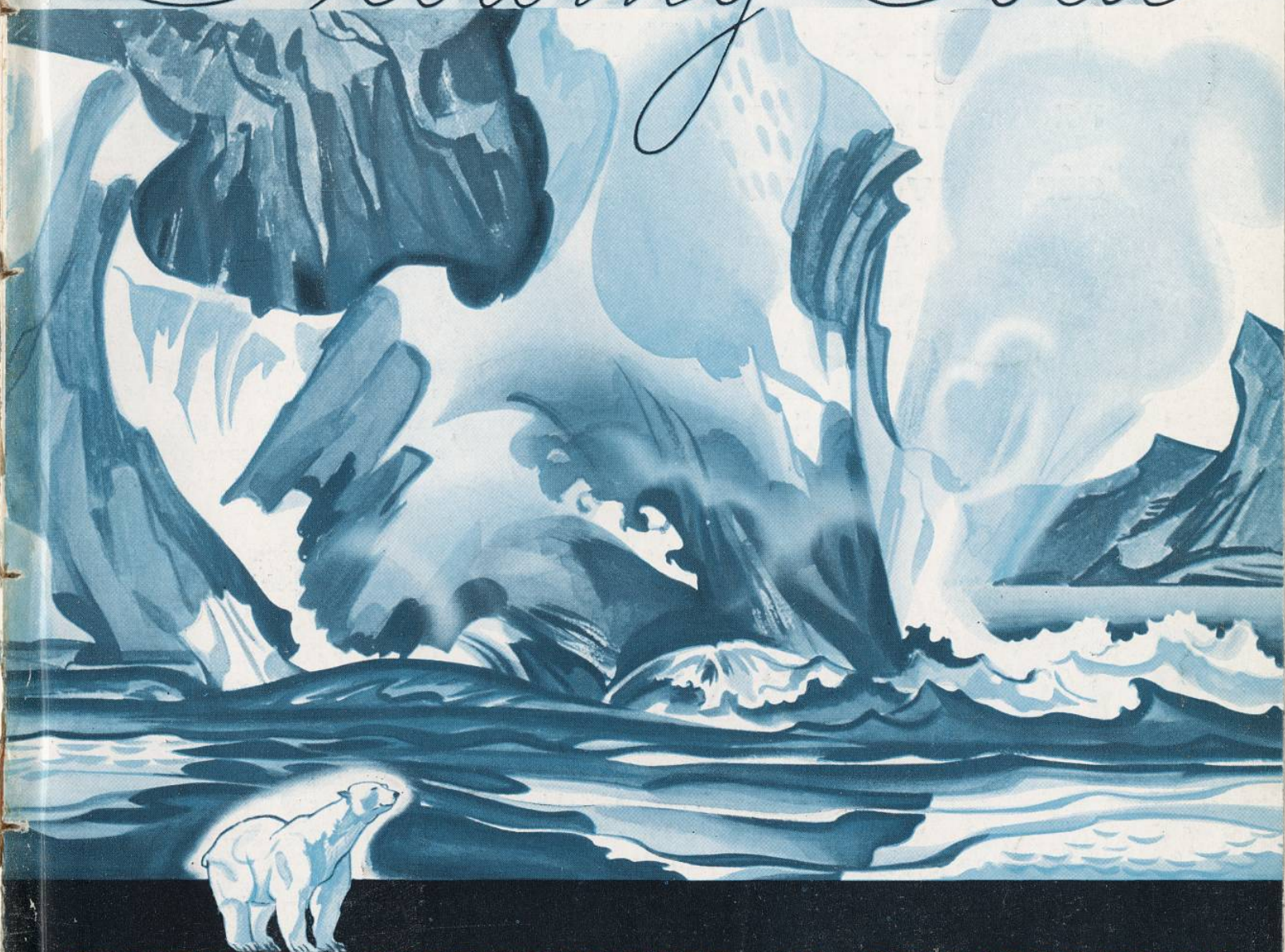


37A

# Flowing Cold



STARTLING IMPROVEMENTS IN REFRIGERATION  
FOR RESTAURANTS OF ALL KINDS

by Frigidaire



# Flowing Cold

## Frigidaire's new FLOWING COLD means radically improved service, conditioned air, lower operating costs and greater profits for you

FRIGIDAIRE has long been a pioneer in the electric refrigeration field. Throughout the years it has been especially successful in providing restaurant men with refrigeration equipment to help save money and increase profits. Whenever experience and research made improvement possible, Frigidaire has quickly put the improvements into effect with new and better equipment.

And now Frigidaire has surpassed all former achievements by developing FLOWING COLD—a new scientific type of refrigeration that conditions the air!

With the development of FLOWING COLD by Frigidaire and General Motors engineers, a great change has taken place in refrigeration methods. Frigidaire FLOWING COLD does more than keep your products properly cooled. In addition to furnishing ideal temperatures suited to individual needs, it automatically eliminates excessive dehydration . . . prevents objectionable sliming or sweating of foods . . . and provides the utmost in cleanliness by washing the air as it circulates in refrigerators, cases and coolers.

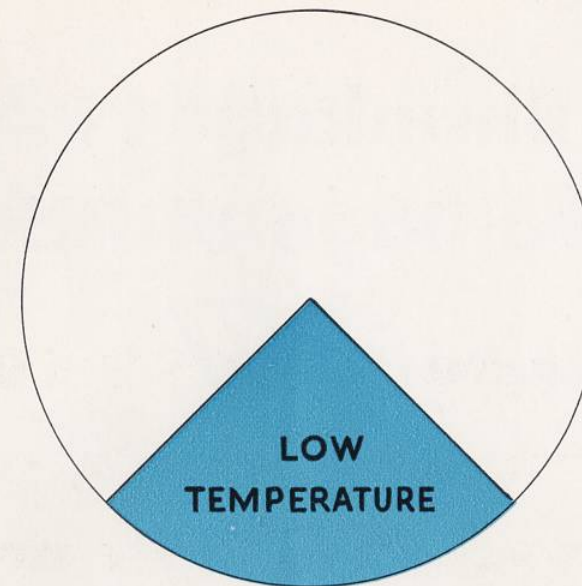
This entirely new "four dimension" system of refrigeration will earn more profits for you by making possible better service to patrons . . . greater savings on foods . . . and lower refrigeration costs.



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Frigidaire Corporation

Dayton, Ohio



## Low Temperature . . . the 1st great advantage of FRIGIDAIRE

# Flowing Cold

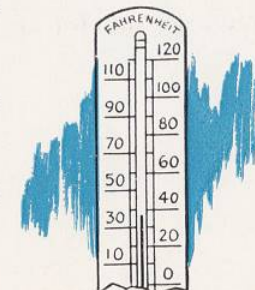
THE ability of Frigidaire to provide correct low temperatures is the first "dimension" of Frigidaire FLOWING COLD. Although Frigidaire has proved over a long period of years its ability to maintain proper temperatures at low cost, the new Frigidaire FLOWING COLD equipment provides low temperatures more economically than ever before. The new equipment is more efficient, more strongly and sturdily built, and uses less current, reducing operating costs as much as 24%.

### WHAT THIS MEANS TO YOU

The fact that you can depend upon Frigidaire's FLOWING COLD to give you cold, even temperatures without fail, means that you can save money and build good will, sales and profits by:

1. Reducing losses caused by spoilage and trimmings.
2. Purchasing perishable foods in larger quantities at lower prices.

3. Taking advantage of "specials" offered by your suppliers.
4. Offering your patrons wider varieties and serving these foods more attractively.
5. Serving many kinds of foods which could not be profitably handled with old-fashioned refrigeration.

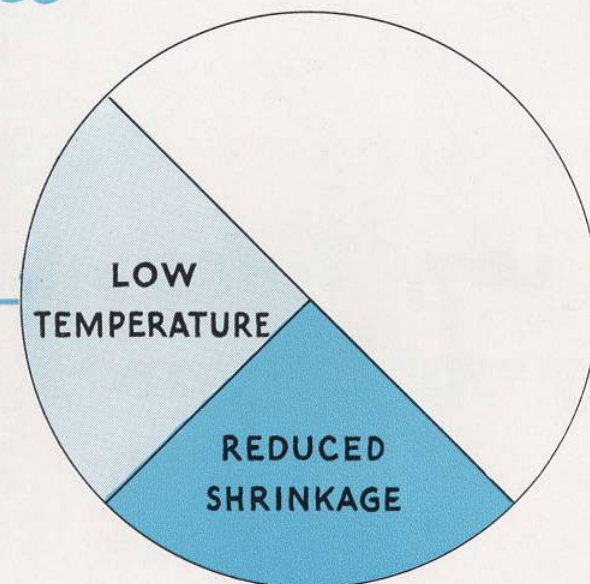


★ ★ ★  
All these advantages mean more money in your pocket when you have Frigidaire FLOWING COLD equipment installed in your restaurant.



## Reduced Shrinkage . . . the 2nd great advantage of FRIGIDAIRE

*Flowing Cold*



**C**OLD temperatures alone are not sufficient to provide ideal refrigeration. It is also necessary that excessive drying out of foods be eliminated. So, due to the fact that proper balance is maintained—not only between the space to be refrigerated and the coils specified, but also between Frigidaire FLOWING COLD coils and compressor units—Frigidaire reduces the amount of moisture taken out of food to a minimum. This reduction of shrinkage is the second “dimension” of FLOWING COLD.

### WHAT THIS MEANS TO YOU

This second great advantage of Frigidaire FLOWING COLD equipment enables you to save money, build good will, sales and profit in your business, by:

1. Guarding against the needless losses of servings that are caused by the shrinkage of meats and various other perishable foods.

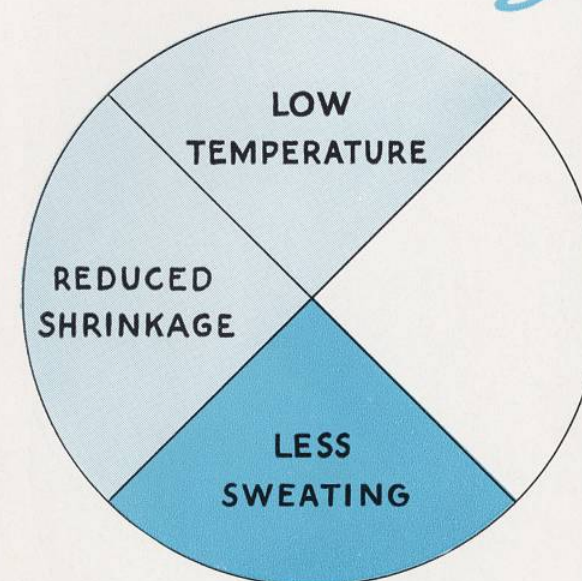
2. Reducing the trimmings that are made necessary with ordinary methods of refrigeration when meats dry out.
3. Retaining the original color and juicy flavor of your meats.
4. Guarding against the drying out of vegetables and the shriveling of fruits that occur with refrigeration methods which cause excessive dehydration. Vegetables and fruits are kept fresh and inviting with Frigidaire.



★ ★ ★  
Every one of these benefits means that you can save more money and earn more profits with the conditioned air provided by Frigidaire FLOWING COLD.

## Less Sweating . . . the 3rd great advantage of FRIGIDAIRE

*Flowing Cold*



**T**HE design and proper balancing of Frigidaire FLOWING COLD equipment also makes possible the third “dimension”—less sweating. Too much moisture, which makes itself evident in the form of objectionable sweating or sliming of food products, is usually caused by having too much coil surface in the fixture and operating the coil at so high a temperature that circulation is retarded. Frigidaire FLOWING COLD guards against this by providing exactly the right type and size of equipment.

### WHAT THIS MEANS TO YOU

This third big advantage of Frigidaire FLOWING COLD offers

you many worthwhile benefits which will help you increase profits by—

1. Protecting you against the trimming losses that occur when meats sweat excessively and collect objectionable slime. In meats free from slime, bacteria growth is checked and losses reduced.
2. Safeguarding you against the loss that results when meats, vegetables and fruits must be thrown away because they have become slimy.
3. Protecting you against dissatisfaction of patrons because meats and other foods that sweat excessively lose their natural juices.



★ ★ ★  
These advantages mean additional profits to you when the air in your coolers is conditioned by Frigidaire FLOWING COLD.



# Washed Air... the 4th great advantage of FRIGIDAIRE

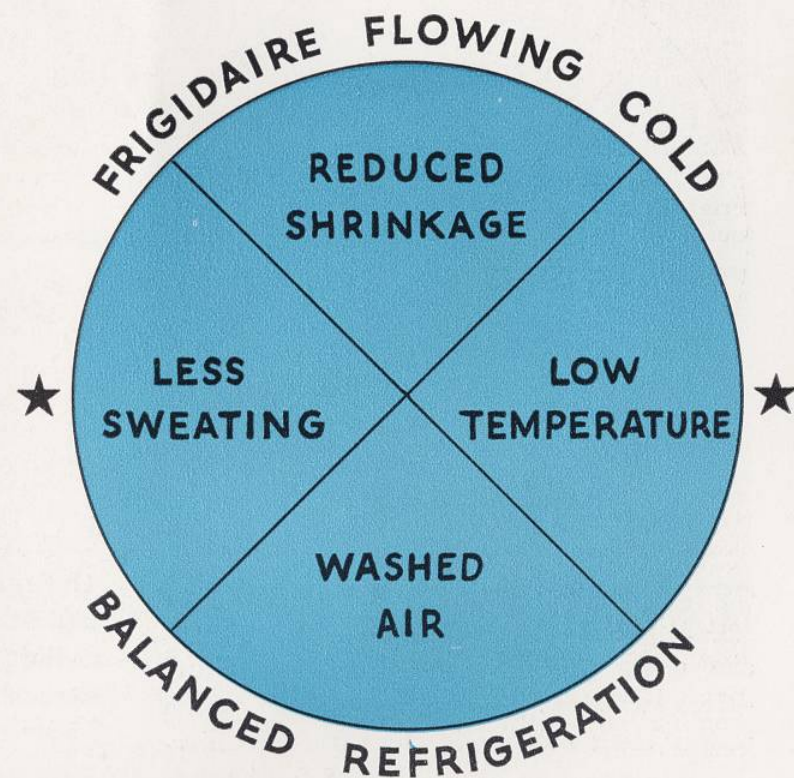
## *Flowing Cold*

**B**UT Frigidaire FLOWING COLD gives you another great benefit. The fourth "dimension" of Frigidaire FLOWING COLD is that it conditions the air by providing a positive washed air system which gives you a far cleaner air circulation over the food. Dirt and impurities are washed from the air and as a result the atmosphere within the fixtures is kept cleaner and purer. Conditioning air is an art and Frigidaire, a pioneer in air conditioning buildings, residences and other places, has applied the knowledge gained in this work to its new system for the keeping of food products.

### BALANCED REFRIGERATION

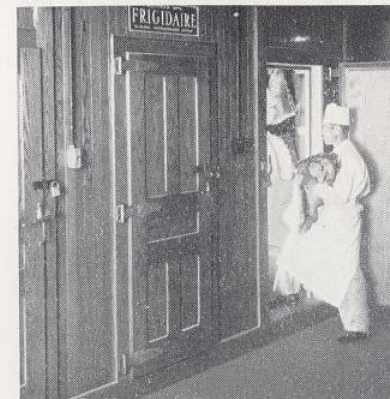
As a result, when you invest in Frigidaire FLOWING COLD, you profit by all four of these vital features.

1. Low temperature
2. Reduced shrinkage
3. Less sweating
4. Washed air



You need all four of these "dimensions" because every one is important to your business. Every one will help you cut expenses, build patronage and increase profits. Every one of these added advantages is available to you at no extra charge. On the contrary, Frigidaire FLOWING COLD actually effects a big saving in operating costs. This new conditioned-air refrigeration for restaurant fixtures will pay for itself faster—earn profits more quickly.

There is Frigidaire *Flowing Cold* equipment to handle every refrigeration need in the restaurant



**STORAGE COOLERS**—With Frigidaire you can buy in larger quantities and at better prices.



**SHORT ORDER BOXES**—Can be placed where supplies are handiest when Frigidaire is used.



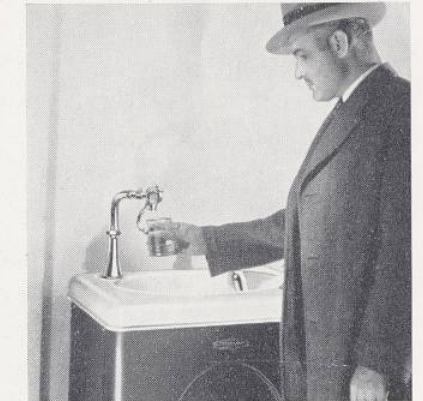
**DISPLAY CASES**—Salads, fruits and desserts can be displayed in tempting manner with Frigidaire.



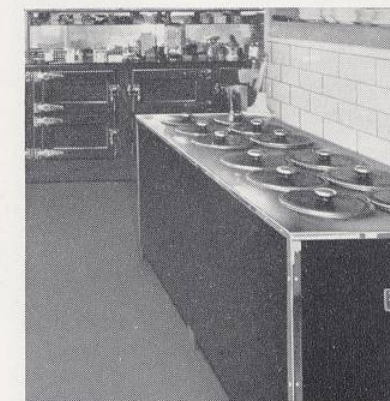
**BEER AND WINE STORAGE**—Cooling rooms held at uniform temperatures by Frigidaire.



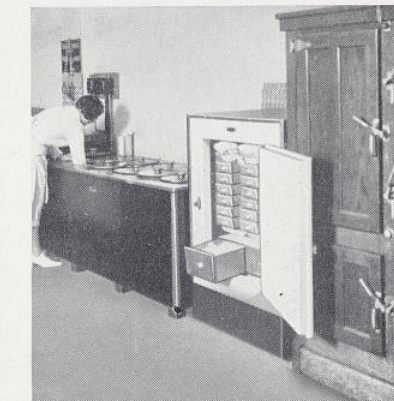
**FRIGIDAIRE BEER COOLERS**—Provide beer cooled just right. Dispensing cabinets available.



**FRIGIDAIRE WATER COOLERS**—Pay dividends in greater customer satisfaction.



**FRIGIDAIRE ICE CREAM CABINETS**—Permit wider varieties, greater profit per can.



**FRIGIDAIRE ICE-MAKING EQUIPMENT**—Furnishes generous supply for various needs.



**FRIGIDAIRE AIR CONDITIONERS**—Provide big advertising advantage to restaurant.



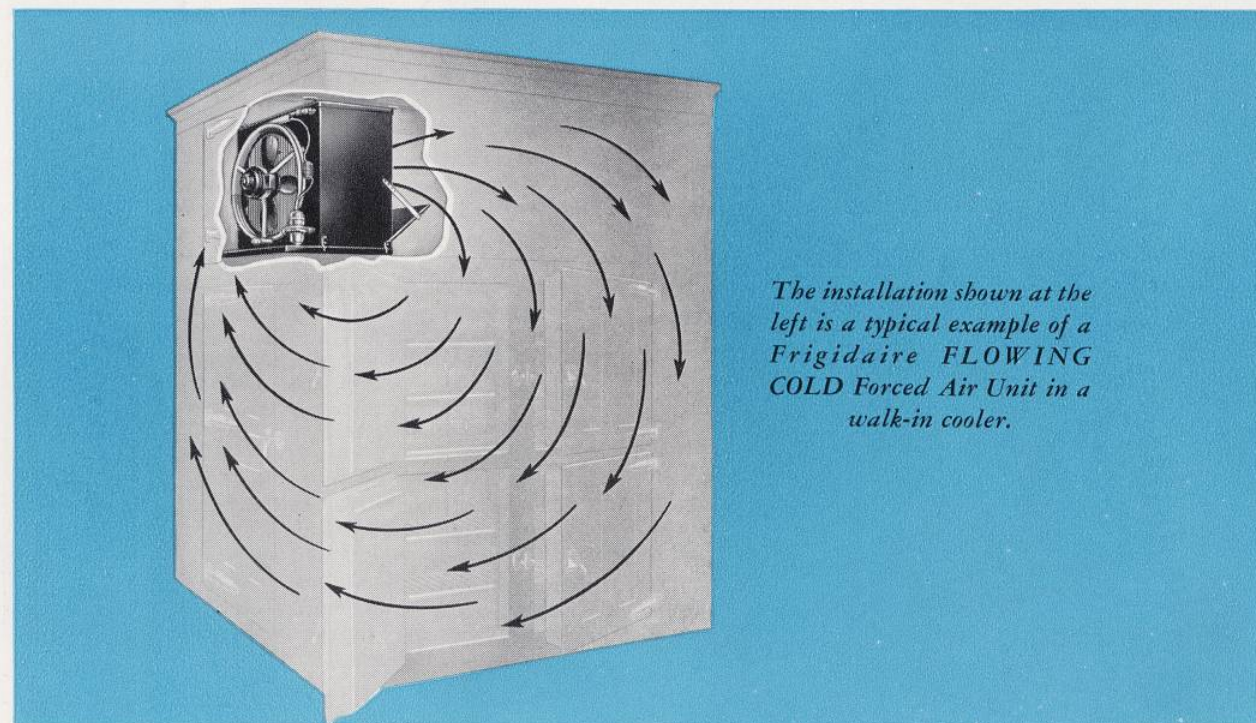
# FRIGIDAIRE *Flowing Cold* Forced Air Units are Especially designed to provide conditioned air in walk-in boxes and storage rooms

**F**RIGIDAIRE cooling units of this type bring about the four outstanding advantages of Frigidaire FLOWING COLD in fixtures where forced air circulation is desirable. And they do so at a big saving in operating cost, made possible by new methods in design. These units are designed to provide Positive and Directed circulation of air in large refrigerators and storage rooms.

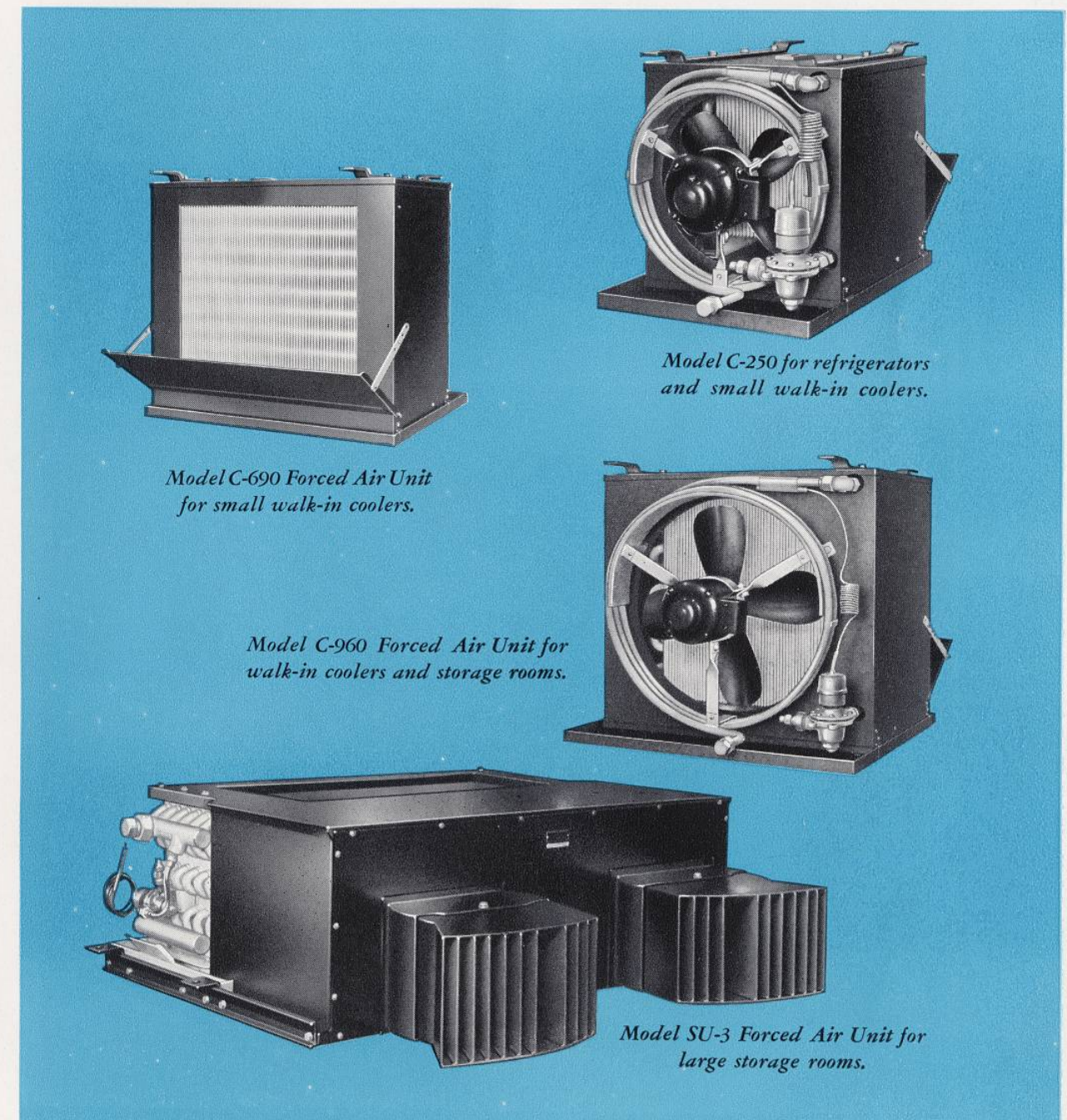
Positive air circulation is assured by means of a fan which forces the air over the cooling unit at just the right speed. Directed air circulation is secured by means of an adjustable air deflector. As a result, you have the assur-

ance that you will be able to secure properly conditioned air with correct air circulation, no matter how large your cooler may be. You will find, too, that Frigidaire FLOWING COLD Forced Air Units are easy to install in your fixtures. They usually eliminate the need for bunkers and baffles. And because of their compact design, these units require less head-room, leaving more valuable refrigerator space for foods.

In these and many other ways, Frigidaire FLOWING COLD Units of this type prove their high efficiency in providing conditioned air in large refrigerators and walk-in boxes.



*The installation shown at the left is a typical example of a Frigidaire FLOWING COLD Forced Air Unit in a walk-in cooler.*



*Model C-250 for refrigerators and small walk-in coolers.*

*Model C-690 Forced Air Unit for small walk-in coolers.*

*Model C-960 Forced Air Unit for walk-in coolers and storage rooms.*

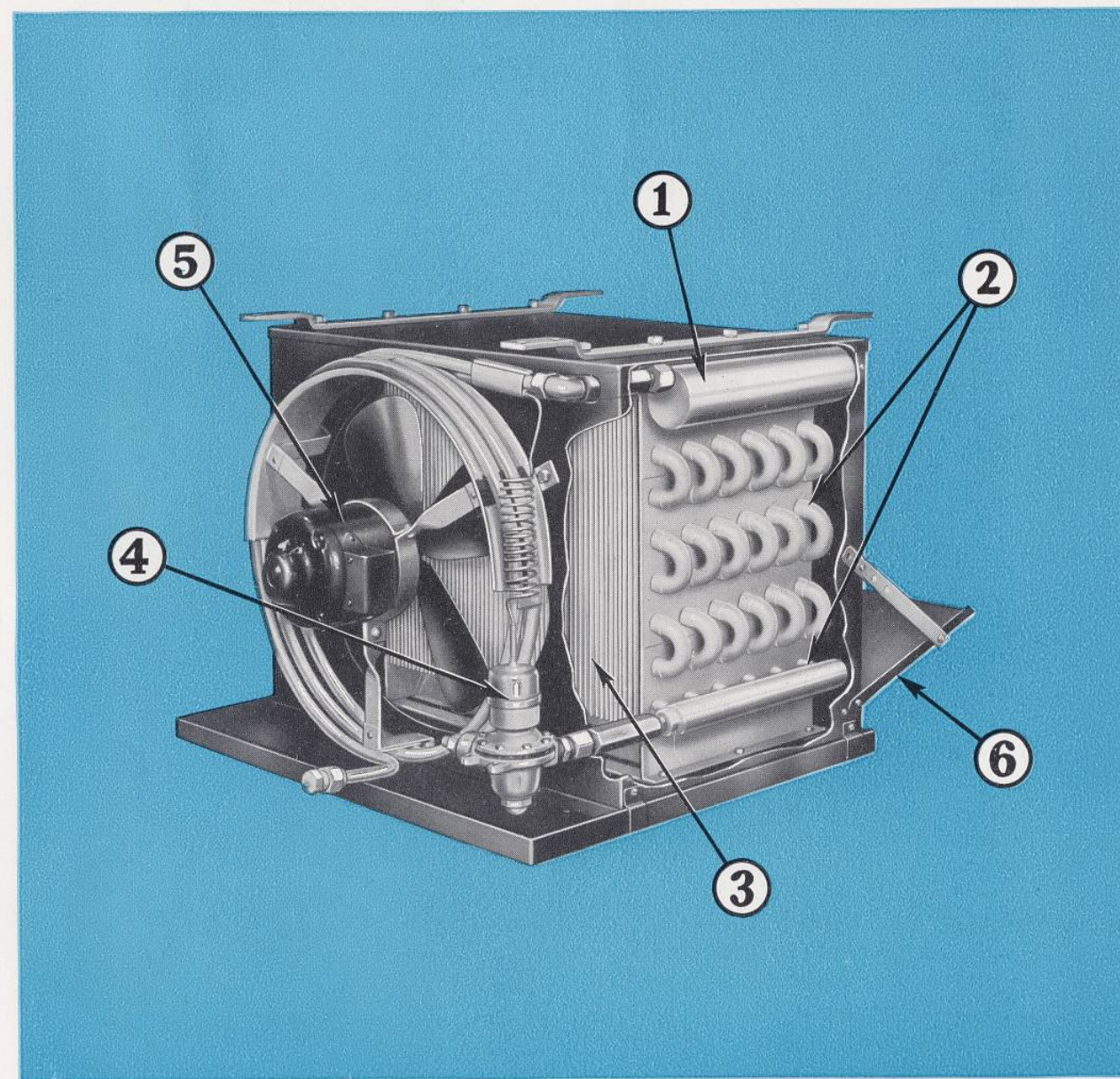
*Model SU-3 Forced Air Unit for large storage rooms.*



# Outstanding Features of Frigidaire *Flowing Cold* Forced Air Cooling Units

**F**RIGIDAIRE FLOWING COLD Forced Air Cooling Units have many important features of construction and operation. They are the result of Frigidaire's wide experience, engineering facilities and exhaustive research

in both refrigeration and air conditioning. When the Frigidaire Commercial Man specifies these cooling units, you may be sure you will get the finest refrigerator equipment—the most for your money in every respect.



Here are the leading features of the Frigidaire Flowing Cold Forced Air Cooling Units:

**1. MANIFOLDED TUBE CONSTRUCTION**—*assures increased operating efficiency.* Instead of being in the form of a continuous coil, the tubing is divided into sections. The ends of each section are joined to the upper and lower manifolds, thus assuring complete distribution of liquid refrigerant through the tubes. This wet expansion system means greater operating efficiency.

**2. SILVER SOLDERED REFRIGERANT JOINTS**—*durable, guard against leaks.* All tube and manifold joints are united with silver solder, which, with its far greater strength and hardness, makes a joint as strong as a weld, does not corrode and guards against leaks.

**3. CONTINUOUS FINS FROM TUBE TO TUBE**—*assure maximum usable surface.* Tight metal-to-metal contact is effected between tubes and fins by a special process of expanding the tubes into the openings of the fins. This assures maximum usable surface and more efficient operation.

**4. BUILT-IN CONTROL VALVE**—*assures accurate refrigeration control.* The control valve is of the latest design with a precision-type control. The valve is built in as a part of the cooling unit at the factory, giving additional assurance of accuracy in refrigerant control.

**5. FAN AND MOTOR**—*uses small amount of electric current.* The fan that is used on the forced air cooling unit has specially designed blades to provide proper air circulation with small use of electric current.

**6. ADJUSTABLE AND REMOVABLE AIR DEFLECTOR**—*directs air flow.* The air deflector directs the flow of the air stream to meet the requirements of the refrigerated space. The deflector can be adjusted to any angle desired or it may be removed entirely.





# FRIGIDAIRE *Flowing Cold* Diamon-Fin Wet Expansion Cooling Units

## especially designed for restaurant fixtures

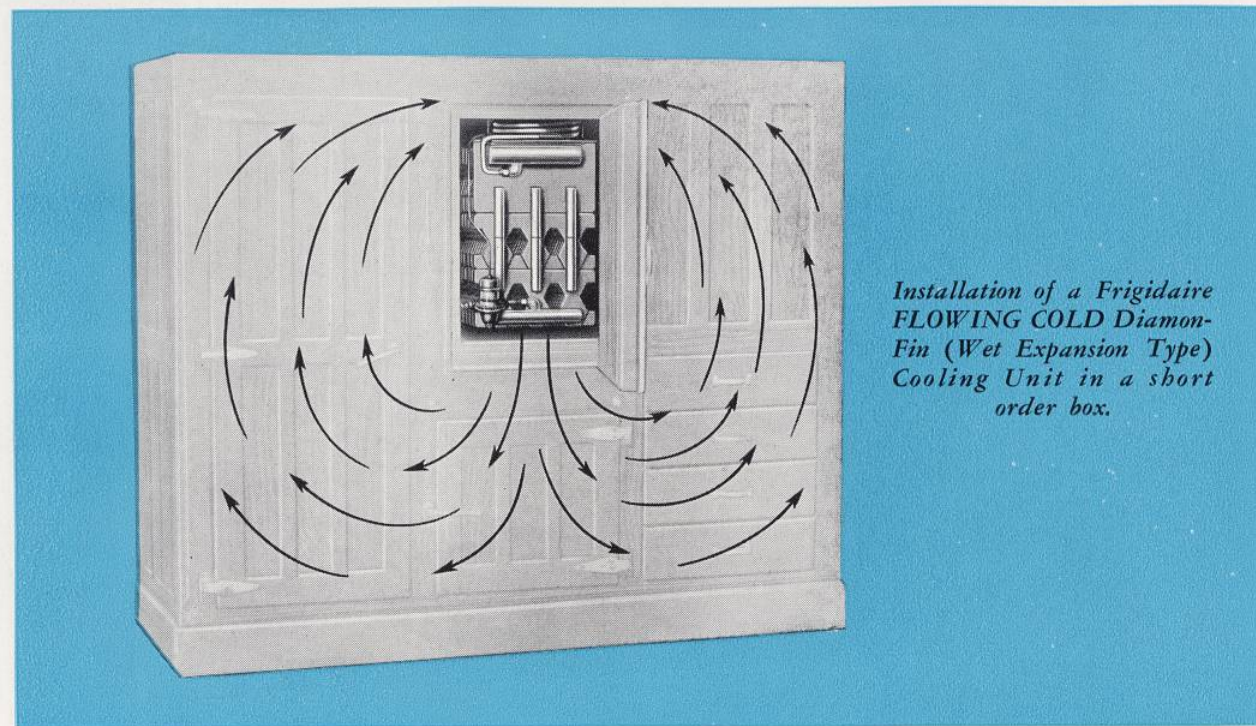
ALL of the advantages of Frigidaire FLOWING COLD are realized with the installation of Frigidaire's famous Diamon-Fin cooling units. These dependable units meet so many definite needs, represent one of the greatest contributions ever made to the art of refrigeration.

Frigidaire FLOWING COLD Diamon-Fin units permit the whole surface of the unit to be utilized in cooling the air, thus assuring high operating efficiency. This is due to the shape of the fins as well as to the manifolded type of construction, which assures complete distribution of liquid refrigerant through the tubes. In addition, the open spaces in the

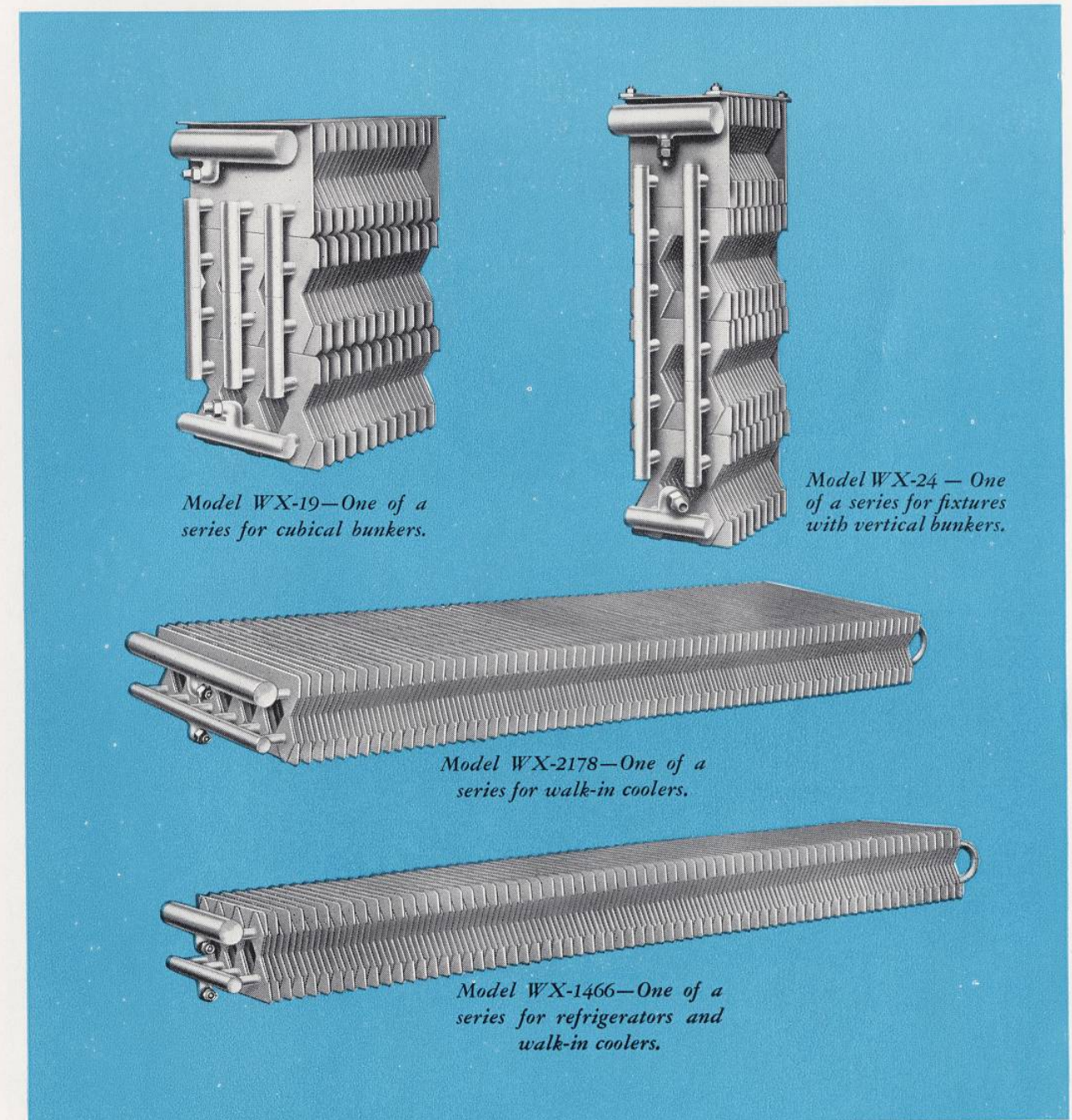
fins permit a greater volume of air to come in contact with the unit, thus making possible faster cooling and rapid, natural circulation of air.

This type of Frigidaire FLOWING COLD unit which conditions the air so effectively is light in weight and has large capacity. In fact, its all-round efficiency makes the compressors work easier and effects a real saving in operating cost.

In these and many other ways, this Frigidaire FLOWING COLD unit gives you the assurance that it will keep your foods in better condition, eliminate bother of old-fashioned methods and provide dependable operation.



*Installation of a Frigidaire FLOWING COLD Diamon-Fin (Wet Expansion Type) Cooling Unit in a short order box.*



*Model WX-19—One of a series for cubical bunkers.*

*Model WX-24 — One of a series for fixtures with vertical bunkers.*

*Model WX-2178—One of a series for walk-in coolers.*

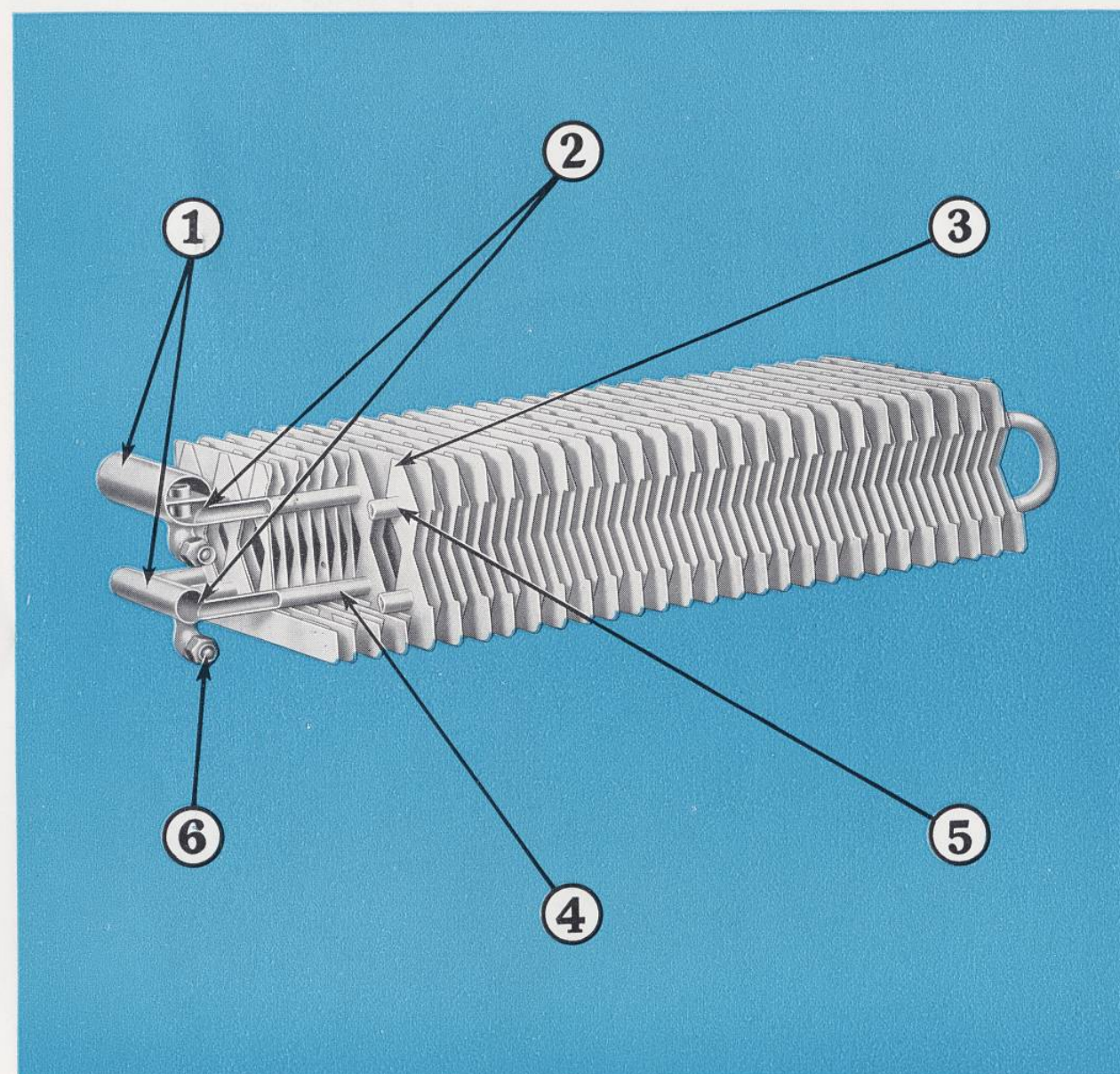
*Model WX-1466—One of a series for refrigerators and walk-in coolers.*



# Outstanding Features of Frigidaire *Flowing Cold* Diamon-Fin Cooling Units

THE development of the remarkable Diamon-Fin cooling unit is another example of the ability of Frigidaire engineers to provide better and more economical refrigeration results. It is another instance, too, of the advanced thinking which has

held for Frigidaire its position of leadership in the refrigeration industry. The use of these cooling units in your refrigeration fixtures gives you the assurance that you are profiting by one of the greatest developments in the history of commercial refrigeration.



Here are the leading features of the Frigidaire Flowing Cold Diamon-Fin Cooling Unit:

1. **MANIFOLDED TUBE CONSTRUCTION**—*assures increased operating efficiency.* Instead of being in the form of a continuous coil, the tubing is divided into sections. The ends of each section are joined to the upper and lower manifolds, thus assuring complete distribution of liquid refrigerant through the tubes. This wet expansion system means greater operating efficiency.

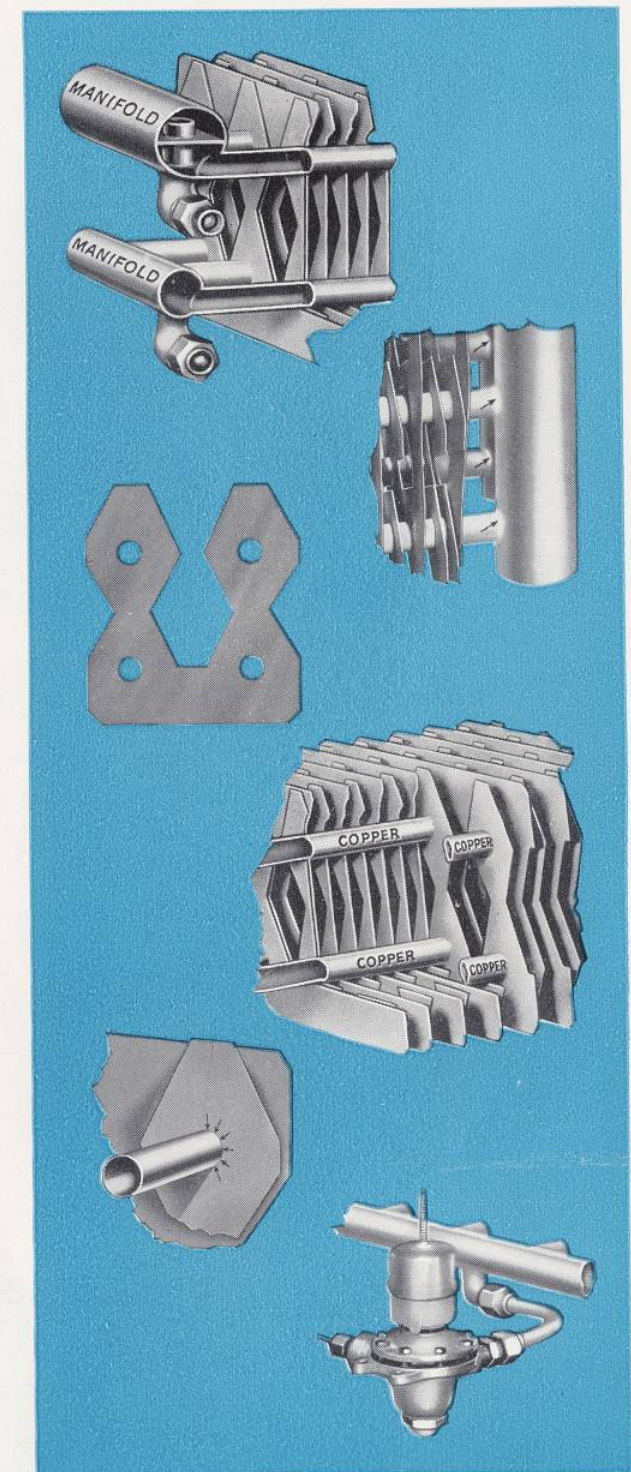
2. **SILVER SOLDER**—*durable, guards against leaks.* All tubes are united to headers with silver solder, which, with its far greater strength and hardness, makes a joint as strong as a weld, guards against leaks and does not corrode.

3. **DIAMOND-SHAPED FINS**—*all surfaces extract heat effectively.* The fins are die-cut in the shape of diamonds and half diamonds. Ineffective fin material is thus eliminated and all fin areas are equally effective in extracting heat from the surrounding air. The fins are of solid brass, heavily electro-plated to prevent corrosion. Finned construction makes possible automatic defrosting.

4. **COPPER TUBES**—*assure rapid cooling.* Tubes are of copper which assures rapid cooling. They are also electro-plated to prevent corrosion. The tubes are large in diameter, which means less friction, less pressure drop through the coil.

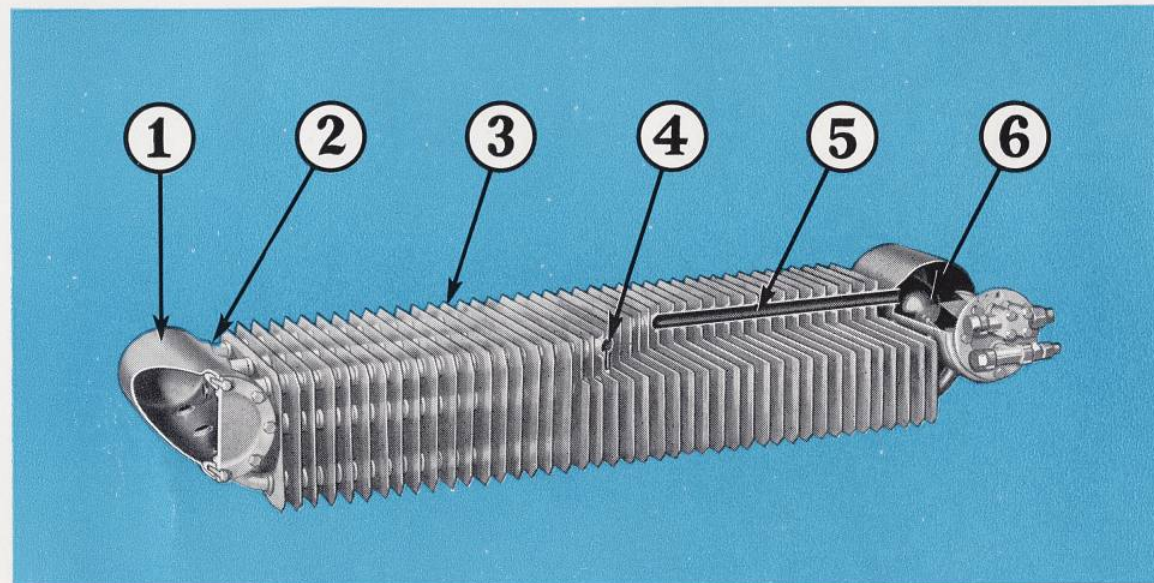
5. **TUBES EXPANDED IN FINS**—*increases efficiency of fins.* Tight metal-to-metal contact is effected between tubes and fins by a special process of expanding the tubes into the openings of the fins. As a result, the entire surface of the fins is practically as cold as the tubes themselves and refrigerating efficiency is increased.

6. **CONTROL VALVE**—*regulates refrigerant.* Frigidaire's thermal control valve regulates refrigerant in coil. (Connected as shown at right.)





# Frigidaire *Flowing Cold* Flooded Type Cooling Units

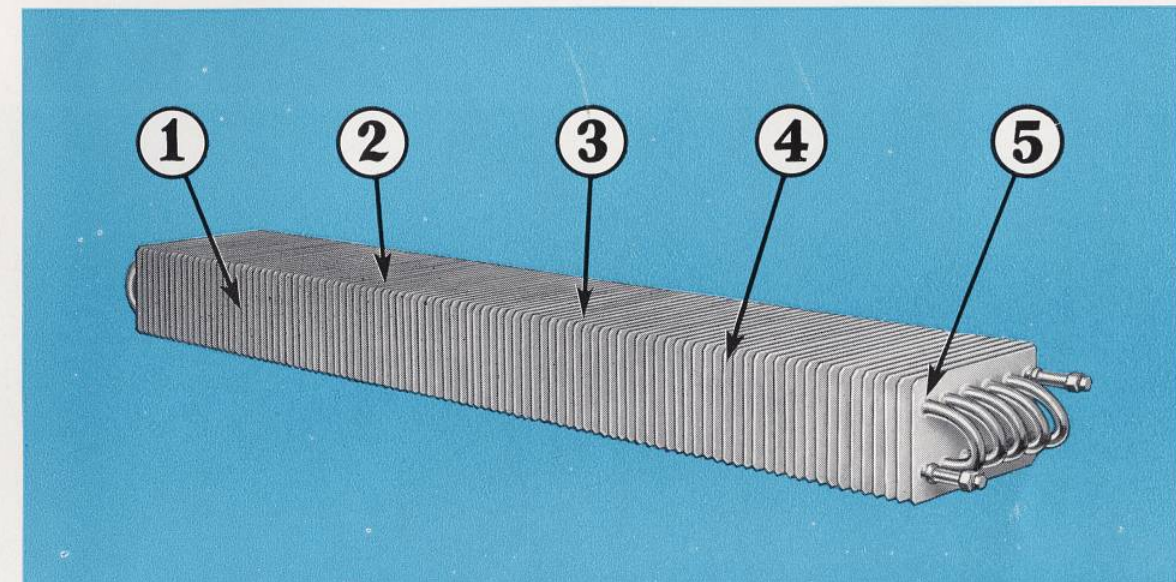


## DISTINCTIVE FEATURES

1. **BOILERS**—*strong and leakproof.* The boilers are made of thick, seamless brass which makes them strong and guards against leaks.
2. **SILVER SOLDER**—*guards against leaks.* All tubes are united to cylinders with silver solder, which, with its far greater strength and hardness, makes a joint as strong as a weld, guards against leaks and does not corrode.
3. **FINNED CONSTRUCTION**—*makes possible automatic defrosting.* Finned construction, developed by Frigidaire, makes possible "automatic defrosting," keeping coil surfaces clean and providing improved humidity conditions.

4. **CROSS-TUBE CONSTRUCTION**—*speeds cooling action.* Cross-tube construction of super-duty coils speeds the cooling action of the coil.
5. **TUBES EXPANDED INTO FINS**—*assures maximum usable surface and efficient heat removal.* Tight metal-to-metal contact is effected between the tubes and fins of the cooling unit by a special process of expanding the tubes into the openings of the fins. This assures maximum usable surface and efficient heat removal.
6. **VALVE CONSTRUCTION**—*simple and reliable.* The float-valve construction for regulating supply of refrigerant is simple and reliable.

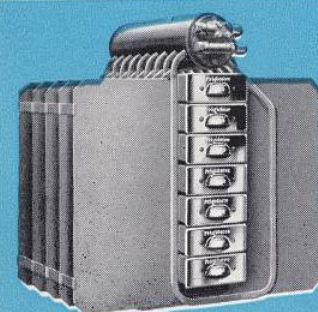
# Frigidaire *Flowing Cold* Dry Expansion Type Cooling Units



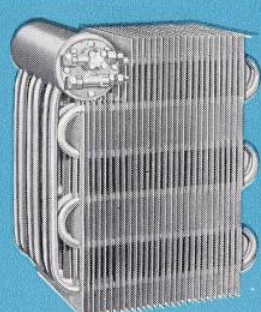
## DISTINCTIVE FEATURES

1. **COPPER AND BRASS CONSTRUCTION**—*efficient and economical.* Constructed throughout of copper and brass to assure efficient extraction of heat, economy of operation and long life.
2. **FINNED CONSTRUCTION**—*makes possible automatic defrosting.* Finned construction, developed by Frigidaire, makes possible "automatic defrosting," keeping coil surfaces clean and improving humidity conditions.
3. **TUBES EXPANDED INTO FINS**—*assures maximum usable surface and efficient heat removal.* Tight metal-to-metal contact is effected between

- the tubes and fins of the cooling unit by a special process of expanding the tubes into the openings of the fins. This assures maximum usable surface and efficient heat removal.
4. **ELECTRO-PLATED FINISH**—*resists corrosion.* Electro-plated finish makes possible improved appearance and resistance to corrosion.
5. **SILVER SOLDER**—*durable, guards against leaks.* All pressure joints are united with silver solder, which, with its far greater strength and hardness, makes a joint as strong as a weld, guards against leaks and does not corrode.



Model 18-TF—One of a series with trays for the freezing of ice and desserts.



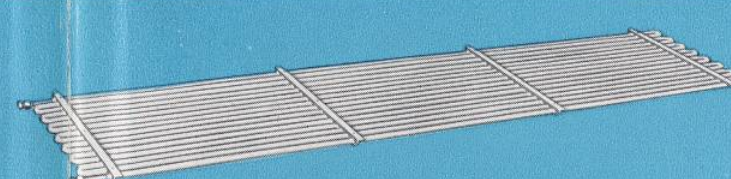
Model 19-F—One of a series for bunkers of cubical shape.



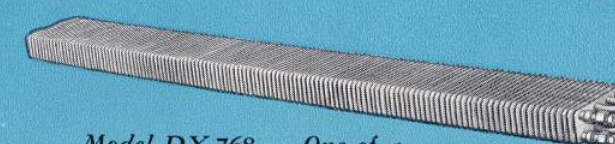
Model 1266-F—One of a series for refrigerators and coolers.



Model 26-F—One of a series for bunkers of special shape.



Typical Diffusion Type Coil—for fixtures requiring flat coils. There are seven series of these coils, available on special order only.



Model DX-768 — One of a series for cases and other fixtures requiring shallow coils.

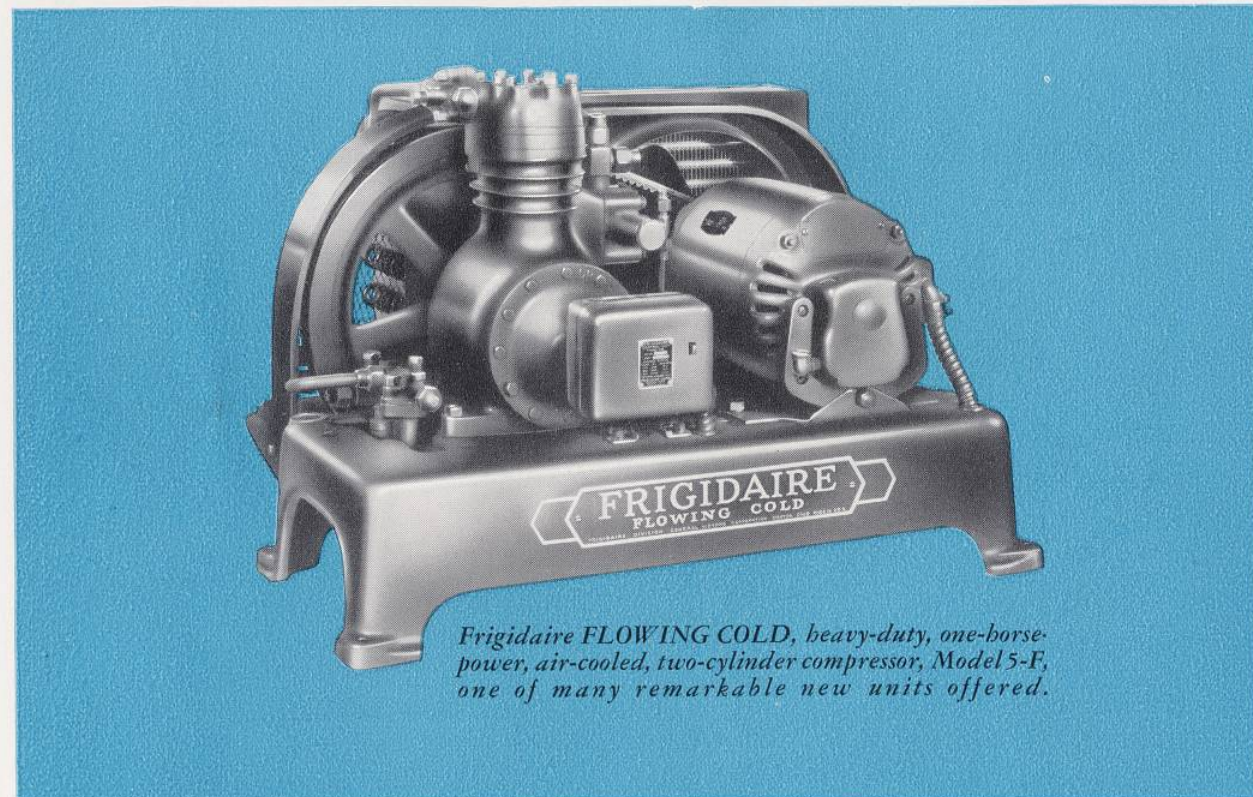
Model DX-1068—Another of a series of cross-finned coils for display cases and other fixtures.



Model DX-18—One of a series with trays for the freezing of ice and desserts.



# FRIGIDAIRE'S NEW *Flowing Cold* COMPRESSORS ASSURE BETTER REFRIGERATION—REDUCE OPERATING COSTS AS MUCH AS 24 PER CENT



*Frigidaire FLOWING COLD, heavy-duty, one-horsepower, air-cooled, two-cylinder compressor, Model 5-F, one of many remarkable new units offered.*

NEVER before has it been possible for any restaurant man to secure compressors that offer as many outstanding advantages as do the new Frigidaire Flowing Cold Models. These new units, resulting from many years' experience by Frigidaire and General Motors engineers, give you more refrigeration per dollar of initial cost... more refrigeration per dollar of operating cost.

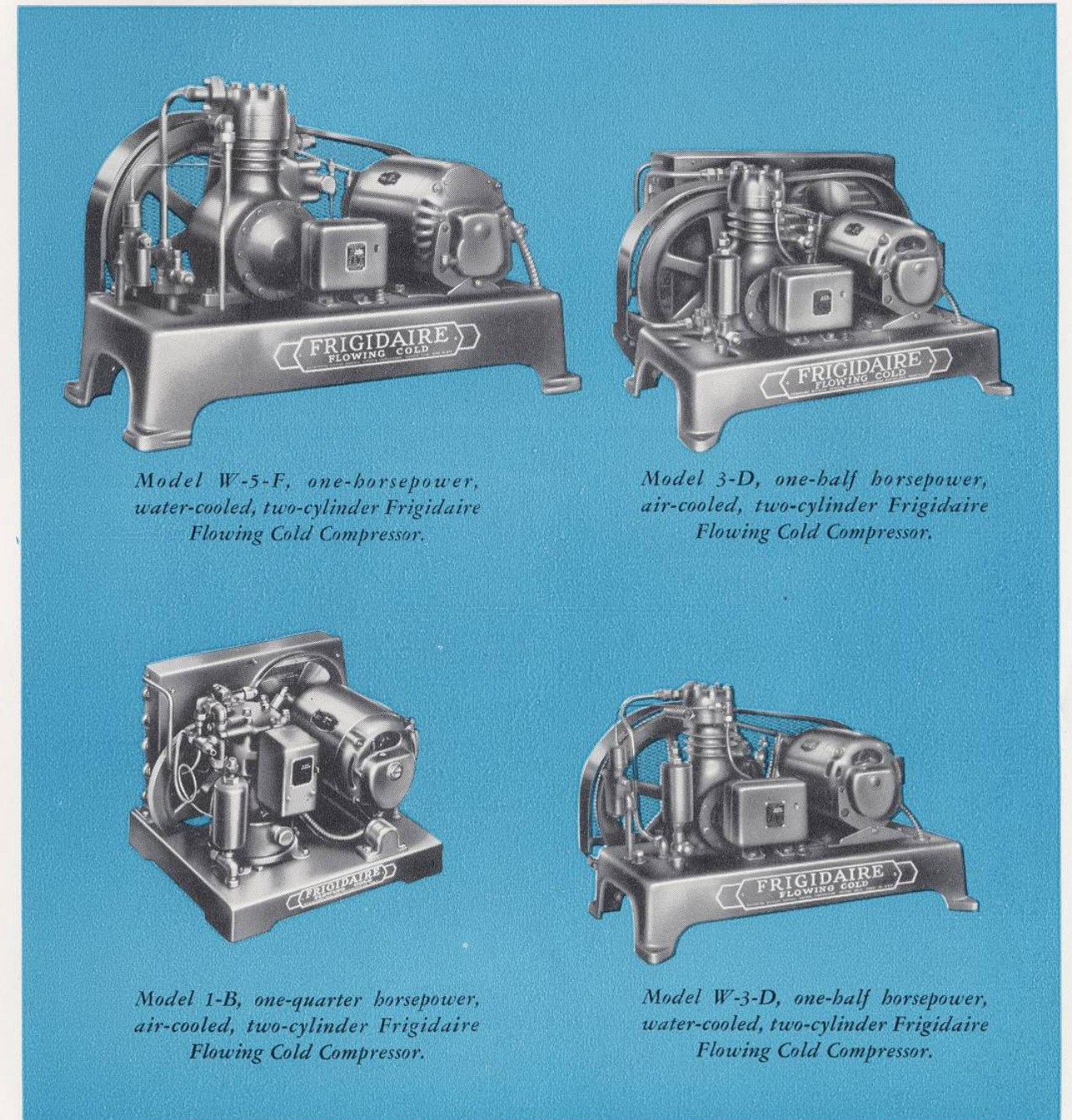
Frigidaire Flowing Cold Compressors provide big, large-capacity condensers and more powerful fans. The positive distribution of air over the condenser is assured with specially designed covers. A remarkable new

one-piece body construction assures accurate alignment, reduces operating cost.

The surplus-powered motor is mounted in rubber for quiet operation. The water valve is improved, assuring more accurate control.

The complete compressor unit is better looking than ever before as the result of a new type base, new switch, one-piece body and new condenser.

These and a host of other benefits make the Frigidaire Flowing Cold Compressors the most efficient equipment ever developed... equipment that will give you better refrigeration with smaller use of electric current.



*Model W-5-F, one-horsepower, water-cooled, two-cylinder Frigidaire Flowing Cold Compressor.*

*Model 3-D, one-half horsepower, air-cooled, two-cylinder Frigidaire Flowing Cold Compressor.*

*Model 1-B, one-quarter horsepower, air-cooled, two-cylinder Frigidaire Flowing Cold Compressor.*

*Model W-3-D, one-half horsepower, water-cooled, two-cylinder Frigidaire Flowing Cold Compressor.*



# OUTSTANDING FEATURES OF THE NEW FRIGIDAIRE *Flowing Cold* COMPRESSORS FOR RESTAURANTS OF ALL KINDS ★ ★

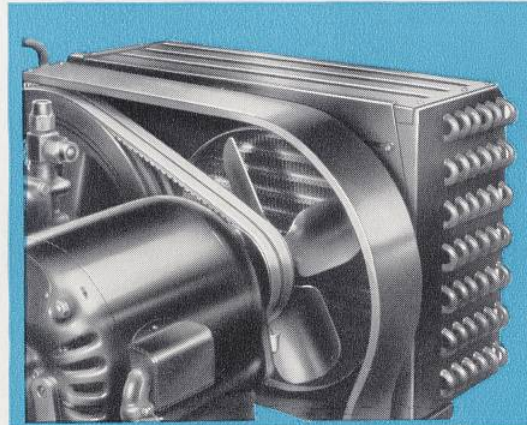
They give you many exclusive money-making advantages

**AS BEFITS** a General Motors product, every Frigidaire Flowing Cold Compressor is built with the precision of the finest automobile engine. All parts are made of the best materials available and are manufactured by skilled workmen in factories

provided with the most modern machinery. Regardless of the model you select—whether it is air-cooled or water-cooled—whether it has two cylinders or four, you are getting quality equipment that will give you dependable, automatic performance at low cost.



**POWERFUL MOTOR**—rubber-mounted for quiet operation. Has new, large capacity oil reservoir. Automatic belt tightener permits positive transfer of power.



**BIG CONDENSER**—has plenty of capacity. Uniform and positive distribution of air is assured by new condenser cover on air-cooled models. This type of design permits full capacity of new, larger fan to be used.



**NEW SWITCH**—assures accurate temperature control. Has high pressure safety shut-off which automatically stops motor in case of emergency, thus protecting unit against any damage.



**REINFORCED BASE**—this vibrationless, cast-iron foundation upon which the unit is cradled makes the entire unit sturdier and improves the over-all appearance.

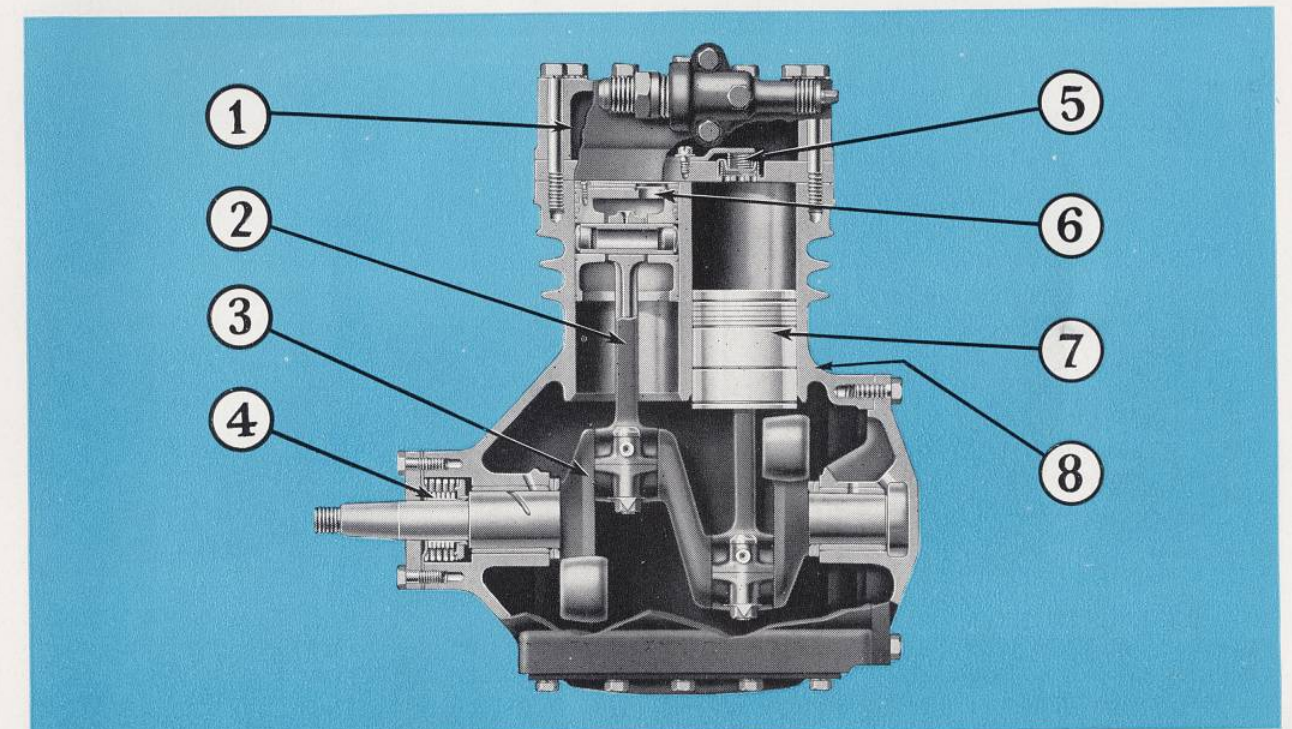


**ONE-PIECE BODY**—assures accurate alignment, makes possible quieter operation, less vibration, lower operating cost and greater all-round efficiency.



**WATER VALVE**—new, easily adjusted for correct water flow, preventing excessive water consumption. Large strainer prevents foreign matter getting into working parts and affecting operation.

Features revealed by cross section of compressor body



1. **LARGE DOMED HEAD**—eliminates congestion of refrigerant gas around and over the valves, thus preventing high temperatures and overheating. These reduced head temperatures and pressures result in less current consumption.

2. **DROP-FORGED STEEL CONNECTING RODS**—with high-grade babbitted bearings to assure smooth operation and long life.

3. **DROP-FORGED STEEL CRANKSHAFT**—heat-treated to give surfaces of utmost hardness. It is counter-balanced to reduce vibration to a minimum. Main bearing is of extra heavy, special, self-lubricating bronze.

4. **BELLOWS SEAL and PATENTED DUREX**

**BUSHING**—seal the oil and the refrigerant in the crankcase; self-oiling bearing is seated on shaft.

5. **IMPROVED DISCHARGE VALVE**—increases efficiency. A safety valve lift permits the release of any excess oil from cylinder without damage.

6. **SPRING-OPERATED INTAKE VALVE**—assures positive action. Larger passages for refrigerant gas increase efficiency and capacity.

7. **IMPROVED PISTONS**—pistons and piston rings are ground to close fit. Maximum capacity of compressor unit is thus obtained.

8. **ONE-PIECE BODY**—improves appearance, assures accurate alignment, less operating cost, greater efficiency in every way.



# Frigidaire offers you the most complete and varied line of Refrigeration equipment in the world

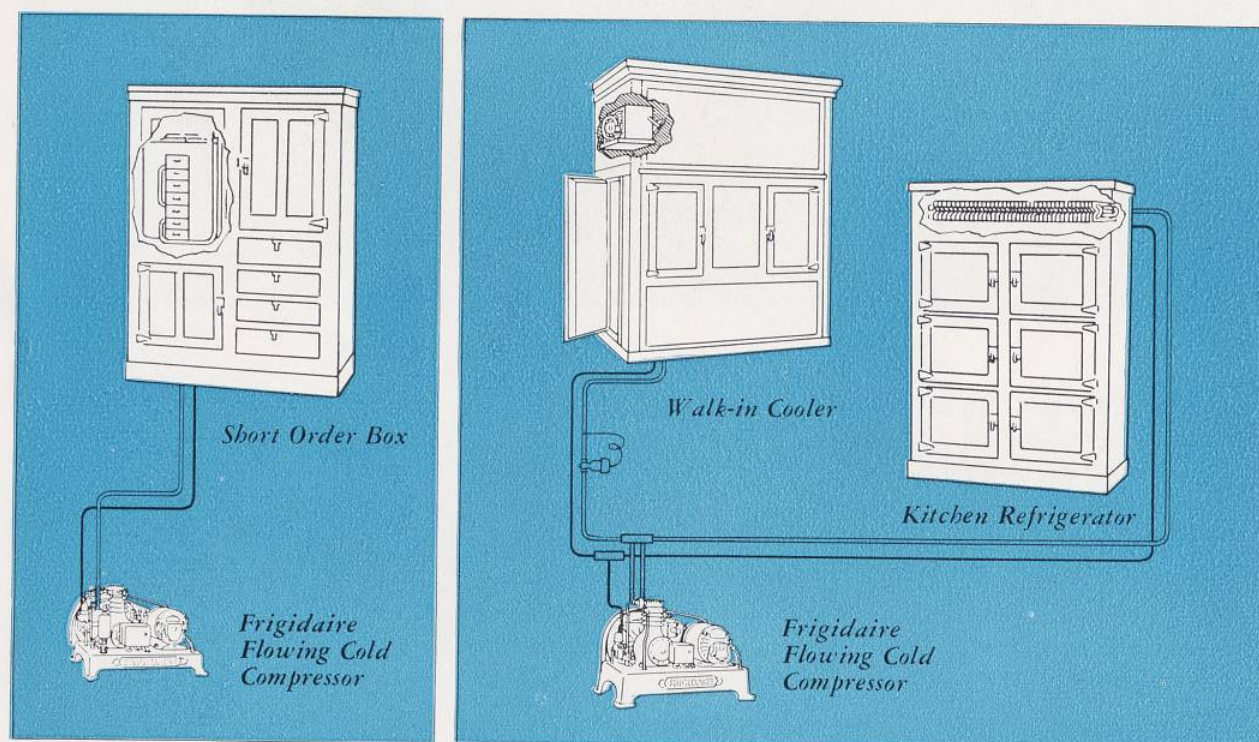
WITH the great assortment of Frigidaire FLOWING COLD cooling units and compressors available, the Frigidaire user can have the size and type of equipment that will do his particular refrigeration job most efficiently and economically.

Correct refrigeration to meet the wide range of refrigeration requirements cannot be obtained with one type of equipment because of the different products to be refrigerated and the varying conditions to be met.

Just as when cooking various foods, heat must be applied in different ways, so must refrigeration equipment be designed so that it can remove heat in different ways.

For example, broiling, baking, frying and the use of the double boiler are different methods of applying heat. So, forced air circulation, gravity air circulation, diffusion and conduction are different methods of removing heat.

The proper method of refrigeration must be applied in each individual case for the most efficient and economical results. That is why Frigidaire engineers have designed Flowing Cold equipment in so many different sizes and types. It is the completeness of the Frigidaire line that makes possible the application of Frigidaire Flowing Cold equipment to every requirement, large or small.



Here is illustrated a short order box that is equipped with Frigidaire FLOWING COLD Cooling Unit and Compressor. The latter is adapted to the refrigeration load and can be placed in any convenient location.

The coolers shown above are equipped with Frigidaire FLOWING COLD Cooling Units, operated by a single Frigidaire FLOWING COLD Compressor. They also may be operated by two compressors.

*Frigidaire Air Conditioner. Here is shown a Frigidaire Air Conditioner of the horizontal type. It is compact and finished in burl walnut lacquer on steel.*

*Frigidaire 6-Hole Double Row Ice Cream Cabinet—One of many models available. Fully automatic and economical in operation.*

*Model WP-18 All Porcelain Frigidaire. This is a splendid service refrigerator for food establishments. Has 33 square feet of food storage area with two giant Hydrators.*

*Frigidaire Bottled Beverage Cooler. Compact and well insulated. Built-in compressor. Can be plugged in anywhere. Sizes for 78 or 110 12-oz. bottles.*

*Frigidaire Beer Dispenser. Attractive dispensing cabinet containing high-capacity Frigidaire Beer Cooler.*

★

*Frigidaire Tank-type Cooler. This is one of the Frigidaire tank-type coolers for cooling drinking water.*

*Frigidaire De Luxe and Super refrigerators are the finest you can obtain. Make ideal service refrigerators. Lifetime Porcelain, inside and out. Have as much as 29.4 sq. ft. of food storage area.*

*Frigidaire Cabinet-type Water Cooler. One of many self-contained models. Large quantities of water cooled to exactly right temperatures. Sturdily constructed.*



# FRIGIDAIRE *Flowing Cold* will make more money for you by reducing costs

**R**ESTAURANT and hotel men everywhere have found that the operating cost of Frigidaire is much less than the cost of old-fashioned refrigeration methods. More than that, Frigidaire prevents wear and tear on fixtures; also avoids the deterioration that is caused by water and dampness.

These savings in expense total a large amount each year. In fact, Frigidaire quickly pays for itself from the *reduction of costs alone*—and that is only one way Frigidaire saves money. Read what Frigidaire owners, themselves, say about the ability of Frigidaire equipment to cut refrigeration expenses in their restaurants.

## HAS SAVED \$2,000 OVER SEVEN YEAR PERIOD IN OPERATING COSTS ALONE

"My more than seven years as a Frigidaire user have made me increasingly enthusiastic over this efficient and economical type of refrigeration. I have kept close watch over operating expenses and know that Frigidaire has saved me close to \$2,000.00. However, this total does not represent the savings resulting from the elimination of food spoilage."

Peter Bernier,  
Bernier's Cafeteria,  
Taunton, Mass.



## FRIGIDAIRE SAVES \$2,400 A YEAR IN OPERATING COST

"Refrigeration used to cost about \$3,000 a year. Our Frigidaire power bills seldom exceed \$50 a month. This is a saving of \$2,400 a year. Besides, we save between \$600 and \$900 on meats through buying at quantity prices. And Frigidaire saves us several hundred dollars a year by eliminating spoilage."

A. A. Kendrick & Son,  
Operators of  
Union Station Restaurant,  
Indianapolis, Ind.

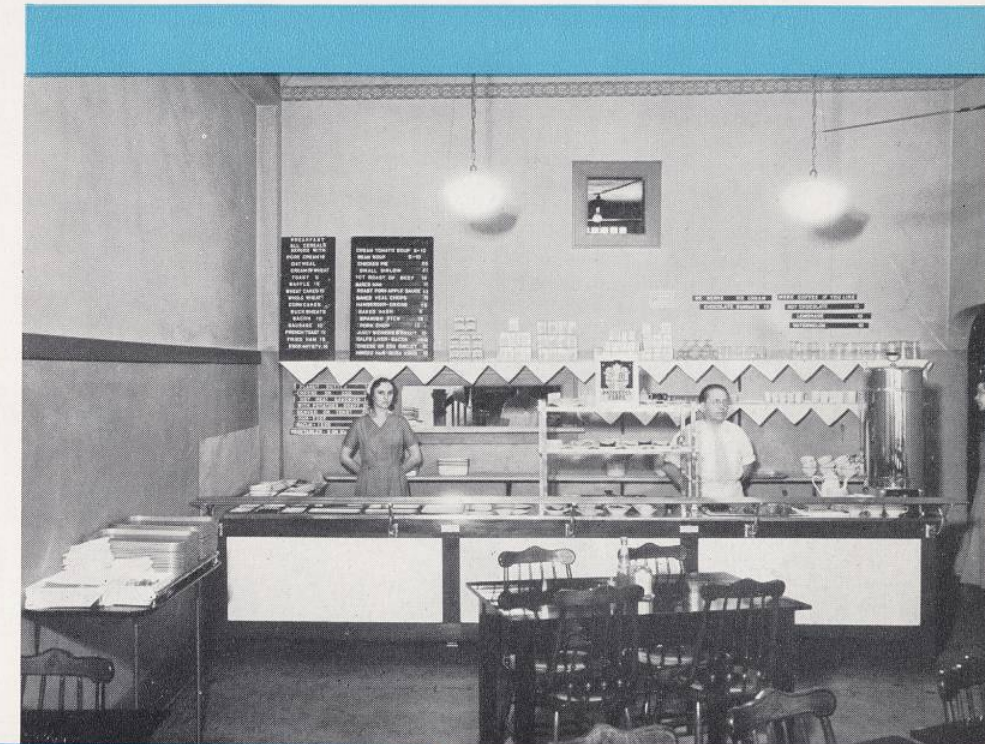


## REFRIGERATION EXPENSE LOWERED FROM \$75 TO \$17 PER MONTH

"I have Frigidaire for meat storage, short order boxes, salad pans, and water cooling. My power bills for July and August average around \$17, compared to the \$75 I used to spend for ice."

"Since I placed the Frigidaire Protected Foods emblem on my window, many persons have remarked that they became customers because they saw the sign and had read the advertising about it. This very definitely means more business for me."

N. V. Mallander, Proprietor,  
Mallander's Cafeteria,  
Minneapolis, Minn.

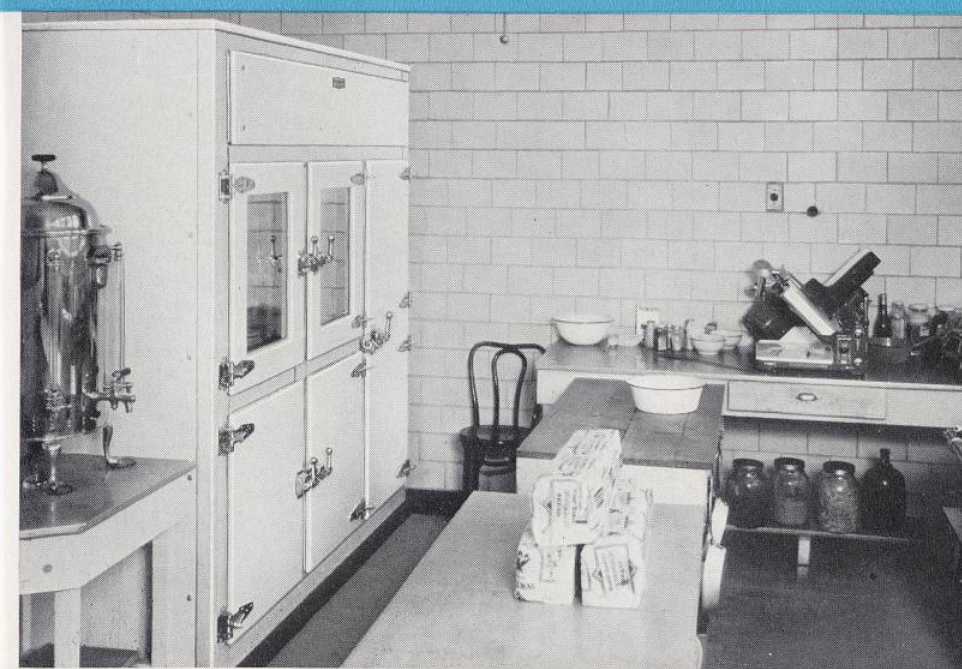


## OVER \$80 A MONTH SAVED BY FRIGIDAIRE

"The first monthly electric bill I received after having Frigidaire was amazing to me. The total cost for current was only \$4.87 as against a \$30 a month ice cost."

"When I opened up another restaurant I naturally chose Frigidaire. To refrigerate my big all-porcelain Frigidaire cooler, beer coolers and ice cream cabinet only costs me around \$15 a month. Ice would cost me every bit of \$70 a month."

John J. Reardon,  
Red Lion Road and  
Roosevelt Blvd.,  
Philadelphia, Pa.





# FRIGIDAIRE *Flowing Cold* will make more money for you by preventing losses

WITH Frigidaire FLOWING COLD the restaurant man avoids two classes of

business losses: 1st. Actual spoilage loss. 2nd. Losses through fear of spoilage.

Inefficient refrigeration allows foods to spoil through decomposition, souring and sliming. The wrong kinds



## SUBSTANTIAL SAVINGS THROUGH ELIMINATION OF WASTE

"The cost of operating Frigidaire equipment is so little that it is hardly noticeable on my electric bill. And savings, through elimination of spoilage and resultant waste, are substantial.

"To obtain any results at all with ice refrigeration, it would be necessary for me to have much larger storage and service boxes. Frigidaire makes possible a very compact arrangement."

W. C. Ewart, Proprietor,  
Ewart's Cafeteria,  
Richmond, Va.



## SAVES \$240 A YEAR THROUGH ELIMINATED SPOILAGE

"I used to lose \$234.00 annually through food spoilage, which loss is now eliminated, thanks to Frigidaire. My annual ice bill was \$1,300.00. Whereas, Frigidaire is providing much more refrigeration with an annual operating cost of only \$600.00, thus saving \$720.00 a year. I can also save at least \$240.00 a year through quantity buying.

Joseph Hill, Proprietor,  
Western Hotel,  
Belleville, Ill.



of refrigeration also result in loss by excessive dehydration. Frigidaire FLOWING COLD prevents spoilage by keeping foods properly cooled, by eliminating excessive shrinkage, preventing objectionable sweating, and by washing the air.

When a restaurant man has inefficient refrigeration, he also incurs losses through fear of spoilage. He is likely to under-buy for fear of having too much left on his hands.



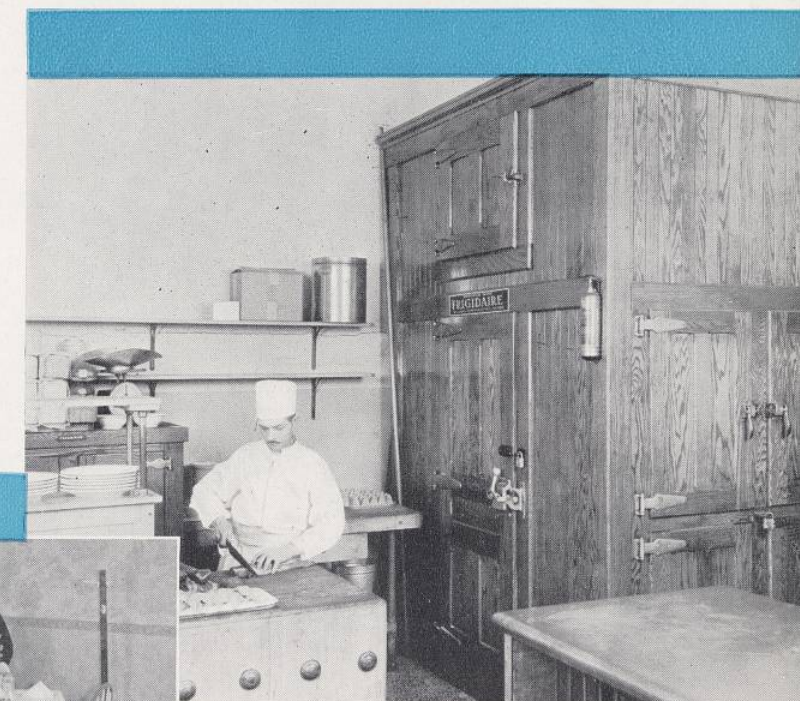
## SAVES MANY HUNDREDS OF DOLLARS A YEAR IN ELIMINATED FOOD SPOILAGE

"To Frigidaire must go a large share of the credit for our success. Our entire refrigeration needs are supplied by Frigidaire, from the largest storage box to our salad counter and ice-making equipment. We have found Frigidaire extremely economical. It saves us many hundreds of dollars a year in eliminated food spoilage."

Gustav Mann,  
Mann's Rainbo Sea Food Tavern,  
Chicago, Ill.

So he may run short of items and lose business as a result.

Frigidaire also prevents losses caused by fear of spoilage. It enables you to buy in adequate quantities to meet maximum demands. And it enables you to carry over safely what is left. Frigidaire owners confirm these facts.



## LOST MORE WITH ICE IN THREE DAYS THAN WITH FRIGIDAIRE IN A YEAR

"Three days of operation with ice while we were moving sold us thoroughly on the necessity of mechanical refrigeration. During those three days, we lost more through spoilage than we have in an entire year using Frigidaire.

"We consider Frigidaire one of the best investments for a restaurant. It saves money and it builds up good will through the protection of food."

Wabeek Restaurant,  
By Agnes Dunn,  
Wyandotte, Mich.





# FRIGIDAIRE *Flowing Cold* will make more money for you by stimulating trade

**F**OODS look better and taste better when stored in Frigidaire-cooled refrigerators. Appetites are stimulated, too, by tempting displays of salads, fruits and desserts in cases equipped with Frigidaire FLOWING COLD. Patrons naturally seek out restaurants where foods are served most attractively. And the

tendency is to order more where the appearance and condition of foods whet the appetite. So it is logical that business grows when old-fashioned refrigeration in an eating place is replaced with Frigidaire equipment.

One of the biggest factors in bringing about this greater volume of trade is the assistance

## ★ HAS PLAYED AN IMPORTANT PART IN RESTAURANT SUCCESS

"As Frigidaire equipment has played such an important part in our restaurant success here, we want you to know something of what it has done for us. We have received a large number of comments on the quality of the food we serve, the crispness of our vegetables, the delicious coolness of our desserts and the unfailing freshness of other foods. When customers make such comments, they are told that we are Frigidaire-equipped throughout and that all of our food is thus protected against spoilage."

Francis M. McGuire,  
MacDoel's Restaurant,  
Buffalo, N. Y.

of Frigidaire's Business Building Plan in announcing to the public that your restaurant is equipped with Frigidaire FLOWING COLD.

The value of Frigidaire in building business is proved by the testimony of thousands of Frigidaire owners. A few typical statements on this subject are quoted here.

## ★ FRIGIDAIRE BRINGS \$93 A MONTH INCREASE IN INCOME

"Frigidaire has made possible a \$93 a month increase in my business profits. Of this amount, \$60 is due to increased patronage, and \$33 to a saving in cost of operation. There is no doubt in my mind that Frigidaire will soon pay for itself in my restaurant."

Benjamin L. Bauer,  
Cincinnati, Ohio

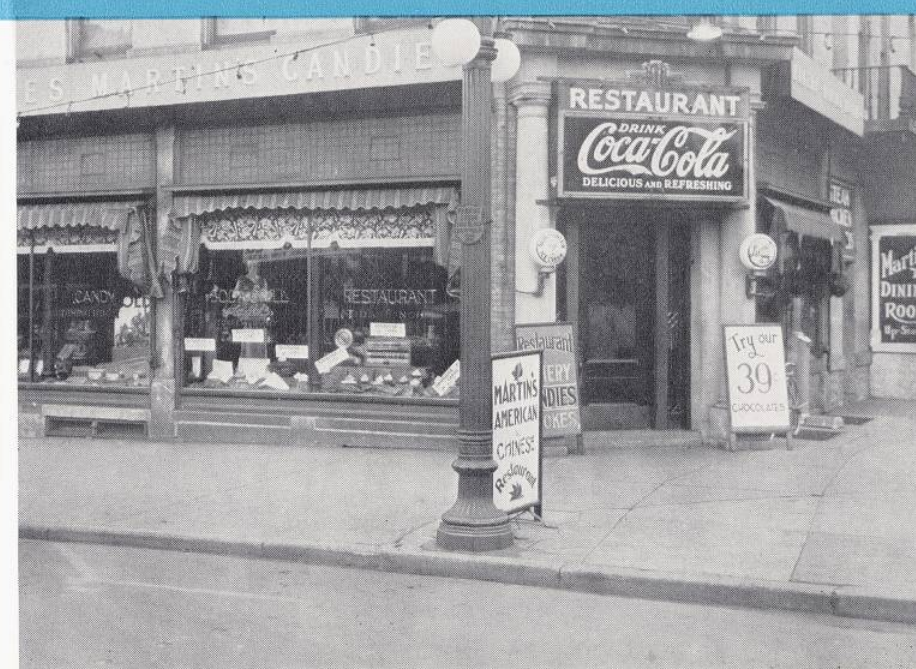
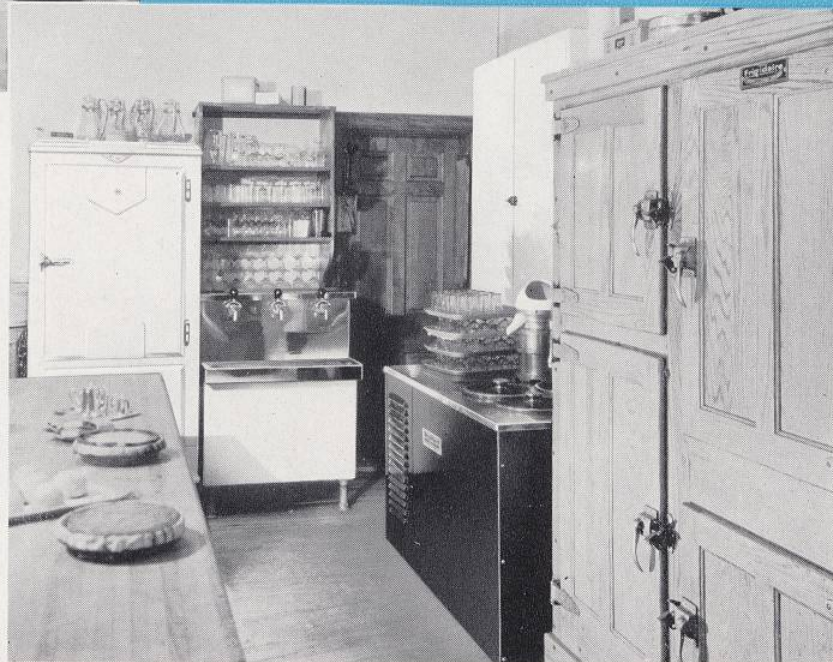


## FRIGIDAIRE BRINGS NEW CUSTOMERS, HOLDS OLD ONES

"Each day I serve upwards of 500 persons in my main restaurant. Many tell me they eat here because the foods are safeguarded by Frigidaire. Frigidaire Protected Foods Symbols are permanently on my windows. Frigidaire brings me new customers, keeps my old ones satisfied."

"In addition to my Frigidaire storage refrigeration, I have a Frigidaire water cooling system, draught beer and bottled beer cooler."

Jos. J. Langley,  
Portland, Maine



## ★ FRIGIDAIRE HELPS TO DRAW PATRONS FROM FAR AWAY

"I regard modern equipment as responsible for 35% of my business. Frigidaire is a great part of my modern restaurant equipment, so it deserves a good share of the credit."

"Our business is heavy the year round, but especially during hot weather because Sandusky is a summer resort. At that time, our Frigidaire refrigeration is especially necessary and I regard it as a drawing card that attracts people to our restaurant from as far away as Toledo and Cleveland."

F. A. Martin, Proprietor,  
Martin's Confectionery  
and Restaurant,  
Sandusky, Ohio



# CONSIDER ALL THE BENEFITS THAT ONLY FRIGIDAIRE CAN GIVE YOU... and you will choose Frigidaire *Flowing Cold*

WHEN you decide upon refrigerating equipment, you want to know that it is right. You want to know that it will give you the maximum in convenient, economical and continuous refrigeration service. You want to realize from it the greatest refrigeration and sales advantages.

When you install electric refrigeration you are making an investment. Do not jeopardize it by buying cheap, unreliable equipment about which absurd claims and promises to save you money are made. Such equipment may fail time and time again—or wear out in a short time. Refrigeration is an important investment. Get the best.

You have the assurance of obtaining the best when you select Frigidaire FLOWING COLD.

## BUSINESS BUILDING PLAN

In order to help you cash in on your investment, Frigidaire offers you its Business Building



Plan which has demonstrated over and over again its ability to increase sales and profits. This plan consists of two important features. You are first of all given the Frigidaire "Protected Foods"

Symbol to display in your window and restaurant, thus enabling you to identify yourself as a business man who at all times serves quality foods, which are kept pure, clean and cold.

Frigidaire also helps you conduct a Frigidaire "Protected Foods Celebration," to announce to the public that your foods are protected by Frigidaire FLOWING COLD.

## FRIGIDAIRE IS THE BEST KNOWN NAME IN REFRIGERATION

Frigidaire is the largest manufacturer of electric refrigerating equipment in the world, with long years of manufacturing experience.

More than two and one-half million Frigidaires have been installed in restaurants, homes, markets and institutions throughout the world, where it has proved its ability to provide dependable refrigeration at low cost.



Millions and millions more people know Frigidaire through advertising and visits in the homes of Frigidaire owners.

## A GENERAL MOTORS VALUE

Remember, too, that Frigidaire is a product of General Motors, an institution famous the world over for high standards of engineering, exhaustive tests and research work in the building of fine mechanical products. This means that when you purchase Frigidaire equipment, you are obtaining all that is implied in the term—a General Motors Value.

# TO SUM IT ALL UP...

## 1. *Frigidaire offers you*

the advantages of Flowing Cold to save money, increase sales volume and profits.

## 2. *Frigidaire offers you*

tried and proven refrigeration equipment... backed by General Motors.

## 3. *Frigidaire offers you*

equipment that will be tailor-made to suit your particular needs.

## 4. *Frigidaire offers you*

the assistance of the proven Business Building Plan.

ALL these and many more advantages combine to make Frigidaire FLOWING COLD the finest type of equipment to install—equipment that will cut expenses, build business and increase profits, year after year. You lose money every day you wait. Have the Frigidaire Commercial Man make a report on your refrigeration needs. It won't cost you a cent nor obligate you in the least.

**FRIGIDAIRE**  
*Flowing Cold*



