

**Apple Pie,
fresh-baked
in October...**

*Still fresh
in March!*



WHEN the baking mood is on, prepare enough for weeks ahead, and store it in your Philco Freezer. Finished pies and muffins, or just the dough and other ingredients. You have no idea how a Philco Freezer will lighten the chores of home-keeping until you have one and use it every day. It's an auxiliary to your refrigerator, keeping foods at sub-zero temperatures for months, and keeping them *freezer-fresh* and vitamin-rich. Get the story from your Philco dealer.

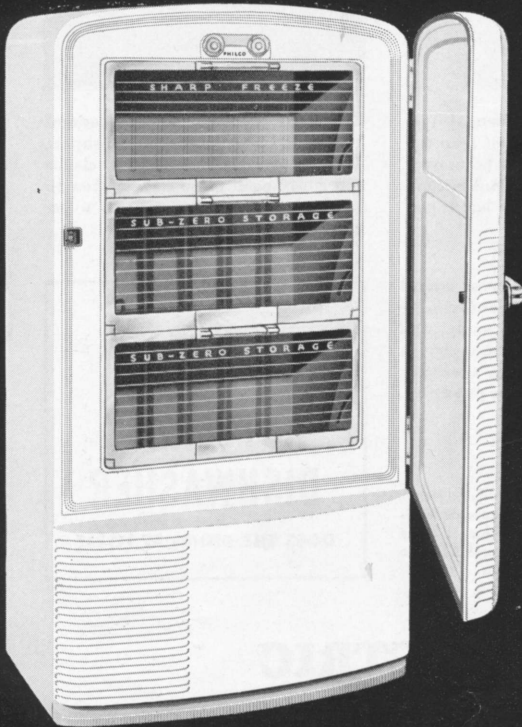


Says Mrs. Clara Tradnack
of Atlanta, Georgia

"The Philco freezer saves time and money, I always say. I buy meats and poultry in quantity once a week, then store them in the freezer. It really saves my shopping time, and money, too."

*Keep Foods FREEZER-FRESH**

* FRESH AS THE DAY THEY WERE
PICKED, CAUGHT, OR BOUGHT.



PHILCO MODEL AV-75. Deluxe Upright; large 7½ cu. ft. capacity holds up to 300 lbs. of frozen foods. 3 compartments, one for sharp freezing. Patented sloping shelves and 2 position drop doors conserve cold. Temperatures as low as 15° below zero. Built-in Thermometer, Outer Door Lock and Temperature Control. Battery-operated Guardian Bell. Hermetically Sealed Power-System. Philco quality throughout.

**PHILCO
FREEZER**

Famous for Quality the World Over