



In winter when it's cosy  
in the kitchen, it's  
too hot for keeping food

All year round you need a  
**FRIGIDAIRE**  
REGISTERED TRADE MARK  
for safe food protection

**It's the controlled cold that counts.**

Food won't keep where it's warm, and that's what your kitchen is these cold months—warm and cosy. That's why, for year round food protection, you need a Frigidaire refrigerator. You'll appreciate the controlled climate and super market convenience Frigidaire brings you.

Only a few pounds deposit (or trade-in your old refrigerator) and shillings weekly means you can own and enjoy a Frigidaire refrigerator. Your Frigidaire dealer will gladly show you the range of models with their exclusive features. See them today—there's a Frigidaire refrigerator that's just right for you.



*Genuine*  
**FRIGIDAIRE**  
REFRIGERATORS Registered Trade Mark

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**FIRST CHOICE**  
over 23,000,000  
units sold!

1920

