

FIGHT
INFANTILE
PARALYSIS

Annie Laurie's Philco Story



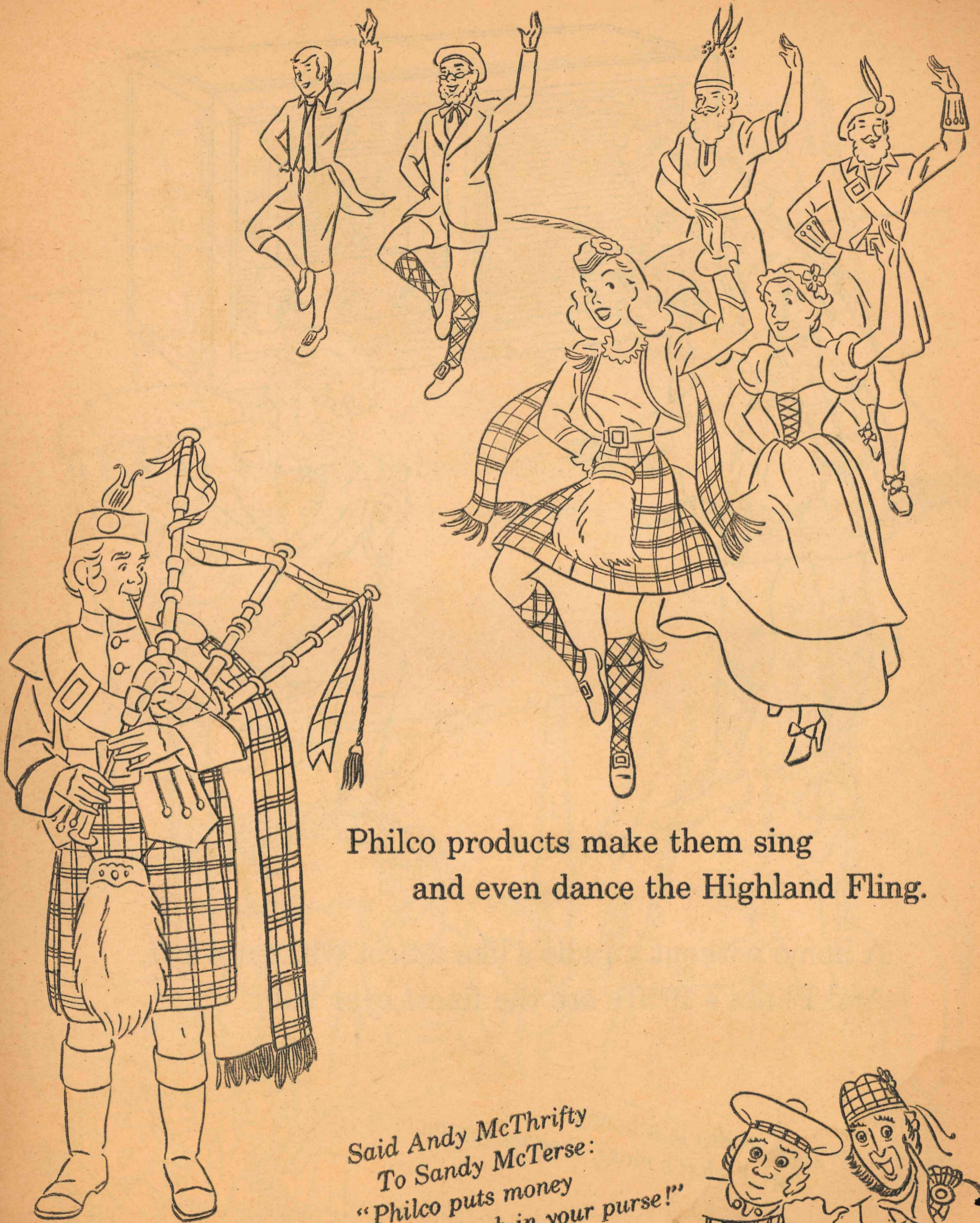
10¢

Your dime goes to "The March of Dimes"



My name is Annie Laurie; I'm a
Highland Lassie fair,
And a thrifty Scottish housewife
with a thistle in my hair.
The latest Philco products help to
make my home complete,
And draw to it a host of guests
I'd like you all to meet.

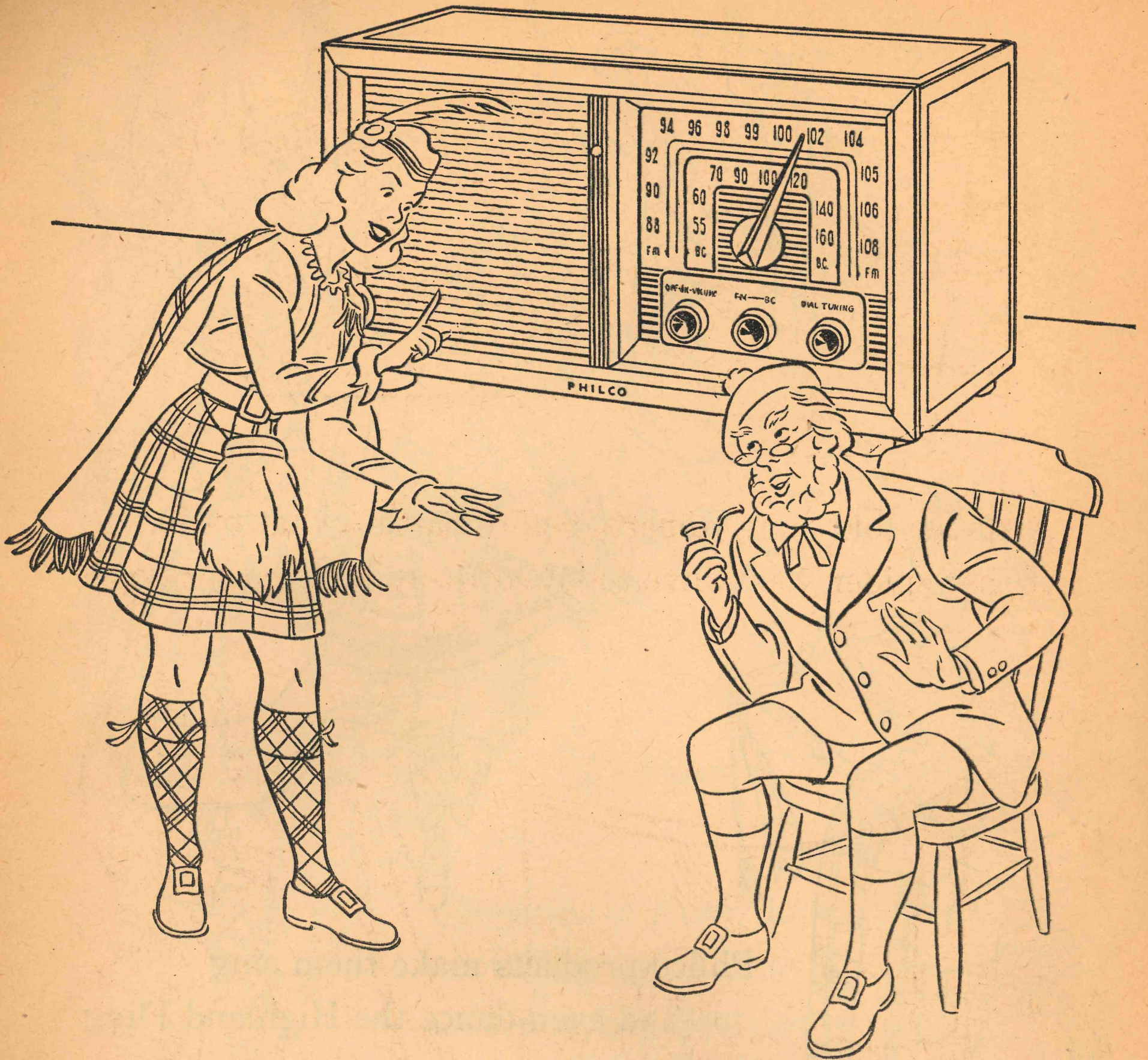
So get your color crayons out and see what you can do
To make these Scottish characters and anecdotes come true.



Philco products make them sing
and even dance the Highland Fling.

Said Andy McThrifty
To Sandy McTerse:
"Philco puts money
Right back in your purse!"

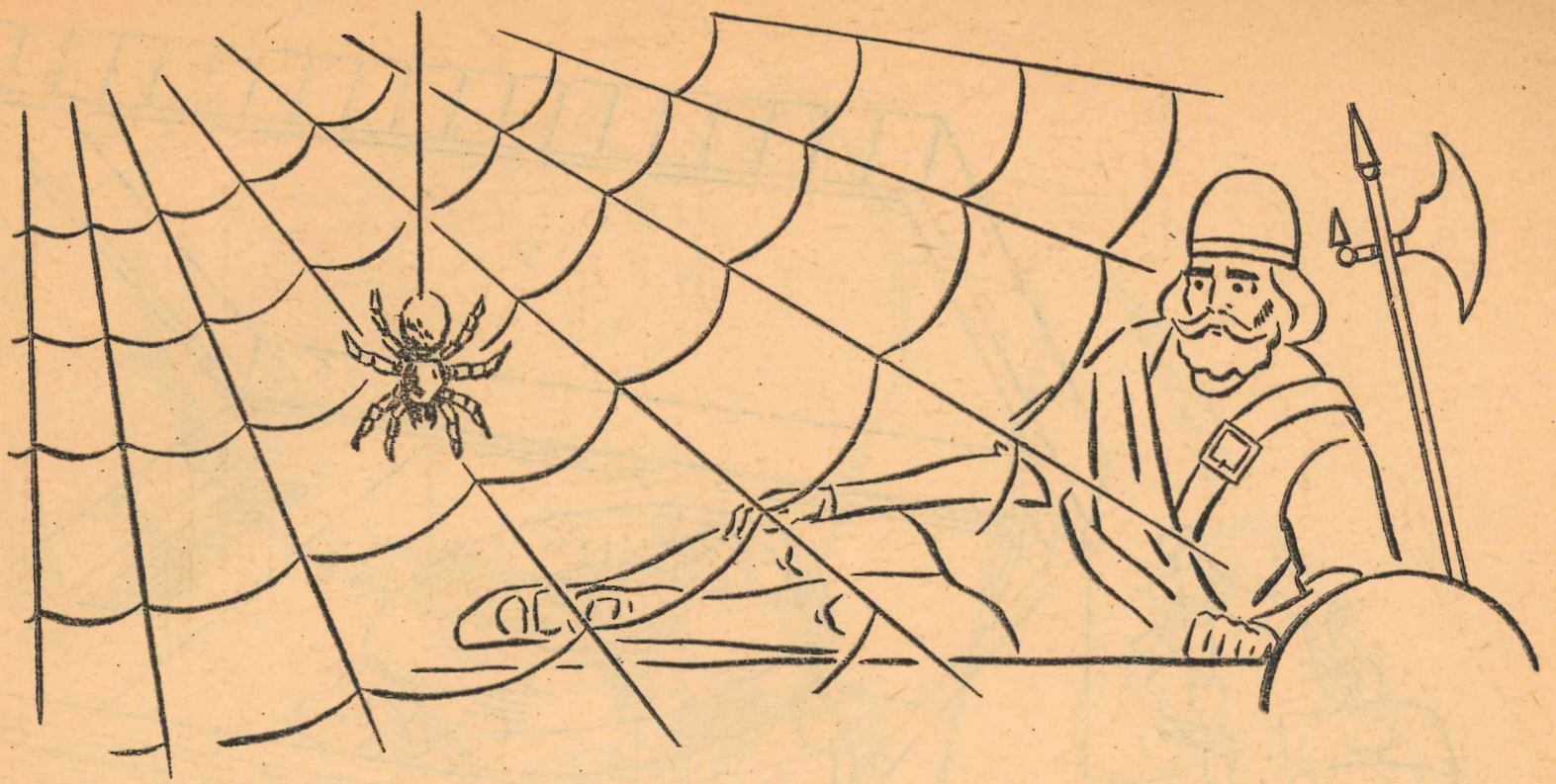




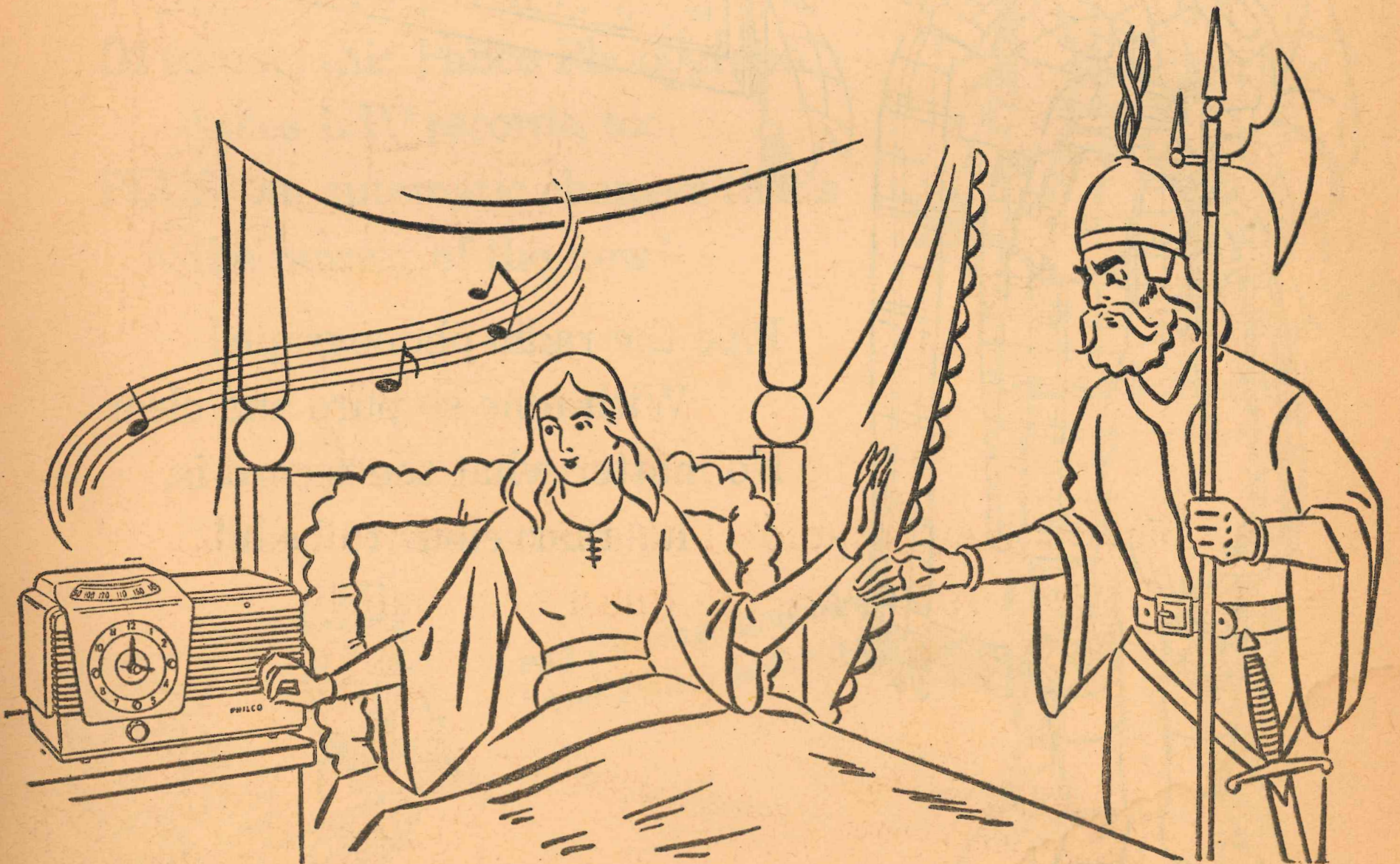
A home without a radio's like a Scot without a kilt,
And Philco's 1950's are the finest ever built!

"That Philco is a honey!"
"And what's more, it saves you money!"





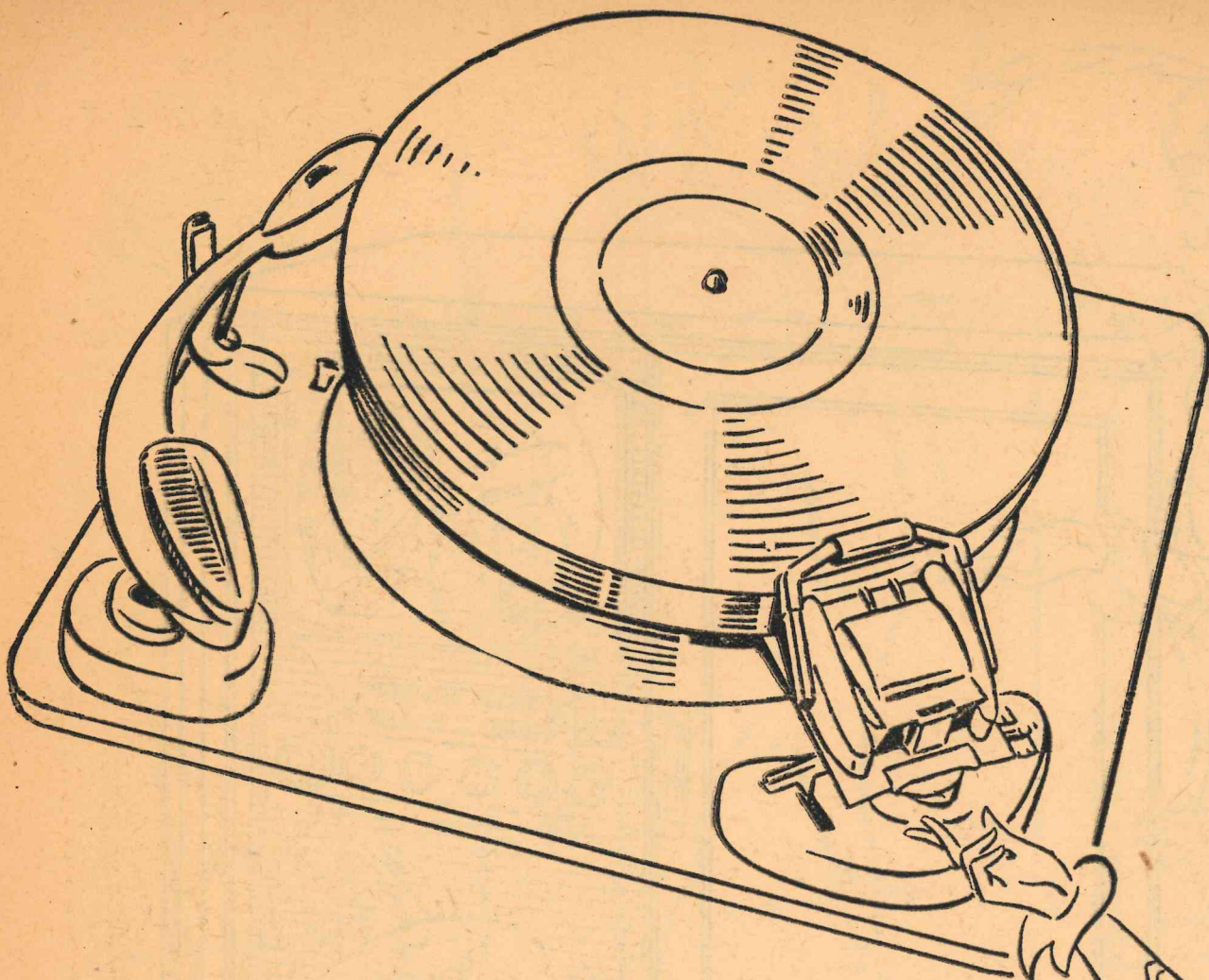
A spider told King Robert—before battle—what to do.
If that spider were alive today he'd say: "Philco for you!"



With Philco's new Clock Radio beside her castle bed,
Mary, Queen of Scotland, might have learned to keep her head.



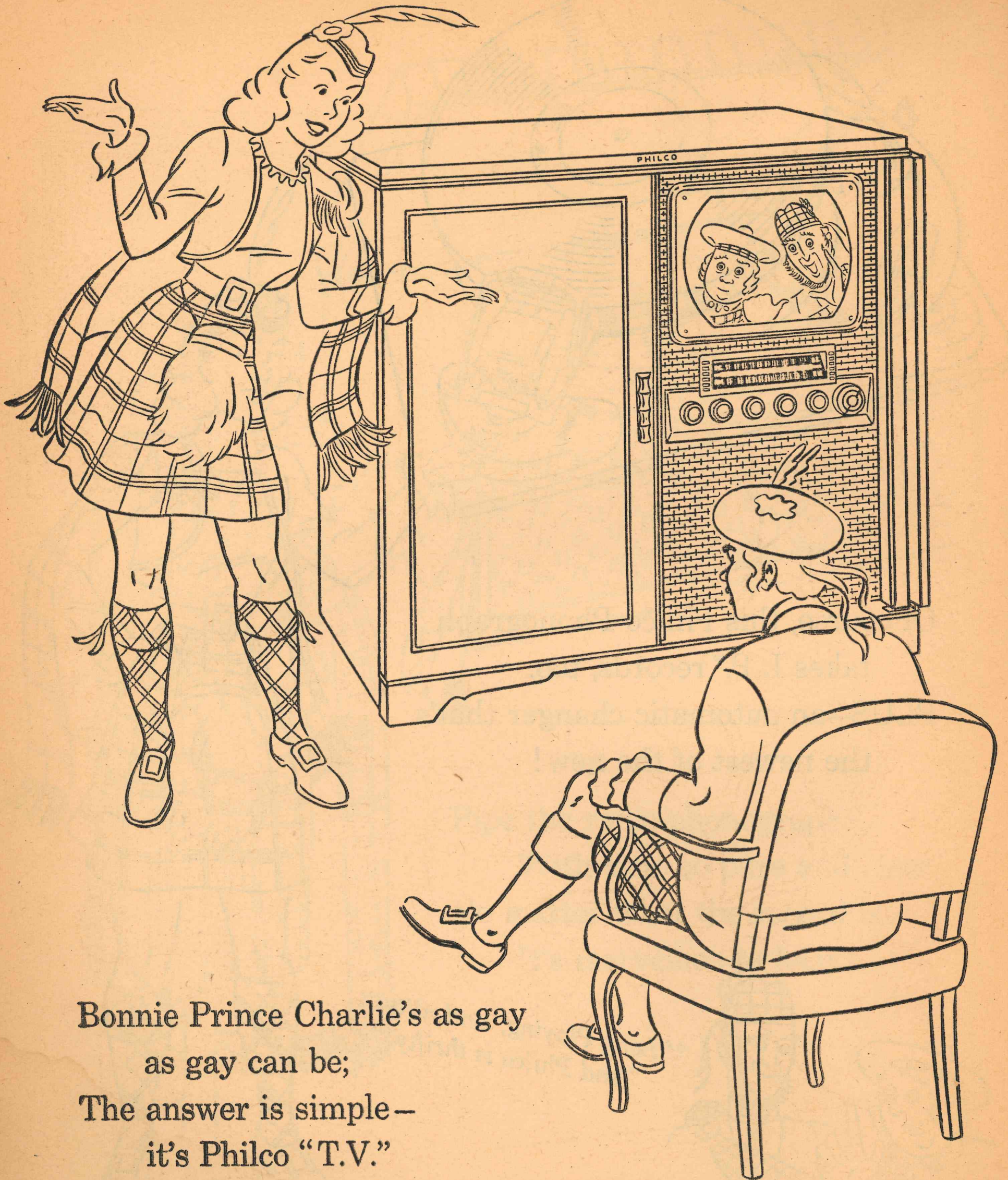
Pipe the radio-phonograph!
With tone so pure and clear,
No matter what the record is,
It's marvelous to hear!



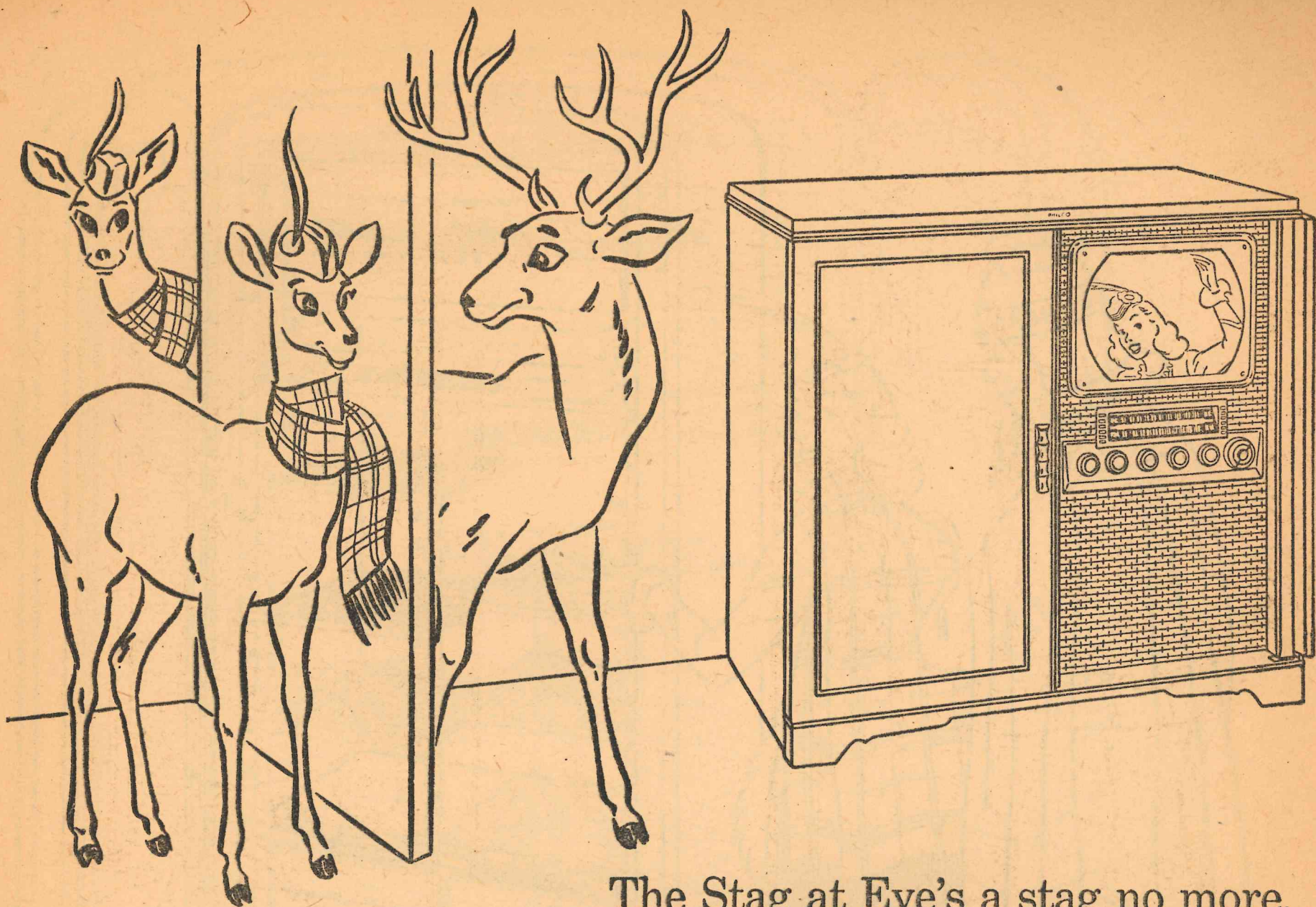
Of course, this Philco Phonograph
 takes L.P.* records, too.
PLUS—an automatic changer that's
 the newest of the new!



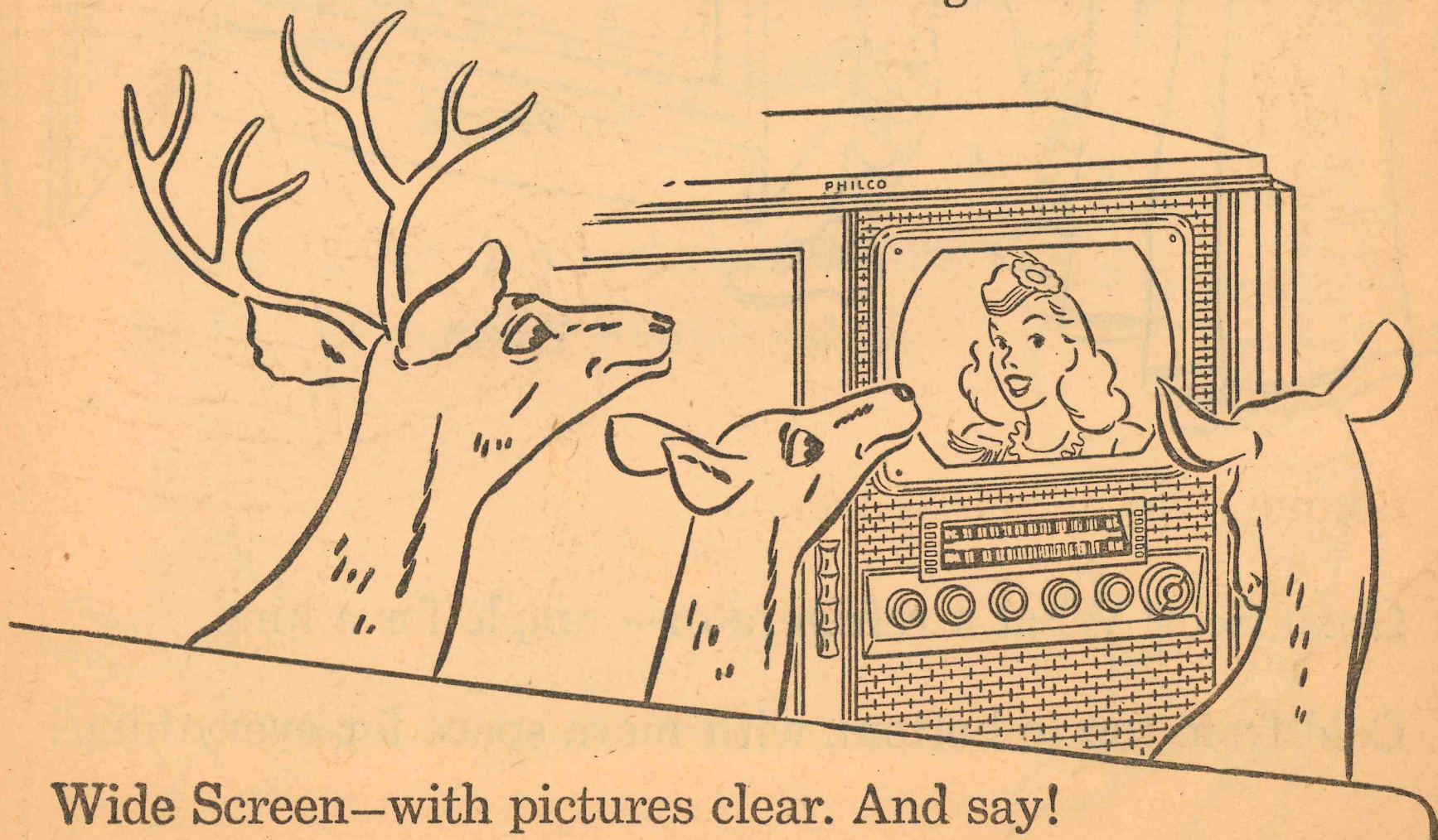
**“Long Playing, and nifty!”
 “And Philco is thrifty!”*



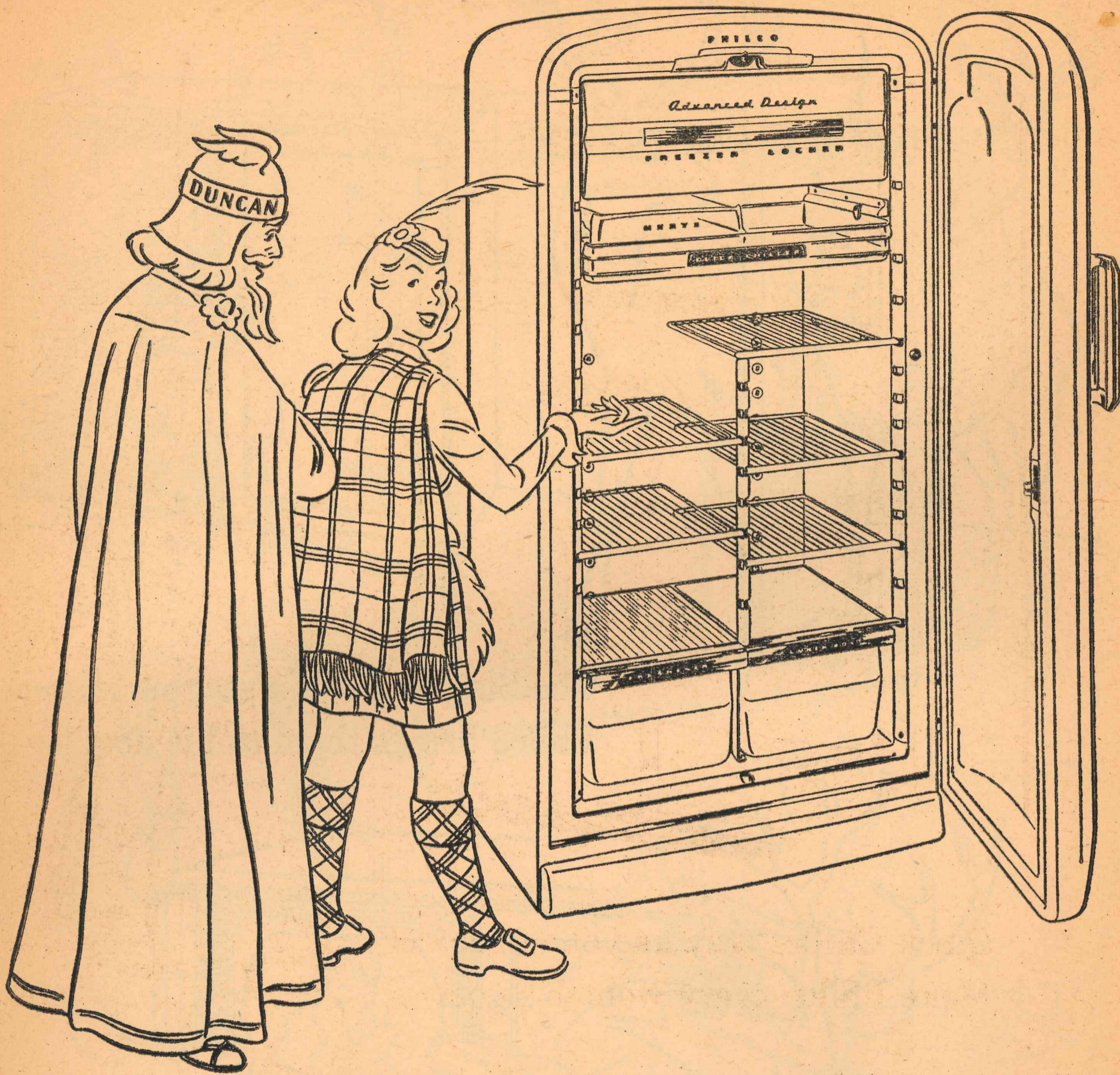
Bonnie Prince Charlie's as gay
as gay can be;
The answer is simple—
it's Philco "T.V."



The Stag at Eve's a stag no more,
Philco brings them to his door!



Wide Screen—with pictures clear. And say!
A built-in aerial...“plug in and play.”



Great Scot! What a refrigerator — ample for a king.

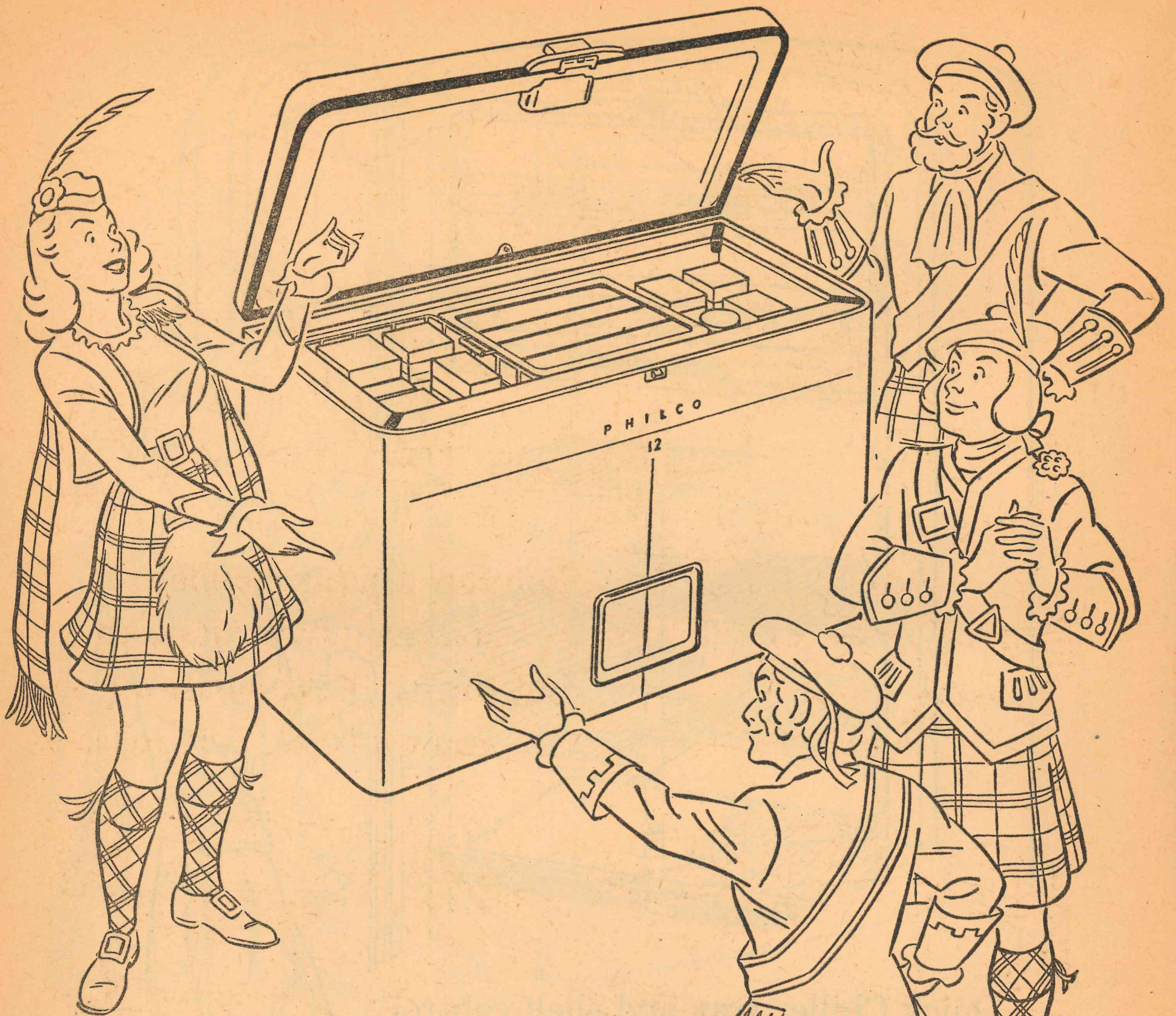
Cold from top to bottom, with more space for everything!



Quick Chiller tray and shelf control*
Make Philco every woman's goal.



*"Adjust each shelf
To suit yourself."
"Quick Chiller tray
Is swell, they say."

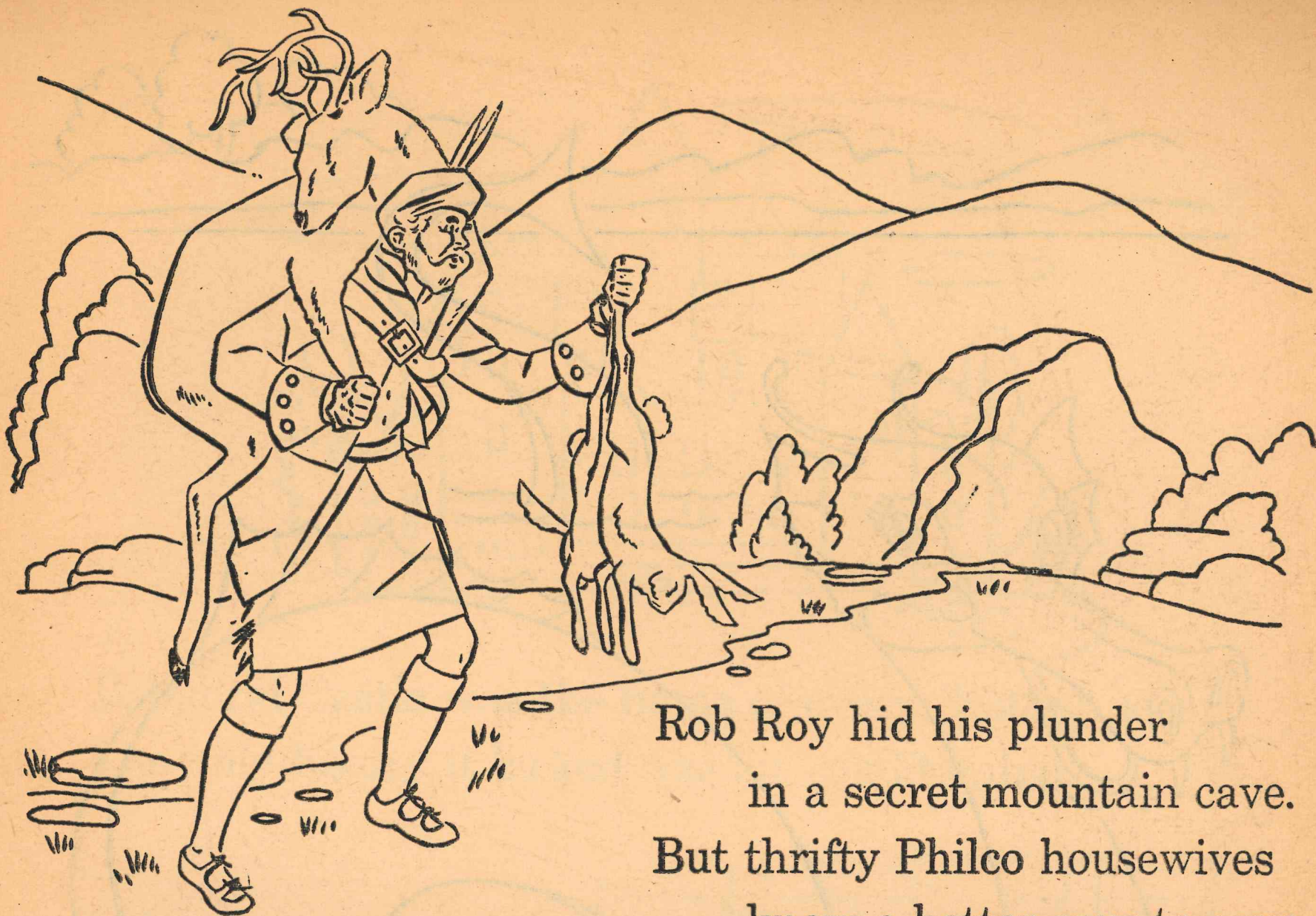


When it comes to storing frozen foods
there's nothing better than
A family-size freezer—'gainst the
gathering of the clan.

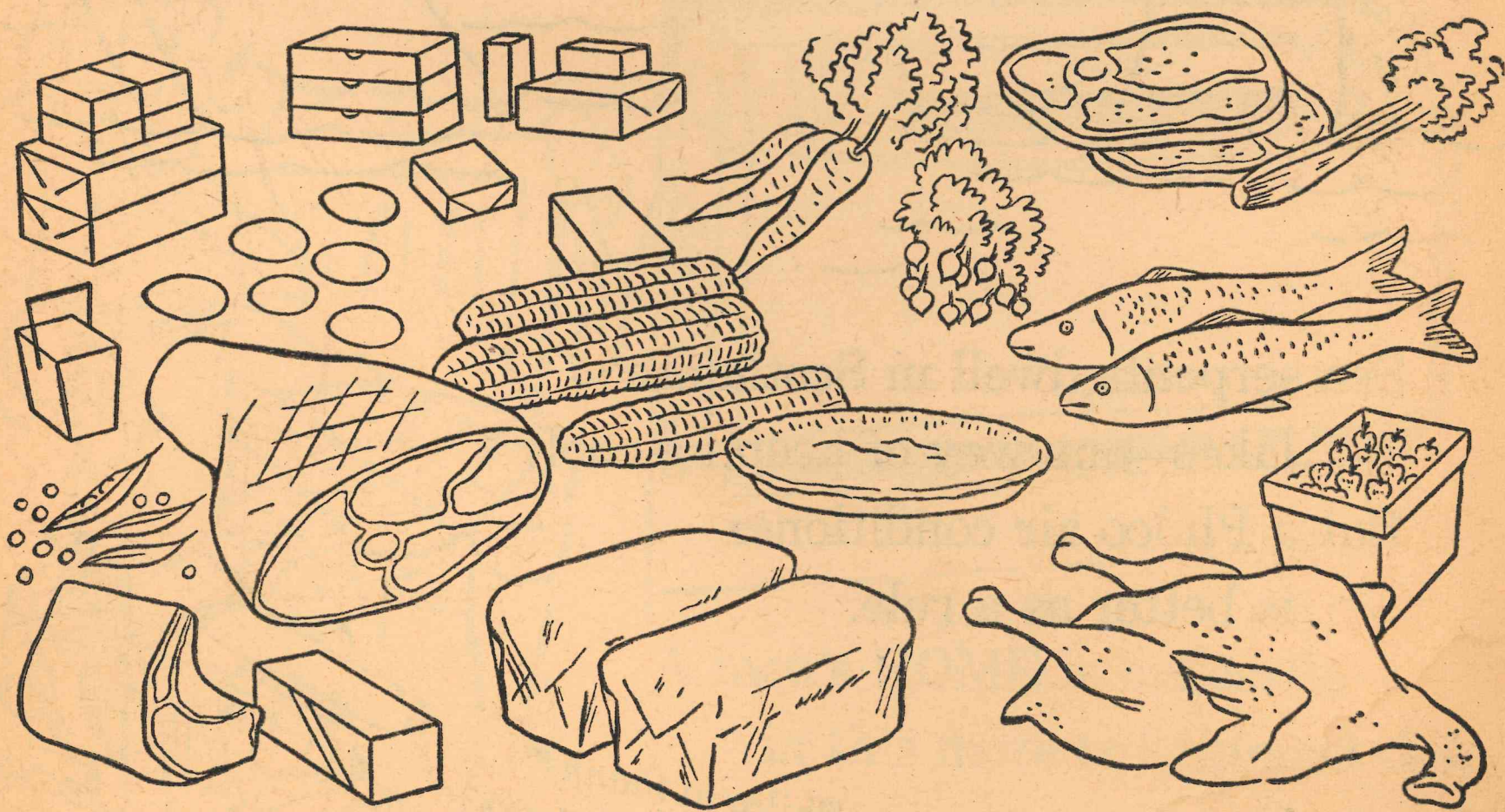


“Besides the size
You **ECONOMIZE!**”

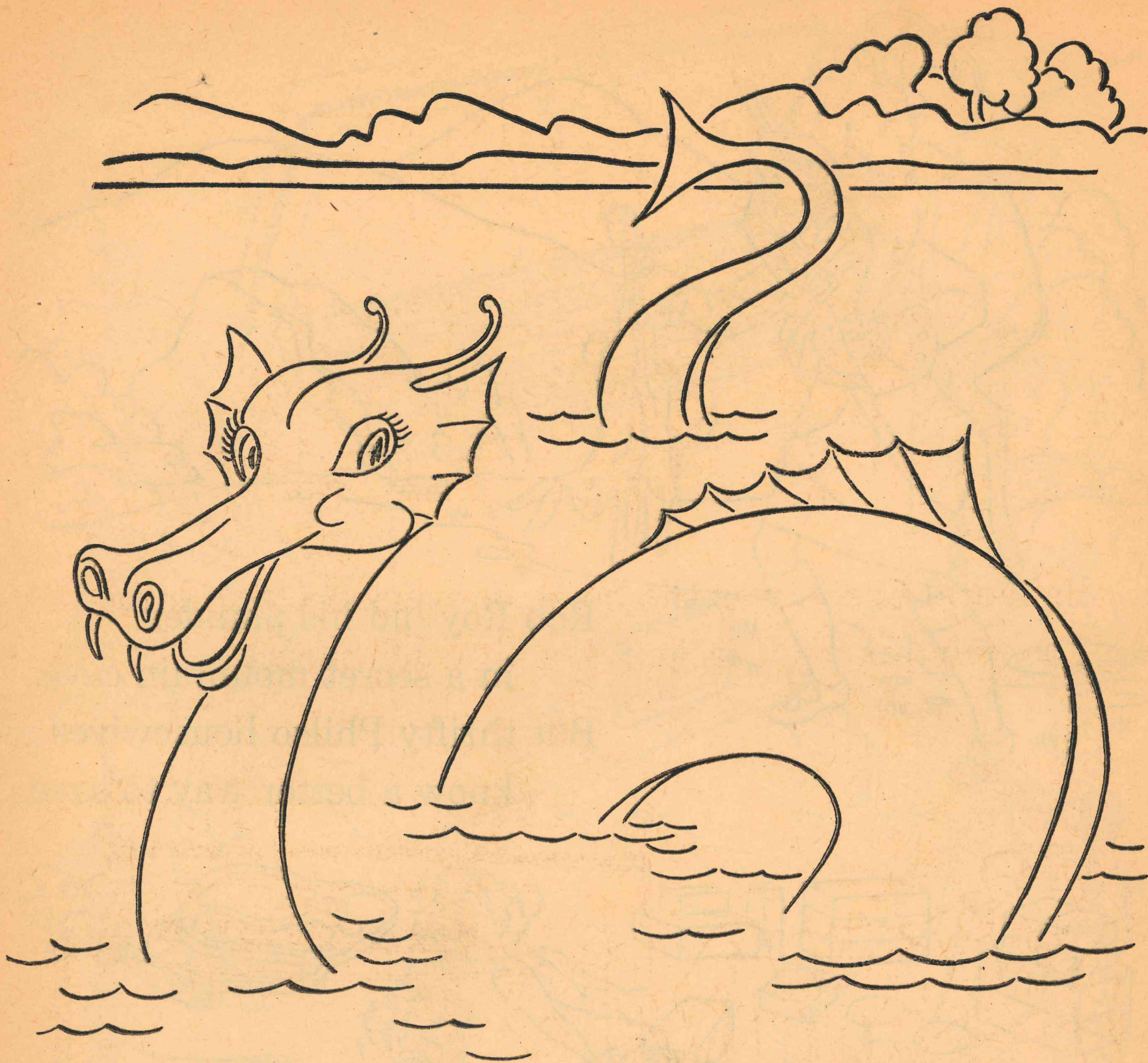




Rob Roy hid his plunder
in a secret mountain cave.
But thrifty Philco housewives
know a better way to save.



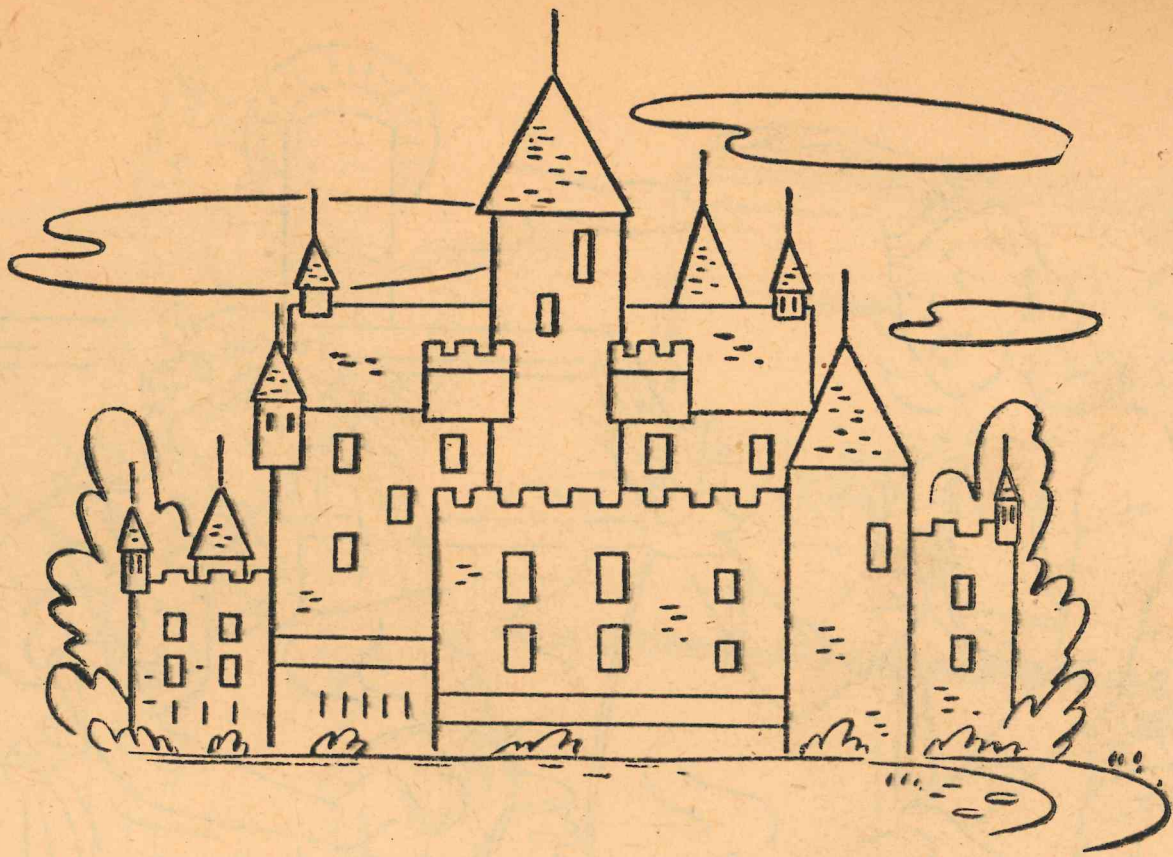
Four hundred twenty pounds of food — twelve generous cubic feet,
A Philco freezer promises delicious meals to eat.



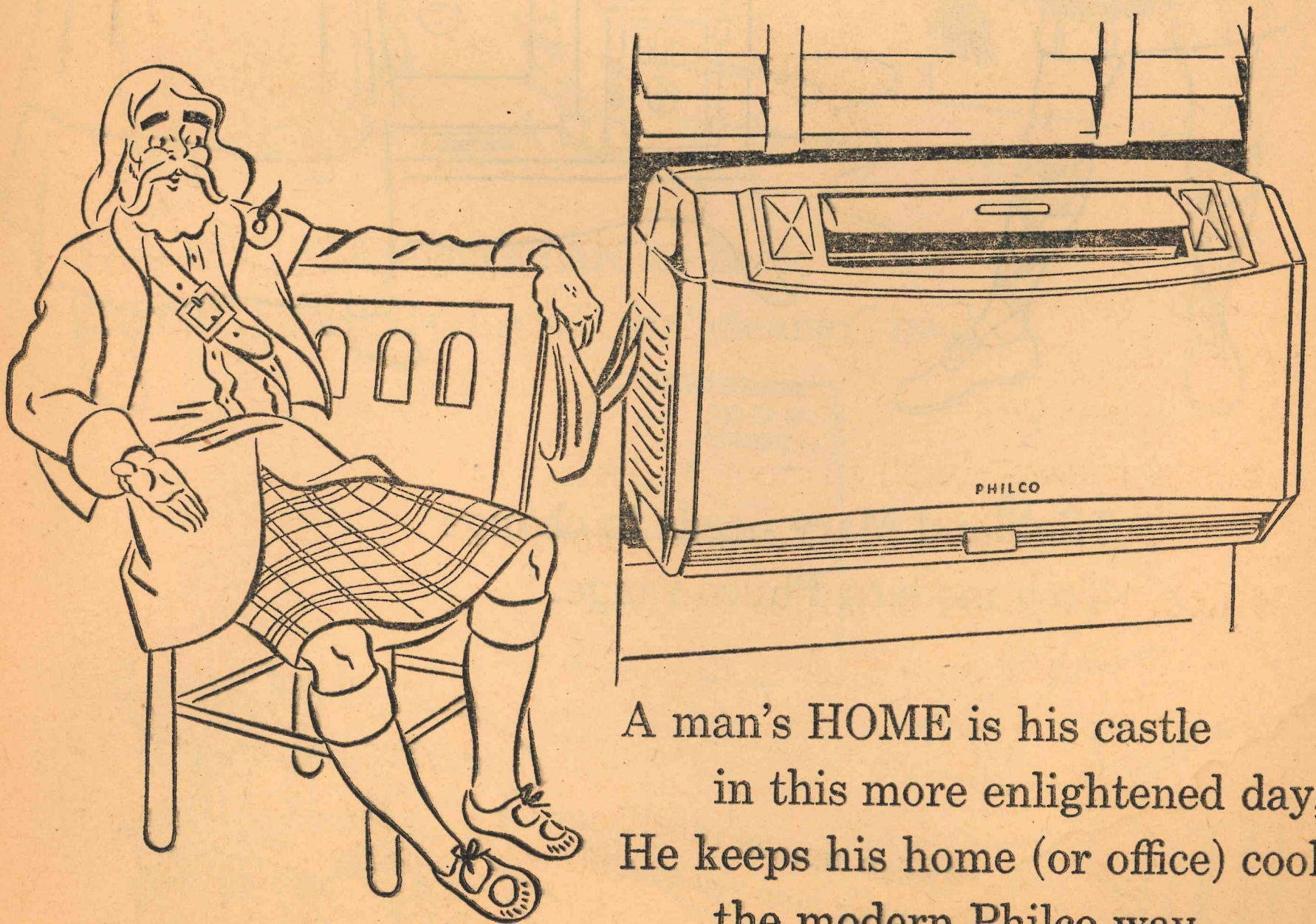
Sea serpents dwell in Scotland's
lakes—one way of keeping cool!
But a Philco air conditioner
is better as a rule.

"You have Philco to thank!"
"For more cash in the bank!"

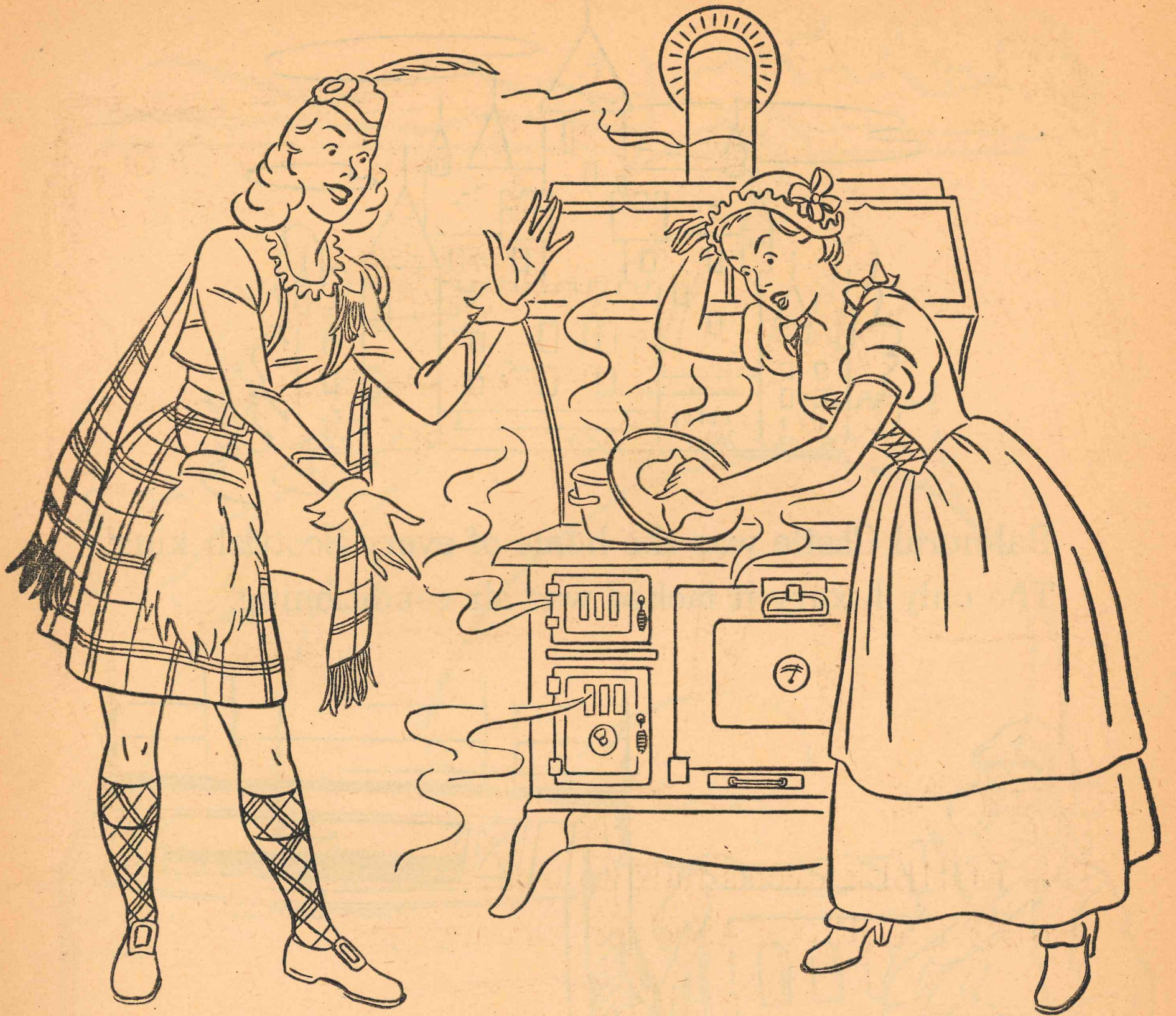




Balmoral Castle was the home of every Scottish king.
The only luxury it lacked was air conditioning.

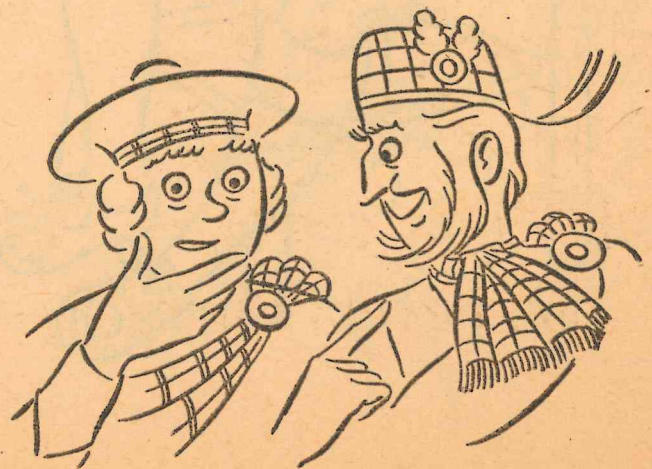


A man's HOME is his castle
in this more enlightened day,
He keeps his home (or office) cool
the modern Philco way.



Highland Mary needs to change
To a modern Philco range.

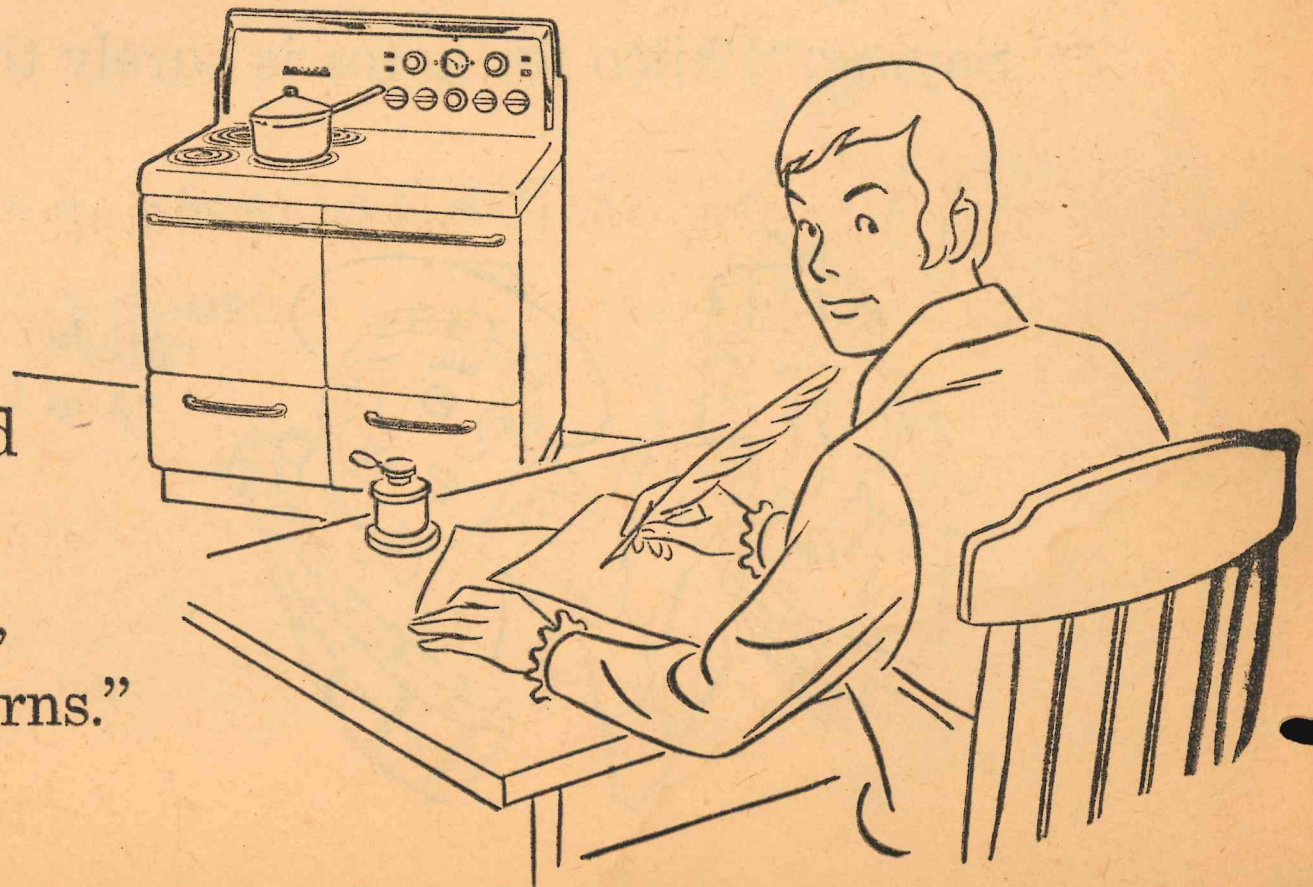
"Makes women rave!"
"And how you save!"

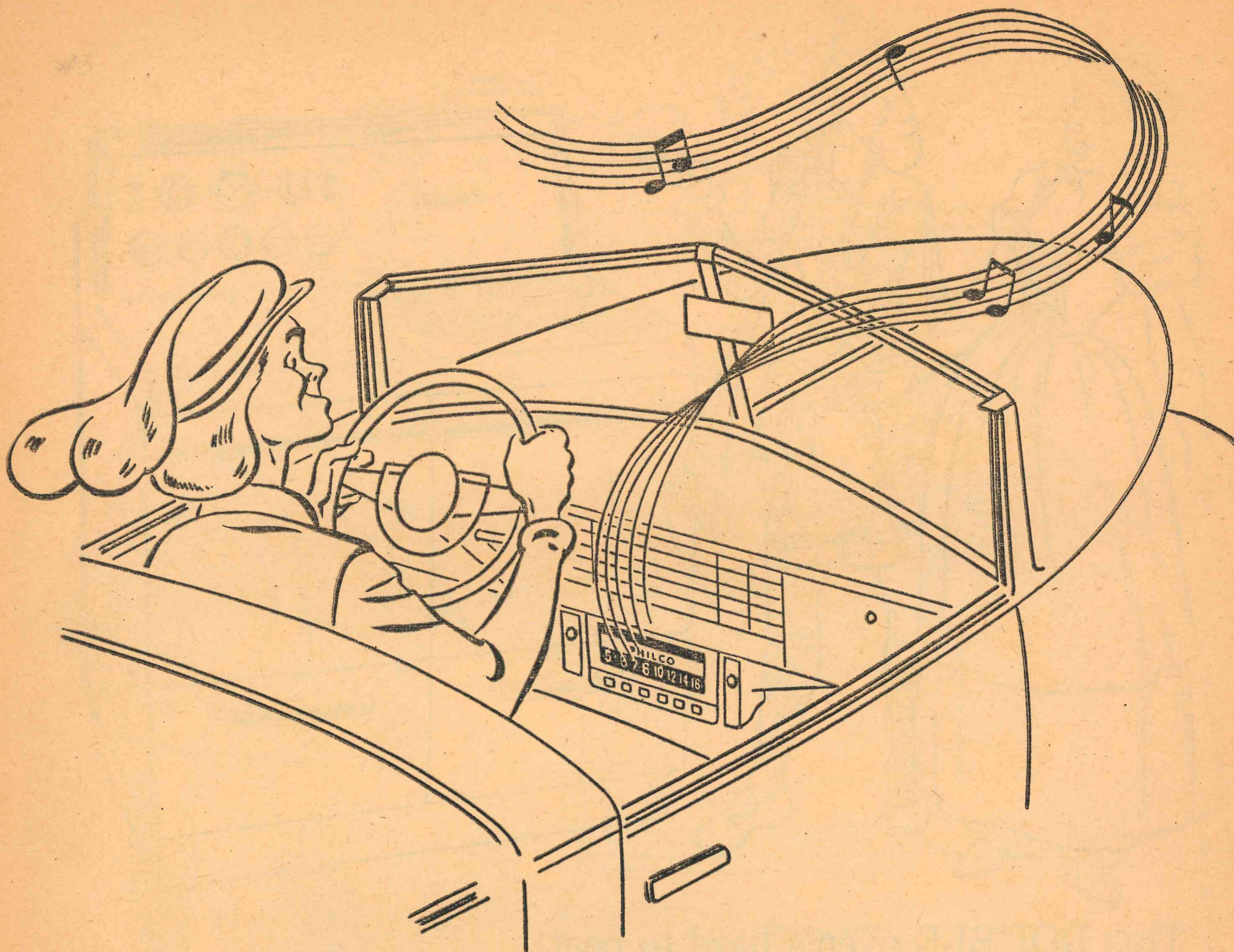




This DOUBLE oven's hard to beat;
"BROIL-UNDER-GLASS" for "cleaner" heat.

And even husband
Robert learns
That Philco cooks,
but never "Burns."

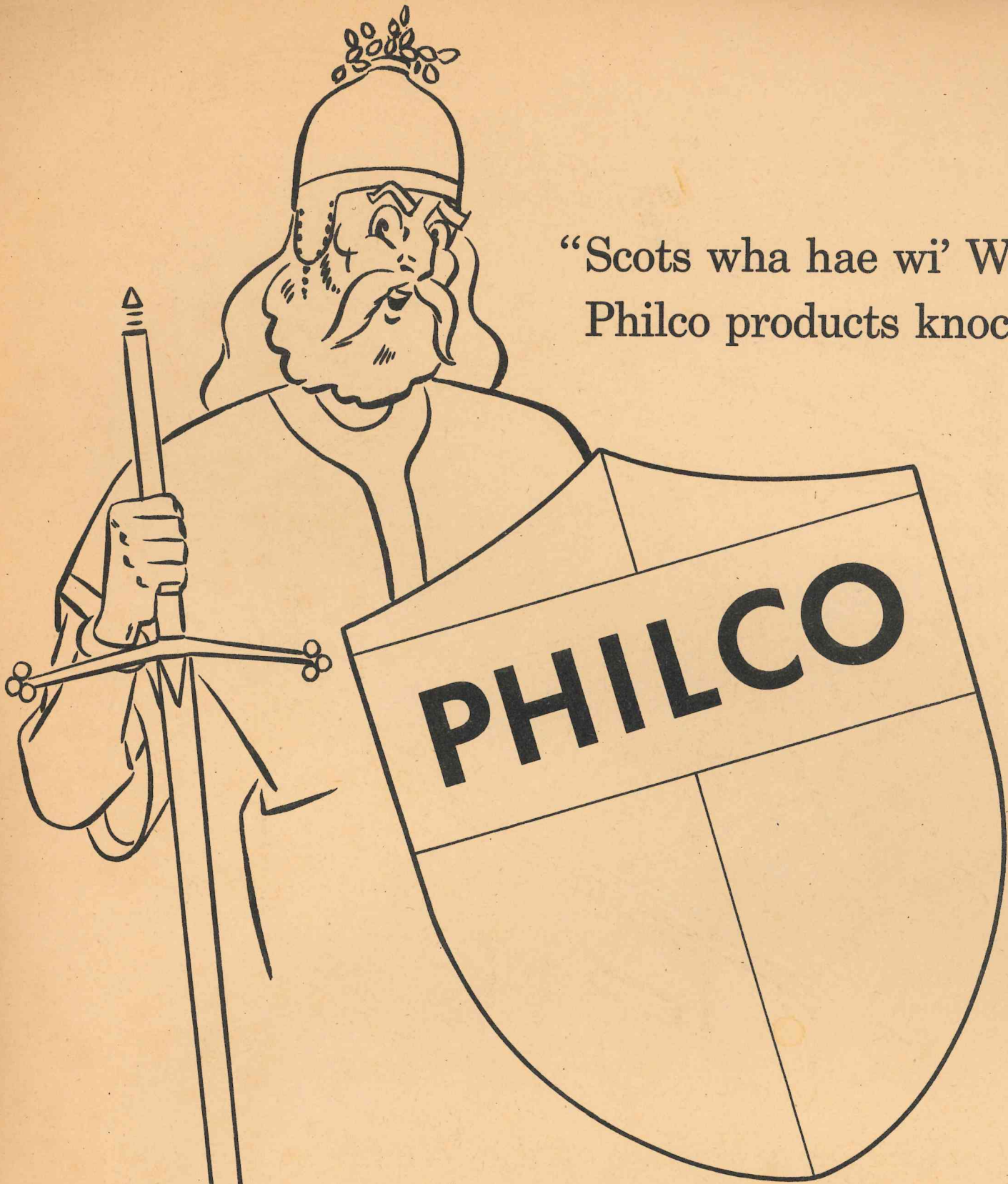




Young Lochinvar came out of the West,
Saying: "Philco for autos is surely the best!"



"Mighty nice!"
"And lower price!"



“Scots wha hae wi’ Wallace bled”,
Philco products knocked them dead!

In Scotland there’s no cause to GROUSE
With a Philco in the House.



“Philco for ‘50”...
“Designed for the thrifty!”

Your friendly Philco Dealer

Police & Law Enforcement

HUMPHREY HARDWARE

Gang Busters



Your dime goes to "The March of Dimes"