Ours is a FRIGIDAIRE
The reason thousands are saying

“OURS IS A FRIGIDAIRE ‘34”

Throughout the years Frigidaire has been the pioneer in the electric refrigeration business. And each year, Frigidaire—with its backing of General Motors—has contributed important developments that have made Frigidaire the best refrigerator of its year. As a result, a million more people now use Frigidaire than any other make.

This year, Frigidaire offers a refrigerator that is better than ever before—the Frigidaire ’34—a refrigerator which has received such wide-spread public approval that already thousands are saying proudly, “Ours is a Frigidaire ’34.”

You, too, can find a Frigidaire ’34 with all the features you’ve always wanted—at a price you’ll agree is right. And no matter which model you decide to own, you can feel sure you are getting the most for your money in utility, convenience, and economy.
Amazing economy!

Here is the Frigidaire that uses less current than one ordinary lamp bulb

the Frigidaire '34

STANDARD SERIES

Here's a genuine Frigidaire that is so amazingly economical in operation it uses a mere trickle of electricity—less current than one ordinary lamp bulb. This genuine Frigidaire is finished in Dulux, the finest of non-porcelain finishes, and offers a combination of outstanding features including Utility Basket, Automatic Defrosting, Automatic Tray Releasing and seamless Porcelain Interior. In every way the Frigidaire '34 Standard Series offers you the utmost value and performance in the field of low-priced refrigerators.

STANDARD 434

SPECIFICATIONS

Food Storage Area—8.4 square feet (NEMA rating)...
Food Storage Capacity—4.1 cubic feet (NEMA rating)...
Ice Making—4 pounds, 2 trays, 41 cubes...
Exterior Finish—sparkling white Dulux...
Interior Finish—Frigidaire Porcelain in one-piece seamless food compartment. Complete with Automatic Defrosting, Automatic Tray Releasing, Metal Tray with rubber grid. Exterior Dimensions—50" high; 237/8" wide; 20 1/2" deep (depth includes 2 1/4" at rear for condenser, but does not include the door or latch).

Make yours a Frigidaire '34
STANDARD 534

SPECIFICATIONS

Food Storage Area — 10.4 square feet (NEMA rating)...
Food Storage Capacity — 5.2 cubic feet (NEMA rating)...
Ice Making — 6 pounds, 3 trays, 62 cubes...
Exterior Finish — sparkling white Dulux...
Interior Finish — Frigidaire Porcelain in one-piece seamless compartment.
Complete with Automatic Defrosting, Automatic Tray Releasing, Sliding Utility Basket, Metal Tray with rubber grid. Exterior Dimensions — 52\(\frac{3}{4}\)" high; 24\(\frac{3}{8}\)" wide; 22\(\frac{3}{4}\)" deep (depth includes 2\(\frac{1}{4}\)" at rear for condenser, but not door or latch).

STANDARD 634

SPECIFICATIONS

Food Storage Area — 13.4 square feet (NEMA rating)...
Food Storage Capacity — 6.1 cubic feet (NEMA rating)...
Ice Making — 6 pounds, 3 trays, 62 cubes...
Exterior Finish — sparkling white Dulux...
Interior Finish — Frigidaire Porcelain in one-piece seamless compartment.
Complete with Automatic Defrosting, Automatic Tray Releasing, Sliding Utility Basket, Metal Tray with rubber grid. Exterior Dimensions — 55\(\frac{3}{8}\)" high; 26\(\frac{3}{8}\)" wide; 22\(\frac{3}{4}\)" deep (depth includes 2\(\frac{1}{4}\)" at rear for condenser, but not door or latch).

Stainless Porcelain — Acid-resistant porcelain is used in the Frigidaire '34 food compartment where stains are most likely to occur.

Light Bulb Economy with revolutionary mechanism. Uses a mere trickle of electricity — less current than one ordinary lamp bulb.

Make yours a... Frigidaire '34
The finest
OF ALL NON-PORCELAIN
REFRIGERATORS
the Frigidaire '34
MASTER SERIES

These beautiful refrigerators, finished in sparkling white Dulux, combine a remarkably low price with many features found only in higher-priced refrigerators. They are operated by the famous two-cylinder, Super-Powered Frigidaire compressor. They have a nine-point Cold Control for faster freezing of ice and desserts, Automatic Defrosting, Automatic Tray Releasing, Frigidaire Servashelf, Automatic Interior Lighting, Utility Basket and many more other worthwhile features.

Your own judgment will tell you that the price is extremely low for a refrigerator of such utility, convenience, and economy.

M A S T E R  4 3 4

SPECIFICATIONS

Food Storage Area—8.4 square feet (NEMA rating)...
Food Storage Space—4.1 cubic feet (NEMA rating)...
Ice Making—7/4 pounds at one freezing, 3 trays, 60 cubes...
Exterior Finish—sparkling white Dulux...
Interior Finish—Porcelain in one-piece seamless compartment. Complete with one Quickube tray, one metal tray with rubber grid and one metal tray with tapered metal grid, Cold Control, Frigidaire Servashelf, Sliding Utility Basket, Automatic Defrosting, Automatic Tray Releasing. Exterior Dimensions—55" high; 23¼" wide; 20½" deep (depth includes 2" at rear for ventilation, but not door or latch).

Automatic Tray Releaser quickly frees the metal trays, no matter how tightly they are frozen. No tugging, just press handle lightly.

Rubber Grid Tray—combines faster freezing with easy ice removal. One or more cubes can be removed at a time, easily and quickly.

Stainless Metal Grids are tapered so they release cubes easily. Lift the grid and the cubes slide out on a convenient unloading lid.

Quickube Tray is an exclusive Frigidaire feature—releases ice cubes instantly, one at a time or a whole trayful, with slight pressure.
Frozen Storage Compartment provides a convenient place in which to keep meat and other articles at below-freezing temperatures.

Chromium-Plated Freezer Door speeds freezing of ice and desserts. Stays open without holding and stays closed without a spring.

Cold Control for extra fast freezing of ice and desserts offers nine different speeds, including two slight usage points for saving current.

Automatic Defrosting—To defrost, simply flip switch. The frost quickly melts and Frigidaire automatically returns to normal operation.

Make yours a Frigidaire '34

MAS TER 6 3 4

SPECIFICATIONS

Food Storage Area—13 square feet (NEMA rating)...
Food Storage Space—6.1 cubic feet (NEMA rating)...
Ice Making—4½ pounds at one freezing, 3 trays, 68 cubes...
Exterior Finish—sparkling white Dulux...
Interior Finish—Porcelain in one-piece seamless compartment. Complete with one Quickube tray, one metal tray with rubber grid and one metal tray with tapered metal grid, Cold Control, Frigidaire Servashelf, Sliding Utility Basket, Automatic Defrosting, Automatic Tray Releasing. Exterior Dimensions—59 3/4" high; 26 5/6" wide; 22 3/16" deep (depth includes 2" at rear for ventilation, but not door or latch).

MAS TER 8 3 4

SPECIFICATIONS

Food Storage Area—16.7 square feet (NEMA rating)...
Food Storage Space—8.1 cubic feet (NEMA rating)...
Ice Making—15 pounds at one freezing, 6 trays, 120 cubes...
Exterior—sparkling white Dulux...

Master Switch on instrument panel provides convenient means of stopping the mechanism entirely at the touch of your finger.

Frigidaire Servashelf provides extra shelf when rearranging food in your Frigidaire. Can be used to carry things from refrigerator.

Sliding Utility Basket—a space saver—makes it easy to keep small articles. Has adjustable partitions to fit articles of different sizes.

Super-Powered Compressor with two cylinders instead of one means better balance—longer life—and smaller use of electric current.
Lifetime porcelain reflects the superb beauty of the Frigidaire '34 super series.

The Frigidaire '34 Super Series, finished in Lifetime Porcelain, offers a complete line of advanced models, unequaled in the fine refrigerator field. These models provide the utmost in utility, convenience, and economy — a complete line with the most outstanding combination of features to be found in any line of refrigerators selling at anywhere near their price.

In every way, the Frigidaire '34 Super Series represents the woman's viewpoint in refrigerator design — a viewpoint that has been translated by famous stylists and leading engineers. These advanced Frigidaires have been built for women who insist on the finest.

**Super 434 Specifications**

- Food Storage Area — 8.4 square feet (NEMA rating)
- Food Storage Capacity — 4.2 cubic feet (NEMA rating)
- Ice Making — 7½ pounds at one freezing, 3 trays, 60 cubes
- Exterior Finish — Lifetime Porcelain-on-steel
- Interior Finish — Porcelain in one-piece seamless compartment. Complete with Sliding Utility Basket, large Hydrator, Quickkue Tray and metal tray with rubber grid, Cold Control, Frigidaire Servashelf, Automatic Defrosting, Automatic Tray Releasing, Interior Lighting, Adjustable Shelves. Exterior Dimensions — 55½” high; 24½” wide; 21” deep (depth includes 2” at rear for ventilation, but not door or latch).

Air Cushion Door Seal is scientifically designed. When the door is closed, it effects air-tight seal, keeping heat out and cold in.

Automatic Light illuminates the kitchen-planned interior. Things are easy to find. Close door and light turns off automatically.

Plenty of Ice — Large ice-making capacity of the Super Freezer is made possible by the Super-Powered, two-cylinder compressor.

Automatic Tray Releaser — makes trays easy to remove — just pull lightly on the handle and the tray slides out. No last time, no delay.
Rubber Grid Tray combines fast freezing with speedy ice removal. One or more cubes can be obtained at a time—easily and quickly.

Tapered, Stainless Metal Grids release ice cubes with slightest effort. Lift grid and cubes are already on convenient Ice Unloading Lid.

Patented Quickube Tray—releases the ice cubes instantly—one cube at a time—or a whole trayful, with only a slight pressure.

Super Freezer Plates bring trays in direct contact with freezing surfaces, assure extremely fast freezing of both ice cubes and desserts.

Frozn Storage Cprartment in Super Freezer provides space for storage of meat and other foods at below freezing temperatures.

Glass Cold Storage Tray—for an extra supply of cubes or other articles. Tray slides in and out easily—rounded corners for easy cleaning.

Chromium-Plated Freezer Door speeds freezing of ice and desserts. Stays open without holding—stays closed without a spring.

Cold Control for extra fast freezing offers nine speeds, including two slight usage points to save current when you are away from home.

**SUPER 634**

**SPECIFICATIONS**

Food Storage Area—12.4 square feet (NEMA rating)

Food Storage Space—6.3 cubic feet (NEMA rating)

Ice Making—9 1/4 pounds at one freezing, 3 trays, 78 cubes

Exterior Finish—Lifetime Porcelain-on-steel

Interior Finish—Porcelain in one-piece seamless compartment. Complete with large Hydrator, Quickube tray and metal tray with rubber grid, Cold Control, Sliding Utility Basket, Frigidaire Servashefl, Automatic Defrosting, Automatic Tray Releasing, Interior Lighting, Adjustable Shelves. Exterior Dimensions—60 1/4" high; 26" wide; 24 1/4" deep (depth includes 2" at rear for ventilation, but not door or latch).

**SUPER 734**

**SPECIFICATIONS**

Food Storage Area—15.6 square feet (NEMA rating)

Food Storage Capacity—7.1 cubic feet (NEMA rating)

Ice Making—15 pounds at one freezing, 6 trays, 120 cubes

Exterior Finish—Lifetime Porcelain-on-steel

Interior Finish—Porcelain in one-piece seamless compartment. Complete with large Hydrator, two Quickube trays, two metal trays with rubber grids, Sliding Utility Basket, Frigidaire Servashefl, Automatic Defrosting, Cold Control, Interior Lighting, Automatic Tray Releasing, Adjustable Shelves. Exterior Dimensions—61 1/4" high; 28 1/4" wide; 24 3/4" deep (depth includes 2" at rear for ventilation, but not door or latch).

Make yours a

Frigidaire '34
**SPECIAL FEATURES**

**Automatic Defrosting—** To defrost, simply flip switch. The frost quickly melts and Frigidaire automatically returns to normal operation.

**Master Switch** on instrument panel provides convenient means of stopping the mechanism entirely at the touch of your finger.

**Bright Super Freezer** is easy to reach and clean. Electroplated finish adds to appearance without reduction of cooling efficiency.

**Plenty of Tall Bottle Space**—provided by central location of the Frigidaire '34 Super Freezer which also makes ice trays more accessible.

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**SUPER 934 SPECIFICATIONS**

- **Food Storage Area**—17.9 square feet (NEMA rating)
- **Food Storage Capacity**—9.1 cubic feet (NEMA rating)
- **Ice Making**—15 pounds at one freezing, 6 trays, 120 cubes
- **Exterior Finish**—Lifetime Porcelain-on-steel
- **Interior Finish**—Porcelain in one-piece seamless compartment
- Complete with two large Hydrators, two Quickkub trays, two metal trays with rubber grids, Cold Control, Sliding Utility Basket, Frigidaire Servashelf, Adjustable Shelves, Automatic Defrosting, Interior Lighting, Automatic Tray Releasing, Exterior Dimensions—64¾" high; 32½" wide; 24¾" deep (depth includes 2" at rear for ventilation, but not door or latch).

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**SUPER 1234 SPECIFICATIONS**

- **Food Storage Area**—24.6 square feet (NEMA rating)
- **Food Storage Capacity**—12.1 cubic feet (NEMA rating)
- **Ice Making**—19½ pounds at one freezing, 6 trays, 156 cubes
- **Exterior Finish**—Lifetime Porcelain-on-steel
- **Interior Finish**—Porcelain in one-piece compartment
- Two large Hydrators, two Quickkub trays, two metal trays with rubber grids, Cold Control, Sliding Utility Basket, Frigidaire Servashelf, Adjustable Shelves, Automatic Tray Releasing, Automatic Defrosting, Interior Lighting. Exterior Dimensions—65" high; 38½" wide; 28½" deep (depth includes 2" at rear for ventilation, but not doors or latches).

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Make yours a Frigidaire '34

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**Adjustable Shelves** can be easily and quickly moved up or down. Even a large article like a watermelon can be quickly accommodated.

**Frigidaire Servashelf** slides under the regular shelf. Provides space for dishes or other articles when rearranging food compartment.

**Convenient Service Tray** can be obtained by sliding out the Servashelf entirely and using it to carry food to and from the refrigerator.

**Sliding Utility Basket** with adjustable partitions for small articles—slides in and out at a touch of the finger. Saves both time and space.
Super 1534

Specifications

Food Storage Area—29.4 square feet (NEMA rating)

... Food Storage Capacity—15.1 cubic feet (NEMA rating)... Ice Making—26 pounds, 8 trays, 206 cubes

... Exterior—Lifetime Porcelain-on-Steel... Interior—Porcelain in one-piece seamless compartment. Two large Hydrators, two Quickube trays, two metal trays with rubber grids, Sliding Utility Basket, Frigidaire Servashelf, Adjustable Shelves, Cold Control, Automatic Defrosting, Interior Lighting and Automatic Tray Releasing. Exterior Dimensions—65" high; 46¾" wide; 23¾" deep (depth includes 2" at rear for ventilation, but does not include doors or latches).

Model WP-1834

Specifications

Food Storage Area—33.3 square feet (NEMA rating)

... Food Storage Capacity—18.3 cubic feet (NEMA rating)... Ice Making—20½ pounds at one freezing, 6 trays, 144 cubes... Exterior Finish—Lifetime Porcelain-on-Steel... Interior Finish—Frigidaire porcelain in one-piece seamless food compartment. Complete with two large Hydrators, two Quickube trays and Cold Control. Exterior Dimensions—71½" high; 46½" wide; 23¼" deep (depth includes 2" clearance at rear, but does not include the doors or latches).
The supreme refrigeration creation of all time

The Frigidaire '34 De Luxe Series

The Frigidaire '34 De Luxe Series was designed to satisfy fully the desires of the most discriminating people. It is the supreme refrigerator creation of all time—offering the most complete refrigeration service ever made available to the home.

These De Luxe models contain every feature of the Frigidaire '34 Super Series, but that's only where they begin. They offer De Luxe features you might not expect to find in refrigerators at any price.

If you want the last word in refrigerator excellence—yours will be one of the luxurious new Frigidaire '34 De Luxe Models.

DE LUXE 1234

SPECIFICATIONS

Food Storage Area—19.6 square feet (NEMA rating) . . . Food Storage Capacity—10 cubic feet (NEMA rating) . . . Ice Chest Capacity—19 1/2 pounds at one freezing, 6 trays, 156 cubes . . . Frozen Storage Chest will store 120 additional cubes—or will freeze additional 15 pound block, making it possible to have available 276 cubes, or 34 1/2 pounds of ice at one time . . . Exterior Finish—Lifetime Porcelain-on-steel . . . Interior Finish—Porcelain in one-piece seamless food compartment. Exterior Dimensions—65” high; 30 5/8” wide; 28 5/8” deep (depth includes 2” at rear for ventilation, but does not include doors or latches).
Outstanding Convenience Features of
THE FRIGIDAIRE ’34 LINE

Grouped in the four different series, at a price you’ll agree is right, you will find these Outstanding Convenience Features.

- Distinctive Exterior Design
- Exterior Finish of Lifetime Porcelain-on-Steel or Dulux
- Flat, Usable Top
- Chromium-Finished Hardware
- Air Cushion Door Seal
- Kitchen-Planned Interior
- Lighted Interior
- Super Freezer
- Five Kinds of Cold
- Large Ice-Making Capacity
- Automatic Tray Releasing
- Stainless Metal Freezing Trays
- Tapered Metal Grid Tray
- Rubber Grid Tray
- Ice Unloading Lid
- Quickube Tray
- Super Freezer Plates
- Frozen-Storage Compartment

Glass Cold-Storage Tray
Super Freezer Door
Cold Control
Automatic Defrosting
Convenient Master Switch
Centrally Located Freezer
Tall Bottle Space
Adjustable Shelves
Elevated Shelves
Frigidaire Servashelf
Sliding Utility Basket
Giant Hydrator
Ice Chest
De Luxe Water Cooler
Frigidaire Serverette
Refrigerated Rolling Pin
Individual Door Locks
Stainless Porcelain in Food Compartment
One-Piece Interior Lining
Frigidaire Special Insulation
Two-Cylinder Super-Powered Compressor
Economy of Operation

DE LUXE 1534

SPECIFICATIONS

Food Storage Area—26.4 square feet (NEMA rating)...
Food Storage Capacity—13.1 cubic feet (NEMA rating)...
Ice Chest Capacity—19½ pounds at one freezing, 6 trays, 156 cubes...
Frozen storage chest will store approximately 120 additional cubes—or will freeze additional 15 pound block, making it possible to have available 276 cubes, or 34½ pounds of ice at one time...
Exterior Finish—Lifetime Porcelain-on-steel...
Interior Finish—Porcelain in one-piece seamless food compartment. Exterior Dimensions—65" high; 46½" wide; 28½" deep (depth includes 2" at rear for ventilation, but does not include doors or latches).

Make yours a Frigidaire ’34
The Frigidaire '34

Soon saves enough to pay for itself

When buying a refrigerator look for this symbol

When buying food look for this symbol

Owners of Frigidaire, everywhere, will tell you that it is more economical to own a Frigidaire than to be without it. Besides saving an average of $7.70 a month on food, Frigidaire is famous for its small use of electric current. In this way alone, owners report an additional saving of $3.22 per month. Total savings reported are enough to pay for Frigidaire in a short time. Then there is an additional saving that no one can estimate—the amount of money Frigidaire saves by protecting health, eliminating worry and ending drudgery.

Ask the Frigidaire man to show you how easily and quickly your Frigidaire '34 will save enough to pay for itself. Ask him to tell you about the Frigidaire '34 that uses less current than one ordinary lamp bulb. Ask him to explain how your Frigidaire '34 will protect health, end worry and inconvenience.

SELECT YOUR FRIGIDAIRE '34 NOW

The sooner you have your Frigidaire '34—the sooner it will begin to pay for itself and then bring you several dollars a month clear savings.

Choose the Frigidaire '34 that suits your need and pocketbook, then have it delivered at once. Act now!

YOU'LL BE PROUD TO SAY “OURS IS A FRIGIDAIRE '34”