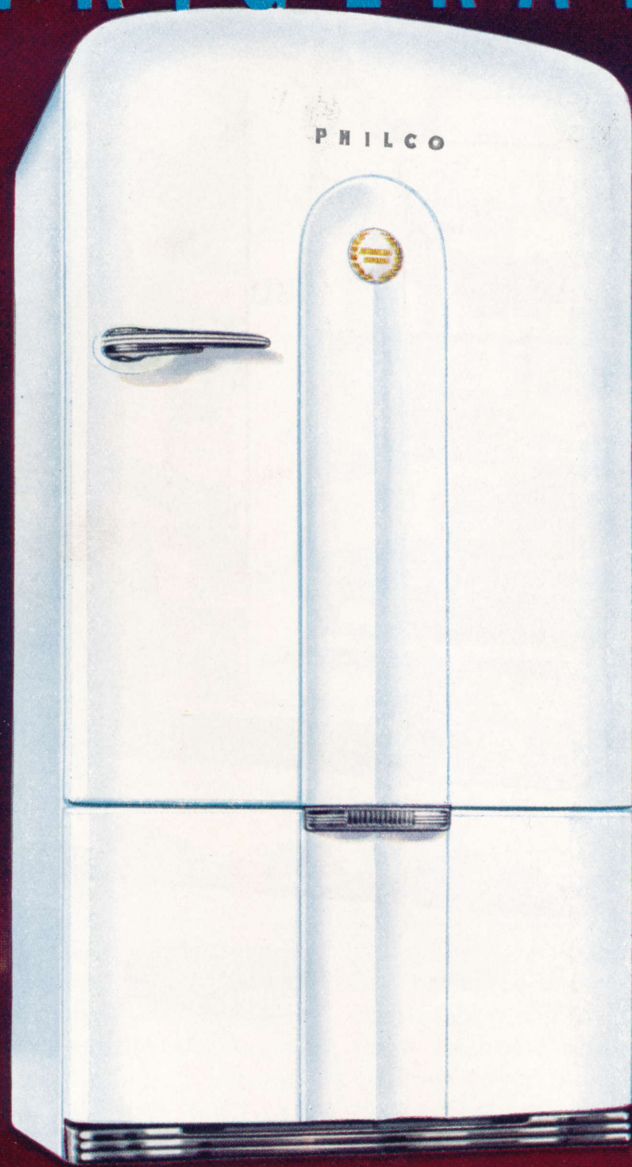


A NEW KIND OF  
REFRIGERATOR



PHILCO  
*for 1941*



THE GREATEST REFRIGERATOR EVER BUILT  
PHILCO *Advanced Design* MODEL MAH-7



# ONLY PHILCO OFFERS YOU THIS NEW KIND OF REFRIGERATOR

## Exclusive Advanced Design gives you the Patented CONSERVADOR . . . Plus Separate Compartments for DRY Cold, MOIST Cold and FROZEN FOODS

Advanced design is the Philco watchword! In over 15 million American homes, Philco is known for engineering progress. Now, Philco leadership in design and invention brings you a new kind of refrigerator, unlike any you have ever seen before. It is brilliantly beautiful as you will agree when you turn the pages of this book. You'll admire its glistening, graceful, streamlined exterior. You'll be thrilled with its gleaming interior, radiantly trimmed with broad surfaces of rich, lustrous chrome. You'll be impressed with the sturdy quality that reveals itself from top to bottom, inside and out.

But the 1941 Philco Refrigerator merely begins with these heights of quality and beauty. Advanced design brings you *new ideas*, new inventions, new services which you can enjoy *only in a Philco*. It's the up-to-date refrigerator for

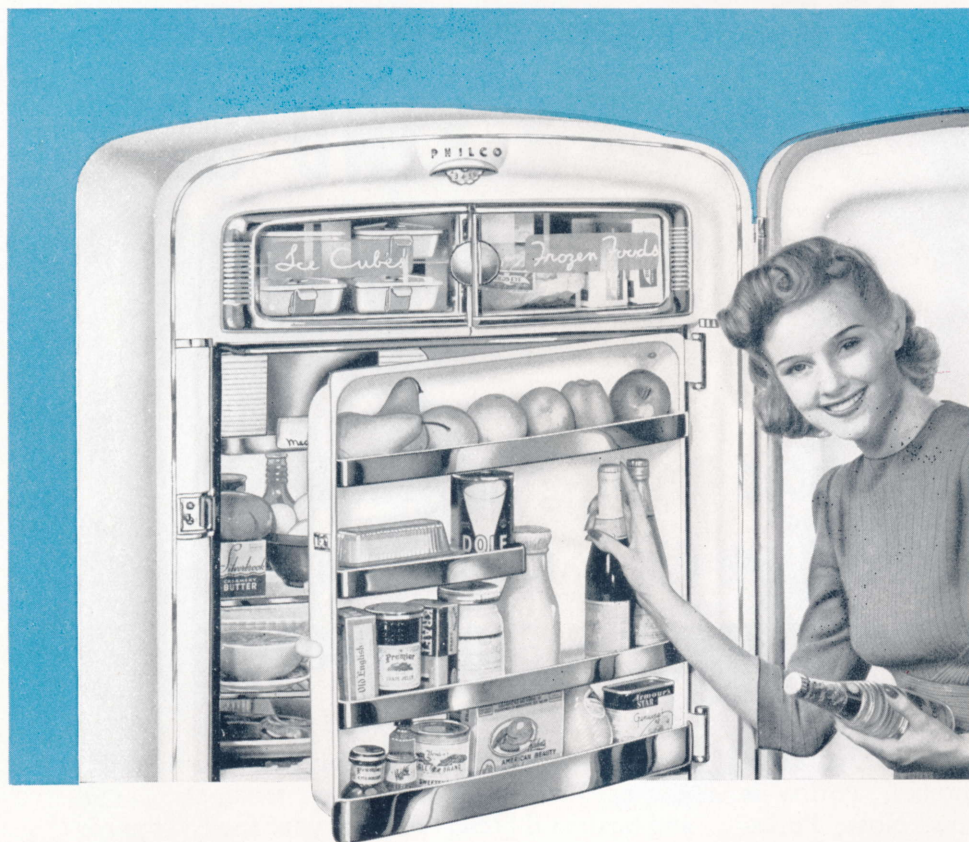
modern kitchen needs, giving you every service you need today for the purity, freshness, flavor and healthful preservation of your foods. It gives you a DRY COLD compartment for foods that are best preserved in circulating dry air; a complete MOIST COLD compartment where foods preserve their freshness and flavor even when stored without covers; a giant-size, *completely separate* FROZEN FOOD compartment for packaged frozen foods, ice cream or frozen desserts. And then, the famous CONSERVADOR, the shelf-lined Inner Door that keeps foods at your fingertips, giving you *26% more quickly usable space . . . only Philco has it!*

Yes, Advanced Design . . . a new kind of refrigerator . . . bringing you new services, new economies and new conveniences never before combined in a single refrigerator! Read the full story on the following pages.



# Only Philco Advanced Design gives you THE FAMOUS CONSERVADOR

## the Exclusive, Patented, Shelf-lined INNER DOOR



When you open the outer door of the Philco Advanced Design Refrigerator, you see the first of the new ideas that make it different from any other refrigerator you have ever known. The Conservador, a shelf-lined Inner Door, is an exclusive Philco feature. It's patented . . . *only Philco has it!*

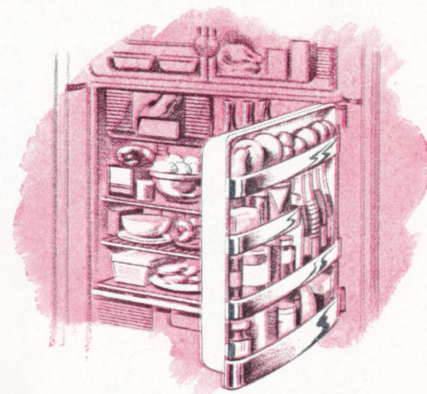
### 26% MORE QUICKLY USABLE SPACE

Yes, the Philco Advanced Design Refrigerator with Conservador gives you 26% more quickly usable space than any refrigerator of ordinary design. The famous Conservador actually *doubles the space in front of the shelf* where things are easy to reach and easy to put away. And it leaves the main compartment roomy and free for your bulkier foods.

### NEW FINGER-TIP SPACE

The foods you use most often are *right at your finger tips* . . . without even opening the main compartment. No hunting, shifting, groping, stooping or spilling. Actually, Conservador is a refrigerator within a refrigerator, that keeps foods within easy reach, saving you time, energy and annoyance. Automatically, your refrigerator is neat and orderly . . . you actually use all the space you buy.

Yes, Conservador gives you the most orderly, the most spacious, the most economical refrigerator ever made. And remember . . . *only Philco has it!*



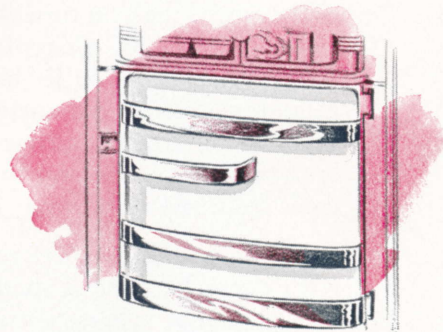
### DOUBLES THE FRONT SHELF SPACE

The front space in the main compartment which all refrigerators have . . . and *new finger-tip space* in the Conservador which no other refrigerator has!



### NO MORE CLUTTERED SHELVES

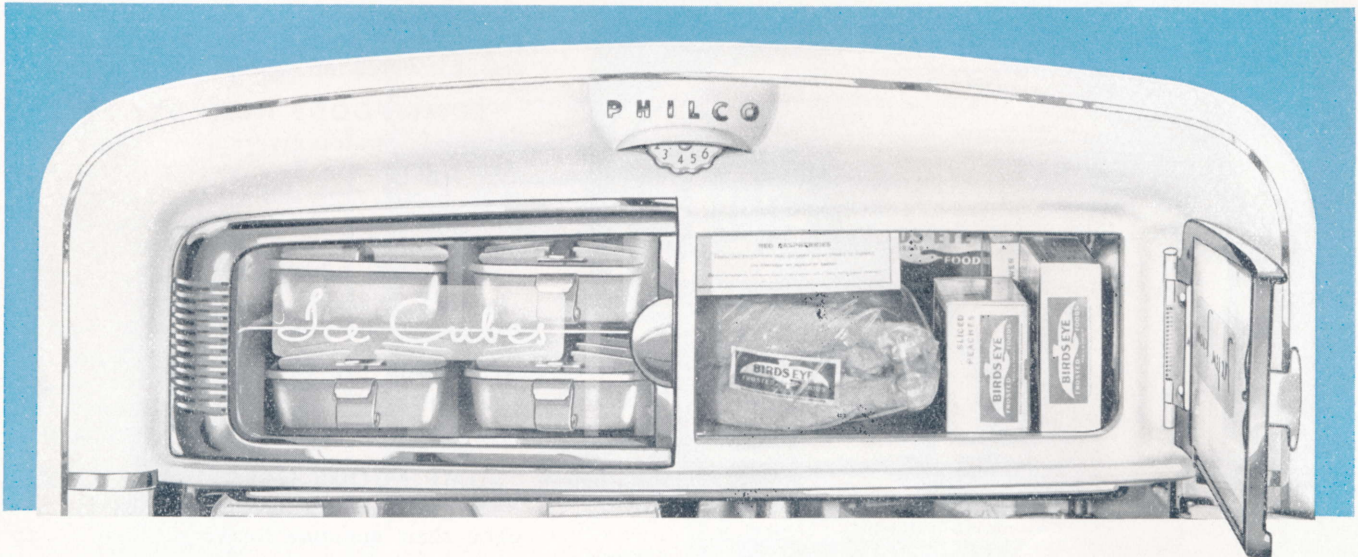
No crowding in front, no wasted areas in back. That's why, in everyday use, the Philco Advanced Design Refrigerator *holds more food!*



### KEEPS COLD AIR IN; WARM AIR OUT

When you reach for food in the Conservador, you leave the main compartment closed. Thus Conservador acts as a "storm door," shielding the main compartment from current-wasting warm air. The motor runs less often, you save on electric bills!

# Only Philco Advanced Design gives you this FROZEN FOOD COMPARTMENT with separate chambers for Ice Cubes and Frozen Storage



## THE MODERN KITCHEN NEEDS FROZEN STORAGE

Another exclusive feature of the Philco Advanced Design Refrigerator! A giant-size, *separate* compartment for frozen storage, in addition to the regular, over-size chamber for the freezing of ice.

Frozen storage is an indispensable part of modern cooking needs. With the fast-growing popularity of frozen foods, the many delicious frozen desserts, cakes and ice cream which are prepared in the refrigerator, the modern kitchen requires a big space specially designed for frozen storage and cooking.

## NOT A MINIATURE, MAKESHIFT SPACE

Now you don't have to be satisfied with a makeshift method of frozen storage. You don't have to use the ice compartment with all the fuss and bother of removing ice trays and cutting down your ice supply. The new Philco Advanced Design Refrigerator gives you this

huge, roomy *separate* chamber, specially designed for frozen storage, where temperature remains always at 15 to 30 degrees below freezing. It is a giant-size space, not a tiny miniature. There is plenty of room for packaged frozen foods, even for large poultry.

## MANY NEW REFRIGERATOR USES

Think of the many new advantages this Philco Frozen Food Compartment gives you that you cannot enjoy in an ordinary refrigerator. You can triple your supply of ice cubes for any special occasion or keep a small supply loose and handy. You can make ice cream and delicious mousses, frozen desserts and salads. You can order ice cream from the store and keep it for hours before use. You can store packaged frozen foods for days, if you wish. And you can keep fresh meats, poultry, fish and game as long as you wish and actually improve their flavor. Yes, a vital feature . . . a tremendous addition to the usefulness of a refrigerator!



PLENTY OF ROOM TO KEEP  
FROSTED FOODS FOR DAYS

KEEPS ICE CREAM FOR HOURS  
BEFORE SERVING TIME

A HUGE SPACE TO  
PREPARE FROZEN DESSERTS

# Philco Advanced Design gives you these complete, Separate Compartments for **DRY COLD AND MOIST COLD**



In models with Moist Cold, Philco offers not Dry Cold alone, not Moist Cold alone, but *both*, combined into a single refrigerator!

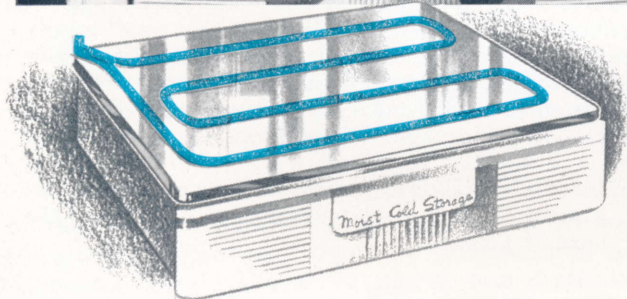
## **SOME FOODS NEED DRY COLD**

Many refrigerators give you *only* "Dry" Cold. And rightly so! Because some foods, like milk, butter, eggs, and packaged goods, *must have* circulating Dry Cold to preserve their purity. *That's why no modern refrigerator is completely safe and healthful unless it offers you Dry Cold for those foods that need it.* Realizing that Moist Cold *alone* is not enough for complete food protection, the Philco Advanced Design Refrigerator provides a large separate compartment to keep the foods that need DRY Cold in pure, wholesome condition.

## **SOME FOODS NEED MOIST COLD**

Foods, cooked and uncooked, that depend upon their moisture for taste, flavor, color and wholesomeness must be protected against drying out. Moist Cold, with air that does circulate, not only guards such foods against spoilage but preserves their natural juices and freshness *without the need of covers.*

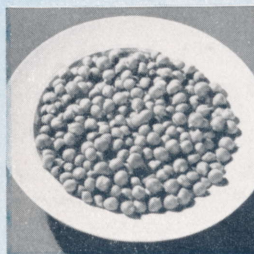
Philco Advanced Design models with Moist Cold give you a complete, separate Moist Cold *compartment* in addition to the usual moist cold Meat Storage and Crisper drawers.



## **THE COLD SHELF . . . Only Philco has it!**

The Cold Shelf is a complete, non-mechanical cooling system that supplies cold *above freezing* to the Moist Cold Compartment. An exclusive feature, developed by Philco engineers to create moist cold with greater speed and efficiency. It is a flat aluminum shelf on which you can place foods and dishes. It cools foods quicker by direct contact. And, by an amazing scientific principle, the more foods you place on it, the quicker they cool. You can't overcrowd the Philco Moist Cold Compartment!

**ADDITIONAL FEATURES OF PHILCO ADVANCED DESIGN MODELS ARE DESCRIBED ON PAGES 16, 17 AND 18.**



## **MOIST COLD KEEPS FOOD WITHOUT COVERS**

Now you don't have to cover foods to keep them from shrinking, wilting and drying out! No more fuss and bother with special dishes; no more wrapping foods in wax paper with its annoyance and unreliability!

In the Philco Moist Cold Compartment, you can keep left-over meats and vegetables *without covers* and preserve the same taste, flavor, color and juices they had when they were cooked. See the pictures at the left. Uncovered in dry cold, below, cooked peas shrivel and dry. Uncovered in moist cold, above, they stay plump, juicy and delicious *for days!*



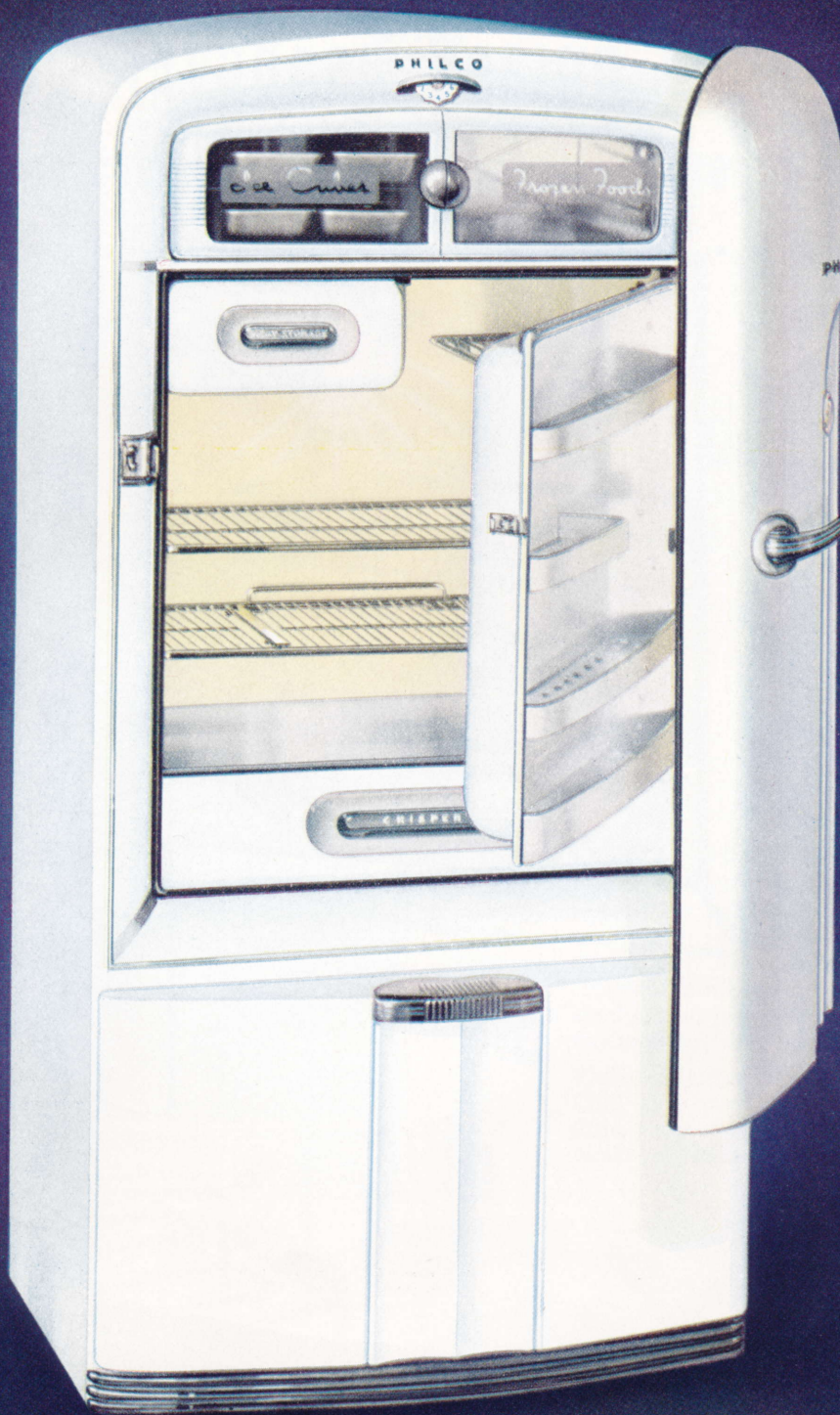
## PHILCO *Advanced Design* MAH7

**FEATURES:** Conservador, the patented, exclusive shelf-lined Inner Door . . . Frozen Food Compartment made up of two chambers with Crystal Glass Doors, framed in Chrome; one chamber for freezing of ice cubes, the other completely sealed in for frozen storage; temperatures 15 to 30 degrees below freezing . . . Dry Cold Compartment . . . High humidity Moist Cold Compartment . . . Refrigerated Aluminum Cold Shelf cools Moist Cold Compartment . . . Full width, porcelain Sliding Drawer under Cold Shelf for moist cold storage, keeps fruits and green vegetables extra cold and fresh . . . Extra-cold, high humidity Meat Storage Compartment . . . Automatic Defrosting Signal . . . Square Front, stainless, sanitary Chrome Shelves; Center Shelf with lift-out section . . .

Non-Refrigerated, divided Reserve Storage Bin . . . Automatic Reflector Interior Light with flexible, non-breakable rubber socket . . . Easy to read Thermometer . . . Temperature Control . . . All-white, rounded Plastic Cabinet Front Trim . . . Acid-Resisting Porcelain Interior . . . Dulux Exterior . . . Two-way Door Latch . . . Oversize, Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . One-Piece Steel Cabinet Construction . . . Polished Chrome Hardware and Trim . . . Stainless Steel Base Trim . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; quiet, powerful, dependable and economical. FIVE-YEAR PROTECTION PLAN.

STORAGE CAPACITY: 7 cubic feet net (NEMA). SHELF AREA: 13.7 square feet. ICE CAPACITY: 56 cubes or 8 lbs.; 3 Deluxe Quick-Release trays with attached handle and Tray Release, 1 Quick-Release tray with detached handle. DIMENSIONS: 58 $\frac{3}{8}$ " high, 27 $\frac{1}{2}$ " deep, 30" wide.

*Many of these Features are described in detail on Pages 16, 17 and 18*



## PHILCO *Advanced Design* MA7

**FEATURES:** Conservador, the patented, exclusive shelf-lined Inner Door . . . Frozen Food Compartment made up of two chambers with Crystal Glass Doors; one chamber for freezing of ice cubes, the other completely sealed in for frozen storage; temperatures 15 to 30 degrees below freezing . . . Extra-cold, high humidity Meat Storage Compartment . . . Full width, glass-covered porcelain Sliding Crisper Drawer for keeping fruits and green vegetables crisp and fresh . . . Easily visible Automatic Defrosting Signal . . . Square Front, Sanitary Chrome Shelves; Center Shelf with Sliding lift-out section . . . Non-Refrigerated divided Reserve Storage Bin . . . Thermometer, visible without opening main compartment . . . Temperature Control . . . Automatic Reflector Interior

Light with flexible, non-breakable rubber socket . . . All-white, rounded Plastic Cabinet Front Trim . . . Acid-Resisting Porcelain Interior . . . Durable Dulux Exterior . . . Chrome finish two-way Door Latch . . . Oversize, Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . One-Piece Steel Cabinet Construction . . . Polished Chrome Hardware and Trim . . . Stainless Steel Base Trim . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; powerful, dependable and economical. **FIVE-YEAR PROTECTION PLAN.**

**STORAGE CAPACITY:** 7 cubic feet net (NEMA). **SHELF AREA:** 13.7 square feet. **ICE CAPACITY:** 56 cubes or 8 lbs.; 3 Deluxe, Quick-Release trays with attached handle and Tray Release, 1 Quick-Release tray with detached handle. **DIMENSIONS:** 58 3/4" high, 27 1/2" deep, 30" wide.





## PHILCO *Advanced Design* MAH9

**FEATURES:** Conservador, the patented, exclusive shelf-lined Inner Door . . . Frozen Food Compartment made up of two chambers with Crystal Glass Doors, framed in Chrome; one chamber for freezing of ice cubes, the other completely sealed in for frozen storage; temperatures 15 to 30 degrees below freezing . . . Dry Cold Compartment . . . High humidity Moist Cold Compartment . . . Refrigerated Aluminum Cold Shelf cools Moist Cold Compartment . . . Full width, porcelain Sliding Drawer under Cold Shelf for moist cold storage, keeps fruits and green vegetables extra cold and fresh . . . Extra-cold, high humidity Meat Storage Compartment . . . Automatic Defrosting Signal . . . Square front, stainless, sanitary Chrome Shelves; Center Shelf with lift-out

section . . . Non-Refrigerated, divided Reserve Storage Bin . . . Automatic Reflector Interior Light with flexible, non-breakable rubber socket . . . Easy to read Thermometer . . . Temperature Control . . . All-white, rounded Plastic Cabinet Front Trim . . . Acid-Resisting Porcelain Interior . . . Dulux Exterior . . . Two-way Door Latch . . . Oversize, Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . One-Piece Steel Cabinet . . . Polished Chrome Hardware and Trim . . . Stainless Steel Base Trim . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; quiet, powerful, dependable and economical. **FIVE-YEAR PROTECTION PLAN.**

**STORAGE CAPACITY:** 9 cubic feet net (NEMA). **SHELF AREA:** 20 square feet. **ICE CAPACITY:** 84 cubes or 12 lbs.; 6 Deluxe Quick-Release trays with attached handle and Tray Release. **DIMENSIONS:** 63 $\frac{3}{8}$ " high, 27 $\frac{3}{8}$ " deep, 33" wide.

*Many of these Features are described in detail on Pages 16, 17 and 18*

Page 9



# THESE PHILCO SUPER-QUALITY MODELS give you the "de luxe" features of Refrigeration ... perfected by Philco Engineering and Design

Philco engineering has not confined its new ideas and original thinking to its Advanced Design models alone. In its Super-Quality models, too, even at the lowest price, you enjoy the advantages of *extra* features, *extra* quality and *extra* beauty. You see the influence of independent design that adds a fresh, modern touch even to old, established methods.

The Philco Super-Quality Refrigerators shown on the following pages give you everything that the industry has called "de luxe" in the past. And then, *something more* . . . the new and original

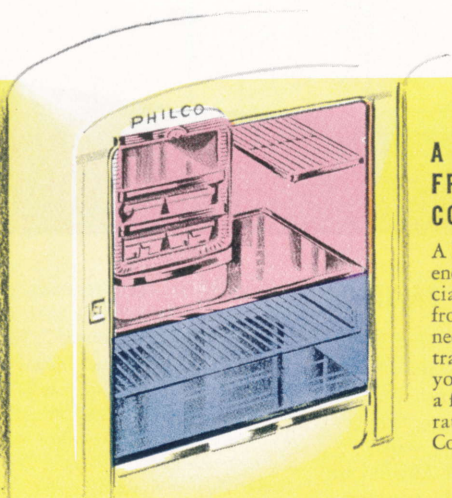
contributions of Philco initiative and Philco engineering and design.

Here, again, is no ordinary refrigerator . . . as you see at once when you open the door of this modern, gleaming creation. Its beauty is new because you see a wealth of costly plastics and chrome which no other refrigerator offers you, even at much higher prices. And its quality and reliability are reflected in the look and feel of sturdy stability in every door and drawer, in every hinge and handle, in every surface and shelf.

New ideas, original design, sparkling beauty . . . the *modern, super-quality* refrigerator!

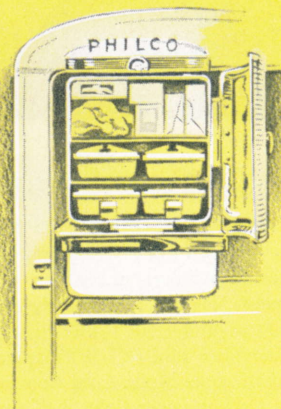
## A SEPARATE MOIST COLD COMPARTMENT... in addition to Dry Cold

You get complete, separate compartments for both Dry Cold and Moist Cold in the Philco Super-Quality MH-6. It also has the famous Philco Cold Shelf. You get the right kind of cold for every kind of food. No bother with covers and special dishes.



## A SEPARATE FROZEN FOOD COMPARTMENT

A large, completely enclosed space, specially designed for frozen storage. No need to remove ice trays or cut down your ice supply. It's a full-fledged, separate Frozen Food Compartment.





**PHILCO** *Super-Quality* **MH6**

**FEATURES:** Side-mounted Freezing Unit (Evaporator) with transparent, swing-type door . . . Large, separate Frozen Food Compartment for frozen storage; completely enclosed . . . Dry Cold Compartment . . . High humidity Moist Cold Compartment of large capacity . . . Refrigerated Aluminum Cold Shelf cools Moist Cold Compartment . . . Full width, porcelain Sliding Drawer under Cold Shelf for moist cold storage, keeps fruits and green vegetables extra cold and fresh . . . Extra-large high humidity Meat Storage Compartment . . . Square Front Chrome Shelves; Sliding Shelf adjustable to 5 positions . . . Non-Refrigerated, divided Reserve Storage Bin . . . Automatic Reflector Interior Light . . . Easy to read Thermometer . . . Temperature Control; one setting

regulates all compartments . . . All-white, sanitary Plastic Cabinet Front Trim . . . Acid-Resisting Porcelain Interior . . . Durable Dulux Exterior . . . Chrome finish, Feather-Touch Plastic Door Latch . . . Over-size, Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . One-Piece Steel Cabinet . . . Polished Chrome Hardware and Trim . . . Stainless Steel Base Trim . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; quiet, powerful, dependable and economical. FIVE-YEAR PROTECTION PLAN.

**STORAGE CAPACITY:** 6.3 cubic feet net (NEMA). **SHELF AREA:** 13.2 square feet. **ICE CAPACITY:** 56 cubes or 8 lbs.; 4 trays, 2 Deluxe Quick-Release trays with attached handle and Tray Release, 2 Quick-Release trays with detached handle. **DIMENSIONS:** 55 1/4" high, 27 1/4" deep, 28" wide.

*Many of these Features are described in detail on Pages 16, 17 and 18*



**PHILCO** *Super-Quality* **M6**

**FEATURES:** Wide, Oversize Freezing Unit (Evaporator) . . New, transparent, swing-type Evaporator Door stays open, swings shut at a touch . . Large, separate Frozen Food Compartment for frozen storage; completely enclosed . . Extra large sliding Meat Storage Compartment with self-opening glass top, for storing meats at high humidity near freezing . . Two oversize, glass-covered porcelain Sliding Crispers, arranged for stacking . . Wide-edge Chrome Shelves; adjustable Sliding Shelf . . Non-Refrigerated Reserve Storage Bin, divided in two sections . . Automatic Reflector Interior Light with flexible, non-breakable rubber socket . . Easy to read Thermometer . . Temperature Control, giving any desired variation of cold . . All-white, sanitary, Plastic

Cabinet Front Trim . . Acid-Resisting Porcelain Interior . . Durable Dulux Exterior . . Chrome Finish, Feather-Touch Plastic Door Latch . . Oversize, Ball-Bearing Door Hinges . . Superior Rock Wool Insulation . . Sturdy One-Piece Steel Cabinet Construction . . Polished Chrome Hardware and Trim . . Stainless Steel Base Trim . . Levelers for uneven floors . . Precision Built, Hermetically Sealed Super Power System; quiet, powerful, economical. **FIVE-YEAR PROTECTION PLAN.**

**STORAGE CAPACITY:** 6.4 cubic feet net (NEMA). **SHELF AREA:** 12.7 square feet. **ICE CAPACITY:** 56 cubes or 8 lbs.; 4 trays, 2 Deluxe Quick-Release trays with attached handle and Tray Release, 2 Quick-Release trays with detached handle. **DIMENSIONS:** 55 1/2" high, 27 1/4" deep, 28" wide.



**PHILCO** *Super-Quality* **MS6**

**FEATURES:** Wide, Oversize Freezing Unit (Evaporator) . . Full-length, swing-type Evaporator Door stays open for convenient removal of ice trays, swings shut at a touch . . Large, glass-covered sliding Meat Storage Compartment for storing meats at high humidity near freezing . . Two extra-large, glass-covered porcelain Sliding Crispers, arranged for stacking . . Chrome Shelves; adjustable Sliding Shelf . . Non-Refrigerated Reserve Storage Bin, divided in two sections, for storing potatoes, onions and other dry vegetables . . Automatic Reflector Interior Light with flexible, non-breakable rubber socket . . Thermometer, mounted on Refrigerator Door Liner, easy to see and read . . Temperature Con-

trol, giving any desired variation of cold . . All-white, sanitary, Plastic Cabinet Front Trim . . Acid-Resisting Porcelain Interior . . Durable Dulux Exterior . . Chrome finish, Feather-Touch Plastic Door Latch . . Oversize, Ball-Bearing Door Hinges . . Superior Rock Wool Insulation . . Sturdy, One-Piece Steel Cabinet Construction . . Handsome, streamline Cabinet Design and polished Chrome Hardware and Trim . . Levelers for uneven floors . . Precision Built, Hermetically Sealed Philco Super Power System; quiet, powerful, dependable and economical. **FIVE-YEAR PROTECTION PLAN.**

**STORAGE CAPACITY:** 6.4 cubic feet net (NEMA). **SHELF AREA:** 11.8 square feet. **ICE CAPACITY:** 56 cubes or 8 lbs.; 4 Quick-Release trays with detached handle. **DIMENSIONS:** 55½" high, 27¼" deep, 28" wide.

*Many of these Features are described in detail on Pages 16, 17 and 18*



**PHILCO** *Super-Quality* **MR6**

**FEATURES:** Wide, Oversize, Super-efficient Freezing Unit (Evaporator) . . . Full-length, swing-type Evaporator Door stays open for convenient removal of ice trays, swings shut at a touch . . . Large, concealed metal Tray for defrosting or extra-cold storage . . . Extra-large, glass-covered Porcelain Sliding Crisper for keeping fruits and green vegetables crisp and fresh . . . Loose Panel Shelf . . . Non-Refrigerated Reserve Storage Bin, divided in two sections, for storing potatoes, onions and other dry vegetables . . . Automatic Reflector Interior Light with flexible, non-breakable rubber socket . . . Temperature Control, giving any desired variation of cold . . . Acid-Resisting Porcelain Interior

. . . Durable Dulux Exterior, permanently white . . . Chrome finish, Feather-Touch Plastic Door Latch . . . Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . Sturdy one-piece Steel Cabinet Construction . . . Handsome, streamline cabinet design and polished Chrome hardware . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; no outside moving parts; quiet, powerful, dependable and economical. **FIVE-YEAR PROTECTION PLAN.**

**STORAGE CAPACITY:** 6.2 cubic feet net (NEMA). **SHELF AREA:** 11.2 square feet. **ICE CAPACITY:** 84 cubes or 8 lbs.; 4 Standard Grid Trays. **DIMENSIONS:** 55 1/2" high, 27 1/4" deep, 28" wide.



**PHILCO** *Super-Quality* **MR 9**

**FEATURES:** Sectional shelves permit ten different arrangements to store containers of all sizes and shapes. Specially suited to all farm storage requirements; space for three cream cans holding eleven gallons; basket containing eighteen dozen eggs; large crocks . . . Wide, Oversize, Super-efficient Freezing Unit (Evaporator) . . . Full-length, swing-type Evaporator Door stays open, swings shut at a touch . . . Large, glass-covered sliding Meat Storage Compartment for storing meats at high humidity near freezing . . . Extra-large, glass-covered Porcelain Sliding Crisper for keeping fruits and green vegetables crisp and fresh . . . Non-Refrigerated, divided Reserve Storage Bin . . . Automatic Reflector

Interior Light with flexible, non-breakable rubber socket . . . Temperature Control gives every variation of cold . . . Easy to read Thermometer . . . Acid-Resisting Porcelain Interior . . . Durable Dulux Exterior . . . Chrome finish, Feather-Touch Plastic Door Latch . . . Ball-Bearing Door Hinges . . . Superior Rock Wool Insulation . . . Sturdy one-piece Steel Cabinet Construction . . . Handsome, streamline cabinet design and polished Chrome hardware . . . Levelers for uneven floors . . . Precision Built, Hermetically Sealed Philco Super Power System; quiet, powerful, dependable and economical. FIVE-YEAR PROTECTION PLAN.

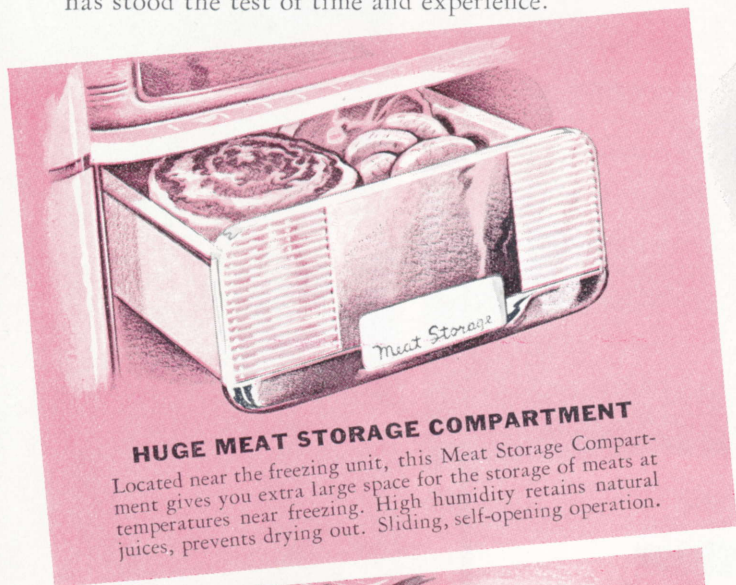
STORAGE CAPACITY: 9.3 cubic feet net (NEMA). SHELF AREA: 17 square feet. ICE CAPACITY: 84 cubes or 12 lbs.; 6 Quick-Release Trays with detached handle. DIMENSIONS: 63<sup>3</sup>/<sub>8</sub>" high, 27<sup>3</sup>/<sub>8</sub>" deep, 33" wide.

Many of these Features are described in detail on Pages 16, 17 and 18

# EVERY DE LUXE FEATURE

## of Convenience and Quality is yours in the PHILCO REFRIGERATOR

In addition to many exclusive features, the various Philco Refrigerator models offer you every development that you look for in a modern, up-to-date refrigerator, every detail of service and convenience which has stood the test of time and experience.



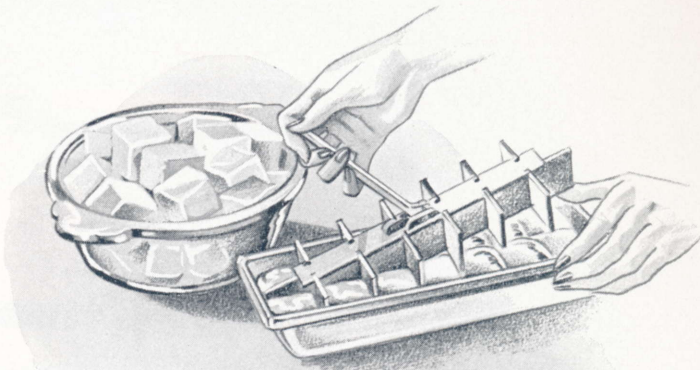
### HUGE MEAT STORAGE COMPARTMENT

Located near the freezing unit, this Meat Storage Compartment gives you extra large space for the storage of meats at temperatures near freezing. High humidity retains natural juices, prevents drying out. Sliding, self-opening operation.



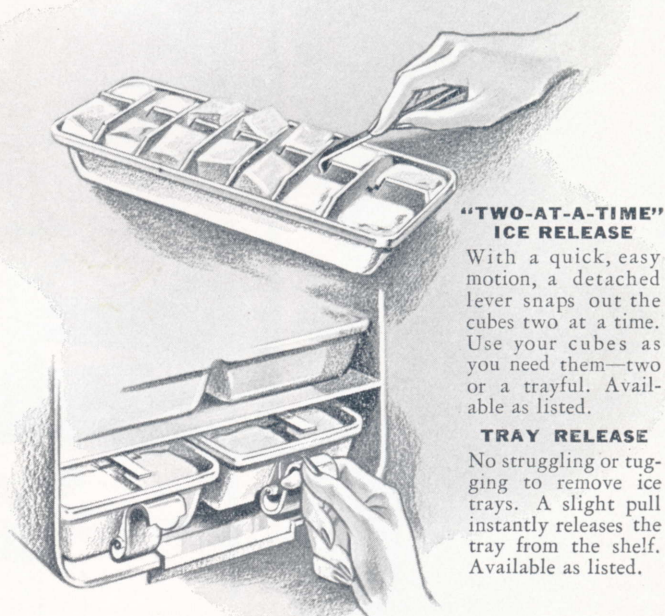
### TWIN SLIDING CRISPER DRAWERS

Extra large and extra sturdy, these glass-covered porcelain sliding crispers give you a big, moist cold space to keep green vegetables and fruits crisp, cold and garden-fresh.



### QUICK, EASY ICE RELEASE

Just lift the lever and out come the ice cubes! No melting, no splashing at the sink, no wetting your hands or clothes. With this new, patented ice release, a simple motion quickly and easily releases the entire trayful of cubes. Available as listed in various Philco Refrigerator models.

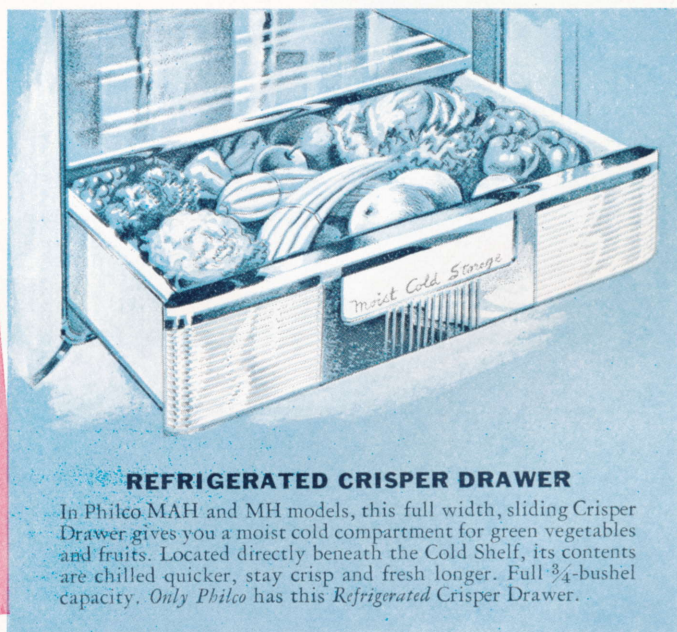


### "TWO-AT-A-TIME" ICE RELEASE

With a quick, easy motion, a detached lever snaps out the cubes two at a time. Use your cubes as you need them—two or a trayful. Available as listed.

### TRAY RELEASE

No struggling or tugging to remove ice trays. A slight pull instantly releases the tray from the shelf. Available as listed.



### REFRIGERATED CRISPER DRAWER

In Philco MAH and MH models, this full width, sliding Crisper Drawer gives you a moist cold compartment for green vegetables and fruits. Located directly beneath the Cold Shelf, its contents are chilled quicker, stay crisp and fresh longer. Full  $\frac{3}{4}$ -bushel capacity. Only Philco has this Refrigerated Crisper Drawer.

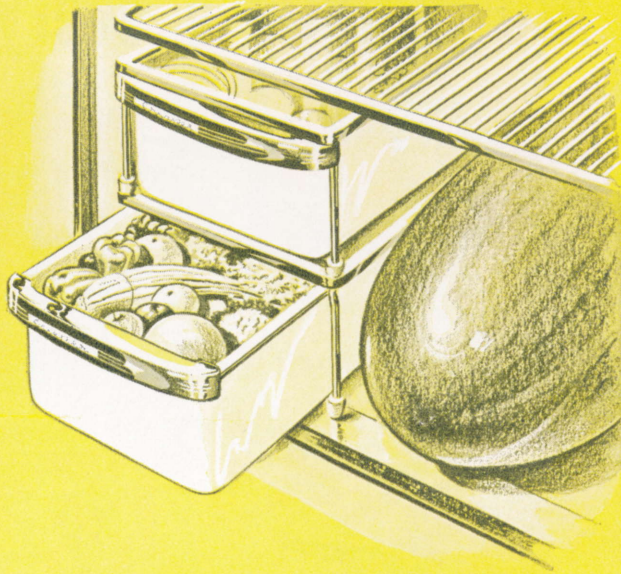


# Practical Shelf Arrangements for Every Use



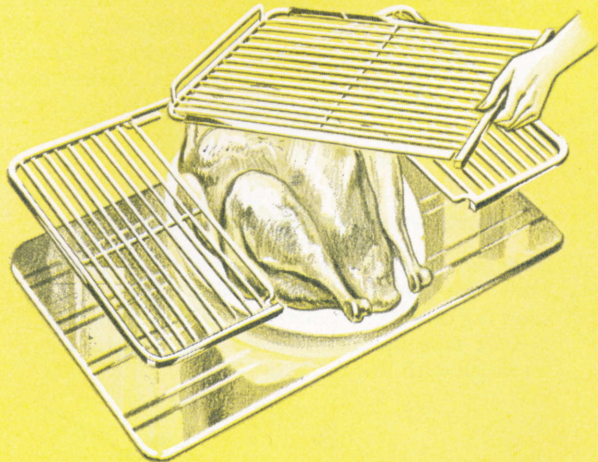
## SPACE FOR TALL BOTTLES

Bottles of all sizes and shapes fit conveniently into the shelves of the various Philco models. Special attention has been given to providing ample space for quart milk bottles, water containers, and even the tallest beverage bottles.



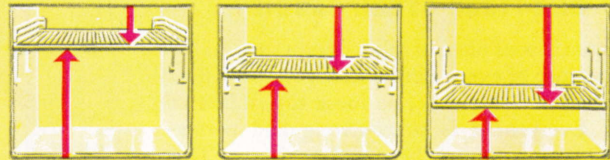
## STACKING CRISPER DRAWERS

Models with twin sliding crisper drawers provide a full width shelf when used side by side. Or they may be stacked one above the other, retaining their sliding feature and providing a huge, double depth space for storing a turkey, watermelon, a large roast, or any other bulky articles.



## CONVENIENT LIFT-OUT SECTION

Lift-out sections appear in various Philco models. Illustrated is the shelf in Advanced Design models in which the center section of the shelf lifts out to provide a high, deep space for odd-shaped foods or bulky dishes that are too big to fit on a shelf of normal height.



## SLIDING, ADJUSTABLE SHELF

In various models, a center shelf slides out for convenient placing and access to foods. It has several different adjustments which enable you to vary the space between shelves according to your needs. Thus you have complete flexibility of space and shelf arrangement in the food compartment to accommodate foods and dishes of various sizes and shapes.

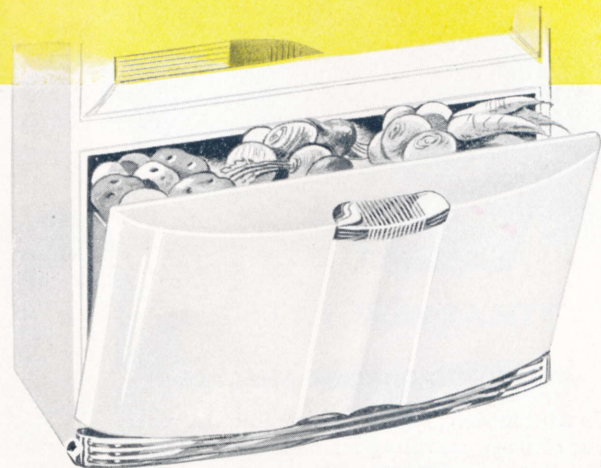


## RUBBER FLOATED INTERIOR LIGHT

As you open the door of every Philco model, an electric light automatically illuminates the interior. Set in reflector well. Socket floated in rubber to avoid breakage. Turns off when door is closed.

## THERMOMETER

Visible as you open the outer door, a thermometer in all Philco models enables you to be sure that the temperature in your refrigerator is safe for best food protection.

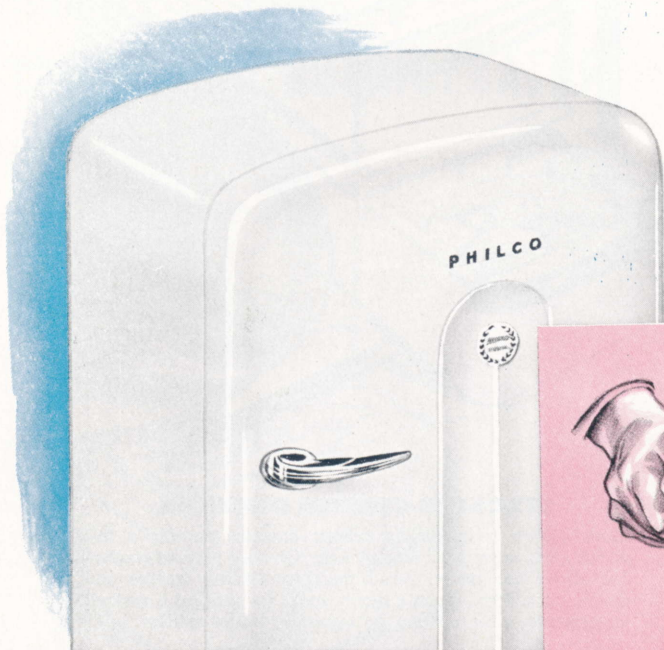


## NON-REFRIGERATED STORAGE BIN

A large, roomy chest for storage of dry vegetables that need no cold, like potatoes, onions, etc. Divided into two sections for greater convenience. Accessible without opening the refrigerator door. An important *extra* convenience.

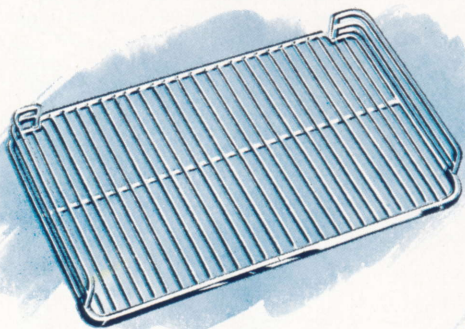
# DEPENDABILITY AND ECONOMY are built into every Philco Refrigerator

Back of the exclusive features, the advanced design, the beauty of the Philco Refrigerator, lies the QUALITY of Philco manufacture . . . famous in over 15 million American homes. With the most modern precision machinery, the most rigid and painstaking care, Philco engineers have gone far beyond the standards of the industry to build DEPENDABILITY and ECONOMY into your Philco Refrigerator. In every detail of its service, you can rely upon long years of trouble-free use!



## ONE-PIECE STEEL CABINET

One continuous piece of solid, drawn steel makes the cabinet of every Philco Refrigerator. There is no wood framework, no loose top, joints or base. Everything is super-strong and permanently sealed against heat and moisture. This costly, modern construction is the beginning of the dependability and economy which are built into every Philco Refrigerator.



## STAINLESS, CHROME SHELVES

In most models, Philco Refrigerator shelves are of hard, sparkling stainless chromium. Foods or liquids can't stain them and they are easy to keep clean and bright. They are super-strong and keep their sturdy beauty through long years of use.



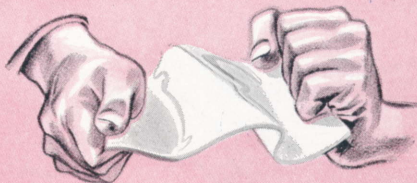
## STRONG, HANDSOME HARDWARE

The sturdy, streamlined latches and ball-bearing hinges are oversize . . . built for heavy duty and designed for modern beauty.



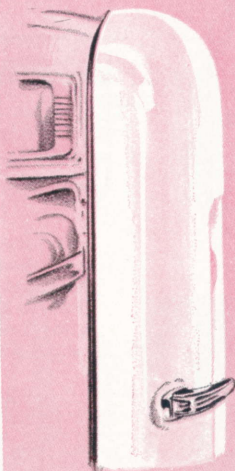
## GENUINE DULUX FINISH

Outside finish is of durable Dulux, brilliantly, permanently white. Proof against checking and cracking. Steel beneath finish is *Bond-erized* to prevent flaking and rust.



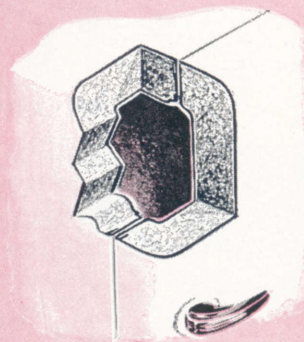
## THICK, HEAVILY INSULATED DOOR

Strongest, most efficient refrigerator door ever built! One-piece steel with welded framework, can't sag or warp. Thickness is outside where it doesn't take up compartment space. Heavily insulated with Rock Wool.



## ROCK WOOL INSULATION

Actually improves with age in retaining cold and shutting out heat. Practically impervious to moisture.

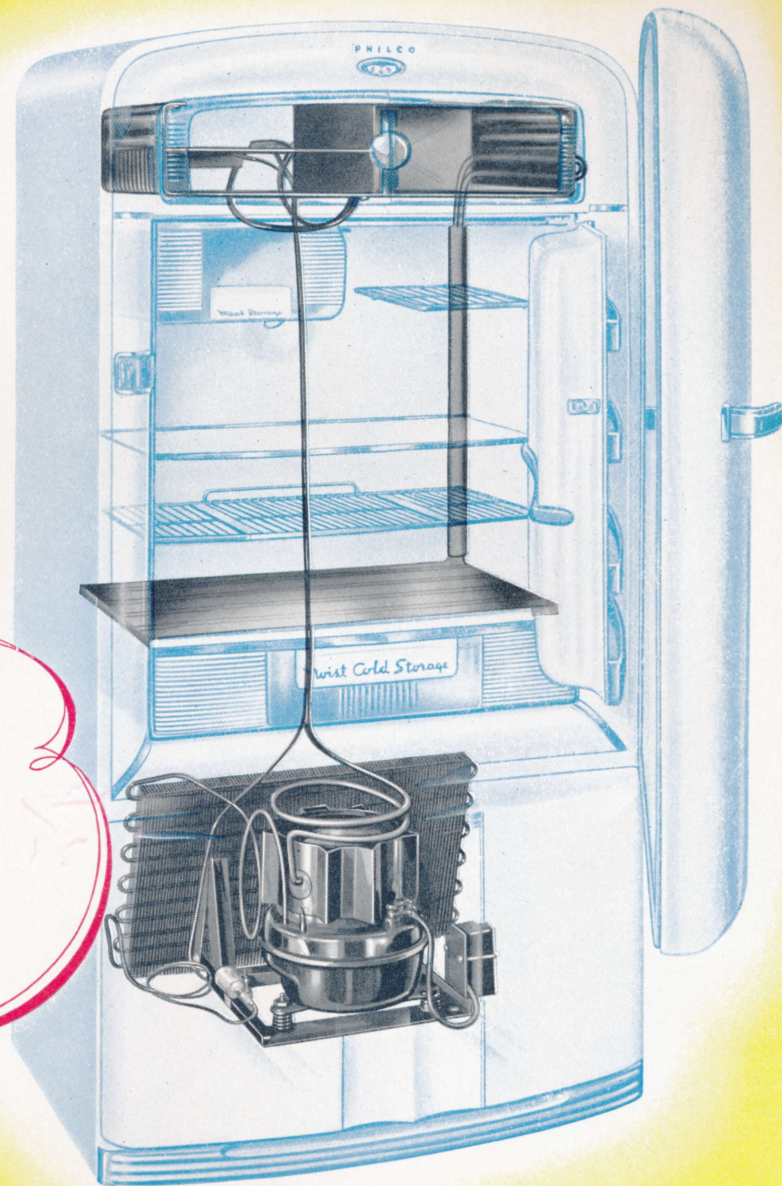


## PHILCO

## TEMPERATURE CONTROL

Any desired setting automatically regulates all the temperatures of the refrigerator in proportion. It is easy to see and perfectly simple to operate. Gives you every variation of temperature you need.

# THE PHILCO SUPER POWER SYSTEM



## A MARVEL OF PRECISION MANUFACTURE

Nowhere does the Philco tradition for *quality* count more heavily than in the *Philco Super Power System* . . . the cold making mechanism which includes the power unit, evaporator, condenser, connecting tubes and Cold Shelf. To give you that efficiency and dependability so vital to trouble-free service, Philco engineers have adopted new methods of precision manufacture which have never been used before in the building of a refrigerator. For instance, the principle of "Super-Finish", that sensational process which enables you to drive your car at unlimited speeds from the very first day, is *used for the first time* in refrigeration in the sealed power unit of the Philco Super Power System. Throughout the entire freezing mechanism, standards of accuracy have been made two to six times more severe than have been required previously in the refrigeration industry.

All this painstaking care means that you can *depend* upon the Philco Super Power System to furnish *extra-fast freezing* and *surplus power* to every part of the refrigerator,

the Frozen Food Compartment and Ice Chamber, the Dry Cold and Moist Cold Compartments, the Meat Storage and Crisper Drawers. And under all conditions . . . in the warmest kitchen or the hottest, most humid weather. It means new freedom from vibration, new *quietness* of operation. The entire system is hermetically sealed . . . it never needs oiling, never needs attention. And its greater efficiency means greater *economy* . . . *lower electric bills!*

## PHILCO 5-YEAR WARRANTY

Every Philco Refrigerator comes to you *fully guaranteed!* It is delivered with a 5-Year Warranty Certificate which assures you against service expense on the complete sealed-in Philco Super Power System which includes the power unit, evaporator, condenser, connecting tubes and the Cold Shelf.



**PHILCO**  
**REFRIGERATOR**  
*for 1941*