

# W P

**1963  
FRIGIDAIRE  
ELECTRIC  
RANGES**



**THE FRIGIDAIRE**

**VITAL  
I  
NFORMATION  
P  
ROGRAM**



**FOR RETAIL SALESMEN**



*Jim Dinsmore, Sales Manager, ranges.*

## PUT *Flair* INTO YOUR SELLING

Today, there are two kinds of Frigidaire range salesmen. Those who are selling Flair and those who aren't selling much of anything.

It's true! I just got back from a "grand tour" of most major range markets in this country and found Frigidaire Flair has become the elixir of range sales.

By that I mean it's helping to sell *all* Frigidaire Ranges! Where Flair was prominently displayed, demonstrated and advertised, I found things humming. But in stores where Flair was in absentia, the range department was rather quiet.

Flair also helps sell refrigerators, washers, dryers and, yes, built-ins, too. That's because Flair is a traffic builder. It's new. It's different. It's the range women want to see and examine. And once in the store to see Flair, they find plenty of other attractions in the Frigidaire line of dependable appliances.

And Flair is selling itself—indeed it is! It's the biggest seller in its category—in both 30- and 40-inch size. It accounts for a good part of the sales of all Frigidaire free-standing ranges. The biggest trouble for salesmen, who make even the slightest effort to promote this product, is keeping a demonstrator model from being bought off the floor.

If you've been taking advantage of all this, by putting Flair into *your* selling, then you know how important it is. And if you haven't, it's time you did. Talk up the idea of regularly advertising Flair. Make it your personal responsibility to see that Flair gets a good spot in the display set-up. And, most of all, be sure you demonstrate Flair to every prospect you can. Try it for just one week.

Flair is the sales elixir you've been looking for—we guarantee it!

# WHAT'S NEW *in the 1963*

## *Frigidaire Electric Range line?*

### NEW Glamour throughout!

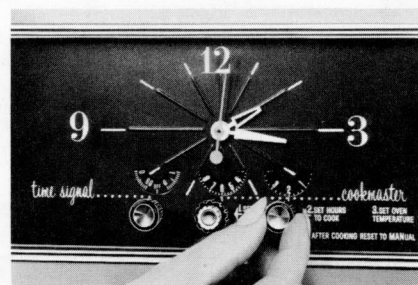
Every model in the new 1963 line is a stand-out on the sales-floor! Modern styling and striking beauty will appeal to every prospect. See Page 23.



RCI-75-63

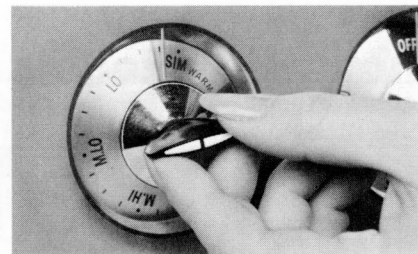


RS-30-63



### NEW Simplicity!

Easiest-to-read clock and automatic oven control of any—the new, improved Frigidaire Cook-Master. See Page 14.



### NEW Excellence!

Dials, fuses, timers—every detail has been scrutinized by perfectionist engineers. And where improvements have been possible to make, we've made them. We've even added a new "WARM" setting to all surface unit controls on most models. So this new line is the most nearly perfect range line ever built by anyone.

**AND THERE'S MORE . . . MUCH MORE!  
SO READ THIS BOOK CAREFULLY**

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# Flair FOR 1963!

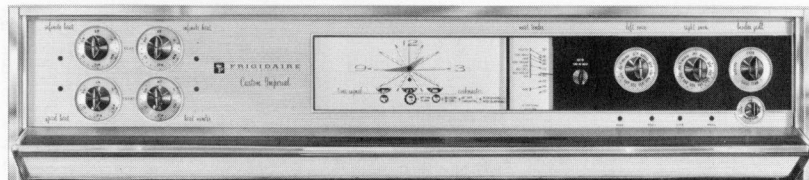
**Put the Flair philosophy to work  
... selling for you!**

What's the Flair philosophy? Simply this. Something new, glamorous, exciting, different will attract prospects. And that's Flair—all those things and more.

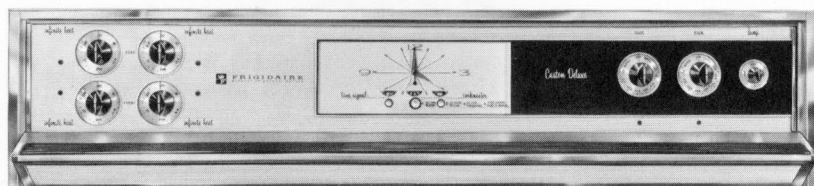
Yes, Flair gets people into your store. Moreover it gets people who hadn't thought about ranges for years started thinking about them.

Knowing this, you can use Flair as the leading attraction in the Frigidaire line. And with Flair as a starting point, you can easily step your prospect to any range in the 1963 line—because many of the cooking and convenience features are the same across the line—tops among ranges.

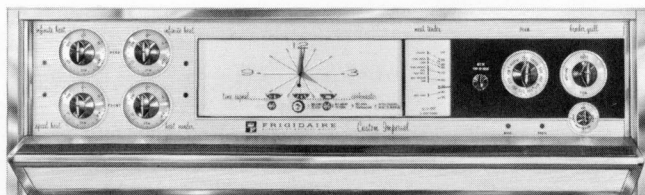
## Know all 4 models and how to identify them at a glance



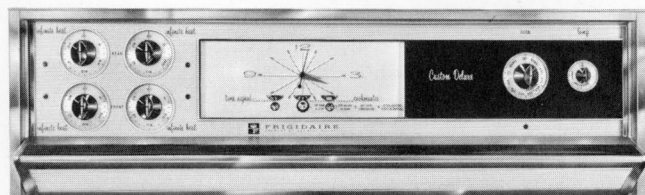
**RCIB-645-2 Custom Imperial 40" model**  
Identify by the words "Custom Imperial" on the control panel. This 40" Flair model has the Meat Tender and the Broiler Grill control. In addition it has chrome-lined ovens.



**RCDB-640-2 Custom DeLuxe 40" model**  
Identify by the words "Custom DeLuxe" on the panel. The two ovens have porcelain enamel interior finish rather than chrome.



**RCIB-635-2 Custom Imperial 30" model**  
Identify by the words "Custom Imperial" on the panel. This 30" Flair Range model has Meat Tender and Broiler Grill control. In addition it has a chrome-lined oven.

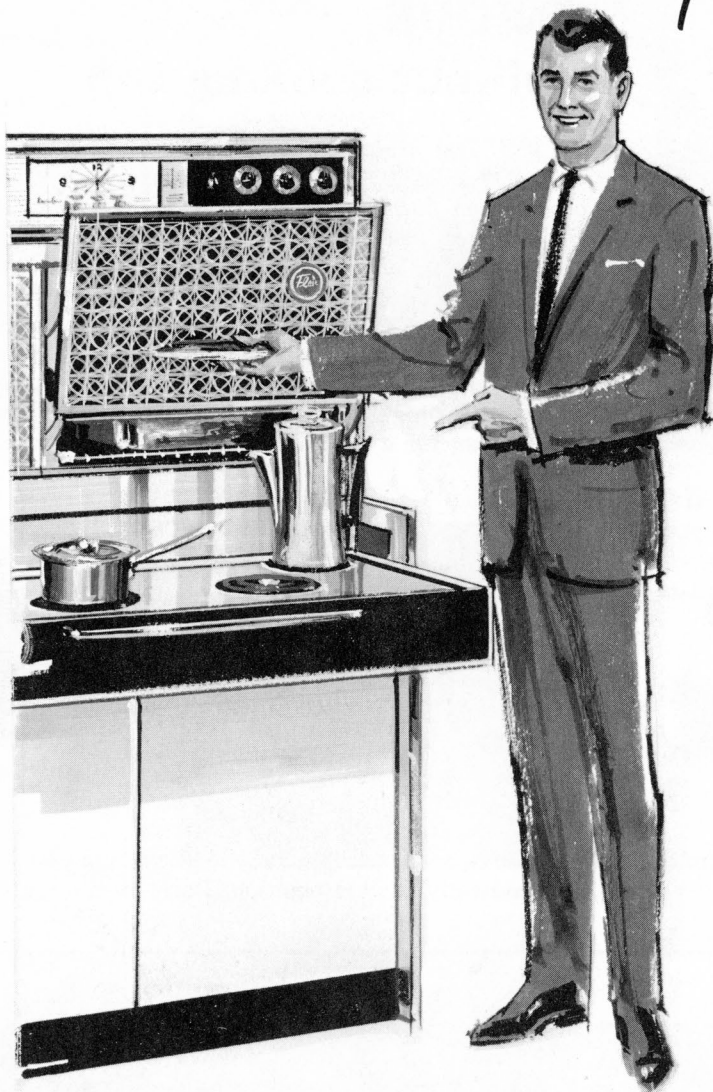


**RCDB-630-2 Custom DeLuxe 30" model**  
Identify by the words "Custom DeLuxe" on the panel. Look for porcelain enamel finished oven rather than chrome.



# SELLING FEATURES

found only in Frigidaire *Flair* Electric Ranges



On this and the next page, you'll find all the features that belong exclusively to Flair. And these are in addition to the many, many regular range features (such as Cook-Master) which are found on both Flair and Frigidaire regular ranges (Pages 14-23).

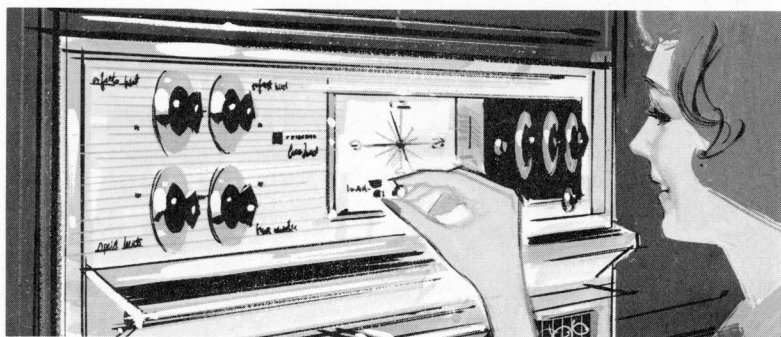
## Exclusive glide-up glass oven doors!

No other range in the world has doors like these. They glide up! And as they open they clear tall pans which might be sitting on the cooking top. Shield the user from oven heat, too.

Closed, you can see right in to check on progress of a cake or roast. Yet the handsome filigree design in the glass helps conceal pots and pans put there for storage or waiting to be washed.

And when cleaning time comes, just push the buttons and the door leans forward. You can reach the inside as easily as the outside.

These features alone are enough to put you ahead of every competitor in the Flair type range field. Be sure to demonstrate these exclusive doors to every interested prospect so they see exactly how much better they are.



## True eye-level controls!

No stretch, no stoop, no squint. Average height women can see these controls and use them without hardly trying. And they're out of reach of youngsters' curious hands.



## NOT THIS!

Swinging doors are definitely "accident prone." This is type used by all major competitors.

# STILL MORE FEATURES found only



## UNIQUE Roll-out cooking top

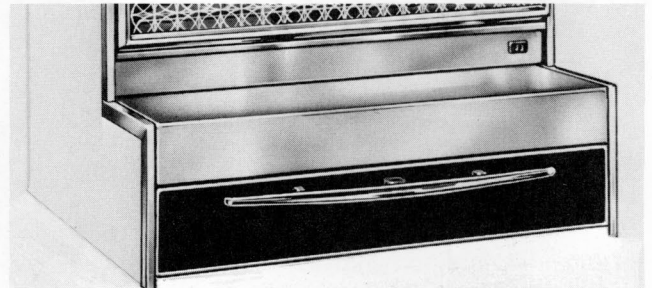
Prospects are always amazed by the way this cleverly-designed cooking top rolls out for use. And it disappears when pushed closed, giving the kitchen a very modern, very neat and trim look.

And show them the advantage of the 32-inch cooking height.

It's lots more comfortable, especially for stirring or beating, than conventional 36-inch counter height. But be sure to point out that, when closed, the cooking top cover is 36" high so it lines up with counter line in the kitchen for a neat, "Custom Tailored" effect.



**Halfway** position gives user access to front units. Locks automatically.



**Modern, neat, trim, built-in look** when closed. Locks automatically in this position. Push button, pull out.

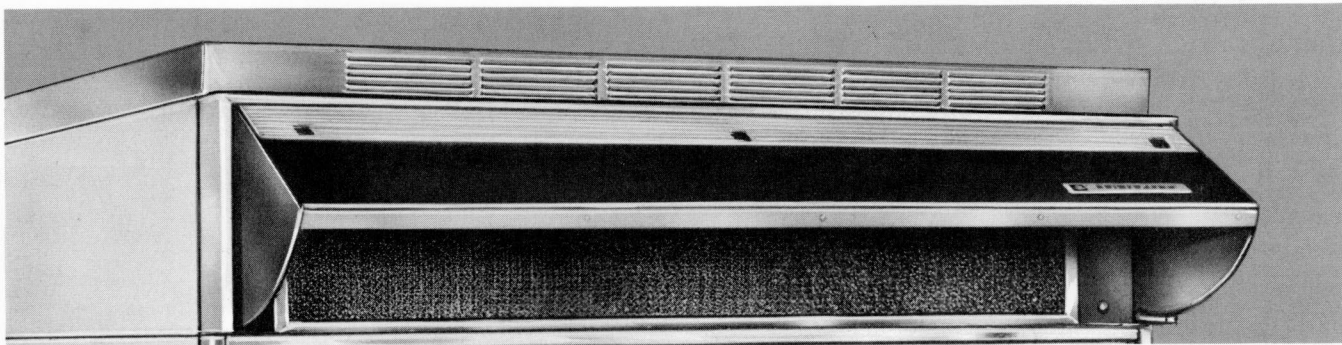
## ROOMY!

Put 2 large skillets and 2 saucepans on the units. As you can see, the arrangement of the cooking units prevents crowding — even when all 4 are being used. Plenty of room on the 30-inch models, too.





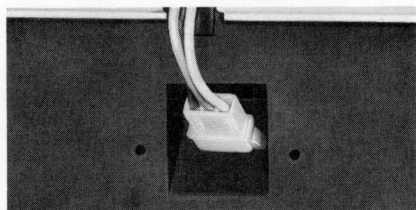
# on Frigidaire *Flair* Electric Ranges



## EXCLUSIVE ventless hood\* plugs right into the range!

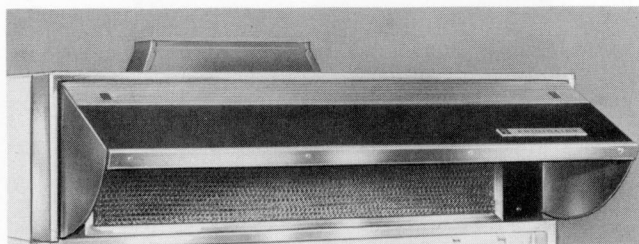
**No installation problems.** No ductwork required. Triple-filtering system removes cooking grease, smoke and cooking odors. You can deliver any Flair range in the line with this hood already bolted on, plugged in and ready to go.

**RECEPTACLE  
ON BACK  
OF RANGE**



**No one else has it!** All competitive Flair type ranges require a special, and in many cases, expensive hood installation. Only Flair salesmen have the sales and installation simplicity of this exclusive hood. It helps sell Flair ranges as well as hoods themselves.

**No separate power outlet** needed for either the vented or ventless hoods. They plug right into the range itself. And just lift up the hood cover and the fan goes on, automatically.



## Flair base cabinet\*... sturdy and lots of storage!

It holds Flair with strength to spare. And it'll store enough pans for an average family's cooking needs. Styled to match Flair ranges perfectly. Choice of 4 Frigidaire colors or white. Four leveling glides and adjustment wrench included. Access panel through back of cabinet permits easy access to electric outlet for connecting or disconnecting range without moving it. Also Flair can be placed on other cabinet bases custom built of wood or metal to match the kitchen.

*\*Optional equipment*

**Vented model\*** for kitchens where installation presents no problems. In addition to getting rid of grease, smoke and cooking odors, this vented hood also exhausts cooking heat to the outside.



# The 40-inch regular line of 1963 Frigidaire



RS-10-63



RSD-15-63



RD-20-63 shown  
(RDD-20-63 same except has divided surface units)



RCD-71-63



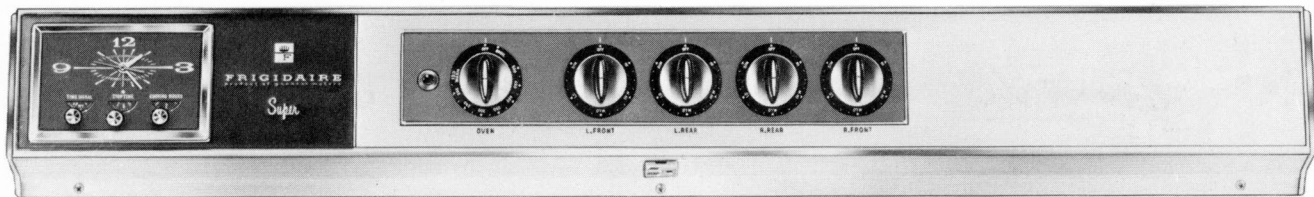
RI-55-63



RCI-75-63



# Electric Ranges ... know them at a glance!



**The two Super models** are easily distinguished from the rest of the 40-inch line by their lower control panels. You can tell them apart easily, too:

**Model RSD-15-63** (shown) has a Cook-Master auto-

matic oven control. Surface units area divided (work space in middle).

**Model RS-10-63** does not have a Cook-Master control. Surface units are grouped (work space to one side).



**The Custom DeLuxe & DeLuxe models** are easily distinguished from the 40-inch Super models by their higher control panels. Also, all three have at least one Pull 'N Clean Oven. You can distinguish them from the Imperial and Custom Imperial models by absence of a Broiler Grill control; and there's a line which boxes off oven control areas. You can tell them apart easily, too:

**Model RCD-71-63** (shown) has two ovens and, therefore, two oven controls. Surface units are grouped.

**Model RD-20-63** has one oven and therefore one oven control. Surface units are grouped.

**Model RDD-20-63** has one oven and therefore one oven control. Surface units are divided by the workspace.



**The Custom Imperial & Imperial models** are easily distinguished from the 40-inch Super models by their higher control panels. Distinguish from Custom DeLuxe and DeLuxe models by the line which boxes off oven control area and by the Broiler Grill control (and Meat Tender control on RCI-75-63).

They're easy to tell apart, too:

**Model RCI-75-63** (shown) has two ovens, therefore, two oven temperature controls. Also it has a Meat Tender.

**Model RI-55-63** has one oven, therefore, one oven temperature control. It does not have a Meat Tender.

# The 30-inch regular line of 1963 Frigidaire



**RS-30-63**

(Model RS-30S-63 same except does not have appliance outlet, signal light or storage drawer)



**RS-35-63**



**RD-39-63 shown**

(model RD-38-63 same except has regular instead of Pull 'N Clean Oven)



**RCI-39-63**

## **IT'S NO SECRET.**

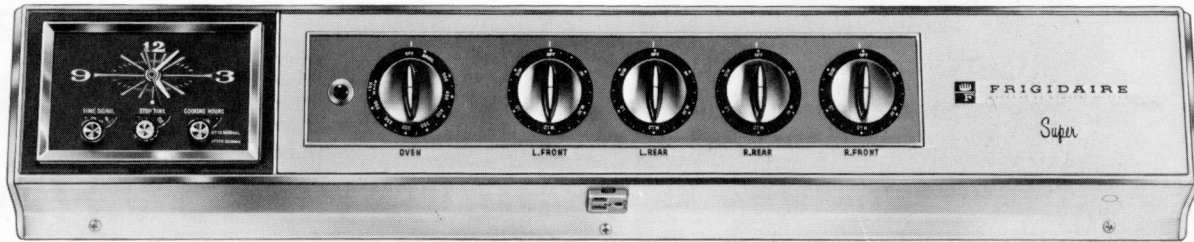
Those letters and numbers mean something. The letters:

R . . . Range	DD . . . DeLuxe Divided top
CI . . . Custom Imperial	S . . . Super
I . . . Imperial	SD . . . Super Divided top
CD . . . Custom DeLuxe	B . . . Flair, year of design
D . . . DeLuxe	

The numbers: First two numbers are a further indication of relative position of model in the line. Low end models have lower numbers. High end models have higher numbers. All 30-inch regular models are designated in the 30's—RS-30, RD-38, etc. The last two numbers indicated the model year. 63 . . . 1963 Example: RCI-39-63 Range, Custom Imperial model, 30-inch size high in the line.



# Electric Ranges ...know them at a glance!



**The three Super models** can be easily distinguished from the rest of the 30-inch line by their lower control panels. You can tell them apart easily, too:

**Model RS-35-63** (shown) has a Cook-Master automatic oven control. It also has a bake signal light and automatic appliance outlet.

**Model RS-30-63** does not have a Cook-Master automatic oven control. The appliance outlet is not automatic. It has a bake signal light.

**Model RS-30S-63** does not have a Cook-Master, appliance outlet or signal light. It is also the only model in the line which does not have a lower storage drawer.

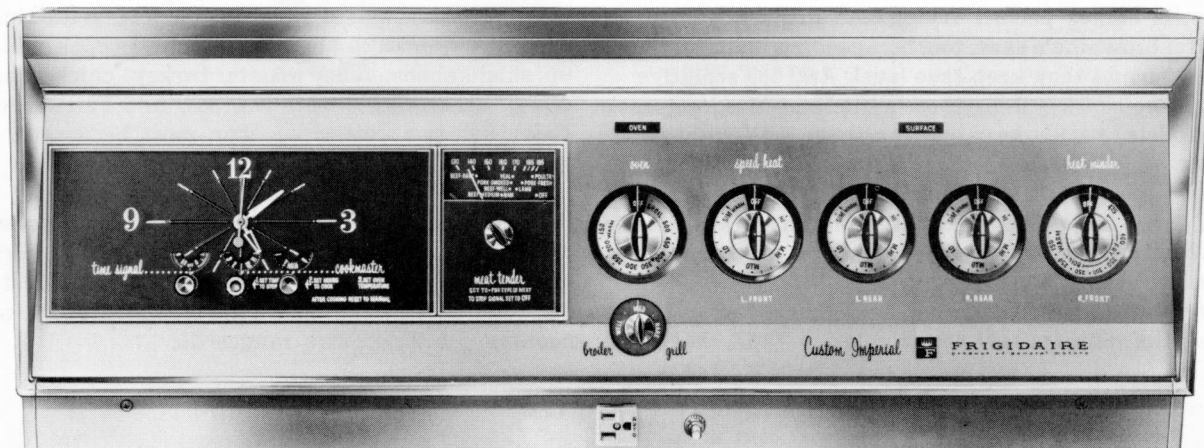


**The two DeLuxe models** can be easily distinguished from the 30-inch Super models by their higher control panels. You tell them from the Custom Imperial model by the absence of Broiler Grill control and Meat

Tender control. They're easy to tell apart, too:

**Model RD-39-63** has a Pull 'N Clean Oven (shown).

**Model RD-38-63** has a regular oven.



**The Custom Imperial model RCI-39-63** can be easily distinguished from the 30-inch Super models

by its higher control panel. Tell it from the DeLuxe models by its Broiler Grill control and Meat Tender.



*Mary Huck, Director of Home Economics*

*Just between us...*

**Frigidaire  
cooking features  
make expert chefs  
out of everyday cooks**

*If the proof of the pudding is in the eating, then the proof of a good range should be in the way it cooks. In this respect, Frigidaire Ranges really stand out. In fact, Frigidaire automatic cooking features make it easy for any woman to become a better cook.*

*Better surface unit cooking is hers* with the precise temperature control of Frigidaire unlimited heat settings. That's really important to first-time electric cooks. And the uniform heat from Frigidaire Radiant-tube units makes perfect frying and grilling a snap. Beautiful browning's easy, too, because Frigidaire units won't warp and they keep true level. And for sensitive sauces or gourmet grilling there's the Heat-Minder (on some models) with a keen cooking sense built right in.

*Beautiful baking just comes naturally* to a Frigidaire oven and the woman who uses one. That's because of the balanced heat, heavy insulation and accurate controls. Whether it's cupcakes or 6 pies, browning's simply beautiful.

*Better broiling is hers, too.* And that's important because the more people count calories (and they're

really counting these days) the more broiling they do. For perfect rare broiling, Frigidaire has high speed broil units. They give crisp browning outside but leave the inside pink and juicy. Broiling's *uniform*, too, because the unit's large. And, if a woman wants the ultimate in broiling perfection, Frigidaire offers the Radiant-Wall Spatter-Free Broiler Grill. Steaks from that grill are simply irresistible.

And don't forget about the optional rotisserie on the Imperial and Custom Imperial models. With this feature, any woman can become a fabulous cook, whipping up shishkabobs, fancy roasts, turkey, chicken and no end of other exotic main courses. And Frigidaire's rotisserie does a better job than most because it cooks with heat from the top.

As you read through this section on features, you'll be finding lots of other ways Frigidaire helps women cook better. And, because women tell us that performance really counts in a range, we think it's smart for a salesman to keep reminding his prospects of the terrific cooking job Frigidaire ranges do.

*Remember, the proof of a range is in the cooking!*



*Easy cleaning makes cooks more creative!*

## EXCLUSIVE FRIGIDAIRE Pull 'N Clean Oven!

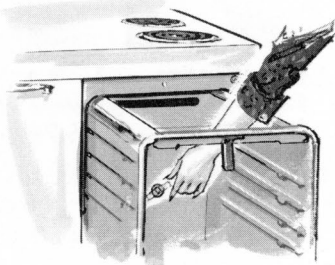
***No stoop, no stretch, no strain —  
but lots of sell, sell, sell!***

Just ask any prospect what her biggest kitchen cleaning problem is. She'll tell you it's her oven (unless she already owns a Frigidaire Pull 'N Clean Oven range).

In fact, it's such a problem, it keeps many women from cooking the way they'd like to.

So the Pull 'N Clean Oven gives you double sales appeal. It saves your prospect work. It makes it possible for her to cook more elaborately, too.

No wonder it's the most wanted range feature of them all. And only you have it! Yes, the world's easiest cleaning oven is still a Frigidaire exclusive!



**DEMONSTRATE.** Open the oven door. Turn the handle. Pull the oven out. Ask prospect to remove quarter taped to back of oven—it's easy! Models with Pull 'N Clean Oven: RCI-75-63, RI-55-63, RCD-71-63, RD-20-63, RDD-20-63, RCI-39-63, RD-39-63.

**NOT THIS!** Some ranges have lift-off type removable oven doors; still a pretty heavy strain on a 110-pound woman. Then, she has to get down on her knees to clean the back portions of the oven. Some job!

**NOT THIS!** Other brands put a removable foil liner in the oven. When dirty, just throw it away—and buy a new one. And if she forgets (or can't get to a store) she goes back to old-style oven scrubbin'.

*And Pull 'N Clean Oven's only the beginning*

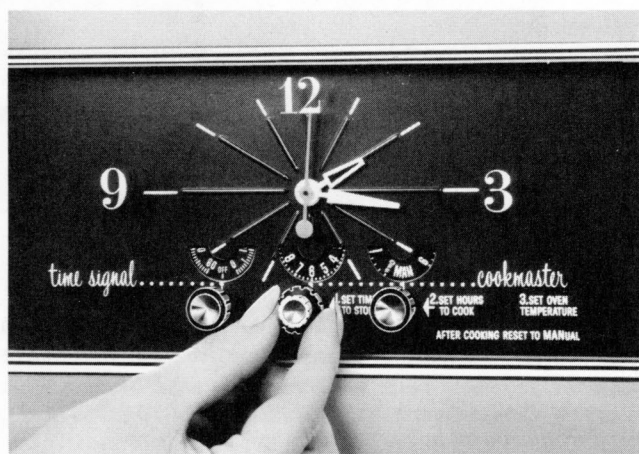
## LOOK AT ALL THE TREMENDOUS OVEN FEATURES to help you sell Frigidaire Ranges!

### NEW, improved easier-to-read Cook-Master automatic oven control

(All models except RS-10-63, RS-30-63, RS-30S-63)

**Time settings are precise**—instant stop and start. So when the housewife “calls” for her roast to be ready at a certain time, it’s ready! All she has to do is set the time to stop hours to cook, and oven temperature.

And here’s a plus! You can read the Frigidaire Cook-Master clock across the room. That’s proof again of Frigidaire’s thoughtful design—a sales point you’ll want to repeat often to your prospect.



#### Quick and easy light bulb demonstration helps close sales!

In addition to operating the oven, the Cook-Master also controls the automatic appliance outlet. So, to visually demonstrate the convenience (and the precision) of this feature, walk your prospect through an example of how to use the Cook-Master using an extension light or table lamp as the subject.

First, be sure your range is plugged in and wired for 230-volts. Then plug the extension light into the appliance outlet. Then, following the hypothetical times below or others of your choosing follow these 3 steps.

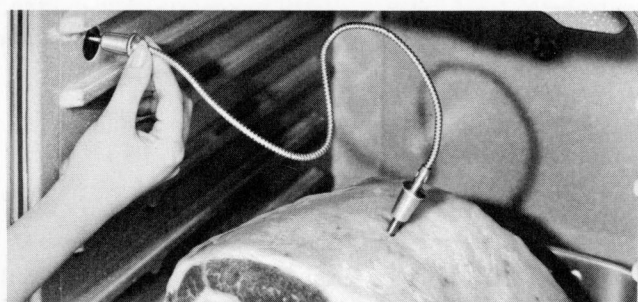


1. Turn serving-time dial to 6 o'clock (time to stop).
2. Turn cooking-time dial to 2 (hours to cook).
3. Now turn oven temperature control to 350-degrees.

Then, manually advance the clock hands forward until the oven light goes on (4 o'clock). Continue to advance clock until light turns off (6 o'clock).

### MEAT TENDER roasts to a “T” and cooks up sales, automatically.

(On all Custom Imperial models)



1. Insert probe into center of meat and plug into outlet provided on oven wall.

No guesswork. Any woman (or man either) can get perfect roasts—done to the doneness she (or he) wants. And it’s so simple with the Frigidaire Meat Tender. Show her the two easy steps to roasting to a “T.”



2. Set Meat Tender dial to type of meat and degree of doneness preferred.



## EVEN-HEAT MEANS EVEN BROWNING . . .

*an important sales benefit*



Frigidaire ovens are famous for their baking results. And that's no accident. Good baking comes with good oven design. Radiant tube units are placed to give even circulation of heat to every inch of the oven. Extra thick insulation keeps heat where it belongs and temperatures constant. And the Frigidaire thermostat is precise and accurate for the most demanding recipe.

Models RCD-71-63 (shown) and RCI-75-63

### two ovens mean twice the convenience

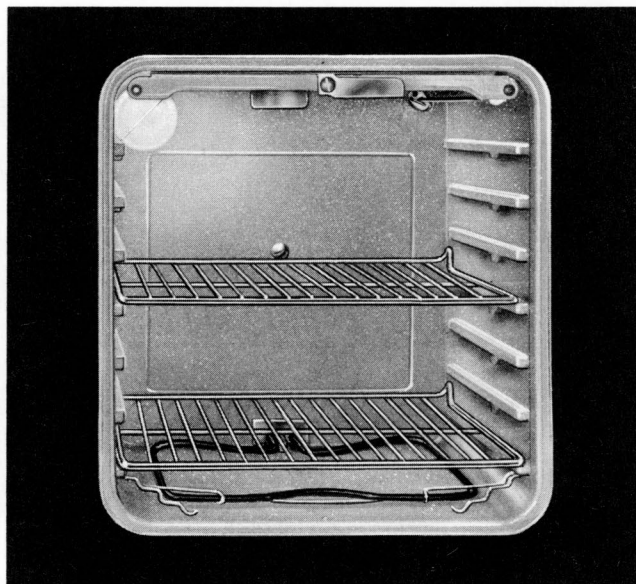
And that second oven doubles your oven selling power. First of all, 2 ovens are a must for women with large families or who do a lot of entertaining.

Secondly, the extra smaller oven can help any homemaker with small roasts or baking jobs. Also, it's a convenience to be able to cook in 2 ovens at 2 different

temperatures at the same time or, broil in one—brown rolls in other. She can have her whole meal ready at one time and don't overlook the simple human appeal of prestige: a 2 oven range is obviously "one up" over a single oven model.

## EVEN-HEAT OVENS MAKE QUICK SALES!

Actually Frigidaire regular ovens are the easiest to clean in the world—next to Frigidaire Pull 'N Clean Ovens. That's because they're all porcelain enameled. Corners are rounded. Shelves remove completely. There's nothing to catch grease or snag the cleaning cloth as it glides over that glass-like surface.



# BROILING FEATURES

## *to whet their appetite to buy!*

### EXCLUSIVE

#### Radiant-Wall Broiler Grill

**Yours to sell on all Frigidaire Ranges:** standard on Custom Imperial and Imperial models, optional on all others.

Today, broiling is more popular than ever. And with increased emphasis on low fat diets and outdoor charcoal broiling you can expect your prospects to be more and more interested in broiling features like the Radiant-Wall Broiler Grill.

**Show them** how the high walls keep spatters in the pan. Water in the lower pan keeps upper pan cooler to reduce spatters and smoke. Melted fats stay fluid for easier cleaning of the pan itself.

**Show them** how the high walls of the pan reflect the searing heat on the meat. Steaks are done crisp on the outside, tender and juicy inside.

**Show them** how easy this top model feature works even on the lowest priced model in the line. Many dealerships have worked out an arrangement whereby the Spatter-Free broiler is offered as a sales closer. And it really closes them!



#### Dial the doneness with BROILER GRILL CONTROL

(Custom Imperial and Imperial models)

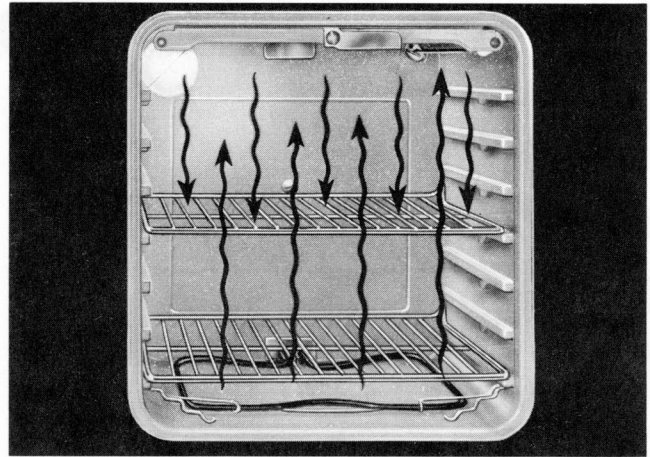
Here's the last word in broiling convenience. Just dial RARE, MED (medium) or WELL (well done). And, while you're showing your prospect the ease and simplicity of this amazing control, explain how it regulates heat to control doneness without shifting the shelves. For RARE, continuous intense heat quickly browns exterior. For other settings, heat is relatively less intense because element cycles on and off to get more heat inside meat before outside is browned.

Yes, you really have extra value in broiling features to offer your Frigidaire range prospects.

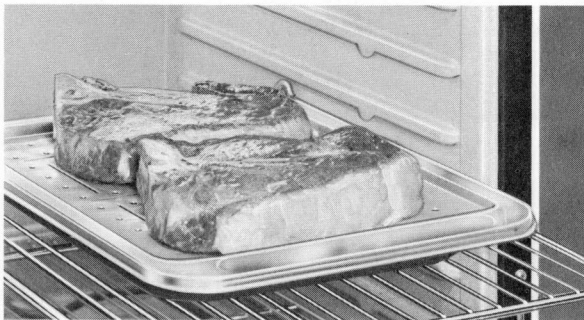


**Every Frigidaire range buyer  
gets RADIANT HEAT BROILING!**

Heat from the Frigidaire Radiantube broil unit is searing and penetrating. It's the same type of heat that makes steaks broiled over charcoal on an outside grill so delicious. And it's yours to sell to every prospect—regardless of her budget.



**Regular broiler pan, too, gives beautiful broiling results**



Quality in every detail—in every model. That's Frigidaire! The standard broiling pan's another example. It's porcelain enameled. Remove the grid and the broiler pan becomes a roasting pan.



**WAIST-HIGH  
BROILING**

**means no stoop,  
no bending.**

Just show your prospect how easy it is to get food in and out of the Frigidaire oven with waist-high broiler.



**NOT THIS!**

Many gas ranges have the broiler located at shoestring height!



**TWO OVENS,  
twice the convenience!**

When selling the two oven models (RCI-75-63 and RCD-71-63) be sure to point out that two ovens mean two broilers. That's important because women often need the extra capacity of two broilers. It also means that the housewife can broil in either oven while she bakes in the other.

# You can't beat **FRIGIDAIRE** for



## **HEAT-MINDER brings automatic cooking to the surface!**

Even bacon won't burn on the Heat-Minder. Heat's controlled automatically. All the housewife has to do is set the easy-to-read control to the proper temperature.

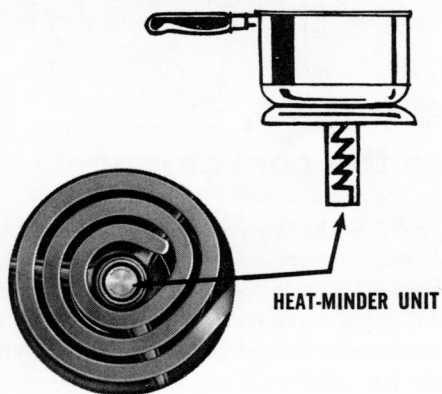
Any cooking she does with this unit is easier because she can actually forget it. It won't scorch, burn or boil over. Every pan becomes automatic when placed on the Heat-Minder.

And it's especially useful for frying chicken or chops or baking pancakes or cooking a fancy sauce where constant temperatures are extra important. Custom Imperial and Imperial models.



## **DEMONSTRATE**

- Arrange a display of electric skillet, saucepan, corn popper, deep fat fryer, etc. Point out that the Heat-Minder makes all these unnecessary because it makes any ordinary pan automatic.
- Keep canned cheese dip hot on the Heat-Minder at 150 degrees. Serve with crackers. Point out that it has been there for several hours without burning.



## **HOW IT WORKS**

The "button" in the center of the Heat-Minder unit is a sensing element. By direct contact with the pan, it measures the temperature of the pan. If temperature goes above that pre-set, the thermostat cuts back on current to the unit. If it goes below, the thermostat releases more current. Actually, it's no different than the thermostat arrangement used in the oven. Constant temperature is maintained by cycling of current to the unit. It's simple, time tested, and dependable.



# top-of-the-range sales features!



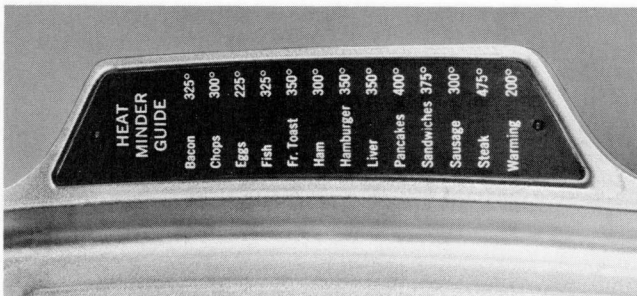
## KANT-SLIDE GRIDDLE... a real show-off feature!

Use it to help you sell any range in the line (standard on Custom Imperial models, optional on all other models).

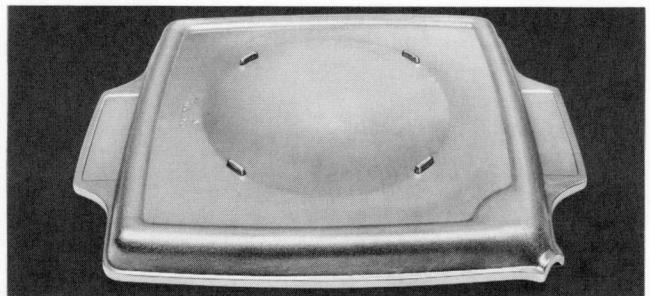
The Kant-Slide Griddle is pretty obviously something extra—something special. And with it, you can do such quick and easy cooking demonstrations as cooking dollar-size pancakes.

And when you put the Kant-Slide Griddle on the Heat-Minder unit you've really got something to talk about—an *automatic* griddle. It'll turn out perfectly browned pancakes every time.

Best of all, this show-off feature fits any 8-inch surface unit. So you can use it as a sales closer on any range in the line.



**Recipe handle** gives correct Heat-Minder cooking temperatures for different types of cooking.



**Kant-Slide Griddle** gets its name from this special recessed bottom which grips any 8-inch unit.

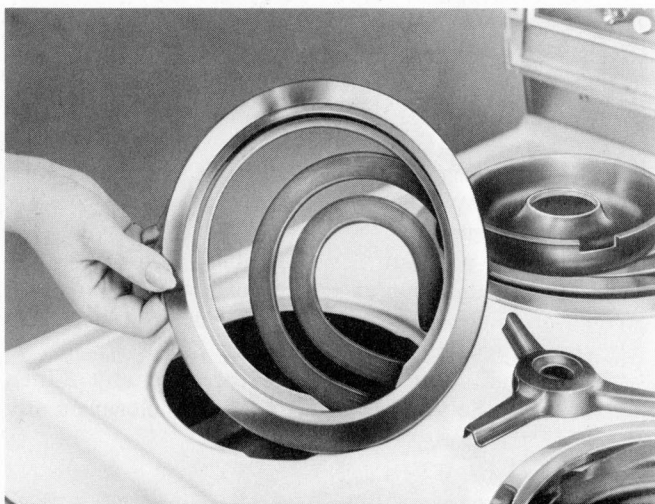


## Quicken your sales pace with a demonstration of the SPEED-HEAT SURFACE UNIT

The Frigidaire Speed-Heat unit gets cooking hot in seconds. Then it cuts back to the cooking heat you set automatically. It saves seconds when seconds count—heating baby's 2 A.M. formula for example.

- Turn on unit, place skillet with pat of butter on the unit. Butter sizzles in seconds.
- Drop a few drops of water from eye dropper on unit immediately after you've turned it on. Water will sizzle almost instantly.
- Heat about  $\frac{3}{4}$  cup water in whistling teakettle to make cup of instant coffee for your prospect.

# Only Frigidaire offers all of these easy, **TOP-OF-THE-RANGE** cleaning features!



**Lift-up, stay-up surface units** are self-cleaning. When tilted up, you can slip out bowls, easily.

**Porcelain enameled drip bowls** clean as easily as a china plate. Remove and wash at the sink.

**Trim ring** slips right off for wiping or washing clean. New design is convex instead of concave. It adds to the whole range's look of quality.



**Pull-off control knobs** leave control panel clear for clean sweep with cleaning cloth or sponge.



**Spill-Guard edge** all around the top keeps spills from dribbling down sides or front of range.

**Porcelain enamel cabinet** cleans with a wipe. And it holds its beauty year after year without special care.



# Put **COLOR** into your **Frigidaire Range Selling!**

*Frigidaire offers colors at no extra cost!*



**Five regular ranges in color: RS-35-63, RD-39-63, RCI-39-63, RI-55-63, RCI-75-63.**

## **All 4 Flair models in color (cabinets, too).**

You've got the edge on your competitors with Frigidaire range color. You have it on 9 models. And you have color that's adaptable to a broad spectrum of decorating schemes: Mayfair Pink, Sunny Yellow, Turquoise and Aztec Copper.

So, with Frigidaire range color you can get more immediate (or first purchaser) sales. But that's only the beginning. Once a woman has a Frigidaire appliance in color in her kitchen, she thinks of her next appliance purchase in terms of the same Frigidaire color. The Turquoise range you sell today may bring that customer back to you for a Turquoise refrigerator soon. And Frigidaire appliance colors don't change from year to year!

Demonstrate color by making sure Frigidaire ranges in color get good position in your floor display. And, if possible, have a kitchen setting display showing how Frigidaire product color blends in with kitchen cabinets. Show your prospect the Frigidaire color chart (Part

No. 23-960). It has a comprehensive list of wall paints and cabinet enamels that can be used for matching or harmonizing a kitchen color scheme with Frigidaire appliance colors.

If you haven't been emphasizing color, you're missing a good bet. Try it for a week. We guarantee you'll be a confirmed color salesman for life.

## **High styling — even at the low end — helps you sell the whole Frigidaire line!**

The Frigidaire award-winning Sheer Look wins customers in every budget class. Neat functional lines fit in with small and plain kitchens as attractively as in elaborately modern kitchens.

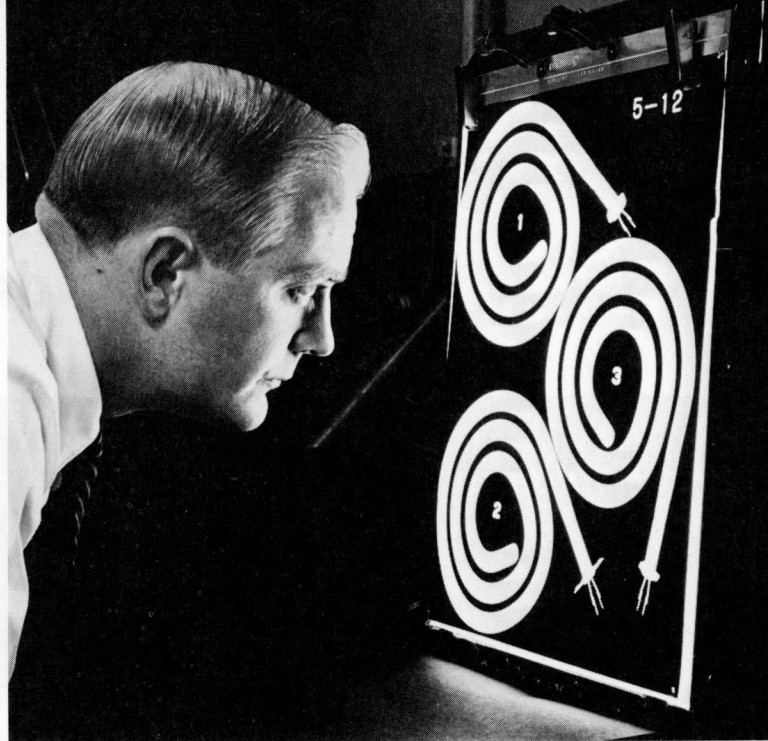
And this year's styling is even cleaner, simpler than before. That's the trend! Women are no longer attracted by gadgety appliances and styling frills. They want styling that pleases but doesn't protrude, dials they can read, knobs that turn easily. And they get it in every 1963 Frigidaire range!

**Built to last the life of the range!**

## **EXCLUSIVE Frigidaire-Built Radianttube Surface Units!**

In the new and elaborate test laboratory facilities at Dayton, Ohio, Frigidaire Radianttube units have to successfully go over a long series of endurance hurdles before being given the final O.K.

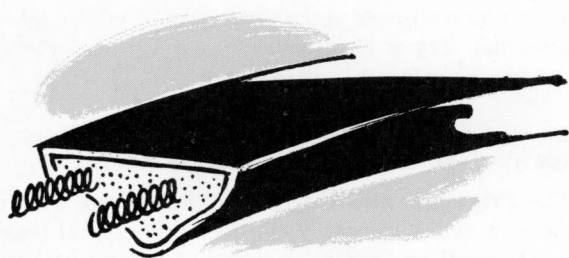
In this photo, a trained inspector carefully scrutinizes a sample unit for cracks. This unit has just undergone a series of severe stresses and strains on a device aptly called by the engineers, "the torture rack."



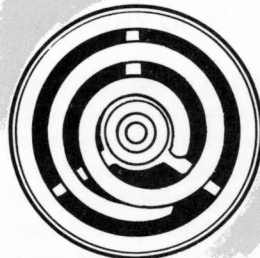
### **NEW! Positive level hinging**

Surface units lay flat, stay flat. And that means level units for top heating efficiency and "level best" cooking. This is accomplished by a new floating-type hinge designed by Frigidaire engineers. It's on all units on all models in the line.

### **FRIGIDAIRE surface units have exclusive rugged construction!**



Coils and magnesium oxide heat conductors are encased in nickel-chromium steel. No warping, free floating. Built to last the life of the range.



### **Frigidaire surface units unequalled performance**

Wide, flat, level coil establishes better contact between pan and unit. More heat passes quickly directly into the pan, and spreads evenly. Actually 20- to 50-percent more surface area is in contact with the pan, as compared to other types of elements. So cooking results are better—faster, too.

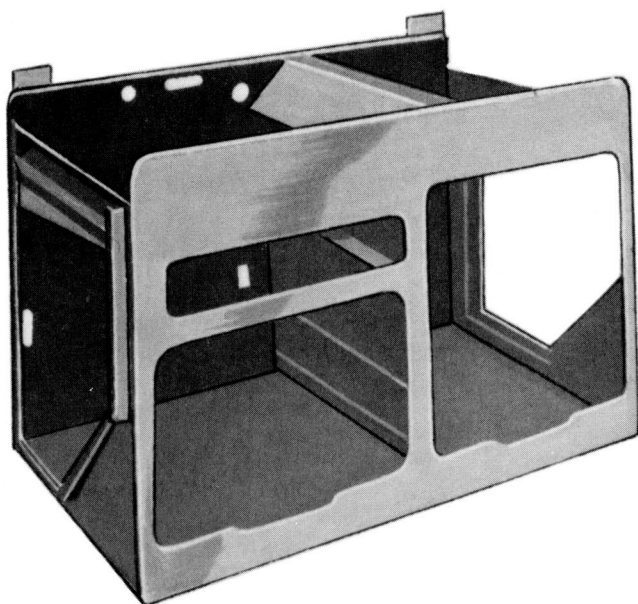
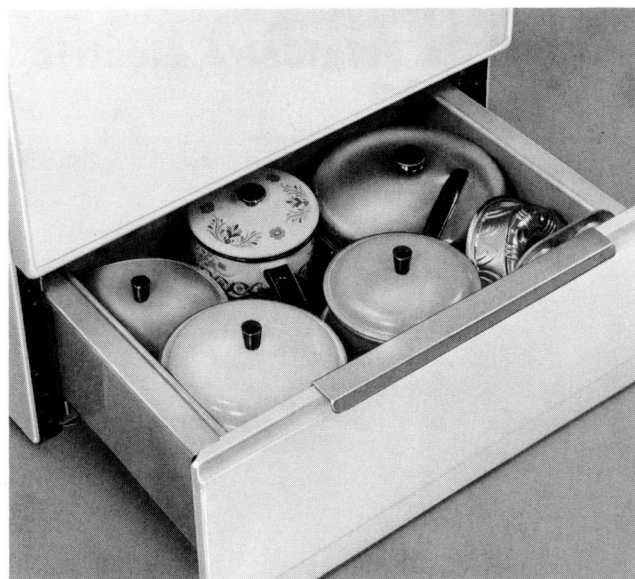


# Frigidaire Ranges are the Quality Ranges ...inside and out!

## Storage Galore!

**Bottom drawer** holds all the pans used in everyday cooking in average homes. Even the 30" size handles average storage needs quite adequately. Every model except RS-30S-63.

**Extra storage** in the convenient waist-high storage drawer on all single-oven 40-inch models.

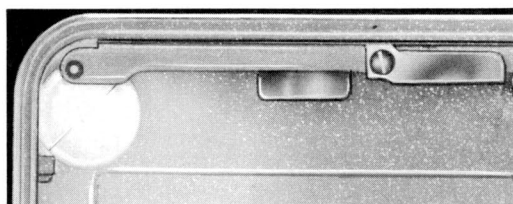


## Rigid open frame construction!

**Unique**, open-frame design permits easy, unobstructed sweeping of floor beneath the range when lower drawer or panel is removed. And even the frame is porcelain enameled for extra long life.

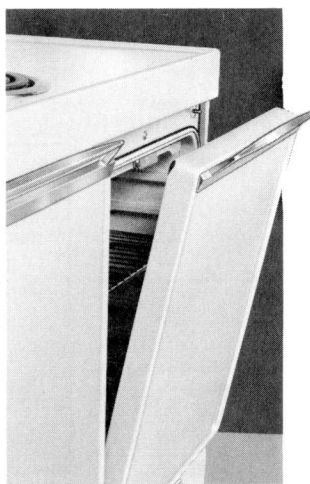
**Rugged** all-steel bracing, frame and cabinet assure perfect alignment of oven doors, free gliding storage drawers, etc. Frigidaire ranges weigh from 15 to 25 pounds more than other electric ranges—proof of sturdier construction.

**Leveling glides** at front corners of every Frigidaire Range adjust easily, make leveling a snap.



## Heat resistant Pyrex light shield

Protects light bulb from spattering grease. Removes easily, cleans like a dish. In all models with oven light.

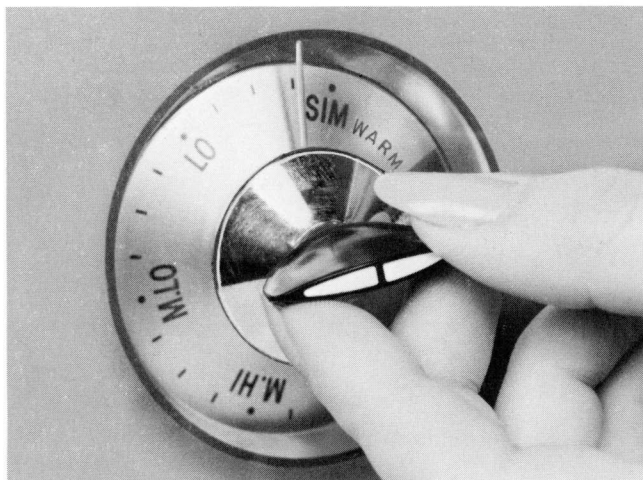


## Counter-balanced oven door

Opens and closes easily, spring tension holds door shut to keep heat in. Stays in broil position by itself. Cushioned door seal (models RCI-75-63, RI-55-63) provides extra tight, extra quiet door closings.

# ELECTRIC COOKING'S A SNAP TO SELL!

Nothing new to teach your prospect when switching her over from gas to Frigidaire electric surface cooking.



## ROTARY DIALS

*with unlimited heat settings!*

She turns the knob like the knob on a TV or like the one on her old gas stove. Special measured settings signify most used heats, WARM, SIMMER, MED., HIGH. But she can dial any degree of heat she wants (between WARM and HIGH).

## NEW WARM SETTING

The WARM setting is new this year. It gives user a marked position for just enough heat to keep something warm without cooking. This is another example of Frigidaire's detailed care in providing for the customer's needs. All models except Supers.

## Know these general benefits of Frigidaire electric cooking!

**Cooler**—Heat goes directly to utensil. Less heat escapes into the kitchen.

**Cleaner**—No flame means no soot on pans or walls.

**Faster**—Contact (or conduction) is fastest method for transferring heat.

**Economical**—Small amount of heat maintains temperature because of efficient contact.

**Nutritious**—Use less water for cooking. That means minimum loss of vitamins and other nutrients.

**Easy care**—Frigidaire electric surface units are self cleaning.

## And Frigidaire electric controls are:

**Simple**—Clockwise rotary knobs.

**Automatic**—Electricity lends itself naturally to such conveniences as the Cook-Master.

**Precise**—Electricity can be controlled with extreme accuracy.

**Convenient**—For example, all Frigidaire ranges have an electric appliance outlet and oven signal light (except RS-30S-63).

## And here's the proof of Frigidaire Range economy

Chart shows approximate monthly costs

	Electrical Cooking Rate (cents per k.w. Hour)*								
	1	1¼	1½	1¾	2	2¼	2½	2¾	3
NUMBER OF PEOPLE IN YOUR FAMILY	2	.77	.96	1.16	1.35	1.54	1.73	1.93	2.12
	3	.92	1.15	1.38	1.61	1.84	2.07	2.30	2.53
	4	1.05	1.31	1.58	1.84	2.10	2.36	2.63	2.89
	5	1.16	1.45	1.74	2.03	2.32	2.61	2.90	3.19
	6	1.23	1.54	1.85	2.15	2.46	2.77	3.08	3.38

\* Your Electric Company will be glad to furnish complete information on the electric cooking rate which applies in your locality.



# VERY IMPORTANT DETAILS

## on 1963 Frigidaire Electric Ranges (including Flair models)

### Surface unit data (All 30" and 40" Ranges, including Flair)

Radiantube Units Wattages	High	Med. High	Med. Low	Low	Simmer
Standard 6" unit (Infinite)	1450	850	560	210	140
Standard 8" unit (Infinite)	2600	1092	729	273	182
Standard 8" unit (Infinite)**	2050	1005	627	267	175
Speed-Heat 6" unit (Infinite)	1250	750	538	250	175
Heat-Minder 8" unit (Infinite)*	2600	—	—	—	—

\*\*Right front unit all Super models, and DeLuxe 40-inch models (not Flair Ranges).

\*No wattages are listed for the 8" Heat-Minder unit since cooking on this special unit is controlled thermostatically.

### Oven wattage data

Oven unit wattages	All Regular 30" and 40" ranges		30" Flair		40" Flair			
					Left Oven		Right Oven	
	Upper Unit	Lower Unit	Upper Unit	Lower Unit	Upper Unit	Lower Unit	Upper Unit	Lower Unit
Preheat	900	3000	800	2400	438	1600	438	2200
Bake	900	3000	800	2400	438	1600	438	2200
Broil	3600	—	3200	—	1600	—	1600	—

### Time to preheat (minutes) to 400 degrees

	Regular Range	Flair
Oven in 30" models	7½	8
Large oven, 40" models	8	7½
Small oven, 40" models	6	7

### Fuse location

15 amp. household fuse for appliance outlet is located behind upper storage drawer on conventional DeLuxe and Super 40-inch models, under oven on 30-inch models and below left rear surface unit on the Flair ranges. Appliance Outlet Circuit Breaker—RCI-75-63, RI-55-63, RCD-71-63.

### Model and Serial No. Plate

You will find this plate located behind the door in the upper left corner. On 40" models, the plate is behind the left

hand door. Plainly visible when the door is open. Note on the plate, the installation form number "0."

This means that Underwriters Laboratory has listed the Frigidaire Range for installation with zero clearance back and sides regardless of whether adjoining kitchen cabinets are wood or metal. This is a quality and safety sales feature.

On Flair ranges the data plate is located below the left rear surface unit, and is visible after lifting the unit and removing the drip bowl.

### Oven dimensions and capacities

Oven dimensions, inches:	30" Regular Models	30" Flair Models	40" Regular Models		40" Flair Models	
			Large	Small	Large	Small
height	15⅞	12¼	18	11½	12¼	12¼
width	23	26	17	17	20½	12½
depth	16⅞	15	20½	20½	15	15
Gross oven capacity (cu. in.)	6275	5700	6254	3995	4500	2800

# 1963 FRIGIDAIRE RANGE

FEATURES	SUPER					DELUXE			
	RS-30S-63	RS-30-63	RS-10-63	RS-35-63	RSD-15-63	RD-38-63	RD-39-63	RD-20-63	RDD-20-63
Chrome-lined oven interiors									
Meat Tender and roasting guide									
Kant-Slide Griddle									
8-inch Heat-Minder unit									
Automatic Broiler Grill control									
Oven "broil" signal light (separate)									
Radiant-Wall Spatter-Free Broiler Grill									
Glide-up glass oven doors									
Roll-out cooking top									
Eye-level controls and oven(s)									
Optional base cabinet (color)									
Optional rotisserie plug in									
Extra oven									
Pull 'N Clean Oven							■	■	■
6-inch Speed-Heat unit						■	■	■	■
Full-width fluorescent lamp						■	■	■	■
Surface unit "on" signal lights						■	■	■	■
Divided cooking top		■		■	■	■	■		■
Oven interior light					■	■	■	■	■
Cook-Master automatic oven control				■	■	■	■	■	■
Built-in clock				■	■	■	■	■	■
Separate electric time signal				■	■	■	■	■	■
Automatic appliance outlet				■	■	■	■	■	■
Choice of 4 colors or white				■			■		
Upper, waist-high storage drawer			■		■			■	■
Lower storage drawer		■	■	■	■	■	■	■	■
Oven signal light		■	■	■	■	■	■	■	■
Standard appliance outlet		■	■						
Radiantube surface units	4	4	4	4	4	4	4	4	4
Rotary surface unit controls, unlimited heat settings	■	■	■	■	■	■	■	■	■
Removable porcelain enamel drip bowls	4	4	4	4	4	4	4	4	4
Lift-up, stay-up units	4	4	4	4	4	4	4	4	4
Porcelain enameled oven interior	■	■	■	■	■	■	■	■	■
High-speed Radiantube broil unit	■	■	■	■	■	■	■	■	■
Radiantube bake unit	■	■	■	■	■	■	■	■	■
Porcelain enamel broiling/roasting pan	■	■	■	■	■	■	■	■	■
Flush-fit back wall and ends	■	■	■	■	■	■	■	■	■
Net Weight—Lbs. (approx.)	156	172	222	174	224	199	208	256	262
Shipping Weight—Lbs. (approx.)	184	200	255	202	257	227	236	289	295
Net Weight Flair Base Cabinet									
Shipping Weight Flair Base Cabinet									
Total connected load (kw)	11.5	12.1	12.1	12.1	12.1	12.5	12.5	12.1	12.1

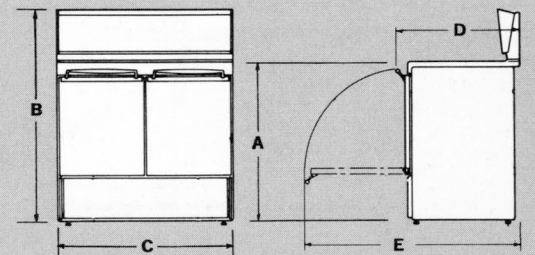


# FEATURE CHECKLIST

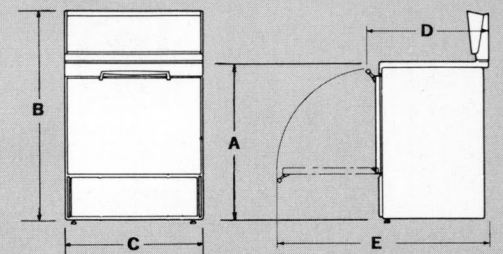
## DIMENSIONS

CUSTOM DELUXE			IMPERIAL	CUSTOM IMPERIAL			
RCD-71-63	FLAIR RCDB-630-2	FLAIR RCDB-640-2	RI-55-63	RCI-39-63	RCI-75-63	FLAIR RCIB-635-2	FLAIR RCIB-645-2
						■	■
				■	■	■	■
				■	■	■	■
			■	■	■	■	■
			■	■	■	■	■
			■	■	■	■	■
			■	■	■	■	■
			■	■	■	■	■
	■	BOTH				■	BOTH
	■	■				■	■
	■	■				■	■
	■	■				■	■
	■	■	■	■	■	■	■
■		■		■	■	■	■
BOTH			■	■	BOTH		
■			■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
	■	■	■	■	■	■	■
BOTH	■	BOTH	■	■	BOTH	■	BOTH
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
	■	■	■	■	■	■	■
			■				
■			■	■	■		
BOTH	■	BOTH	■	■	BOTH	■	BOTH
4	4	4	4	4	4	4	4
■	■	■	■	■	■	■	■
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
BOTH	■	BOTH	■	■	BOTH		
BOTH	■	BOTH	■	■	BOTH	■	BOTH
BOTH	■	BOTH	■	■	BOTH	■	BOTH
■	■	■					
■	■	■	■	■	■	■	■
291	230	320	271	217	309	235	325
324	265	360	304	245	342	270	365
	55¾	74				55¾	74
	64	84				64	84
16.4	12.0	14.0	12.5	12.5	16.4	11.8	13.8

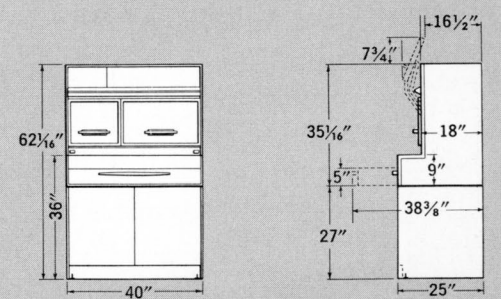
	A Height cooking top	B Height overall	C Width	D Depth (over hardware)	E Depth Door Open
RS-30S-63	36	42	30	28	46¾
RS-30-63	36	42	30	28	46¾
RS-10-63	36	42	40	28	48½
RS-35-63	36	42	30	28	46¾
RSD-15-63	36	42	40	28	48½
RD-38-63	36	47¾	30	28	46¾
RD-39-63	36	47¾	30	28	46¾
RD-20-63	36	47¾	40	28	48½
RDD-20-63	36	47¾	40	28	48½
RCD-71-63	36	47¾	40	28	48½
RI-55-63	36	47¾	40	28	49¾
RCI-39-63	36	47¾	30	28	46¾
RCI-75-63	36	47¾	40	28	49¾



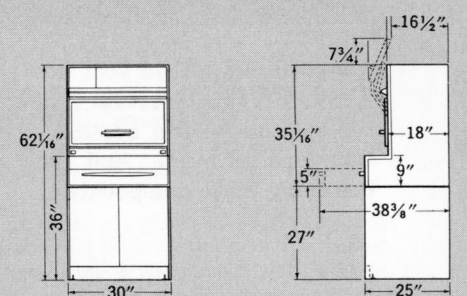
RS-10-63 RDD-20-63 RCD-71-63 RCI-75-63  
RSD-15-63 RD-20-63 RI-55-63



RS-30S-63 RS-30-63 RS-35-63 RD-38-63 RD-39-63 RCI-39-63



RCIB-645-2 RCDB-640-2



RCIB-635-2 RCDB-630-2

(All Flair heights include 27" base cabinet.)

# HOW TO MAKE AN EFFECTIVE

## ***Know one well and you practically know them all!***

A great many requests are made for additional competitive comparisons in the VIP manuals. But, unfortunately, it's impossible to take the space it would require to show all the brands asked for.

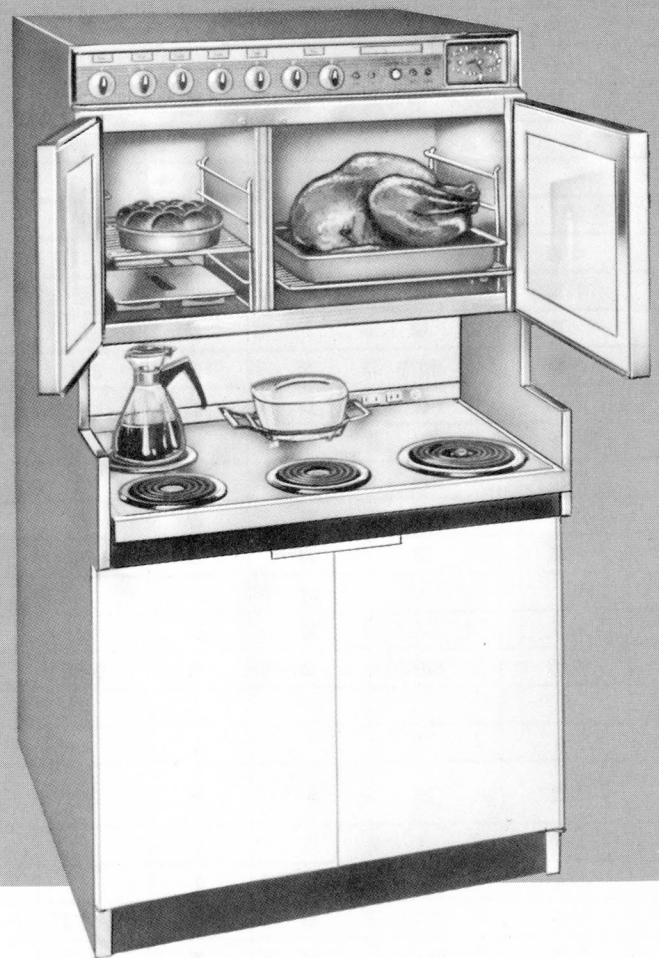
But it can be shown—in detail—how Frigidaire Ranges stack up against a typical major competitor. By this means, you will learn not only about the range chosen, Sears-Kenmore, you will also learn a 4-point

formula for comparing Frigidaire Ranges to *any* brand. Then, using the 4 points, you can observe the weaknesses of competitive brands very quickly by looking at their products or reading through specification sheets.

What's more, there's surprisingly little difference among competitors on the important features. So, if you know one range, such as the Kenmore, thoroughly, you'll know a lot about the specifics of all ranges.



**THE FRIGIDAIRE FLAIR** was chosen for this typical comparison because of the intense interest in this type of range. And because the Flair market is becoming more competitive.



**The Kenmore Classic** was chosen to compare against Flair because Sears-Kenmore is an important product in this market. And because it is typical of all competitive makes.



# COMPETITIVE RANGE COMPARISON!

## THE 4-POINT FORMULA

The 4 points you want to cover when comparing any Frigidaire electric range to any competitive make are: (1) controls (2) ovens (3) surface units and (4) other features including optionals. Sound simple? It is. But it's surprising how such an easy formula helps clarify Frigidaire strengths and competitors' weaknesses.

Look for the Frigidaire Range stand-out features. In the example below, those features are set in bold type to help you pick them out easily. And once you get used to making comparisons like this one, the Frigidaire Range pluses will stand-out automatically in your mind whenever you're confronted by a competitor's name.

Frigidaire Flair Model RCIB-645-2	Kenmore (Sears) Classic Model 906*
<p><b>1 CONTROLS:</b></p> <p>Well organized, separated and <b>easy to read</b> at eye level.</p> <p>Ⓐ <b>Single-dial</b> oven control (automatic) simple, 1 step.</p> <p>Clock and <b>separate timer</b>.</p> <p>Ⓑ <b>Bake and broil</b> signal lights (4).</p> <p>Automatic roasting control.</p> <p>Automatic broiling control.</p>	<p>All oven and surface unit controls in single line—not separated.</p> <p>Double dial oven control (automatic) requires 2 steps.</p> <p>Clock and individual timer.</p> <p>Oven signal lights (2) no bake or broil designators.</p> <p>Similar.</p> <p>None.</p>
<p><b>2 OVENS:</b></p> <p>2 with chrome finish interiors.</p> <p><b>Comfortable height</b> for loading.</p> <p><b>Separate broil and bake</b> units.</p> <p>Ⓒ <b>2 glide-up doors</b>—clears tall pans.</p> <p><b>Large glass area</b> on doors.</p> <p><b>Shielded</b> automatic interior lights.</p> <p>Rotisserie, optional.</p> <p><b>Radiant-Wall Spatter-Free Broiler Grill</b>.</p>	<p>2 with chrome finish interiors.</p> <p>Higher than Flair.</p> <p>One unit for broil and bake.</p> <p>2 conventional swinging doors.</p> <p>Small glass window.</p> <p>No shield for automatic interior lights.</p> <p>Rotisserie.</p> <p>Conventional broiler pan.</p>
<p><b>3 SURFACE UNITS:</b></p> <p>4 units, 2—8", 2—6".</p> <p>Unlimited heat settings.</p> <p>Speed-Heat unit—instant heat.</p> <p>Heat-Minder unit.</p> <p>Ⓓ <b>Porcelain drip bowls</b>—clean like a dish.</p> <p>Unit signal lights (4).</p> <p>Convenient workspace.</p>	<p>Only 1—8" and 3—6" units.</p> <p>Similar.</p> <p>2-in-1 surface unit.</p> <p>Similar.</p> <p>Conventional aluminum drip bowls.</p> <p>Similar.</p> <p>No workspace up front.</p>
<p><b>4 OTHER FEATURES:</b></p> <p>40" wide cabinet.</p> <p>Ⓔ <b>4 colors</b> or white.</p> <p>Exhaust hood optional <b>ductless</b> or vent type <b>plug into range</b>.</p> <p>Steel base cabinet optional.</p>	<p>36" wide cabinet.</p> <p>One color only.</p> <p>Optional vent type exhaust hood only, separate electric connection required.</p> <p>Similar.</p> <p>* Latest model available at time this comparison was made.</p>

## SOME IMPORTANT DETAILS

**The following is an explanation of some of the points above which are not self explanatory.**

Ⓐ Frigidaire single dial oven control simplifies oven operation. User merely dials temperature. The Kenmore double dial system requires the setting of one dial to type of cooking (bake, broil, pre-heat) and another dial for temperature.

Ⓑ Frigidaire signal lights tell the user which of the oven units is on—bake or

broil. Kenmore signal lights merely indicate that something is on.

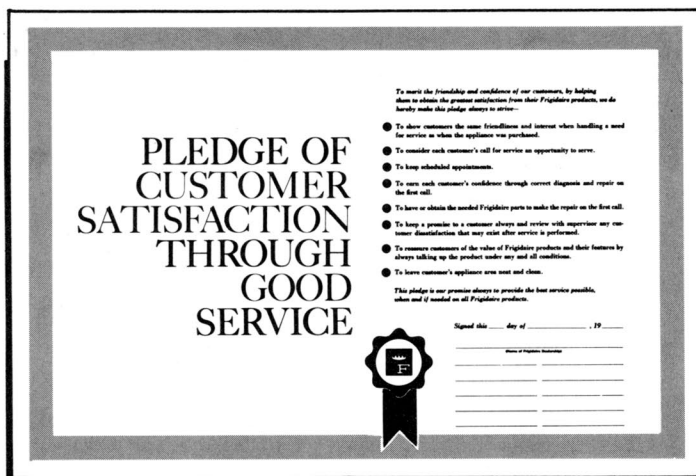
Ⓒ Exclusive Frigidaire glide-up doors open up out of the way, clearing tall pans. They protect user from heat as they open. They lean forward for easy cleaning of inside. Kenmore's swing out doors, duplicated by all other brands, do not have these advantages.

Ⓓ Porcelain enamel drip bowls remove easily because units tilt up, stay up. They clean like china.

Ⓔ Frigidaire colors are the same for Flair as all other Frigidaire appliances giving you opportunity for add-on sales. Color increases your prospects for built-in type of sales, too.

# TRY THIS SURE-FIRE SALES CLOSER!

**Pledge customer satisfaction through good service!**



There's more to selling than just making a product offer. You've got to sell your store, its personality and the way it handles appliance service.

It'll pay you to sell all three. But the biggest pay-off comes through assuring your prospect of good service. And to help you do this, Frigidaire provides two valu-

able service-selling aids.

Show your customer your "Pledge of Customer Satisfaction through Good Service." It's in writing and should be displayed prominently in your sales room. It's convincing proof of your store's sincerity in wanting to earn the confidence of its customers.

## Point with pride to your AWARD OF MERIT

Here's proof that you've fulfilled your pledge of Customer Satisfaction for a year or longer. What's more, it says that you will *continue* to do so in the years to come! Here's what it means:

- You have factory-trained Frigidaire servicemen to handle service competently, quickly and at low cost.
- You have a large stock of genuine Frigidaire parts and accessories; you can put customer's appliances back to work quickly. And they're precision-built to last longer.
- You can be confident that Frigidaire parts and service will be available for the life of every Frigidaire appliance you sell.
- You can assure your prospect that the serviceman who comes to her home will be prompt, cheerful and courteous—as well as efficient.

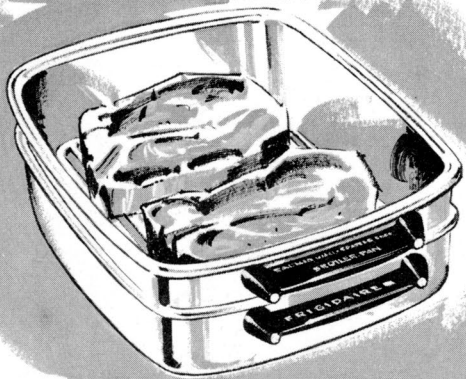
Yes, there's more to selling than just making a product offer—there's service! And your prospects make up their minds about buying from you partly on the basis of the service you offer.



So, show them your pledge and your awards. Show them to every prospect every day this week as a test. We guarantee you'll get better sales results.

**They'll thank you for selling them these**

## **FRIGIDAIRE ACCESSORIES!**

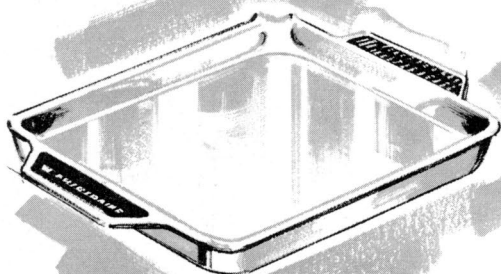


### **Radiant Wall Spatter-Free Broiler Grill**

Wonderful for roasting or broiling! Deep walls of pan catch broil spatters, keep most of them off oven walls—tiresome oven cleaning is cut to a minimum! Water in bottom pan keeps fat melted—swishes out easily for cleaning.

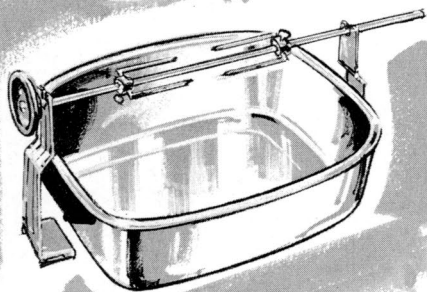
Even if you have to charge the customer a little extra, this Broiler Grill still adds plenty of value to the range. It gives your prospect a kind of broiling utensil she can't get anywhere else. It gives her the kind of after-broiling easy-cleaning she may have dreamed about but has never seen anywhere else but in a Frigidaire range.

So sell the Frigidaire Radiant Wall Spatter-Free Broiler Grill. It will help boost *your* sales for ranges!



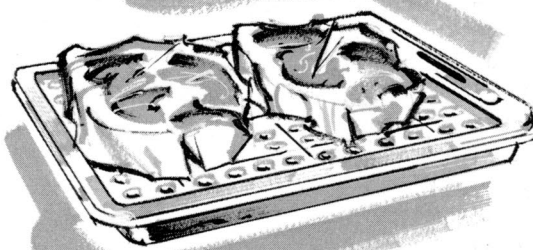
### **Kant-Slide Griddle**

Perfect for all kinds of surface cooking. Stays put on top of any 8-inch surface unit. Deep trough drains grease, makes fried foods crisper. Handy temperature guide on handle for use with the Frigidaire Heat-Minder unit.



### **Automatic Rotisserie**

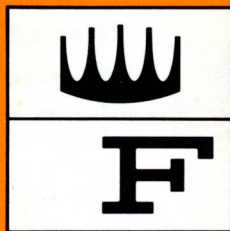
Brings the glamour of outdoor barbecuing *indoors!* Makes any type of meat more delicious, more attractive. Quickly installed with models equipped with rotisserie plug-ins—for Custom Imperial, Imperial, and a similar rotisserie for all Flair range models.



### **Small Oven Broiler Pan**

This 14 x 10-inch polished aluminum pan with removable grid fits nicely in small Flair oven. The pan makes an excellent roasting pan for small roasts—wonderful too, when broiling for small family.





**FRIGIDAIRE**  
DIVISION OF GENERAL MOTORS

*Look for the "F" with the crown on top. The crown stands for leadership!*