

# do you know...?



That food spoils all the year 'round? A kitchen warm enough to be comfortable is too hot to keep food! You need a Frigidaire Refrigerator—even in the winter-time.



That most people describe just *any* refrigerator as a frigidaire? This is because Frigidaire is the most popular refrigerator in the world! Over 20 million Frigidaire units have been built and sold!



That a Frigidaire offers you more room *inside* for less outside space? A Frigidaire is so roomy—there's space for everything!



That people think about buying their Frigidaire only when the weather gets hot and the butter melts?



That the wise thing to do is choose Frigidaire—built and backed by General Motors! And it's better still to consult your Frigidaire dealer and buy yours *now!*



# FRIGIDAIRE

REGISTERED TRADE MARK

BUILT AND BACKED BY GENERAL MOTORS

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