



318

The finest of all non-porcelain refrigerators

THE FRIGIDAIRE '34

Master Series

Gives you features

**FORMERLY FOUND ONLY IN MUCH HIGHER
PRICED REFRIGERATORS**

These beautiful Frigidaires finished in sparkling white Dulux—finest of all non-porcelain finishes—combine a remarkably low price with many features formerly found only in much higher priced refrigerators. They are operated by the same famous two-cylinder, super-powered compressor used in the Frigidaire '34 Super Series. They have the same nine-point Cold Control for faster freezing of ice and desserts. Besides this, the Master Series Frigidaires have Automatic Defrosting, Automatic Tray Releasing, Interior Lighting, the Frigidaire Servashelf, sliding Utility Basket and a host of other worth while features. When you see these remarkable refrigerators, your own judgment will tell you that the price is exceptionally low for refrigerators offering such convenience, utility and economy.



GENERAL MOTORS 25TH ANNIVERSARY



FRIGIDAIRE

is the name of one particular make of electric refrigerator—the only one made by General Motors—and the only one with the right to use the name—"Frigidaire." Look for the nameplate and be sure!

**FEATURES YOU WILL
GET ON THE
FRIGIDAIRE '34
MASTER SERIES**

Distinctive Exterior
Dulux Finish
Flat Usable Top
Chromium Finished
Hardware
Air Cushion Door Seal
Kitchen-Planned Interior
Lighted Interior
Master Freezer
Large Ice Capacity
Automatic Tray Releasing
Stainless Freezing Trays
Tapered Metal Grid Trays
Rubber Grid Tray
Ice Unloading Lids
Quickcube Tray
Super Freezer Plates
Frozen Storage Space
Glass Cold Storage Tray
Master Freezer Door
Cold Control
Automatic Defrosting
Convenient Master Switch
Centrally Located Freezer
Tall Bottle Storage Space
Easily Removable Shelves
Elevated Shelves
Frigidaire Servashelf
Sliding Utility Basket
Lifetime Porcelain Food
Compartment
Frigidaire Special
Insulation
Two-Cylinder Super-
Powered Compressor
Economy of Operation

**EVERY YEAR THE BEST
OF THE YEAR... THIS
YEAR BETTER THAN EVER
BEFORE**

THE FRIGIDAIRE '34

The Frigidaire '34 Master Series

GIVES YOU ADVANTAGES NEVER BEFORE APPROACHED AT ANYWHERE NEAR THE PRICE

The Frigidaire '34 Master Series is an innovation in refrigerators with its beautiful new exterior of artistic lines, distinctive paneling and harmonious proportions—true practical beauty in every detail.

It has a *kitchen-planned* interior to give you every worth while convenience you'd expect to find in even a much higher priced

refrigerator. When you open the door, the kitchen-planned interior is automatically flooded with light. And when you close the door again—off goes the light.

See the three beautiful models. You will agree that these Frigidaire '34 models are truly great refrigerators, offering you most for your money in their price range.

THREE BEAUTIFUL MODELS FROM WHICH TO CHOOSE

Master Model	Food Storage Area†	Food Storage Capacity‡	Ice Making†	Cubes	Trays	Exterior		
						Height	Width	Depth*
434	8.4 sq. ft.	4.1 cu. ft.	7½ lbs.	60	3	55 "	23¾ "	20 9/16 "
634	13 sq. ft.	6.1 cu. ft.	8½ lbs.	68	3	59¾ "	26 1/8 "	22 7/8 "
834	16.7 sq. ft.	8.1 cu. ft.	15 lbs.	120	6	62½ "	29¾ "	24 5/8 "

† At one freezing. * Includes 2" at rear for ventilation but not door or hardware.

‡ N. E. M. A. Rating.

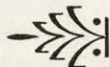


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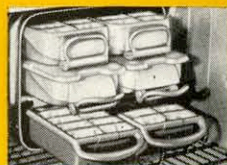
THE FRIGIDAIRE '34



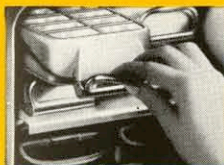
Dulux—Finest of non-porcelain finishes—always smooth and white; retains its luster and is easy to keep clean.



Lighted Interior—Open the door, the interior is automatically flooded with light. Shut the door . . . off goes the light.



Large Ice Making Capacity—Quick freezing and large capacity at one freezing are yours with the '34 Master Freezer.



Automatic Tray Releasing—A light touch of the finger and the tray slides out no matter how tightly it was frozen.



Frigidaire Servashelf—Partly out—a handy place when rearranging food. Remove entirely to use as service tray.



Sliding Utility Basket—Is a real time and space saver. It has adjustable partitions for eggs and other small articles.

FIND OUT WHY THOUSANDS ARE SAYING PROUDLY

Ours is a Frigidaire '34

Why not see the Frigidaire '34 and find out why it is so different from other refrigerators. You'll find a Frigidaire '34 ideally suited to meet your needs at a price you'll agree is right. Come in and see for yourself.