT MAKE FRIGIDAIRE THE MOST USABLE REFRIGERATOR!

- **Cold Control**: Includes Double Range Control that enables you to regulate both freezing speed and cabinet temperatures.
- **Frozen Storage**: Contains separate compartments for frozen meals and ice cream at below-freezing temperatures.
- **Porcelain Exterior**: Stainless surface not affected by fruit acids. Being seamless, cleaning is quick, thorough, easy.
- **Durable Deluxe Exterior**: Patented Quickube Ice Tray prevents non-portable build-up. Glistens like fine satin. Even bending does not crack it.
- **Master and Super Models**: Exclusive Patented Refrigerants, sealed steel cabinet, stainless steel in food compartments.
LOOK FOR THIS NAMEPLATE

Frigidaire is made only by the Frigidaire Division of General Motors Corporation. Look for this nameplate before you buy.

FRIGIDAIRE LEADERSHIP

Frigidaire has been chosen by a million and a quarter more people than any other make of refrigerator. Such overwhelming preference PROVES Frigidaire's unquestioned leadership!

See This Sensational New FRIGIDAIRE Today!

FRENCH HOME EQUIPMENT CO.,
115 E. LIBERTY ST.,
ANN ARBOR, MICHIGAN

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