



Look at all that's

New!

in 1960

FRIGIDAIRE HOME APPLIANCES

to make you feel like a Queen!

FRIGIDAIRE ADVANCED APPLIANCES • DESIGNED WITH YOU IN MIND

New!

The sculptured beauty of the new Sheer Look for 1960!

In 1960, Frigidaire has taken still another tremendous step forward in appliance styling. One look tells you that this is indeed a **new** Sheer Look — a Sheer Look made even lovelier by the use of gently flowing, sculptured lines and regal touches of lacy filigree. The result is an entirely new dimension in classic simple beauty — beauty that has its **practical** side. Inside and out, everywhere you look, here is a continuous flowing design without clothes-catching corners, without harsh angles. And, of course, the clean modular shape of the Sheer Look was made for kitchens — made to make **any** kitchen look “custom-planned” with Frigidaire **free-standing** Appliances alone! Yes, this is the year **your** dream kitchen can easily come true — with the sculptured look in appliances from Frigidaire!



New!

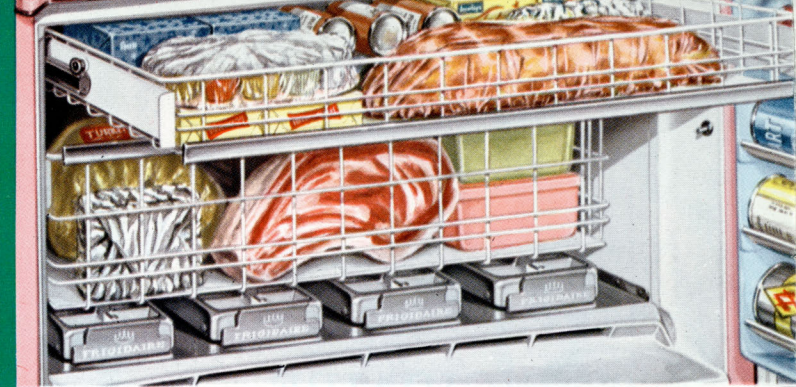
1960 FRIGIDAIRE FROST-PROOF Refrigerator-Freezers in 4 different models!

Here's FOOD KEEPING WITHOUT FROST that has actually been **kitchen-proved** in over 200,000 homes! Here's the best news since automatic defrosting. There's **no frost at all**. No frost to defrost, ever — even in the freezer section! No more frost-bound foods or ice trays; no frosty freezer walls; no scraping, drippy mopping-up. And only Frigidaire guarantees NO FROST—NO DEFROSTING. Buy on proof — FRIGIDAIRE FROST-PROOF FOODKEEPING!





ORDINARY FREEZER. Here is the heavily iced-up interior of an ordinary freezer chest after 30 days. And whichever way its owner chooses to defrost, it's a mess. Sometimes heat is applied to ice, or the refrigerator is turned off. Water drips, foods thaw, then refreeze with loss of flavor and vitamins.

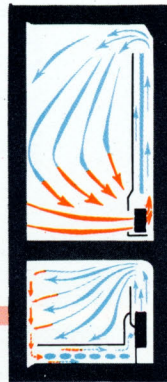


IN THE FRIGIDAIRE FROST-PROOF — after 30 days, months or even years, the freezer looks like this. Not a crystal of frost to defrost! Food packages are clean — dry to your touch — come out without effort. No more dripping, scraping, spilling. No more frostbitten fingers while you pry cartons loose, or work to free ice cube trays.

why settle for automatic defrosting? HERE'S NO FROST AT ALL!

Foodkeeping Without Frost! How it Operates

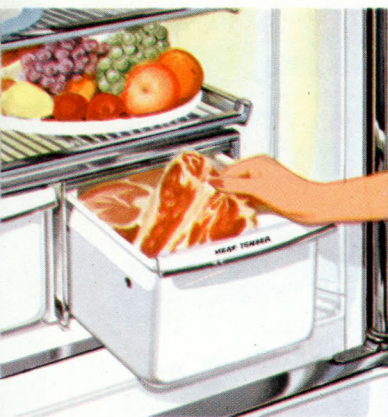
Unique Frigidaire FROST-PROOF system constantly circulates dry, zero zone cold throughout freezer section. Warm air and excess moisture are whisked away, out of the freezer, before frost can even start to build up!



Frigidaire Guarantees Foodkeeping Without Frost!

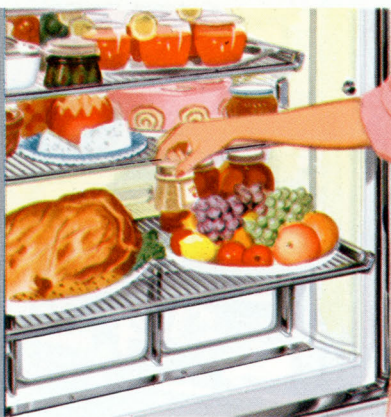
FRIGIDAIRE DIVISION OF GENERAL MOTORS CORPORATION GUARANTEES "NO DEFOSTING." The Frigidaire FROST-PROOF system will prevent build-up of frost inside this Frigidaire FROST-PROOF product. Without any cost to owner or user, at any time within one year from date of delivery. Frigidaire will make all necessary adjustments to the FROST-PROOF Refrigerator-Freezer (or Food Freezer) to prevent accumulation of frost.

Look at all the other *advanced* features you get in
new 1960 Frigidaire Frost-Proof Refrigerator Freezers!



**Keeps Meats Fresh
Without Freezing!**

New "FLOWING COLD" MEAT TENDER keeps fresh meats blanketed with safe cold air — keeps most quality meats up to a week without spoiling.



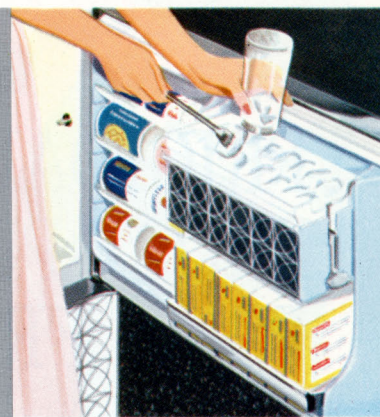
**Foods Without
Stretching!**

EXCLUSIVE ROLL-TO-YOU SHELVES serve you foods the modern way. Roll out on nylon to put all foods at your finger tips — quiet as a whisper! All-aluminum **and** removable.



**Closes Without
Clicking!**

NEW MAGNETIC DOOR SEAL! Closes as quietly as a sigh — seals magnetically! Makes latches old fashioned. Opens from inside or out at a finger's touch!



**Ice Cubes Without
Wrestling!**

FLIP-QUICK ICE-EJECTOR makes ice service a breeze. Pops out cubes by the dozen at a flip of your finger. Stores them without sticking in a man-size server!

New!



FRIGIDAIRE FROST-PROOF FOOD FREEZERS!

Now! FREEZING WITHOUT FROSTING in Full-Size Food Freezers! It's the same successful Frost-Proof principle used in over 200,000 Frigidaire FROST-PROOF Refrigerator-Freezers. Takes the frost, mess and misery out of food freezing. No more defrosting because there's just no more frost!

Choose from two beautiful new Upright models — both styled with the new Sculptured Sheer Look that most Frigidaire products are wearing for 1960! See the complete line of Frigidaire Upright and Chest-Type Food Freezers at your Frigidaire Dealer's.



New!



A FRIGIDAIRE "only"

THE PULL 'N CLEAN OVEN in 8 new 1960 Electric Ranges!

Here's CLEANING WITHOUT SLAVING with the oven you pull out to clean — in 30-inch as well as 40-inch models!

Here's the easiest oven-cleaning of all time. No more stooping, squatting, head-in-the-oven cleaning. Oven slides out on door for stand-up, wipe-off cleaning. See your Frigidaire Dealer. There's a Frigidaire "Pull 'N Clean Oven" Range that's just right for you, your budget, and your kitchen!



Here's why Advanced New 1960 Frigidaire Ranges bring you **CLEANING WITHOUT SLAVING!**



WIPE-OFF CONTROL PANEL

Every knob pulls right off to give you a clean sweep across panel!



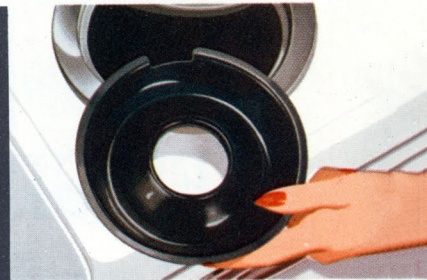
SPILLOVERS STAY PUT

— on the recessed top for easy wiping. Won't dribble down the range sides or front!



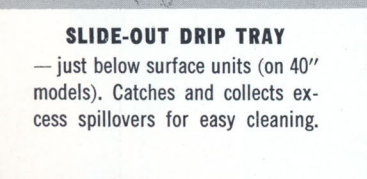
SELF-CLEANING SURFACE UNITS

No cleaning is ever required — anything spilled, even sticky syrup, burns right off clean!



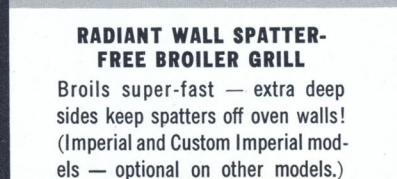
DRIP BOWLS CLEAN LIKE CHINA

— because they're finished in Porcelain Enamel! Units tilt up, stay up, and drip bowls go to the sink!



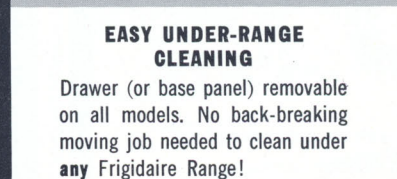
SLIDE-OUT DRIP TRAY

— just below surface units (on 40" models). Catches and collects excess spillovers for easy cleaning.



RADIANT WALL SPATTER-FREE BROILER GRILL

Broils super-fast — extra deep sides keep spatters off oven walls! (Imperial and Custom Imperial models — optional on other models.)



EASY UNDER-RANGE CLEANING

Drawer (or base panel) removable on all models. No back-breaking moving job needed to clean under any Frigidaire Range!



PORCELAIN ENAMEL INSIDE AND OUT

Finest protection there is. Stays bright and beautiful for years with only damp cloth care!



New!

No matter what
you wash and wear
you'll feel like a Queen!

Every new 1960 Frigidaire Washer brings you special "Clothes Bath" Care for everything you wash and wear — whether it's filmiest nylon or sturdiest denims!

Exclusive patented 3-Ring "Pump" Agitator — in every model — BATHES DEEP DIRT OUT WITHOUT BEATING. No blades to beat, tangle or stretch clothes. It pumps up and down — gives every fabric load hand-gentle, rub-free, "Clothes Bath" Care.

And — in every model — Automatic Lint Removal; Automatic Bleaching and Dyeing; plus a special Wash & Wear cycle.

Heart of every Frigidaire Washer — the patented 3-Ring "Pump" Agitator — today's most advanced washing action!

Frigidaire Washer Rated No. 1 for All-Around Performance by U. S. Testing Co., Inc.! In controlled laboratory tests of 6 leading automatic washers! Report No. 57745, dated May 21, 1959.

No wonder Frigidaire is fast becoming America's most popular washer!

New!

Flowing Heat Air Circulating System in 8 new 1960 Frigidaire Automatic Dryers!

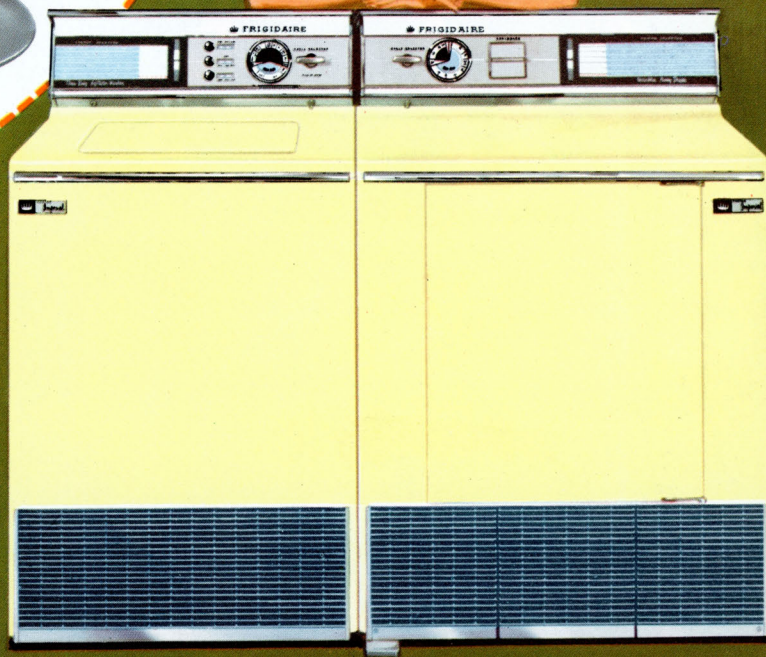
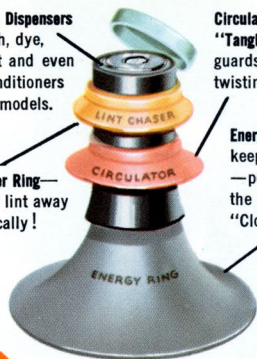
New, more efficient Flowing Heat System gives you faster, more uniform drying. Deposits lint in one, easy-to-clean trap right on the door. And there's "Wrinkles-Away" drying for all your Wash & Wear things in every 1960 Frigidaire Dryer, electric or gas!

Automatic Dispensers
for bleach, dye,
detergent and even
water conditioners
on some models.

Lint Chaser Ring—
"pumps" lint away
automatically!

Circulator
"Tangle-Guard" Ring
guards against
twisting, tangling.

Energy "Pump" Ring
keeps suds working
— power-pump for
the unique Frigidaire
"Clothes Bath!"



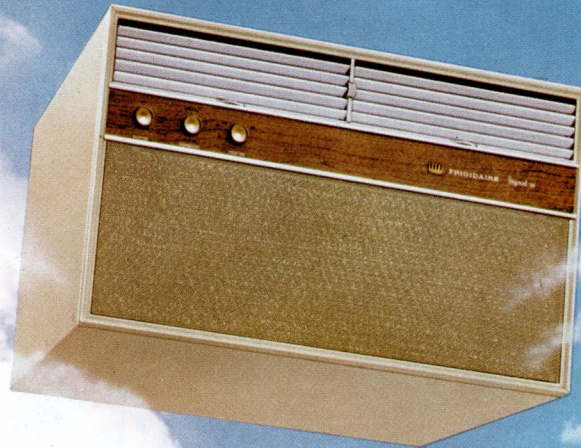


Room Air Conditioners

...A new dimension in Room Air Conditioning — that gently surrounds you with cool, dry, quiet comfort

Strikingly beautiful new air conditioners in fresh, compact styling. Three models offer sensational Stereo-Cooling with new Hush-Foam Air Guide, Comfort Distributor, and perfectly matched cooling coil. All models feature exclusive Frigidaire Super Meter-Miser Compressor and balanced cooling system to assure constant dry-cooling. Various types and sizes of cabinets to choose from, for window, wall, and transom installation. "Lone Star" model provides extra cooling and dehumidification for exclusive "Hi-Dri" cooling. "All-Seasons" models feature cooling and reverse cycle heating. "Saltaire Tuffy" models constructed of special materials to protect against rust and corrosion in saltwater areas.

STEREO-COOLING





FRIGIDAIRE WALL OVENS...

for New Meal-Making Magic

Beautiful Drop-Leaf Door and French Door Styling. Here beauty and convenience combine in glamorous Drop-Leaf Door design. For easiest cleaning ever, simply lower door straight down, out of the way. In conventional open position, door holds even the largest turkey or roast—and then some! Three beautiful models to choose from, including luxurious double-oven design with spatter-free broiling. Wonderful features, too, such as automatic Cook-Master, Radiantube Bake and Broil Units, Signal Lights, and optional Rotisserie. These features also available in high-style French-Door model that saves almost a foot of room space when open.

All models may be had in rich Satin Chrome or choice of five Frigidaire Kitchen Rainbow colors: Mayfair Pink, Sunny Yellow, Turquoise, Charcoal Gray, and Aztec Copper.

Promise of a more beautiful kitchen





Holiday for Apron Strings

Frigidaire Built-In Cooking Tops and Fold-Back Units



Cooking Tops feature fast, easy installation

Three beautiful models—two in 32¼" width, requiring only 4½" depth for installation in regular work counters or cabinets. Available with standard or combination standard plus Speed-Heat and Heat-Minder Cooking Units. Handy control cluster with automatic signal light. Choice of rich Satin Chrome or five Frigidaire Kitchen Rainbow Colors... Also budget-priced model featuring snap-in installation and extra-shallow 3¾" depth requirements. Four standard Units—space-saving 23" width. Satin Chrome only.

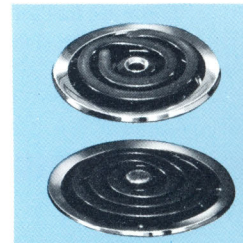


Space-saving Fold-Back Units

Choice of 24" and 48" models in various Cooking Unit combinations. Counter-balanced design for finger-tip lowering and lifting. When folded back, cooking units are automatically turned off—counter-top space increased. Easy-reach, easy-use illuminated control panel. Satin Chrome finish.

For peak cooking convenience

The Frigidaire 6" Speed-Heat Unit starts cooking minutes faster. The 8" Heat-Minder Unit automatically "watches" temperatures, guards against burning and "boil-overs".



Holiday for Apron Strings



FRIGIDAIRE DISHWASHERS

give you sparkle-clean
tableware—hours more
leisure time

Now, dishwashing so easy that the touch of a button does it all—saves up to four-fifths of the time ordinarily spent on this irksome task. New Frigidaire Dishwashers sparkle-clean more dishes—12 full place settings (N. E. M. A. Standards) or a whole day's supply for an average family. On Custom Imperial models each dish, glass, and utensil is double-scrubbed and triple-rinsed, including the special "Spots Away" final rinse. Every piece comes out dry, bright, and sanitized at pasteurization temperatures. Grease and food particles, even dried-on egg, disappear like magic—thanks to the exclusive Frigidaire Turbo-Spray.



Wide Choice of Models

Select a Frigidaire Dishwasher just right for you—under-counter type to slip into standard or custom-made cabinets; free-standing and mobile models; and a handsome sink-dishwasher combination. Choice of colors, too, on most models—even optional maple top on free-standing type—for smart built-in, blend-in look.



Finger-Tip Magic

Load it, and touch the magic button—that's Frigidaire automatic dishwashing! Everything comes out sparkle-clean, sparkle-bright, shiny dry.

Sparkle-Clean Washing Action

Marvelous Turbo-Spray Tube, located between racks, revolves 600 times a minute with 22 sweeping sprays of live, steaming water to wash and rinse sparkle clean. Yet finest china, crystal, and coveted sterling pieces can be washed with complete safety.



FRIGIDAIRE FOOD WASTE DISPOSERS

Quieter, faster, safer than ever. Leftovers of all kinds—corn husks, corn cobs, grapefruit rinds, celery, etc., are washed down the drain with lightning-fast disposing action. Two models—one with insulated outer shell for extra quiet operation.



FRIGIDAIRE WATER HEATERS

Hot water problems? Here's the answer! Frigidaire Electric Table-Top models in 30 to 50 gallon capacities or Round models in 30 to 82-gallon capacities. Choice of galvanized or glass-on-steel tanks. Also extra fast "Quick Recovery" models.



*Built into every Frigidaire Product...
an engineering pledge of quality!*

For a generation and more, Frigidaire has been known as America's first family of appliances. There are two mighty good reasons for this.

First — Frigidaire has always been the leader in the constant race for new features, new advances, new ways to make living easier, more pleasant for all of us.

Second, and perhaps even more important: behind every Frigidaire product is the integrity of two great names — Frigidaire and General Motors.

What does this mean to you? Just this: no matter which new Frigidaire product you choose, you can expect today's most advanced styling and features, **plus** the finest in quality materials and workmanship — quality that has become a tradition along the Frigidaire product assembly lines.

No wonder Frigidaire is **the** buy-word in appliances to millions of satisfied homemakers across the land!

FRIGIDAIRE ADVANCED APPLIANCES • DESIGNED WITH YOU IN MIND