

1955

PHILCO

Appliances

PHILCO

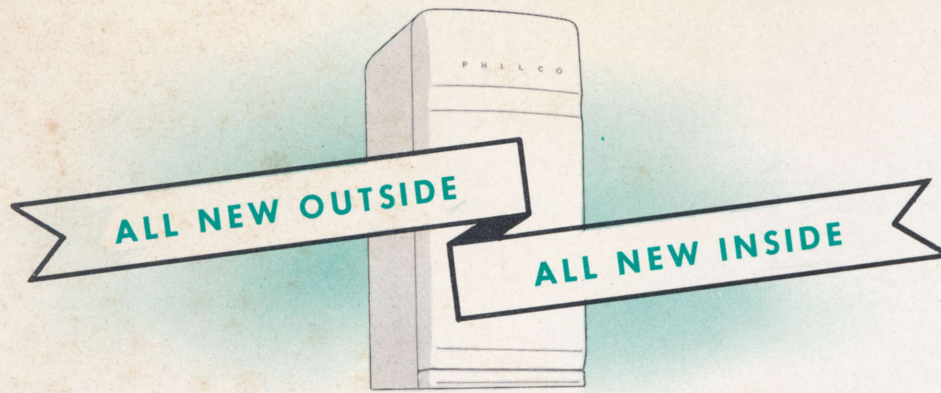
The ALL NEW Refrigerator for '55



Now for 1955...

PHILCO'S Driving Leadership in Advanced Refrigerator Design

*sweeps on to new heights of achievement
with great new contributions that make
the foremost products of the past obsolete
and out-of-date*



*It's the Big News of Progress and
Prosperity for the Refrigerator
Dealers of America from*

PHILCO for '55

FOR months, Philco has been planning it, designing it, tooling up to produce it, getting it ready for 1955. At fabulous cost, Philco has been laying its dollars on the line to bring you refrigerators so genuinely new they make the products of former years *obsolete* by comparison.

Now it's here... the all new 1955 Philco line. New in design... new in features! New bigger sizes to match the trend of modern demand. Sensational, exclusive developments that set new standards of superiority in service and convenience. Lavish new styling that again advances Philco leadership in refrigerator design!

For 1955, the march of progress in refrigeration continues on, with Philco developments in the lead. Again for 1955, there's big news in refrigeration from Philco.

AND ONLY PHILCO DEALERS HAVE IT!

Bigger Sizes for the Money!

More Features for the Money!

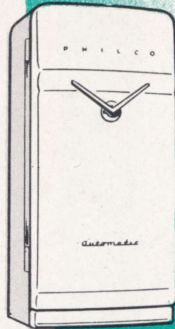
**A HUGE
BONUS in
Refrigerator
Value**

at every price!

Up to 2 cubic foot more capacity for the price! Yes, at every level, a huge addition in food storage space, so great it dwarfs comparable models of the past. And that's only the beginning of the terrific value news from Philco for 1955. It's a story of new features, and more features, than ever before. It's a revelation in fresh, eye-catching style appeal. Not just in some models but in all models—Philco for '55 is the newest, most saleable refrigerator in America.

12
cubic ft. at
the price
of a 10

Now, 3 completely new top models in the profitable high-unit brackets ... all with exclusive new Philco features unmatched at any price.



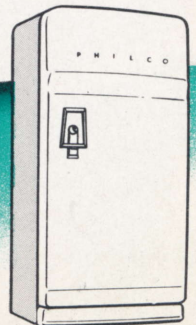
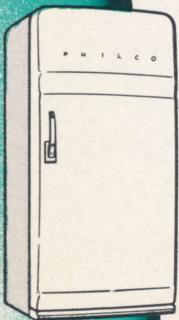
*Only
Philco Dealers
have it!*

11
cubic ft. at
the price
of a 9

Philco takes the big 11 cu. ft. refrigerator out of luxury class ... gives it tremendously increased appeal and utility at real mass market prices.

9
cubic ft. at
the price
of a 7

In the popular price brackets, a new concept of greater value with bigger sizes, more features, better styling for the money than ever before.



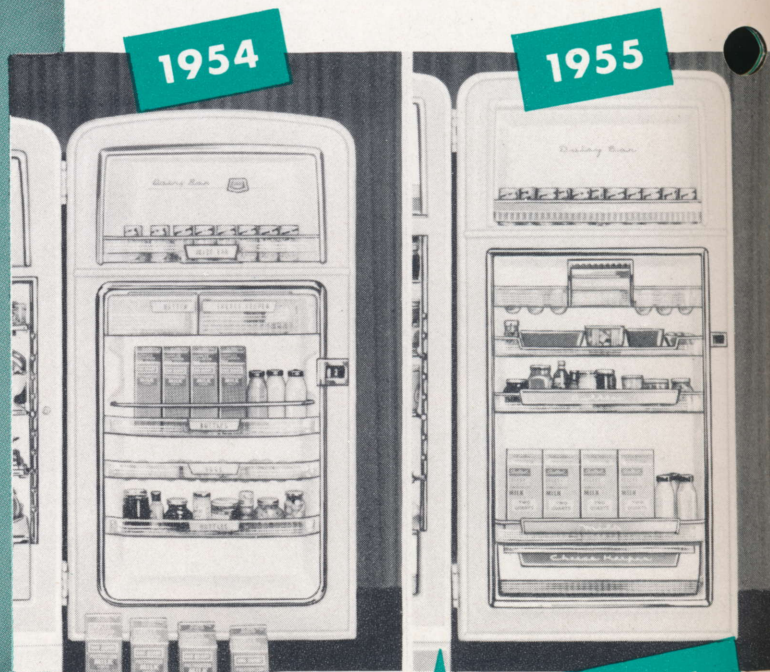
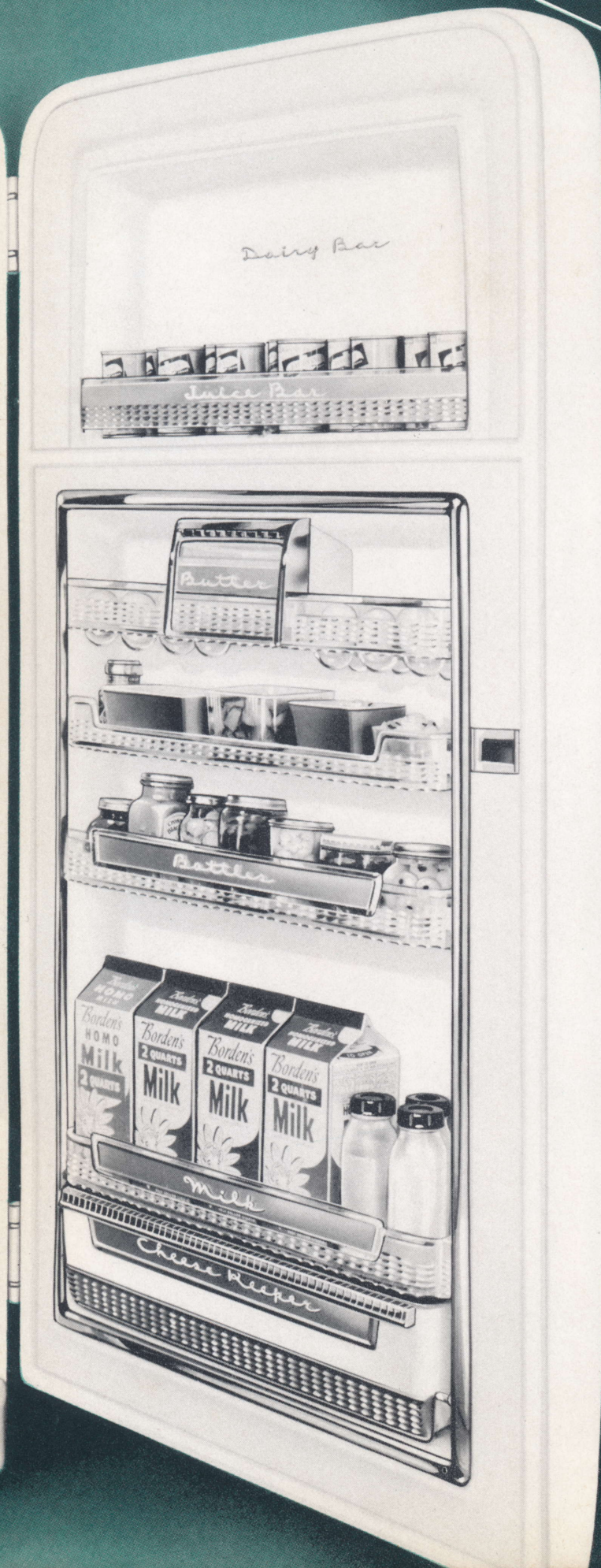
New!

Holds up to

96% MORE

than ever before!

For the first time, the entire door from top to bottom provides deep, useful storage space for a real variety of foods. Every Double Depth Dairy Bar shelf holds more food than door shelves of the past. And there are more shelves, model for model.



THIS MUCH MORE IN '55

Here are comparable Philco Dairy Bars of 1954 and 1955—in refrigerators of approximately the same price. The new double depth design at the right holds all the food shown in the door on the left *plus* the additional foods grouped beneath it. You can *sell* the difference.

Double Depth Dairy Bar

It's the storage door all America will be raving about in 1955—Philco's exclusive new Double Depth Dairy Bar. Completely new from top to bottom! New size, new styling, new features, new convenience! With more shelves, *plus* a huge addition in food storage space on every shelf, it holds foods that could never before be stored in a refrigerator door. There's never been anything like it for handy finger tip storage in a refrigerator.

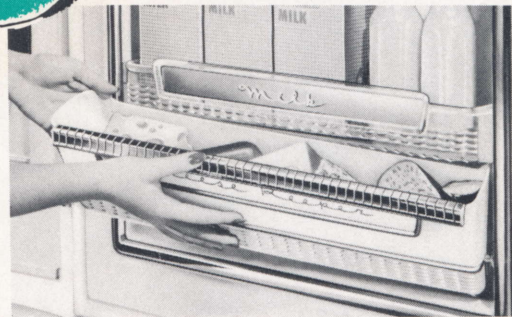
Only Philco Dealers have it!



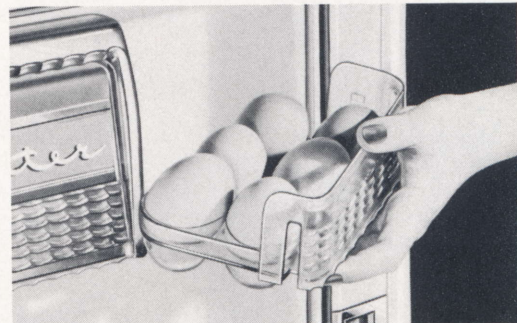
FOUR 2 QT. CARTONS OF MILK

Now, a full 2 gallons of milk on a single door shelf—with space to spare! Thus, again, Philco pioneers a great advance in door storage with huge space for a real family milk supply. Yes, Philco advanced design is ready for the new 2 quart cartons and bottles of milk now rapidly spreading in popularity all over America.

Easy Out Storage Shelves—a brand new method of shelf attachment. Just lift any shelf and it's free. Strong, safe, secure—even when the door is slammed.



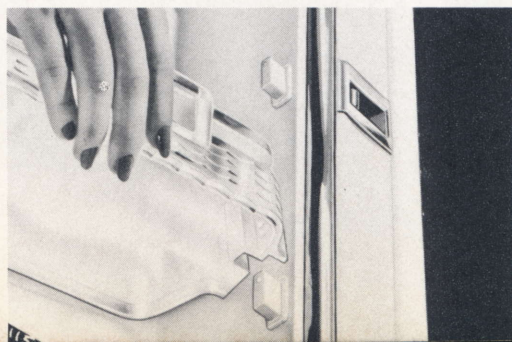
New Jumbo Cheese Keeper—holds over twice as much cheese or other foods than before. New design opens as it tilts forward. Removable for washing.



Portable Egg Racks—just lift out and place on counter or stove when needed. Safer than a carton. Easier to handle. Washable. 2 Racks hold 6 eggs each.



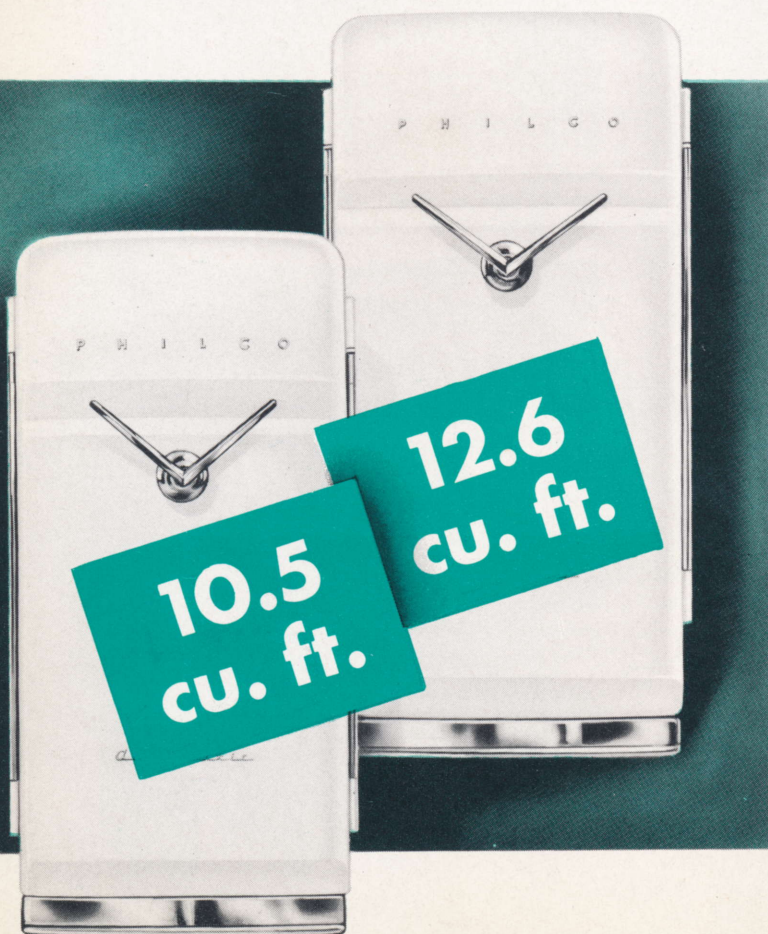
Approved Butter Keeper—America's dairy authorities agree the Philco Butter Keeper is the one kind that best protects the delicate flavor of butter.



The most powerful exclusive feature in refrigeration!

Philco 2-Way Door

Now a double-barrel weapon for sales in TWO great 1955 models

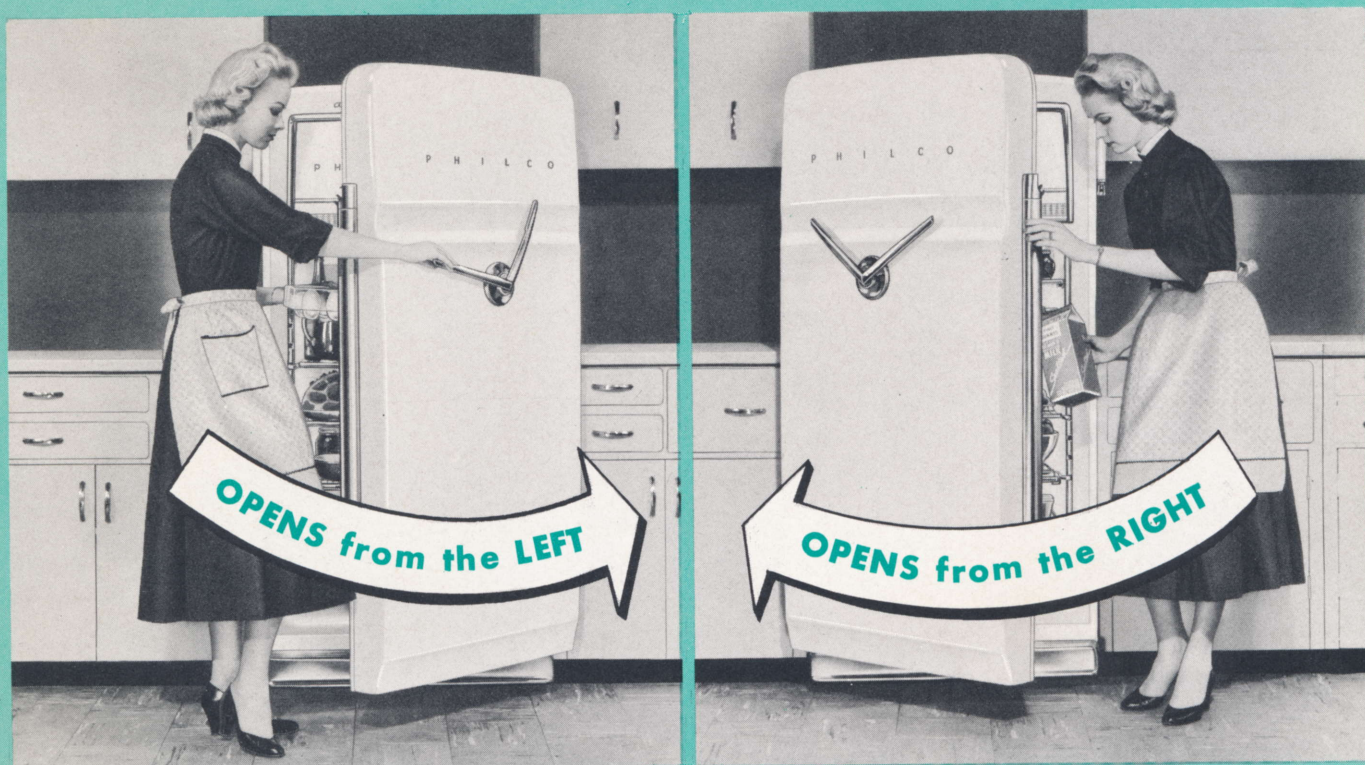


From the day it was announced, the Philco 2-Way Door took the buying public by storm. Homemakers everywhere flocked to Philco dealer's stores to see it, try it and buy it.

Now for 1955, with a choice of models and sizes at prices never before possible, Philco dealers are ready to *really cash in* on the phenomenal demand for 2-Way door refrigerators.

Think of it—a huge new 12½ cu. ft. model in the price range of last year's 10! And in addition, a brand new 10½ ft. model now at drastically lower price! Yes, a double-barrel opportunity for profitable big ticket sales—and *it belongs to Philco dealers exclusively!*

Amazing Philco invention brings greatest step-saving convenience to American homemakers!



You open it from the side that's handiest every time you use it. When the left is nearest, you open it at the left. At other times when you happen to approach on the right side, you open it on the right. You never need take a single extra step to get on the side that opens—as you must always do when using a one-way door refrigerator of fixed right-hand or left-hand design. In the average

kitchen, this 2-way accessibility saves many steps every day. It suggests brand new possibilities for better kitchen planning, with the refrigerator at just the right location for easiest access from counters, sink, range, dining area, etc. And for families faced with the possibility of having to move to another home at some future time, it's the one refrigerator that's sure to open the right way in *any* other kitchen.

U. S. PATENT PENDING

Only Philco dealers have it!

It's the feature homemakers all over America need and want in their next refrigerator. And there's nothing else like it. Only a Philco has the 2-Way door. Only the Philco dealer can sell the fast growing market Philco advertising will build in 1955 for 2-Way door refrigerators.

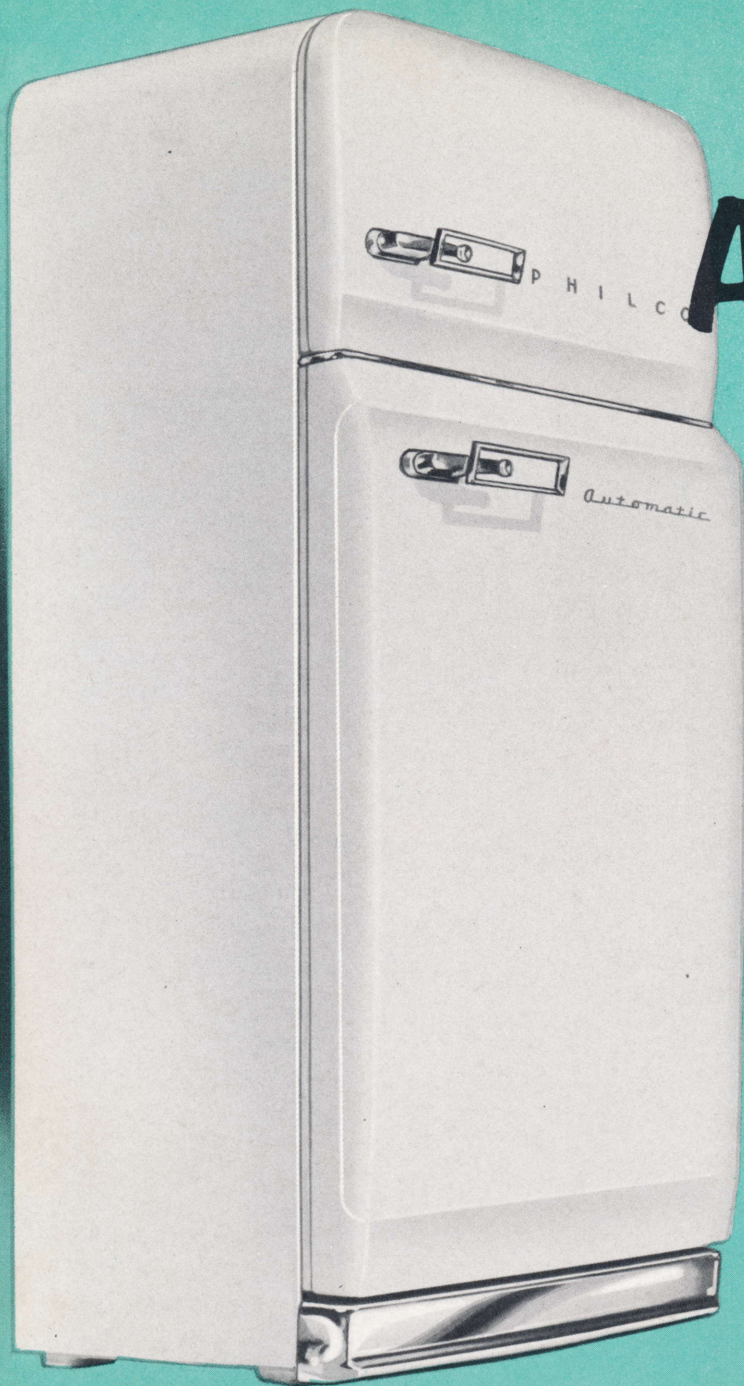
ALL NEW
OUTSIDE

ALL NEW
INSIDE

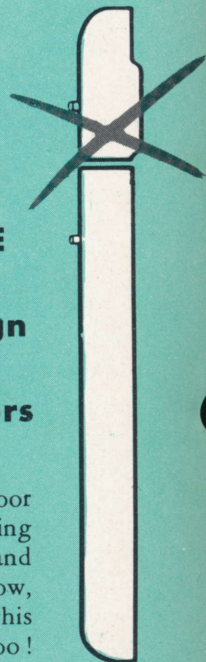


PHILCO BRINGS

A Brand New



← **NEW RECESSED
FREEZER DOOR
now completely
out of the way**



**MAKES OBSOLETE
the obstructing
"low bridge" design
of conventional
2-door refrigerators**

The one basic fault of previous 2-door designs has been the wide overhanging freezer door which impedes vision and access to the lower compartment. Now, Philco advanced design eliminates this fault and improves the styling too!

No other 2-Door Refrigerator

...So easy to SEE into

...So easy to REACH into

*...So easy to USE from top
to bottom, and front to back
without danger of
bumping the head*



TO REFRIGERATION

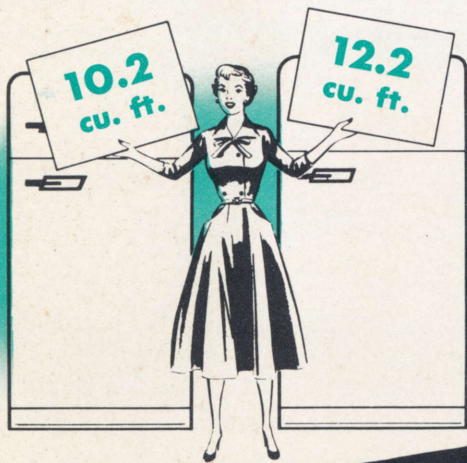
Concept in 2-Door Design

The 2-door refrigerator was originally conceived to give more direct easy access to the two compartments in the cabinet. Past designs have succeeded only partially in achieving this objective. They have made the freezer more accessible, it's true. But they have actually made the main food area harder to see into and reach into, because of the wide overhanging freezer door. Now Philco creates a new 2-door design that makes *both* compartments completely accessible. It's a brand new concept—functionally better—styled better—that gives the 1955 Philco 2-Door striking distinction and sales appeal.

**America's Biggest Selling
2-Door Refrigerator
Completely New for 1955**

The sales leadership of the 12 ft. Philco 2-Door has been the sensation of the industry, and a never-failing source of profits for Philco dealers. Now for 1955, there's an even greater 12 foot Philco, with new styling outside and new features inside. It's the greatest bonus value ever seen in a 2-door refrigerator.

... and in addition



Philco Doubles the 2-Door Market for Philco Dealers

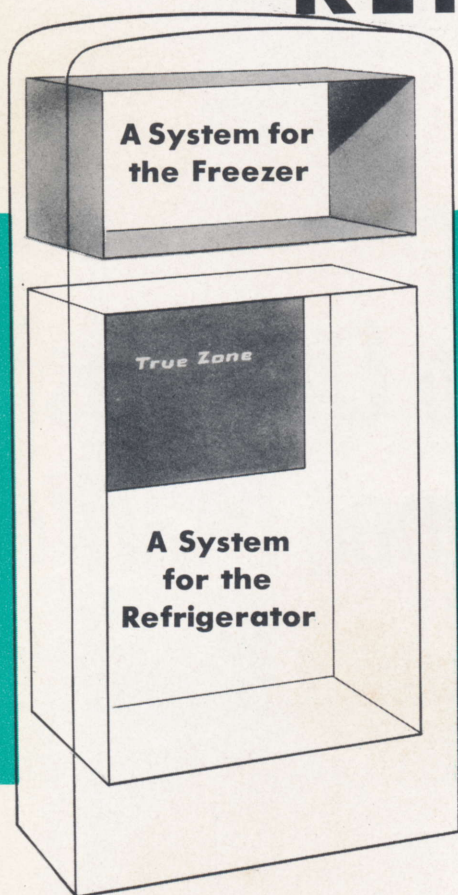
Yes, in addition to the new 12.2 cu. ft. Philco 2-Door Model, this all new 2-door design is here from Philco for 1955 in one of refrigeration's biggest-selling size brackets—10.2 cu. ft. And the amazing news is, it's here at the price of ordinary single door refrigerators. It's the hottest 2-door line in America.

**Now, more than ever
the Lion's Share of the
2-door refrigerator
market belongs to Philco!**

Only Philco Dealers have it!

Now Proved in Service . . .
The Greatest Refrigerating System Ever Invented

The PHILCO Twin-System REFRIGERATOR



20°
BELOW

ZERO

SHARP
FREEZING

38°
to
42°

38°
to
42°

DEFROSTING

Two genuinely separate appliances in the same cabinet

Only Philco Dealers have it!

It's the goal refrigeration engineers have universally worked toward in perfecting the twin system, two-temperature refrigerator. Two truly separate appliances . . . each one refrigerated according to its own special needs, regardless of the other. The diagrams above show how completely Philco achieves this goal of

independent operation of the two systems. While the main storage area is operating at 38° to 42°, the freezer temperature is at zero, and in some models can be lowered to 20° below zero. And even with the freezer at this sharp freeze setting, the refrigerator continues to defrost itself automatically whenever needed.

There's No Other System Like It!

Only a Philco is

Air Conditioned

to keep foods fresher!

Built into every Philco Twin System refrigerator is a completely new original invention of Philco engineers—Air Conditioned Food Storage. And for the first time, it gives a refrigerator a positive means of providing ideal humidity as well as ideal temperature for best food preservation. It circulates the air through the air conditioner grille, cools it, dehumidifies it. Not too moist . . . not too dry. With or without covers, foods keep fresher, maintain their prime quality longer than ever before in a refrigerator.

U. S. Patent Pending



Only a Philco
*supplies refrigeration to
the freezer the instant
it's needed . . . even when
the fresh food compartment
is defrosting*

In other designs the refrigerant cannot be supplied to the freezer when the fresh food compartment is defrosting. This causes a swing to higher freezer temperatures, and over a period of time can result in fluctuations which authorities agree are undesirable in long time storage of frozen foods.

Only a Philco
*achieves ideal food keeping
conditions in both the
freezer and the refrigerator
the year around—without
manual controls of any kind*

The Twin System Philco is the one refrigerator that gives perfect refrigeration under *all* conditions of use . . . and is free *completely* from the errors of human control. It can't be set too high so that foods spoil. It can't be set too low so that food in main compartment freezes up.

You Just Plug it in ...and Forget it!

NO CONTROLS to turn temperature up or down
NO CONTROLS to regulate humidity
NO CONTROLS to adjust for season or climate

No Controls to Set - No Controls to Forget

Yes, at last, a refrigerator so completely automatic IT THINKS FOR ITSELF!

Only Philco Dealers have it!

The Philco Air Conditioned Refrigerator

Achieves Ideal 38° to 42° Temperature for Perfect Food Preservation

Food authorities agree that 38° to 42° is the "True Zone" of ideal refrigeration that keeps foods fresher and tastier. The Twin System Philco delivers this ideal storage temperature the year 'round regardless of room temperatures and other conditions of use, better than any refrigerator ever built. And there is nothing the user can set wrong, or forget to set, to prevent a Philco from delivering this ideal cold. A Philco can't be set too low, can't be set too high.



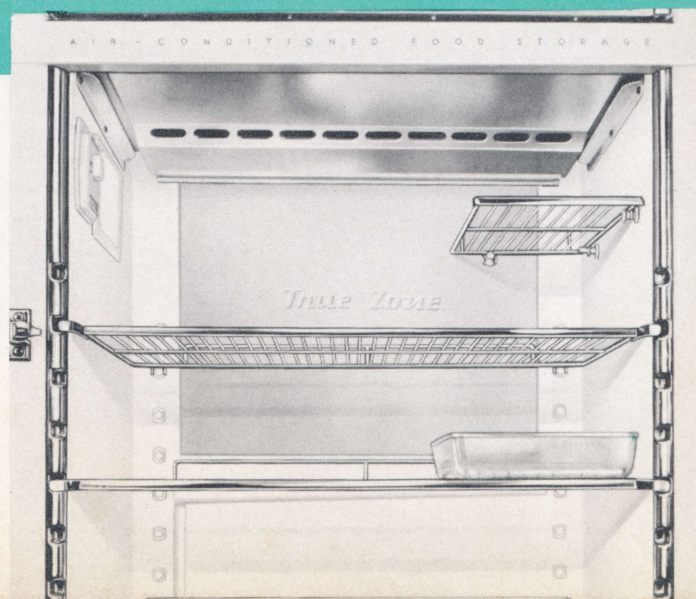
The Philco Air Conditioned Refrigerator
Maintains Balanced Humidity
No Need to Cover Foods



With its built-in Air Conditioner, the Twin System Philco is the first refrigerator to really solve the humidity problem. It's not too moist, not too dry. Even on the most humid days, there is no sweating on interior walls . . . no puddles on the floor . . . no molding of foods. Excess moisture is controlled by constant air conditioning. Yet foods do not dry out. There's no need to cover them. It's the balanced refrigeration system for control of humidity . . . the one system today that really eliminates excess moisture without making the air around the food too dry.

The Philco Air Conditioned Refrigerator
Prevents Frost Accumulation
in a New and Better Way

Continuously and automatically the Philco "True Zone" plate defrosts itself . . . so frequently frost never has a chance to build up. No electric hot wires, no hot gas, no hot fluid . . . there is no artificial heat of any kind that can upset the proper food keeping conditions in a Philco. Yes, there are other refrigerators that still use old fashioned methods of heat defrosting. They *have to*, because of their extremely heavy frost accumulation, caked on ice and icicles.



Complete Adjustability.



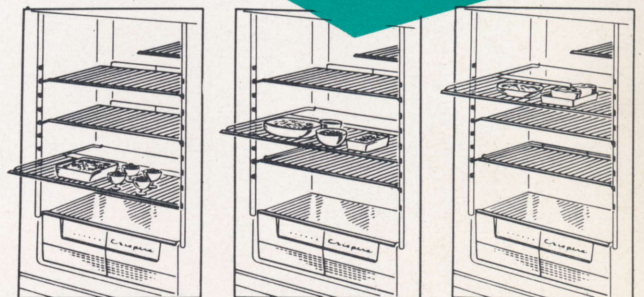
Exclusive
**FULLY
ADJUSTABLE
SHELVES**



The Chromed metal frame at each side of the main storage area is recessed at close intervals to support the shelves at any desired level. Shelves are completely free, may be moved up or down as desired, are as firm and secure as a permanently fixed shelf. Not just one adjustable shelf . . . not just limited adjustability at one location . . . but *all* shelves adjustable!



Exclusive
**ADJUSTABLE
PULL-OUT
SHELF**



The shelf pulls forward, giving easy direct access to foods placed at the rear. This makes the rear shelf space as useful as the space at the front. Yes, all the food on the whole shelf is at your finger tips. The shelf "rolls" smoothly and quietly on nylon rollers. Safety stop prevents pulling out too far. It's the only pull-out shelf you can place wherever you want.

for Every Storage Need

The 1955 Philco with its combination of shelf features is the most flexible, completely usable refrigerator ever built. *All* shelves are fully adjustable . . . even the pull-out shelf can be arranged where the homemaker wants it! And at any time, she can alter the arrangement, can raise or lower a shelf a little or a lot, depending on the food to be stored. For a hefty roast, big turkey or watermelon, she easily finds

room . . . never has to take out a shelf and sacrifice needed shelf space. Consumer research studies prove, complete adjustability is one of the top wanted features among refrigerator buyers. Here it is in an exclusive design that has proved itself easier for the dealer and his salesmen to sell.

Only Philco Dealers have it!

NEW PHILCO INTERIOR DESIGN makes all shelves more useful

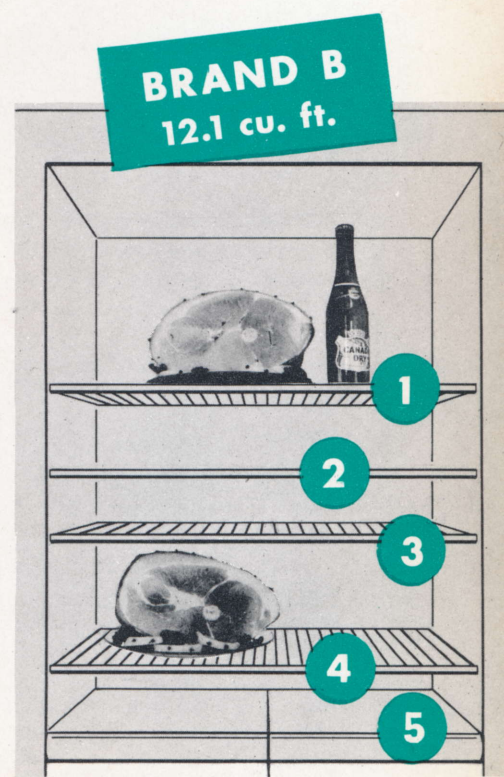
Now, for 1955, there is a brand new Philco feature which adds still greater utility and accessibility to the Philco main storage compartment. MORE HEADROOM . . . yes, enough added height to permit an additional full width shelf over previous models of the same cubic capacity. And every shelf has ample clearance. You are never limited to certain shelves when storing bulky foods such as a ham. Note below how this new Philco design excels others of similar size.



Four full shelves instead of the usual three . . . every one with ample headroom to store a 10 lb. ham. Extra height on top shelf in addition to tall bottle space in the door.



Only three full-width shelves . . . by actual measurement, only $\frac{3}{4}$ as much useful shelf space as in the new 1955 Philco. The buyer pays for space she can't really use.



Only two of these five shelves have headroom comparable to the new Philco. Except for small dishes, jars and packages three are useless for ordinary food storage.

Advanced Design Features

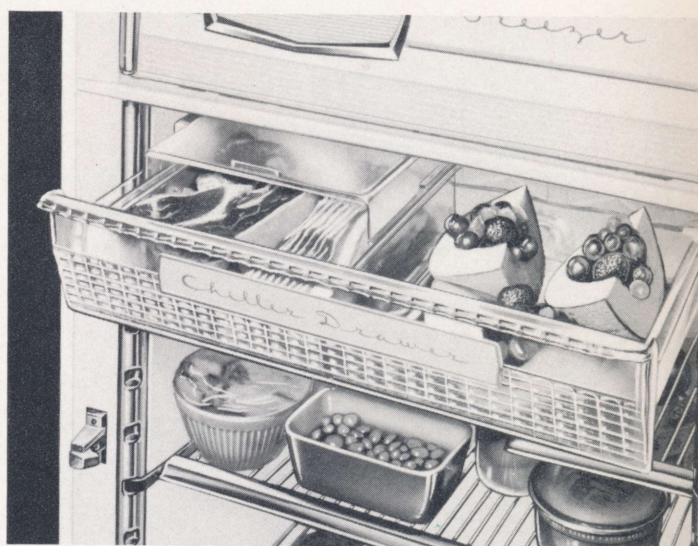
Make the 1955 Philco the Most Saleable Refrigerator at Every Price!

For 1955, every Philco has more to talk about—more exciting appeals to catch the buyer's eye. It's the kind of a refrigerator a salesman really likes to sell. It has features his customers can see and he can demonstrate in simple easy

ways. Its beautiful, fresh styling fairly takes your breath away. There's lavish use of sparkling chrome . . . a "feel" of real quality as you grip the handle. Yes, there's a difference that's really saleable in every new 1955 Philco.



Bigger Freezers—With the sweeping nationwide increase in frozen food usage—more than tripled in the past five years—more freezer space is a "must" for 1955 buyers.

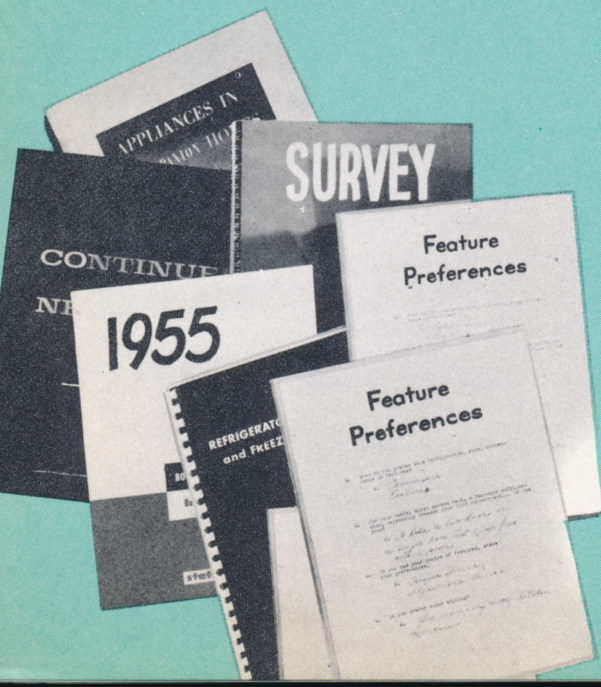


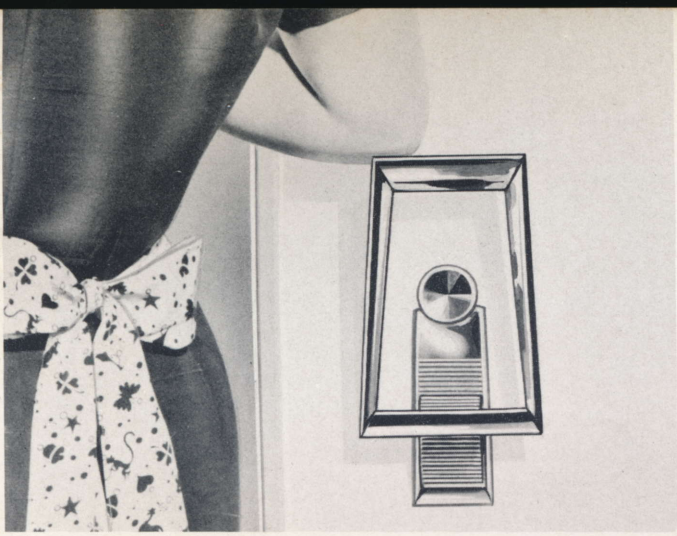
Deep, Useful Chiller Drawer—gives ample space for chilling foods, desserts, salads at extra cold temperatures, has a covered compartment for the week's meat supply.

PHILCO FEATURES RATED TOPS

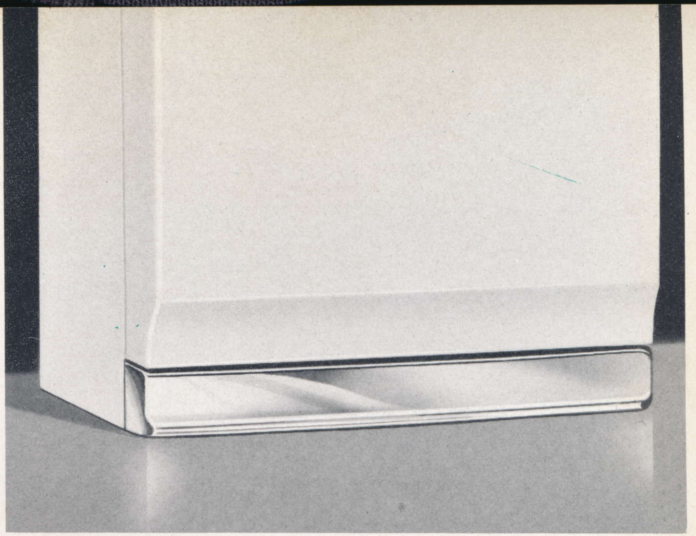
*in National Magazine Surveys of features
"most wanted" by refrigerator buyers*

For years, Philco designers have watched the trends of buyer preference for refrigerator features as reported by leading home magazine surveys and other reliable, independent sources. The most recent of these checks among thousands of families, many of whom plan to buy a new refrigerator in 1955, confirms again that Philco features are the "most wanted" features available today. Bigger freezers—real zero temperatures to safely keep frozen foods and ice cream—genuinely useful door storage—more capacity for all foods—fully adjustable shelves—are tops on the 1955 buyer's want list. Make more sales with the refrigerator that has *all* these wanted features . . . the '55 Philco.

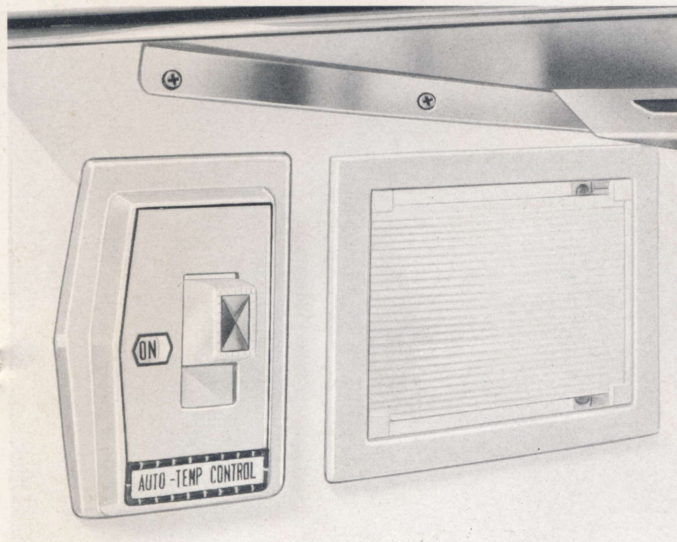




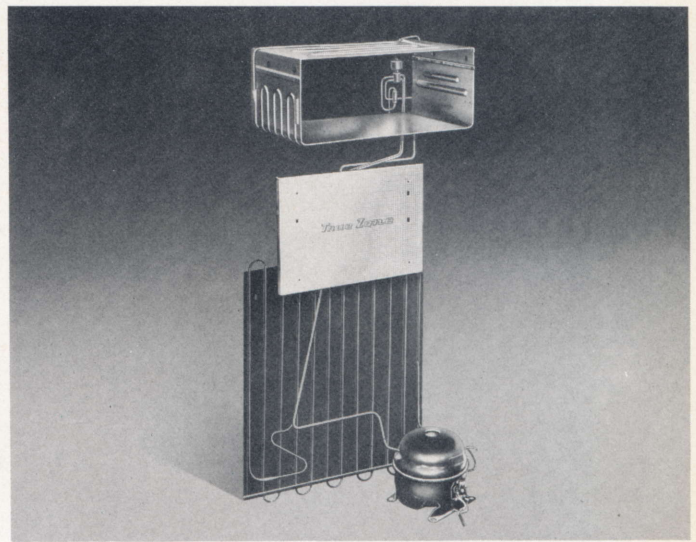
New Easy-to-Open Latch—lets you open the door even when both hands are occupied. A downward pressure with the elbow is all it needs. And it's beautiful as well as useful.



Smart Chrome Toe Plate—adds new note of luxury to several models. More practical than paint! A durable, scuff-resisting, stain-proof surface where it's needed most.



Modern Flush Lighting—completely recessed in refrigerator wall. Can't interfere with foods. Frosted glass front distributes the light better to all parts of the storage area.



Philco Super Power System—super-quiet, free from vibration, with all moving parts inside rubber mounted housing. Reserve capacity reduces wear, adds longer life.

A PHILCO "Speaks" for Itself on your Sales Floor

The instant a prospect opens the door she knows just what each feature is and does. It's all written out in plain words that help the prospect sell herself—help the retail salesman too, in covering all the features.

Freezer

Crisper

Chiller Drawer

Bottles

Butter

Milk

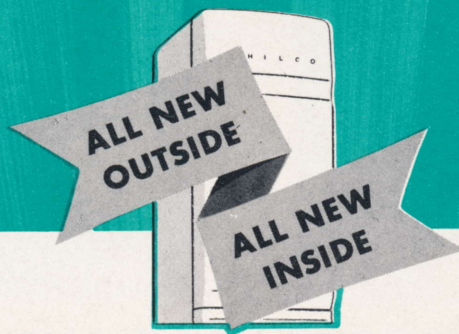
Juice Bar

AIR CONDITIONED FOOD STORAGE

Dairy Bar

Cheese Keeper

The All New PHILCO Refrigerator



Greatest Value Show on Earth for 1955

And here they are—the newest, most saleable refrigerators in America for 1955. Eleven *all new* Philco models, from 8 to 12½ cu. ft. They're the biggest, best equipped refrigerators ever offered for the money. And they're here with brand new 1955 style appeals that leave past designs far behind. It's the line that has *everything* the buyers of 1955 are looking for . . . the *one* line in all the industry that's hot enough in *every* price bracket for the dealer to concentrate on.

PHILCO

Refrigerators

1955



2-Way Door

PHILCO REFRIGERATOR 1259

Now in Huge 12.6 cu. ft. size — the Refrigerator that Opens from Either Side • Twin System with Separate Freezer and Air Conditioned Refrigerator.

549.95

PHILCO 1259

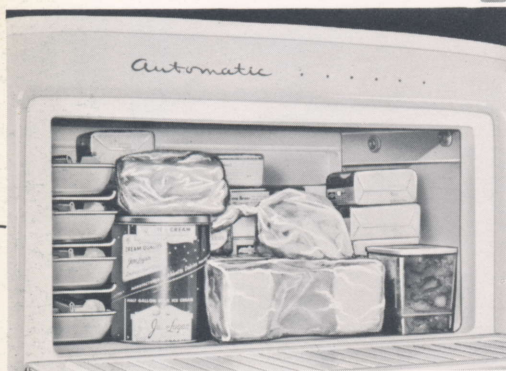
TWIN SYSTEM REFRIGERATOR



Diagram above shows air entering grille to be cooled and dehumidified.

It's Air Conditioned to keep foods fresher

The Twin System Philco with its built in air conditioner, is the first refrigerator to have a positive means of providing ideal humidity as well as ideal temperature for best food preservation. It circulates the air through an air conditioner grille, cools it, dehumidifies it. It's not too moist, not too dry. Excess moisture is constantly controlled yet foods do not dry out. With or without covers, foods keep fresher than ever before in a refrigerator.



2.3 CUBIC FOOT FREEZER

Revolutionary Philco 2-Way Door—The only refrigerator in the world with both right-hand and left-hand accessibility. You open it from the most convenient side *every* time. In any size kitchen . . . in any kitchen arrangement it saves hundreds of steps a day.

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

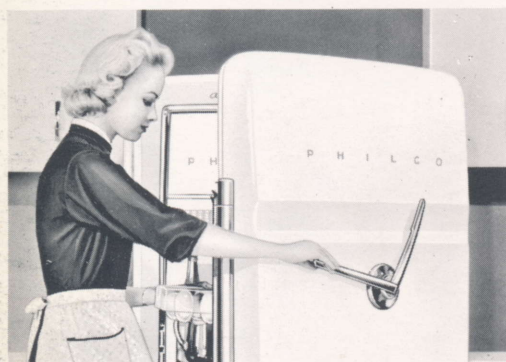
Stores Frozen Foods at Zero—Sharp Freezes to 20° Below—Big 2.3 cu. ft. freezer holds up to 80 lbs. Constantly maintains proper temperatures for long time storage up to a year. Ice cream keeps firm indefinitely. Special setting to 20° below zero for quick freezing.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

No Controls To Set, No Controls To Forget—The one refrigerator that achieves ideal refrigeration under all conditions the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Five 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—The only Pull-Out shelf adjustable to any position you want. All Philco shelves are fully adjustable.



TWO-WAY DOOR OPENS RIGHT



TWO-WAY DOOR OPENS LEFT

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
12.6 cu. ft. NEMA	18.6 sq. ft. NEMA	4 trays 56 cubes or 8 lbs.

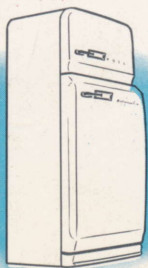
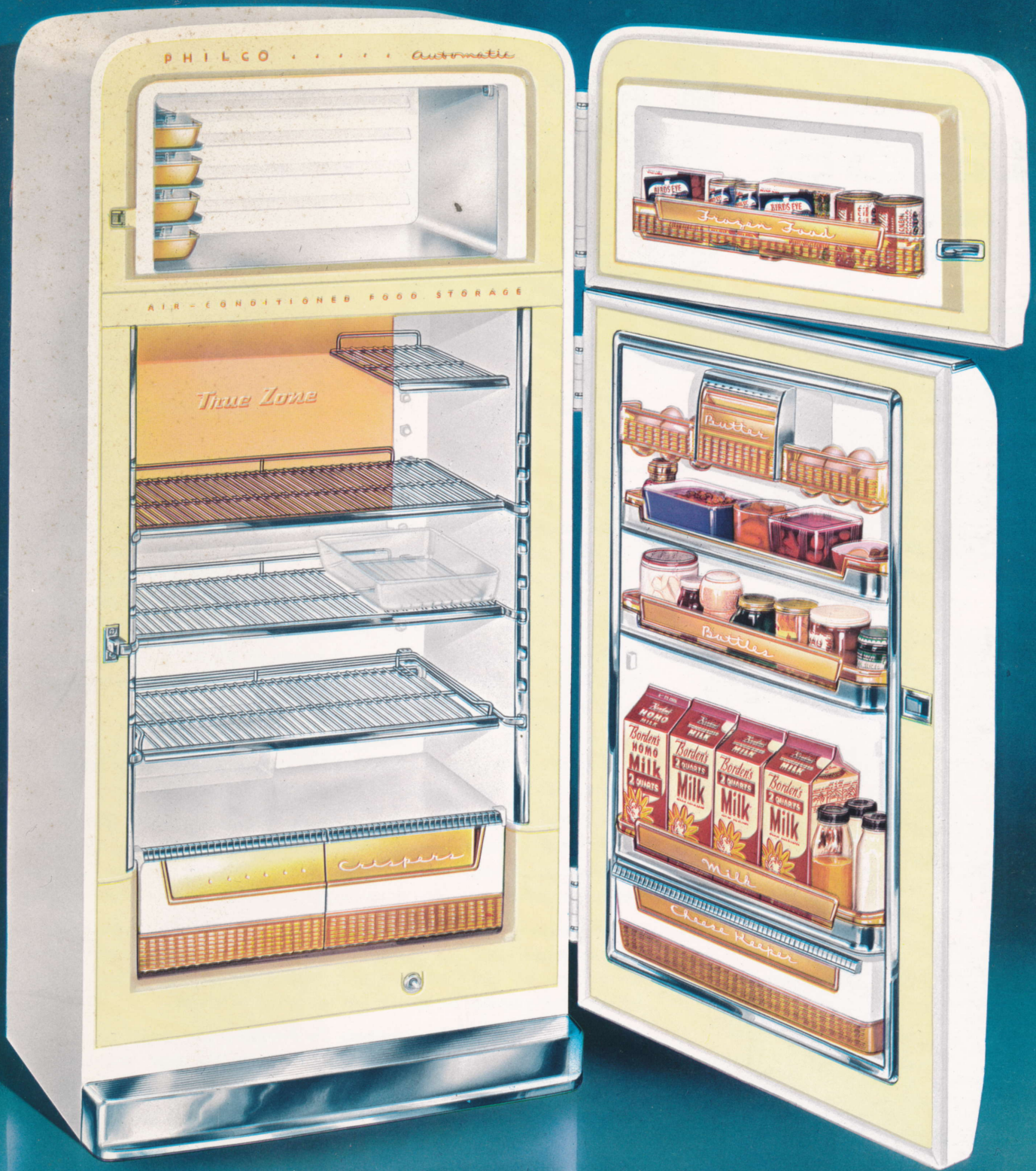
EXTERIOR DIMENSIONS
64 ¹⁵ / ₁₆ " high, 31 ³ / ₁₆ " deep, 31 ³ / ₄ " wide

More "Head Room"
Above All Shelves
Twin Porcelain Crispers
Utility Meat Tray
Juice Bar
Smart New Color Styling

Chrome Front Shelves
Self-Closing Door Latches
Automatic Flush Lighting
King Size Super Power System
Hermetically Sealed Unit
Easy-Out Ice Trays

Porcelain Interior
Dulux Exterior
Floor Levelers
Glass or Mineral
Wool Insulation
5-Year Protection Plan

Specifications subject to change without notice



Two Doors

PHILCO REFRIGERATOR 1258

Twin System Philco with Separate Doors for Air Conditioned Refrigerator and 2½ cu. ft. Freezer • Sharp Freezing to 20° Below • Fully Automatic.

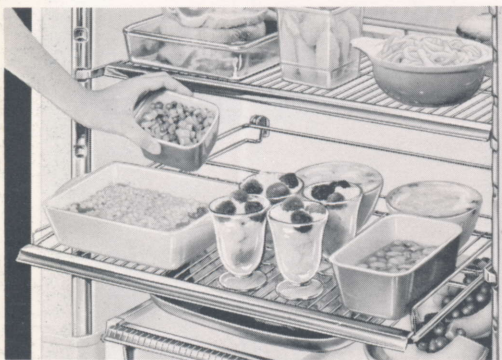
529.95

PHILCO 1258

TWIN SYSTEM REFRIGERATOR



2½ CUBIC FOOT MASTER FREEZER



EXCLUSIVE PULL-OUT ADJUSTABLE SHELF



NEW JUMBO CHEESE KEEPER

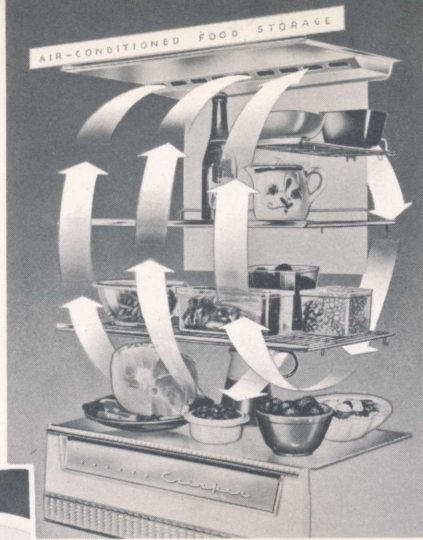


Diagram above shows air entering grille to be cooled and dehumidified.

It's Air Conditioned to keep foods fresher

The Twin System Philco with its built in air conditioner, is the first refrigerator to have a positive means of providing ideal humidity as well as ideal temperature for best food preservation. It circulates the air through an air conditioner grille, cools it, dehumidifies it. It's not too moist, not too dry. Excess moisture is constantly controlled yet foods do not dry out. With or without covers, foods keep fresher than ever before in a refrigerator.

New Concept of 2-Door Design—For the first time, a 2-door refrigerator that really gives easier access to *both* the freezer and the main food area. Freezer door is recessed—out of the way, with no obstructing overhang. Functionally better, styled better, it's the one 2-door refrigerator that's so easy to *see* into, so easy to *reach* into—top to bottom, front to back!

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

Stores Frozen Foods at Zero—Sharp Freezes to 20° Below—2½ cu. ft. Master freezer with separate door holds up to 80 lbs. Constantly maintains proper temperatures for long time storage up to a year. Ice cream keeps firm indefinitely. Special setting to 20° below zero for quick freezing.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

No Controls To Set, No Controls To Forget—The one refrigerator that achieves ideal refrigeration under all conditions the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Five 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—Adjust to any position you want.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
12.2 cu. ft. NEMA	18.5 sq. ft. NEMA	4 trays 56 cubes or 8 lbs.

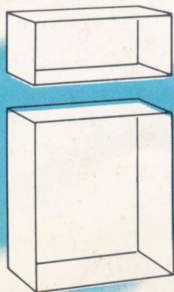
EXTERIOR DIMENSIONS
64 ¹⁵ / ₁₆ " high, 30 ³ / ₁₆ " deep, 30 ³ / ₄ " wide

More "Head Room"
Above All Shelves
Fully Adjustable Shelves
Twin Porcelain Crispers
Utility Meat Tray
Frozen Food Shelf

Smart New Color Styling
Chrome Front Shelves
Self-Closing Door Latches
Automatic Flush Lighting
King Size Super Power System
Easy-Out Ice Trays

Porcelain Interior
Dulux Exterior
Floor Levelers
Glass or Mineral
Wool Insulation
5-Year Protection Plan

Specifications subject to change without notice



Twin System

PHILCO REFRIGERATOR 1257

Big 12.6 cu. ft. Combination Refrigerator and Freezer • Air Conditioned Fresh Food Storage plus Zero Frozen Storage • Pull-Out Adjustable Shelf.

499.95

PHILCO
1257
TWIN SYSTEM
REFRIGERATOR

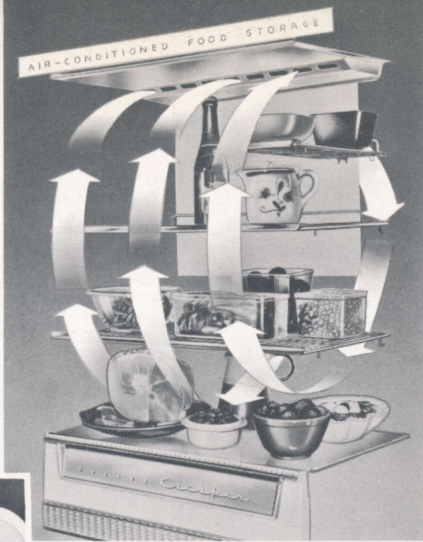
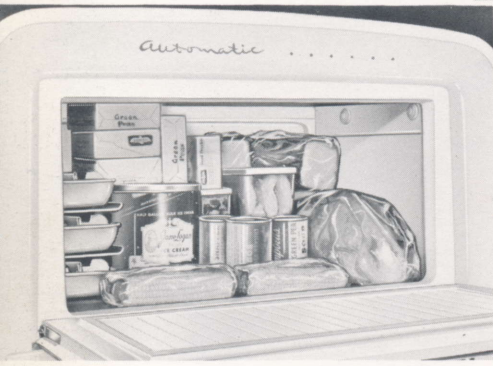


Diagram above shows air entering grille to be cooled and dehumidified.

**It's Air Conditioned
to keep foods fresher**

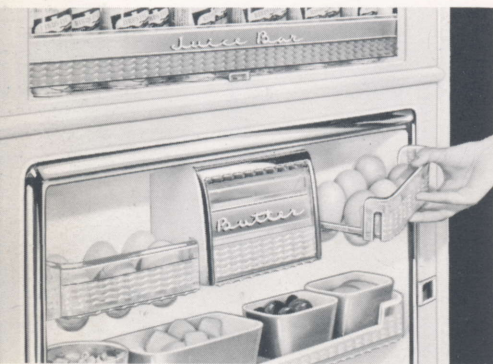
The Twin System Philco with its built in air conditioner, is the first refrigerator to have a positive means of providing ideal humidity as well as ideal temperature for best food preservation. It circulates the air through an air conditioner grille, cools it, dehumidifies it. It's not too moist, not too dry. Excess moisture is constantly controlled yet foods do not dry out. With or without covers, foods keep fresher than ever before in a refrigerator.



2.3 CUBIC FOOT FREEZER



PULL-OUT ADJUSTABLE SHELF



PORTABLE EGG RACKS

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

Zero Frozen Storage—At all times, proper storage temperatures are maintained in the big 2.3 cu. ft. freezer, for long time frozen storage up to a year. Ice cream keeps firm indefinitely. Holds up to 80 lbs.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

No Controls To Set, No Controls To Forget—It's the one refrigerator that achieves ideal refrigeration under all conditions of use the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*. Yes, it's free completely from the errors of human control.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Five 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—Makes the back shelf space as easy to use as the front. Pulls out smoothly and quickly on nylon rollers. The only Pull-Out shelf you can adjust to any position you want.

All Shelves Fully Adjustable—Exclusive Philco design lets you raise or lower any shelf to accommodate foods of any size or shape.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
12.6 cu. ft. NEMA	18.3 sq. ft. NEMA	3 trays 42 cubes or 6 lbs.
EXTERIOR DIMENSIONS		
64 ¹⁵ / ₁₆ " high, 30 ¹ / ₂ " deep, 30 ³ / ₄ " wide		

More "Head Room"
Above All Shelves
Twin Porcelain Crispers
Utility Meat Tray
Juice Bar
Smart New Color Styling

Chrome Front Shelves
Self-Closing Door Latch
Automatic Flush Lighting
King Size Super Power System
Hermetically Sealed Unit
Easy-Out Ice Trays

Porcelain Interior
Dulux Exterior
Door Stop at 135°
Glass or Mineral
Wool Insulation
5-Year Protection Plan

Specifications subject to change without notice



2-Way Door

PHILCO REFRIGERATOR **1159**

First Refrigerator that Opens from Either Side • Twin System with Separate Freezer and Air Conditioned Refrigerator • Fully Automatic.

459.95

PHILCO
1159
TWIN SYSTEM
REFRIGERATOR

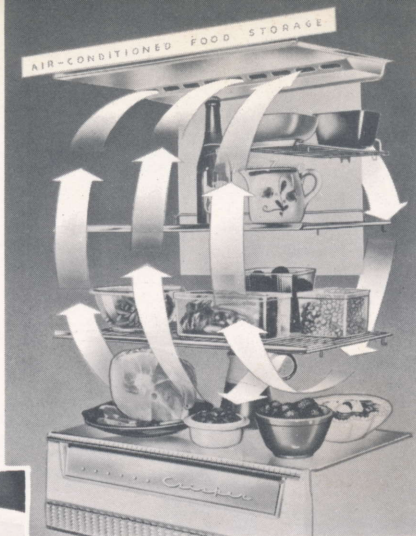
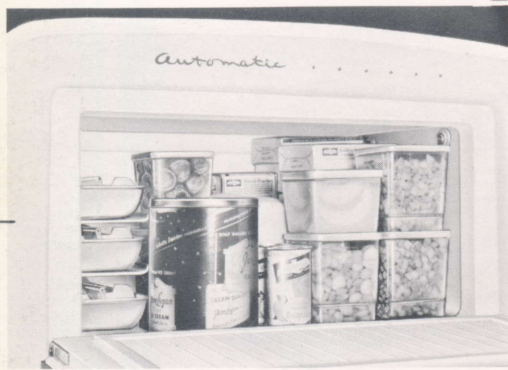


Diagram above shows air entering grille to be cooled and dehumidified.

**It's Air Conditioned
to keep foods fresher**

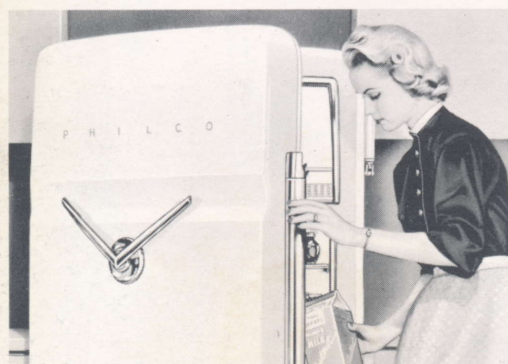
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1.7 CUBIC FOOT FREEZER



TWO-WAY DOOR OPENS RIGHT



TWO-WAY DOOR OPENS LEFT

Revolutionary Philco 2-Way Door—The only refrigerator in the world with both right-hand and left-hand accessibility. You open it from the most convenient side *every* time. In any size kitchen . . . in any kitchen arrangement it saves hundreds of steps a day.

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

Zero Frozen Storage—At all times, proper storage temperatures are maintained in the big 1.7 cu. ft. freezer for long time storage up to a year. Ice cream keeps firm indefinitely. Holds up to 62 lbs.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

No Controls To Set, No Controls To Forget—The one refrigerator that achieves ideal refrigeration under all conditions the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Four 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—The only Pull-Out shelf adjustable to any position you want. All Philco shelves are fully adjustable.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
10.5 cu. ft. NEMA	16.0 sq. ft. NEMA	3 trays 42 cubes or 6 lbs.

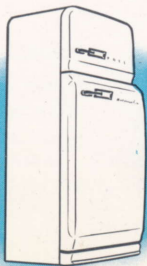
EXTERIOR DIMENSIONS
61 ⁵ / ₁₆ " high, 31 ³ / ₁₆ " deep, 29 ³ / ₄ " wide

More "Head Room"
Above All Shelves
Full-Width Porcelain Crisper
Utility Meat Tray
Juice Bar
Smart New Color Styling

Chrome Front Shelves
Self-Closing Door Latches
Automatic Flush Lighting
King Size Super Power System
Hermetically Sealed Unit
Easy-Out Ice Trays

Porcelain Interior
Dulux Exterior
Floor Levelers
Glass or Mineral
Wool Insulation
5-Year Protection Plan

Specifications subject to change without notice



Two Doors

PHILCO REFRIGERATOR **1158**

Now in Popular 10 cu. ft. size, the Twin System Philco with separate doors for Freezer and Air Conditioned Refrigerator • Fully Automatic.

44995

PHILCO
1158
 TWIN SYSTEM
 REFRIGERATOR



Diagram above shows air entering grille to be cooled and dehumidified.

**It's Air Conditioned
 to keep foods fresher**

The Twin System Philco with its built in air conditioner, is the first refrigerator to have a positive means of providing ideal humidity as well as ideal temperature for best food preservation. It circulates the air through an air conditioner grille, cools it, dehumidifies it. It's not too moist, not too dry. Excess moisture is constantly controlled yet foods do not dry out. With or without covers, foods keep fresher than ever before in a refrigerator.



2 CUBIC FOOT MASTER FREEZER

New Concept of 2-Door Design—For the first time, a 2-door refrigerator that really gives easier access to *both* the freezer and the main food area. Freezer door is recessed—out of the way, with no obstructing overhang. Functionally better, styled better, it's the one 2-door refrigerator that's so easy to *see* into, so easy to *reach* into—top to bottom, front to back!

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

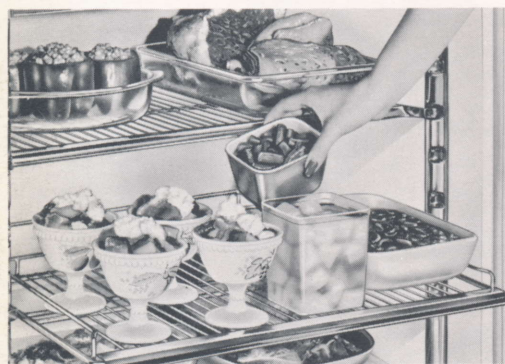
Zero Frozen Storage—2 cu. ft. master freezer with separate door holds up to 70 lbs. At all times it maintains proper storage temperatures for long time storage up to a year. Ice cream keeps firm indefinitely.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

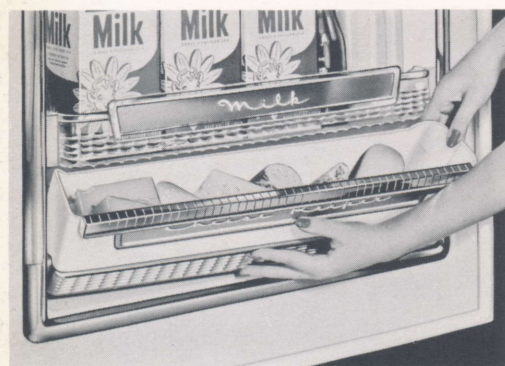
No Controls To Set, No Controls To Forget—The one refrigerator that achieves ideal refrigeration under all conditions the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Four 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—Adjust to any position you want.



EXCLUSIVE PULL-OUT ADJUSTABLE SHELF



NEW JUMBO CHEESE KEEPER

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
10.2 cu. ft. NEMA	15.9 sq. ft. NEMA	3 trays 42 cubes or 6 lbs.

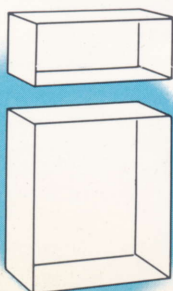
EXTERIOR DIMENSIONS
61 ⁵ / ₁₆ " high, 30 ⁵ / ₁₆ " deep, 28 ³ / ₄ " wide

More "Head Room"
 Above All Shelves
 Fully Adjustable Shelves
 Full-Width Porcelain Crisper
 Utility Meat Tray
 Frozen Food Shelf

Smart New Color Styling
 Chrome Front Shelves
 Self-Closing Door Latches
 Automatic Flush Lighting
 King Size Super Power System
 Easy-Out Ice Trays

Porcelain Interior
 Dulux Exterior
 Floor Levelers
 Glass or Mineral
 Wool Insulation
 5-Year Protection Plan

Specifications subject to change without notice



Twin System

PHILCO REFRIGERATOR 1157

A Refrigerator and a Freezer in One Cabinet • Philco Air Conditioned Food Storage • Fully Automatic • Exclusive Pull-Out Adjustable Shelf.

PHILCO
1157
TWIN SYSTEM
REFRIGERATOR



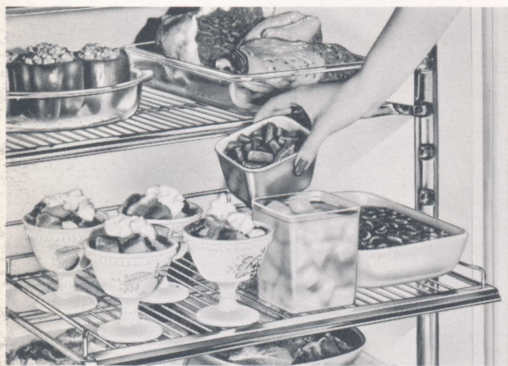
Diagram above shows air entering grille to be cooled and dehumidified.

It's Air Conditioned to keep foods fresher

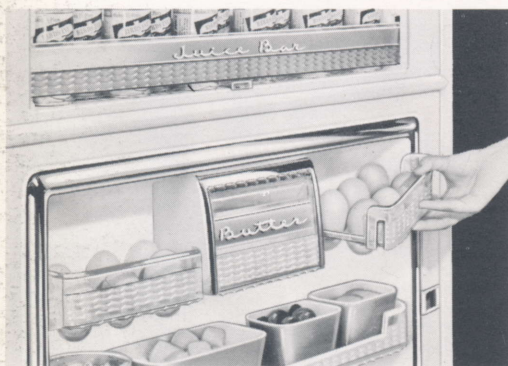
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1.7 CUBIC FOOT FREEZER



PULL-OUT ADJUSTABLE SHELF



PORTABLE EGG RACKS

Exclusive Philco Twin System—A system for the freezer and a system for the refrigerator. Two independent appliances in one cabinet—each refrigerated according to its own special needs.

38° to 42° Fresh Food Storage—Regardless of weather or climate, it achieves ideal refrigeration recommended by food authorities to keep foods fresher. A Philco can't be set too low, can't be set too high.

Zero Frozen Storage—At all times, proper storage temperatures are maintained in the big 1.7 cu. ft. freezer, for long time frozen storage up to a year. Ice cream keeps firm indefinitely. Holds up to 62 lbs.

New System of Frost Prevention—The Philco "True Zone" plate defrosts itself automatically . . . so frequently that frost never has a chance to build up or freeze on. No need for electric heaters, hot gas or hot fluid required by some refrigerators, no thawing of foods in the freezer.

No Controls To Set, No Controls To Forget—It's the one refrigerator that achieves ideal refrigeration under all conditions of use the year 'round without manual controls of any kind. So completely automatic *it thinks for itself*. Yes, it's free completely from the errors of human control.

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Four 2-quart cartons of milk on a single shelf! New jumbo Cheese Keeper you tilt forward to open. Two portable egg racks. Approved butter keeper. New easy-out shelves.

Exclusive Pull-Out Adjustable Shelf—Makes the back shelf space as easy to use as the front. Pulls out smoothly and quickly on nylon rollers. The only Pull-Out shelf you can adjust to any position you want.

All Shelves Fully Adjustable—Exclusive Philco design lets you raise or lower any shelf to accommodate foods of any size or shape.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
10.5 cu. ft. NEMA	15.4 sq. ft. NEMA	2 trays 28 cubes or 4 lbs.

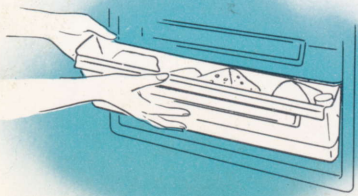
EXTERIOR DIMENSIONS
61 $\frac{1}{16}$ " high, 30 $\frac{1}{2}$ " deep, 28 $\frac{3}{4}$ " wide

More "Head Room"
Above All Shelves
Full-Width Porcelain Crisper
Utility Meat Tray
Juice Bar
Smart New Color Styling

Chrome Front Shelves
Self-Closing Door Latch
Automatic Flush Lighting
King Size Super Power System
Hermetically Sealed Unit
Easy-Out Ice Trays

Porcelain Interior
Dulux Exterior
Floor Levelers
Glass or Mineral
Wool Insulation
5-Year Protection Plan

Specifications subject to change without notice

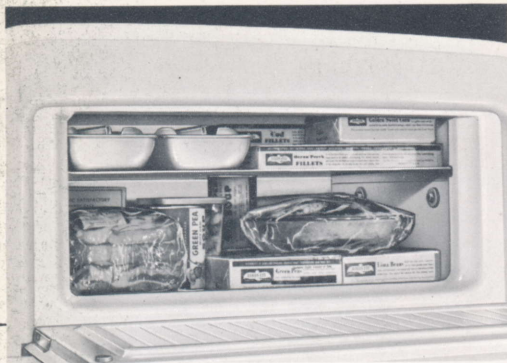


Cheese Keeper

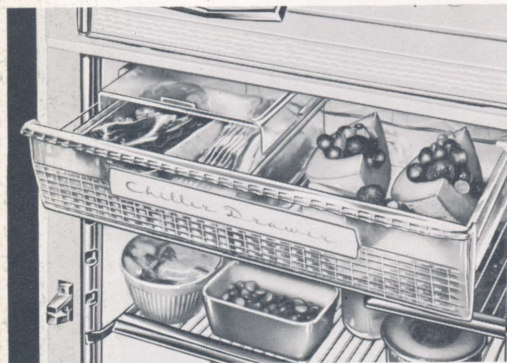
PHILCO REFRIGERATOR **1156**

New Double Depth Dairy Bar Stores More Food • Fully Adjustable Shelves • Deluxe Chiller • Porcelain Crisper • Golden Color Styling.

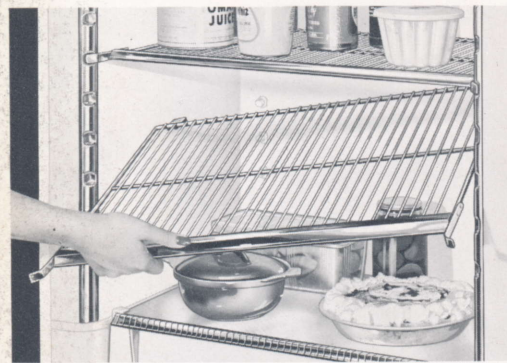
PHILCO
1156
 REFRIGERATOR



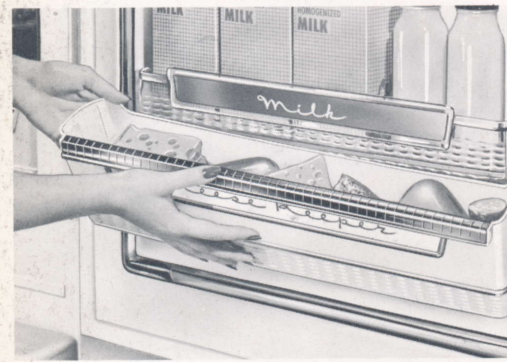
1.4 CUBIC FOOT FREEZER



CHILLER DRAWER



ALL SHELVES FULLY ADJUSTABLE



NEW JUMBO CHEESE KEEPER

New Double Depth Dairy Bar—The most convenient storage door ever designed. With more shelves and deeper shelves, it holds foods that could never before be stored in a refrigerator door. Four 2-quart cartons of milk on a single shelf! Two portable egg racks. Approved butter keeper. New easy-out shelves.

New Jumbo Cheese Keeper—Holds twice as much cheese or other foods as before. Keeps cheese dairy fresh for weeks. New design tilts forward to open. Completely removable for washing.

1.4 Cubic Foot Freezer—Huge capacity for a big 45 pound supply of frozen foods. Fully enclosed at back and top to maintain safe zero zone temperatures for food freezing and long-time storage. Separate fast freezing shelf for ice trays and foods.

Chiller Drawer—Extra-cold zone... 7° to 15° colder than the main food compartment... for quick chilling beverages, soups, salads, desserts; for keeping meats, leftovers, baked goods, etc. Of transparent "Golden" color. Glides smoothly on tracks.

Full-Width Porcelain Crisper—Extra large and deep. Covered by glass. Space to store over ½ bushel of vegetables, fruits and greens in "moist" cold.

New Philco Interior Design—Added "head room" in main storage compartment makes all shelves more useful and accessible. Every shelf has ample clearance for storing any foods up to the size of a large ham.

Golden Color Styling—Luxurious, golden color styled interior perfectly harmonizes with any kitchen setting.

All Shelves Fully Adjustable—Exclusive Philco design lets you raise or lower any full width shelf for foods of any size or shape. Voted by homemakers one of the greatest modern refrigerator conveniences. Strong, rigid steel shelves have permanently bright, corrosion-proof finish and deluxe chrome fronts.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
11.3 cu. ft. NEMA	17.5 sq. ft. NEMA	2 ice trays 28 cubes or 4 lbs.

EXTERIOR DIMENSIONS
61 $\frac{1}{16}$ " high, 30 $\frac{1}{2}$ " deep, 28 $\frac{3}{4}$ " wide

Specifications subject to change without notice

- | | | |
|--|--|----------------------------------|
| Self-Closing Door Latch | Oversize Door Hinges | Dulux Exterior Finish |
| Philco Super Power System | Door Stop at 135° | Floor Levelers |
| 10-Position Cold Control with "Extra Cold" Setting | Hermetically Sealed Unit Internally Spring Mounted | Glass or Mineral Wool Insulation |
| Automatic Interior Light | Porcelain Interior | Five Year Protection Plan |

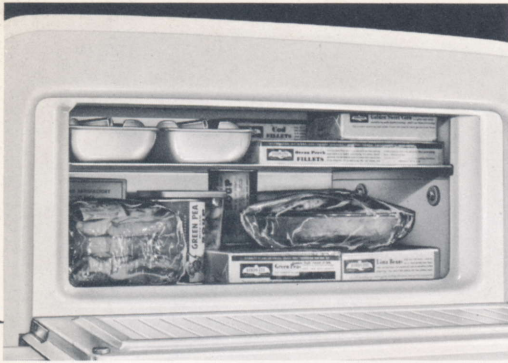


Portable
Egg Racks

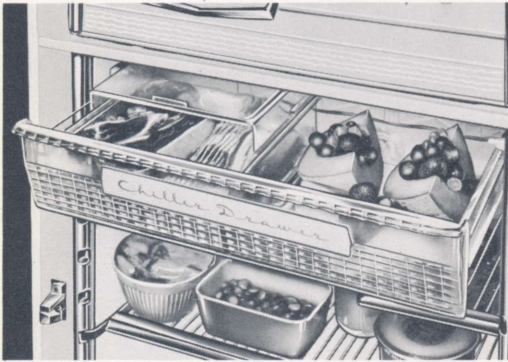
PHILCO REFRIGERATOR **1154**

Huge 11.3 cu. ft. Philco • Really Useful Space for ALL Foods
Butter Keeper • Deep Chiller Drawer • 1.4 cu. ft. Full-Width Freezer.

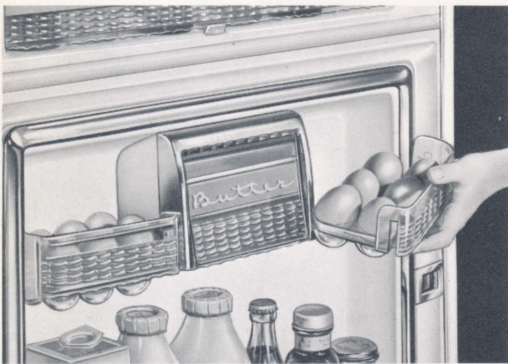
PHILCO
1154
 REFRIGERATOR



1.4 CUBIC FOOT FREEZER



CHILLER DRAWER



PORTABLE EGG RACKS



NEW MILK SHELF

New Double Depth Storage Door—New Philco design makes entire door usable for food storage. It has more shelves and they're *double depth*. It holds foods that never before could be stored in a refrigerator door. Now four 2-quart cartons of milk on one shelf! Shelves are easier than ever to remove for quick, easy cleaning . . . they're "Key Largo" color, framed in chrome.

Approved Butter Keeper—Convenient chrome framed compartment in door keeps butter properly refrigerated. Approved by dairy authorities as the one kind that best protects the delicate flavor of butter.

Portable Egg Racks—Just lift out of the door to place on counter or range. Safer than a carton. Easier to handle. Washable. 2 racks hold 6 eggs each.

1.4 Cubic Foot Freezer—Huge capacity for a big 46 pound supply of frozen foods. Fully enclosed at back and top to maintain safe zero zone temperatures for food freezing and long-time storage. Separate fast freezing shelf for ice trays and foods.

Chiller Drawer—Extra-cold zone . . . 7° to 15° colder than the main food compartment . . . for quick chilling beverages, soups, salads, desserts; for keeping meats, leftovers, baked goods, etc. Of transparent "Key Largo" color. Glides smoothly on tracks.

Full-Width Crisper—A huge full-width drawer with deluxe chrome handle. Covered by glass to seal in "moist" cold and keep vegetables and greens fresh, crisp and tasty.

New Philco Interior Design—Added "head room" in main storage compartment makes all shelves more useful and accessible. Every shelf has ample clearance for storing any foods up to the size of a large ham.

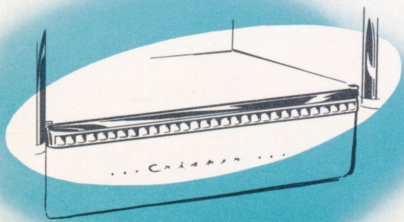
Deluxe Chrome Shelf Fronts—Give a rich, "smart" look to entire interior. Strong, rigid shelves have permanently bright corrosion-proof finish—easy to keep clean. Do not sag when fully loaded.

- | | | |
|--|--------------------------|----------------------------------|
| "Key Largo" Color Styling | Automatic Interior Light | Dulux Exterior Finish |
| Self-Closing Door Latch | Oversize Door Hinges | Floor Levelers |
| Philco Super Power System | Door Stop at 135° | Glass or Mineral Wool Insulation |
| 10-Position Cold Control with "Extra Cold" Setting | Hermetically Sealed Unit | Five Year Protection Plan |
| | Porcelain Interior | |

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
11.3 cu. ft. NEMA	17.6 sq. ft. NEMA	2 ice trays 28 cubes or 4 lbs.

EXTERIOR DIMENSIONS
61 ⁵ / ₁₆ " high, 30 ¹ / ₂ " deep, 28 ³ / ₄ " wide

Specifications subject to change without notice

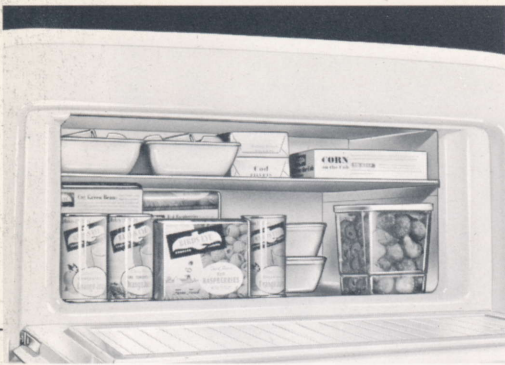


Deluxe Chrome Trim

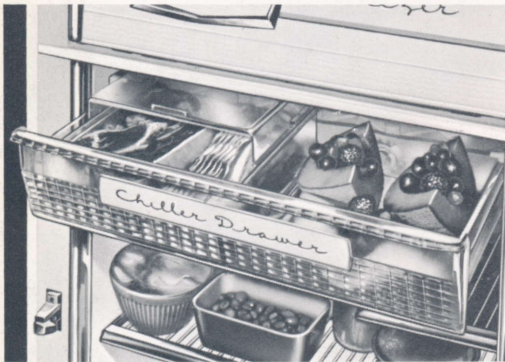
PHILCO REFRIGERATOR **1054**

Luxury Features • Extra Deep Storage Door • Huge 16.4 sq. ft. Really Useful Shelf Space • Butter Keeper • Full-Width Covered Crisper.

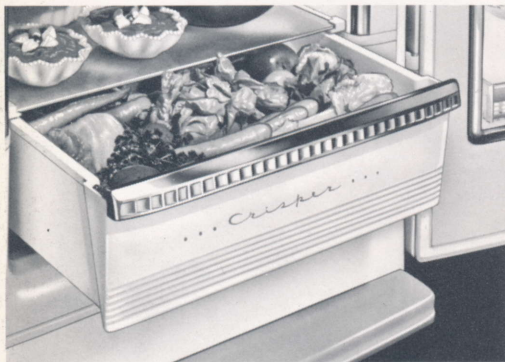
PHILCO
1054
 REFRIGERATOR



1.3 CUBIC FOOT FREEZER



CHILLER DRAWER



FULL-WIDTH CRISPER



BUTTER KEEPER

New Double Depth Storage Door—New Philco design makes entire door usable for food storage. It has more shelves and they're *double depth*. It holds foods that never before could be stored in a refrigerator door. Now four 2-quart cartons of milk on one shelf! Shelves are easier than ever to remove for quick, easy cleaning . . . they're "Key Largo" color, framed in chrome.

Approved Butter Keeper—Convenient compartment in door keeps butter properly refrigerated. Approved by dairy authorities as the one kind that best protects the delicate flavor of butter.

1.3 Cubic Foot Freezer—Huge capacity for a big 45 pound supply of frozen foods. Fully enclosed at back and top to maintain safe zero zone temperatures for food freezing and long-time storage. Separate fast freezing shelf for ice trays and foods.

Chiller Drawer—Extra-cold zone . . . 7° to 15° colder than the main food compartment . . . for quick chilling beverages, soups, salads, desserts; for keeping meats, leftovers, baked goods, etc. Of transparent "Key Largo" color. Glides smoothly on tracks.

Full-Width Crisper—A huge full-width drawer with deluxe chrome handle. Covered by glass to seal in "moist" cold and keep vegetables and greens fresh, crisp and tasty.

Distinctive "Key Largo" Color Styling—The dramatic Philco refrigerator color, named for the cool horizons of the Florida Keys. Widely imitated but never equalled for sparkling, jewel-like beauty, giving just the right accent of color in the modern kitchen.

Deluxe Chrome Shelf Fronts—Give a rich, smart "look" to entire interior. Strong, rigid shelves have permanently bright corrosion-proof finish—easy to keep clean. Do not sag when fully loaded.

Self-Closing Door Latch—It cocks when door is opened—automatically pulls door shut on contact, without slamming. Polished chrome handle. Velvety smooth finger-tip action.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
9.7 cu. ft. NEMA	16.4 sq. ft. NEMA	2 ice trays 28 cubes or 4 lbs.

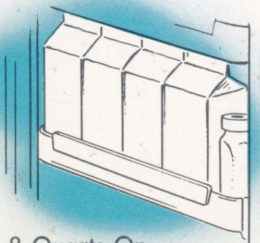
EXTERIOR DIMENSIONS
58 ¹ / ₁₆ " high, 30 ³ / ₁₆ " deep, 28 ³ / ₄ " wide

Specifications subject to change without notice

Philco Super Power System
 10-Position Cold Control
 with "Extra Cold" Setting
 Automatic Interior Light
 Easy-Out Ice Tray

Oversize Door Hinges
 Door Stop at 135°
 Philco Hermetically
 Sealed Unit
 Porcelain Interior

Dulux Exterior Finish
 Floor Levelers
 Glass or Mineral
 Wool Insulation
 Five Year Protection Plan

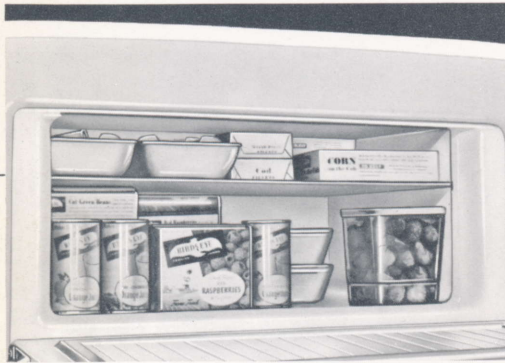


8 Quarts On
One Shelf

PHILCO REFRIGERATOR 1052

New Extra Deep Storage Door — First to Hold New 2 qt. Cartons of Milk
1.3 cu. ft. Freezer • Full-Width Crisper • “Key Largo” Color Styled.

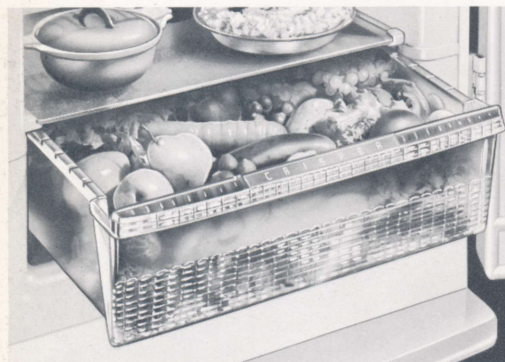
PHILCO
1052
 REFRIGERATOR



1.3 CUBIC FOOT FREEZER



CHILLER DRAWER



FULL-WIDTH CRISPER

New Double Depth Storage Door—New Philco design makes every shelf double depth; twice as useful. It holds foods that never before could be stored in a refrigerator door. Now four 2-quart cartons of milk on one shelf! Shelves are easier than ever before to remove for quick, easy cleaning . . . they're "Key Largo" color.

1.3 Cubic Foot Freezer—Huge capacity for a big 45 pound supply of frozen foods. Fully enclosed at back and top to maintain safe zero zone temperatures for food freezing and long-time storage. Separate fast freezing shelf for ice trays and foods.

Chiller Drawer—Extra-cold zone . . . 7° to 15° colder than the main food compartment . . . for quick chilling beverages, soups, salads, desserts; for keeping meats, leftovers, baked goods, etc. Of transparent "Key Largo" color. Glides smoothly on tracks.

Full-Width Crisper—A huge full-width drawer in sparkling new "Key Largo" color. Covered by glass to seal in "moist" cold and keep vegetables and greens fresh, crisp and tasty.

Distinctive "Key Largo" Color Styling—The dramatic Philco refrigerator color, named for the cool horizons of the Florida Keys. Widely imitated but never equalled for sparkling, jewel-like beauty, giving just the right accent of color in the modern kitchen.

Rigid Full-Width Steel Shelves—Do not sag when fully loaded. Permanently bright, corrosion-proof finish . . . easy to keep clean.

Self-Closing Door Latch—It cocks when door is opened—automatically pulls door shut on contact, without slamming. Polished chrome handle. Velvety smooth finger-tip action.

Philco Super Power System—Famous for its dependability and trouble-free operation. Extremely quiet and economical.

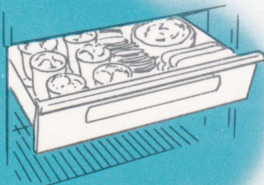
Interior Mounted Cold Control—Located at front on left wall. Bigger; easier to read and set. New saucer design takes no space, cannot be hidden by food. 9 settings plus "Extra Cold" for extreme hot weather.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
9.7 cu. ft. NEMA	15.1 sq. ft. NEMA	2 ice trays 28 cubes or 4 lbs.

EXTERIOR DIMENSIONS
58 ¹ / ₁₆ " high, 30 ³ / ₁₆ " deep, 28 ³ / ₄ " wide

Specifications subject to change without notice

- | | | |
|---|--|----------------------------------|
| Automatic Rubber Floated Interior Light | Hermetically Sealed Unit Internally Spring Mounted | Dulux Exterior Finish |
| Oversize Ball Bearing Door Hinges | One-Piece Steel Cabinet | Floor Levelers |
| Door Stop at 135° | Acid-Resisting Porcelain Interior | Glass or Mineral Wool Insulation |
| | | Five Year Protection Plan |

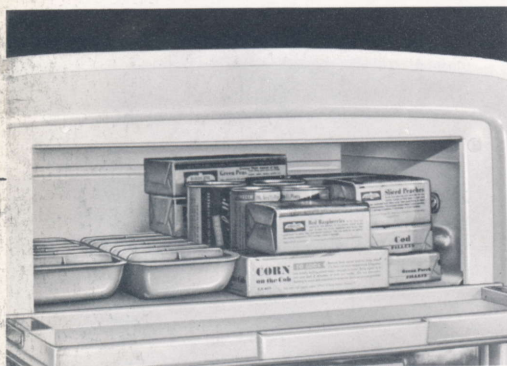


Chiller Drawer

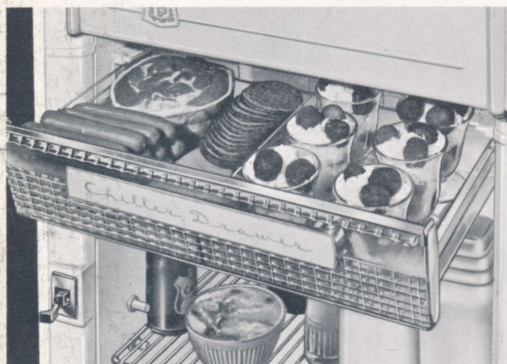
PHILCO REFRIGERATOR **852**

Now 8 cu. ft. Capacity at the Lowest Price • Deep Chiller Drawer
Full-Width Freezing Compartment • Removable Shelves on Door.

PHILCO
852
 REFRIGERATOR



FULL-WIDTH FREEZING COMPARTMENT



CHILLER DRAWER



REMOVABLE SHELVES

New 8.1 cu. ft. Capacity—A brand new big capacity refrigerator, replacing former 6 and 7 foot models at lowest price. At a huge saving, here's a full quality, fully equipped Philco with more features, more food capacity, greater value than ever before... and it fits in the floor space of former 5 and 6 foot models.

Deluxe Storage Door With Removable Shelves—Three handy shelves in sparkling "Key Largo" color. All are easily removable... just push to side and lift out to wipe clean or wash. Eggs, fruit, jars, packages and bottles... even full quarts of milk at your finger tips!

Full-Width Freezing Compartment—The full-width style America demands! 20° temperature average is suitable for freezing ice cubes, chilling desserts and short time storage of meats and packaged frozen vegetables. Space to store over 31 pounds of foods and ice cubes.

Full-Width Crisper—A huge full-width drawer in beautiful "Key Largo" color. Covered by glass to seal in "moist" cold and keep vegetables and greens fresh, crisp and tasty.

Chiller Drawer—Extra-cold zone... 7° to 15° colder than the main food compartment... for quick chilling beverages, soups, salads, desserts; for keeping meats, leftovers, baked goods, etc. Of transparent "Key Largo" color. Glides smoothly on tracks.

Distinctive "Key Largo" Color Styling—The dramatic Philco refrigerator color, named for the cool horizons of the Florida Keys. Widely imitated but never equalled for sparkling, jewel-like beauty, giving just the right accent of color in the modern kitchen.

Rigid Full-Width Steel Shelves—Do not sag when fully loaded. Permanently bright, corrosion-proof finish... easy to keep clean.

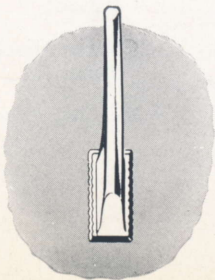
Philco Super Power System—Famous for its dependability and trouble-free operation. Extremely quiet and economical.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
8.1 cu. ft. NEMA	12.2 sq. ft. NEMA	2 ice trays 28 cubes or 4 lbs.

EXTERIOR DIMENSIONS
57½" high, 29" deep, 25¾" wide

Specifications subject to change without notice

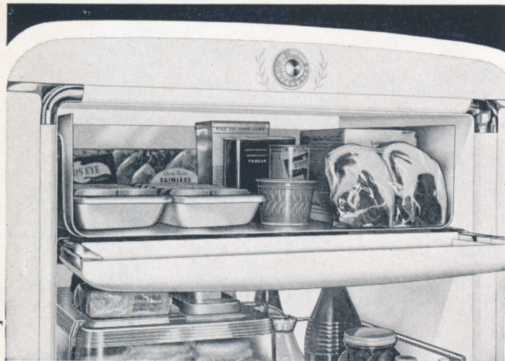
- | | | |
|--|-----------------------------------|----------------------------------|
| Self-Closing Door Latch | Door Stop at 135° | Dulux Exterior Finish |
| 10-Position Cold Control with "Extra Cold" Setting | Hermetically Sealed Unit | Floor Levelers |
| Oversize Ball Bearing Door Hinges | One-Piece Steel Cabinet | Glass or Mineral Wool Insulation |
| | Acid-Resisting Porcelain Interior | Five Year Protection Plan |



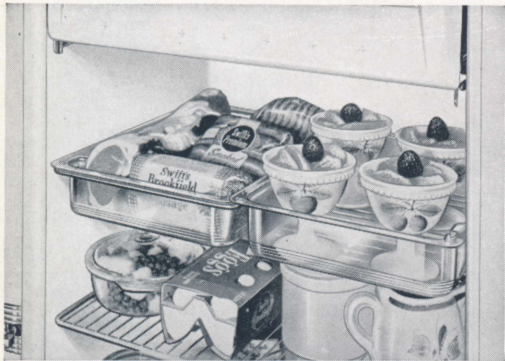
PHILCO REFRIGERATOR 752

America's finest refrigerator in the lowest price field . . . modern full-width freezer . . . sparkling "Key Largo" color . . . full 7.2 cu. ft.

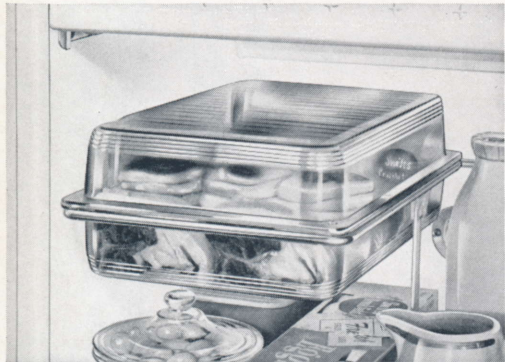
PHILCO
752
 REFRIGERATOR



FULL-WIDTH FREEZING COMPARTMENT



DOUBLE UTILITY TRAYS—OPEN



DOUBLE UTILITY TRAYS—CLOSED

Full-Width Freezing Compartment—The full-width style America demands! 20° temperature average is suitable for freezing ice cubes, chilling desserts and short-time storage of meats and packaged frozen vegetables. Space to store 28 pounds of foods and ice cubes.

Double Utility Trays—Can be arranged as a covered compartment for meat storage or vegetable crisp . . . or cover may be used as a separate tray forming a full-width storage and chilling area or handy defrost receptacle. Durable and quiet. Smart Philco "Key Largo" color.

New "Key Largo" Color Styling—The dramatic Philco refrigerator color, named for the cool horizons of the Florida Keys. Here for 1954, in a new 2-tone color combination—sparkling, jewel-like transparent "Key Largo" and soft, opaque "Key Largo" for backgrounds.

Self-Closing Door Latch—It cocks when door is opened—automatically pulls door shut on contact, without slamming. Polished chrome handle. Velvety smooth finger-tip action.

7.2 Cu. Ft. in the Space of a "4"—Modern, space-saving Philco design takes no more floor space than old-style "4" and almost doubles the food storage capacity. Yes, it's a revolution in refrigerator design.

Rigid Full-Width Steel Shelves—Do not sag when fully loaded. Permanently bright, corrosion-proof finish—easy to keep clean.

Philco Power System—Famous for its dependability and trouble-free operation. Extremely quiet and economical.

STORAGE CAPACITY	SHELF AREA	ICE CAPACITY
7.2 cu. ft. net NEMA	12.3 sq. ft. net NEMA	2 ice trays 28 cubes or 4 lbs.

EXTERIOR DIMENSIONS
57½" high, 27½" deep, 25" wide

Specifications subject to change without notice

Hermetically Sealed Unit
 Deluxe 10-Position Cold Control with "Extra Cold" Setting
 Oversize Ball Bearing Door Hinges

Floor Levelers
 One-Piece Steel Cabinet
 Door Stop—at 135°
 Automatic Interior Light
 Dulux Exterior Finish

Acid-Resisting Porcelain Interior
 Glass or Mineral Wool Insulation
 Five Year Protection Plan

The PHILCO *Convertible*



The new kind of freezer

with a

**SEPARATE COMPARTMENT
THAT'S CONVERTIBLE**

*from freezer temperatures to
refrigerator temperatures*

by Just Pressing a Button

CLICK

... and the user converts to the service she wants



CLICK



TO NORMAL REFRIGERATION

... and the convertible compartment becomes an auxiliary refrigerator with *above* freezing temperatures of 38° to 42°, for storage of extra supplies of unfrozen food and beverages.



CLICK



TO ZERO FROZEN STORAGE

... and the convertible compartment is a freezer again, with zero degree temperature, recommended by food authorities for long time storage of frozen foods for periods up to a year.



CLICK

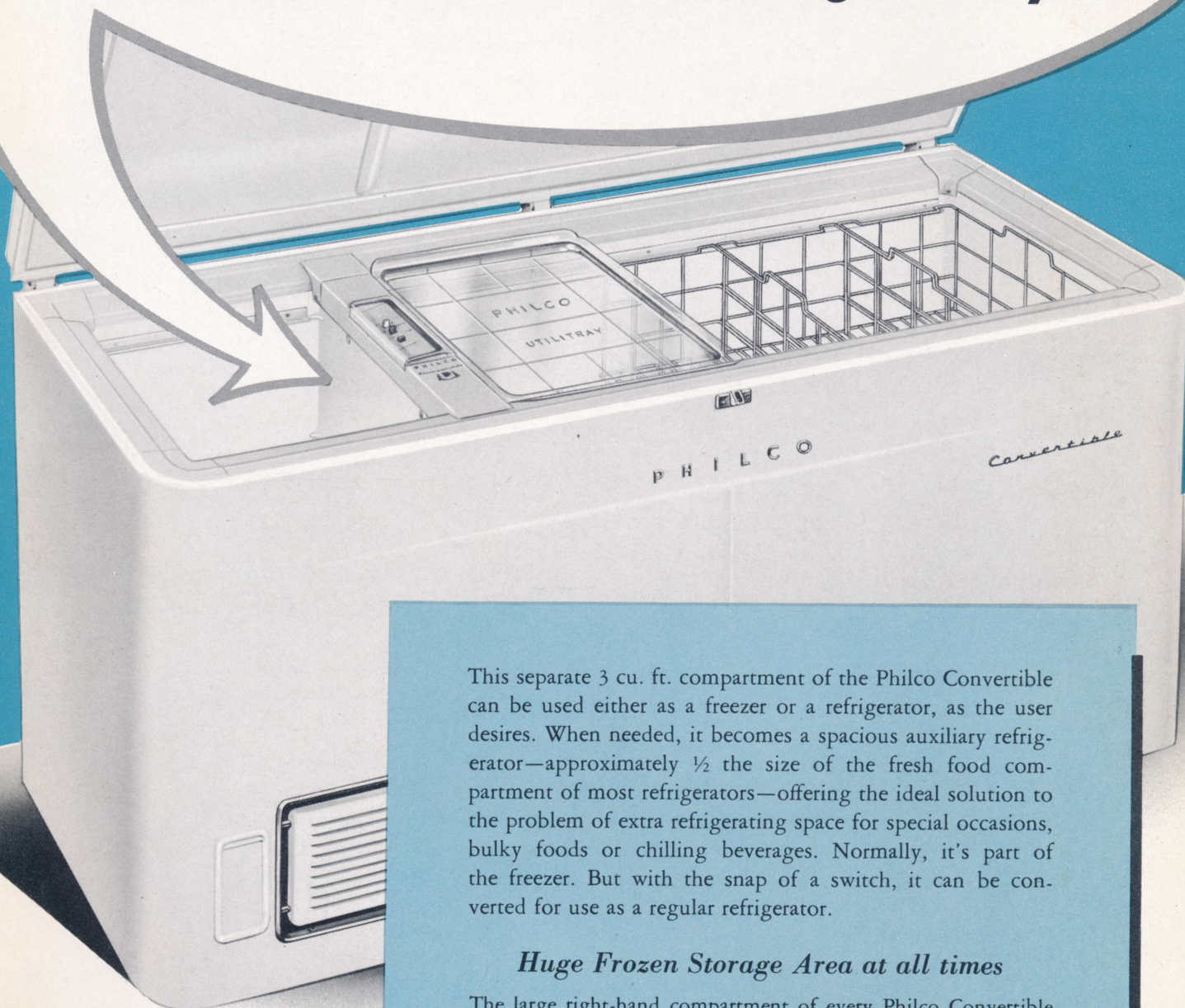


TO SHARP FREEZING DOWN TO 40° BELOW

... and it's like having a built-in quick freezing plant right at home ... with freezing temperatures down to 40° below zero to seal in food freshness, flavor, color and vitamins.

Only Philco Dealers have it!

This 3 cu. ft. **Convertible** compartment
in the new 1955 PHILCO makes a freezer
twice as useful to the average family



New Waist High Controls

All control buttons are at your finger tips on one panel, located on top of the partition between the two compartments.

This separate 3 cu. ft. compartment of the Philco Convertible can be used either as a freezer or a refrigerator, as the user desires. When needed, it becomes a spacious auxiliary refrigerator—approximately $\frac{1}{2}$ the size of the fresh food compartment of most refrigerators—offering the ideal solution to the problem of extra refrigerating space for special occasions, bulky foods or chilling beverages. Normally, it's part of the freezer. But with the snap of a switch, it can be converted for use as a regular refrigerator.

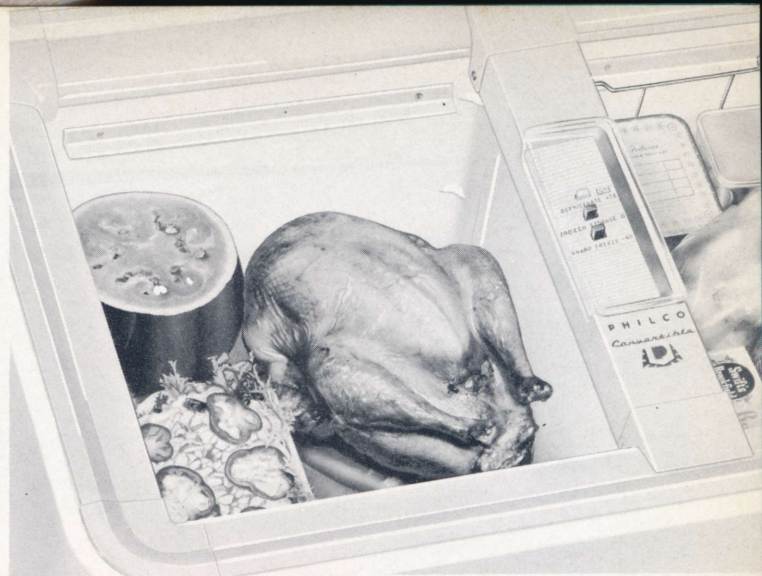
Huge Frozen Storage Area at all times

The large right-hand compartment of every Philco Convertible Freezer is a permanent frozen storage area. It is completely separate with thick insulated wall between it and the Convertible compartment. With its own freezing system it is never affected by temperature changes in the Convertible compartment.



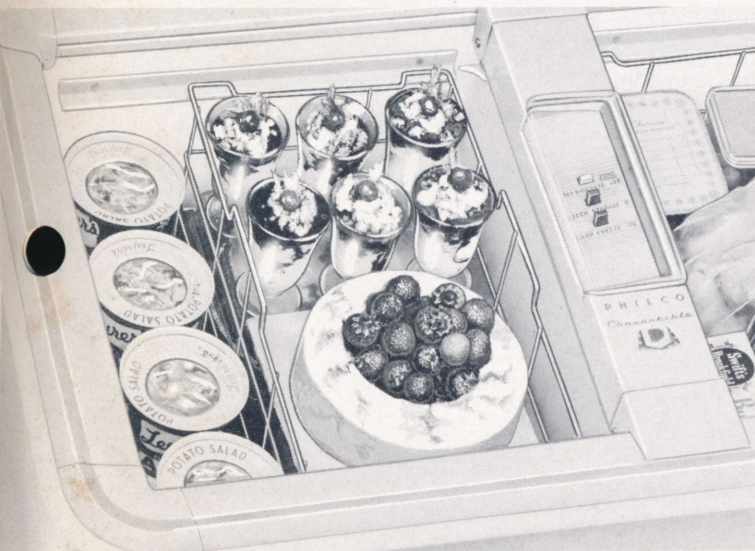
Stores Milk, Eggs in Quantity

Ideal for the farm or country home, for the road-side farm produce stand and for others who handle and sell dairy products in quantity. Chills and keeps these and other perishable foods refrigerated and in prime condition, safe from spoilage.



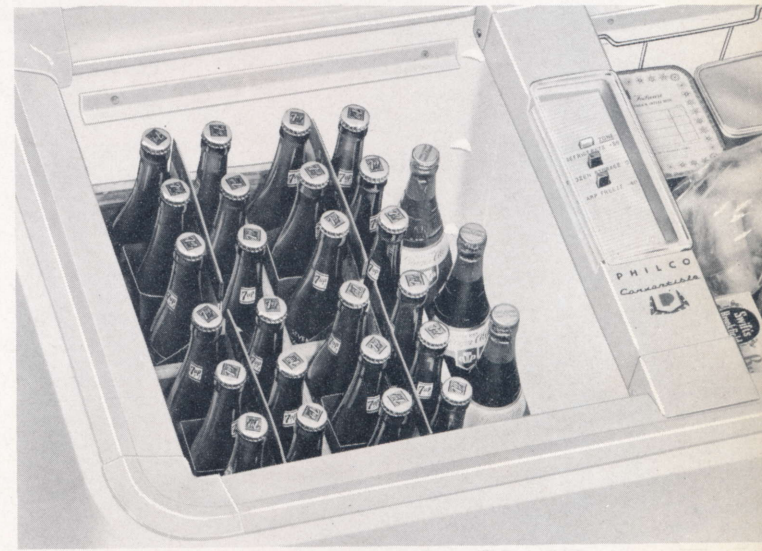
Relieves Refrigerator of Bulky Foods

Just the place for turkeys, large roasts, melons and other bulky foods that most refrigerators simply are not designed to accommodate. In the Convertible compartment such foods fit easily. There's plenty of space, without crowding or crushing.



Chills Desserts and Salads

It's a real convenience to be able to prepare dishes in advance and store them out of the way—refrigerated just right, ready to serve. Note how storage basket is suspended to slide to the right or left, saves lifting and gives added space below.



Cools Beverages by the Case

You're always prepared for weekend guests and neighbors when you have a full supply of chilled beverages ready to serve. The children find it handier too, just to reach in and help themselves when thirsty for a cool refreshing drink.

TWO PHILCO CONVERTIBLE FREEZER MODELS dominate the big selling 12 and 18 foot brackets

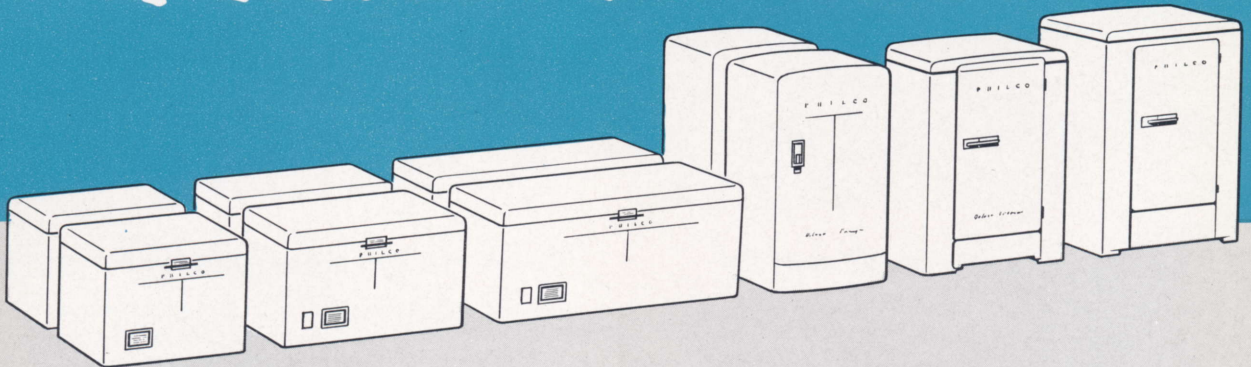
The new Philco convertible is available for 1955 in two of the biggest selling chest sizes—12 and 18 cu. ft. Both models have *all* the deluxe features that make Philco Chest Freezers the most advanced in the industry . . . exclusive Sloping Front design,

all white porcelain interior, Audible Alarm System, Key Largo styling . . . *plus* features that are completely new for '55. It's the greatest premium profit opportunity in freezer selling . . . and only Philco Dealers have it.

and in addition . . .

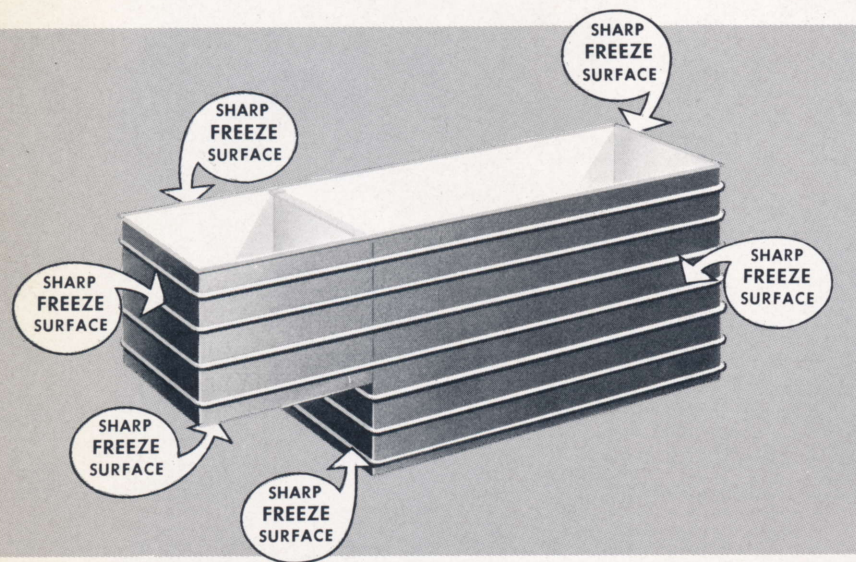
A Full Line of New 1955 Chest and Upright

Philco Freezers



The Finest, Most Complete Line In the Industry for '55 Selling Needs.

The Two Philco Convertible models are *in addition* to Philco's great line of chest and upright freezers in all the biggest selling sizes, from 8 to 25 cu. ft. It's the most complete profit line in the industry . . . ten models . . . a freezer for every need and every method of selling. And every model is loaded with extra features no other freezer offers.

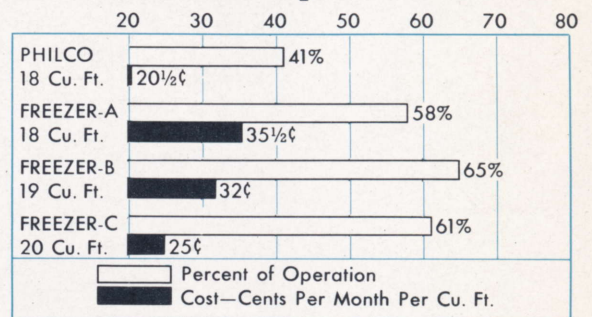


Exclusive Wrap-around Construction

The food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with any of these sharp freezing surfaces. Cold is especially concentrated in the sharp freezing compartment at left, which has additional coils on the bottom. The Philco air-cooled unit disperses the heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler. Freezer temperatures are maintained more evenly, at the lowest operating cost of any comparable size freezer, as proved in side-by-side tests.

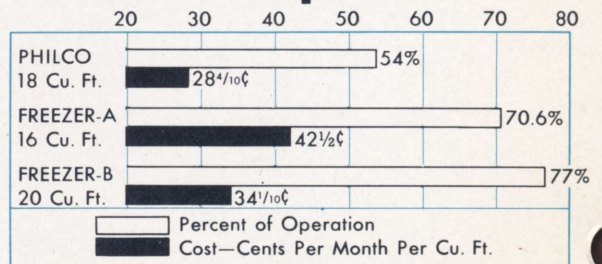
Only Philco Dealers have it!

90° Comparison



In side-by-side operating tests, at 90° room temperature, the 18 ft. Philco maintained zero storage conditions at a monthly cost per cu. ft. up to 40% less than other chest freezers tested.

110° Comparison



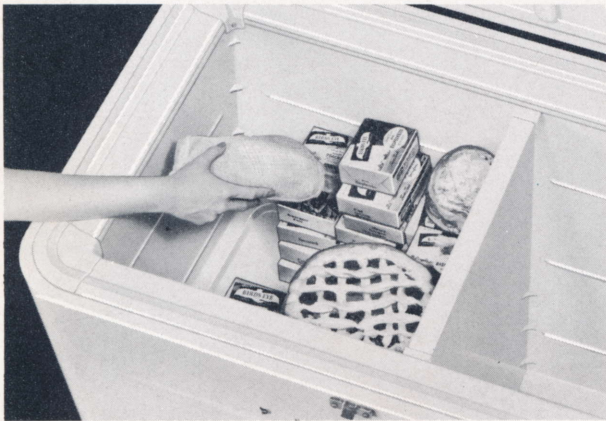
At 110° room temperature, in comparative tests with other chest freezers, the 18 ft. Philco maintained zero storage conditions at up to 30% lower cost per month per cubic foot.



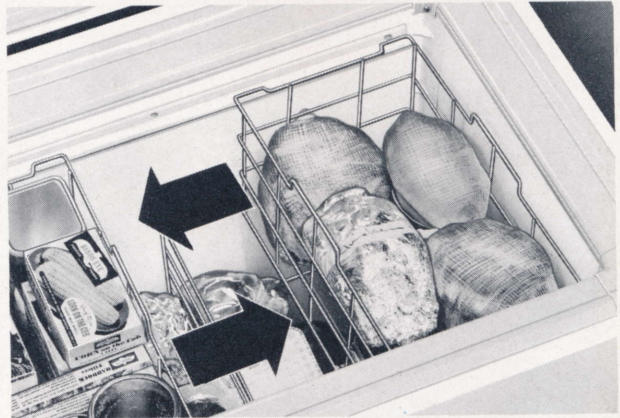
Exclusive Philco Sloping Front Design

The most convenient chest freezer ever designed. 70% of the storage space is above knee level. Thus, more food packages are in easy reach, less stooping, stretching and straining. Note how top rim of food compartment is lower in front. This lowers the access level a full 6 inches. Receding base gives toe space, lets you stand closer. It's the most handsome, modern design in chest freezers.

Only Philco Dealers have it!



White Porcelain Interior—Air-tight, moisture-tight compartments are surfaced with double-thick white porcelain enamel. This freezer interior is rustless, stain resistant, sanitary—unmatched for long time food protection.



Two New Sliding Storage Baskets make Philco the world's easiest-to-use chest freezer. No need to lift a basket to reach foods in lower part of freezer. Just slide the baskets to right or left for access to all food below.



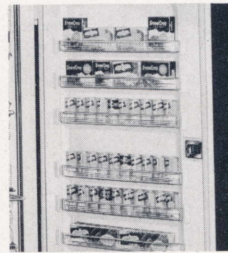
Adjustable Transfer Shelf

Raise or lower as foods require. Insert pulls out to hold foods temporarily.



Spacious Storage Baskets

Store and carry foods easily. Directly beneath freezing coils. Hold up to 36 lbs.



Exclusive Freezer Bar

Deeply recessed door is lined with shelves, gives huge added space for storage.



Power Cord Safety Clasp

Prevents accidental detachment of power cord from wall outlet. Easily removable.

PHILCO UPRIGHT FREEZER FEATURES

All are in Model V-1445, some in V-1442

- Refrigerated Shelves—quick freeze foods by direct contact
- White porcelain interior
- Air-cooled super power system
- Self-closing door latch
- Fits through 30" doorway

Again Available to Philco Freezer Customers in 1955

Double Protection of Food Investment



**3-YEAR
WARRANTY**
against
**FOOD
SPOILAGE**

Written warranty provides cash reimbursement of actual loss of food by spoilage occurring within a period of 3 years, as specifically stated. This food warranty is in addition to the Philco Standard 5-Year Warranty covering the power system.

1

2



Audible Alarm System

Rings automatically when temperature in the freezer rises to 12° above zero. Warns in time to save your food supply. Gives a warning you can hear even if freezer is in some out of the way place. Battery powered to ring for 48 hours or until switched off. Handy battery test button.

PHILCO PIONEERS AGAIN IN FREEZERS FOR 1955

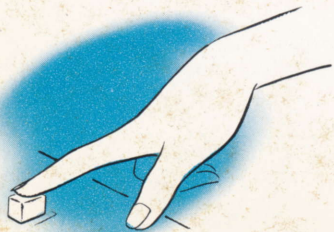
*with a brand new service
for a brand new market*

Only PHILCO Dealers have it...

PHILCO

Freezers

1955



It's Convertible

PHILCO FREEZER **H-1858**

Separate Compartment is Convertible from Freezer Temperatures to Refrigerator Temperatures • Sliding Baskets • 18.1 cu. ft. Capacity.

PHILCO
H-1858
 CHEST FREEZER

Philco Wrap-Around Construction—Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with these sharp freezing surfaces. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler and at the lowest operating cost, as proved by actual side-by-side tests with other freezers of comparable size.

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double-thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long-time food protection. Holds 630 lbs. of frozen foods.

Three New Sliding Storage Baskets make Philco the world's easiest-to-use chest freezer. No need to lift a basket to reach foods in lower part of freezer. Just slide the baskets to right or left for immediate free access to all food stored below, or lift them out if desired. Beneath the baskets two dividers help keep foods orderly.

Audible Alarm System—Bell rings automatically at 12° above zero. Warns of electrical or mechanical failure. It's battery operated, will ring loudly for 48 hours, or until alarm switch is turned off. Handy battery test switch.

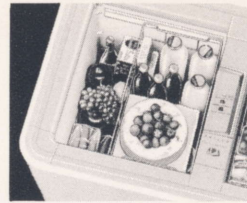
Exclusive Sloping Front Design—70% of storage space is above knee level. Brings more food packages in easy reach; no stooping, no back strain. Provides toe-space. Gives handsome, streamlined appearance.

New, Waist High Control Center—Easy to see and reach. Provides settings for refrigerator, frozen storage and sharp freeze temperatures in the Convertible Compartment.

Sliding Utilitray—Convenient sliding tray serves handily as shelf on which to temporarily place basket, or as tray for food packages being taken to and from freezer.

It's Convertible!

Separate 3 cu. ft. compartment converts from freezer to refrigerator temperatures by just pressing a button. "CLICK" . . . and user gets the service that's wanted, while maintaining zero storage in large compartment.



1. Normal Refrigeration—for storing milk and eggs in quantity, chilling beverages, desserts and salads. Relieves refrigerator of bulky foods.



2. Zero Frozen Storage—provides proper temperature for long time storage of frozen foods. Stores ice cream by the gallon . . . keeps it firm.



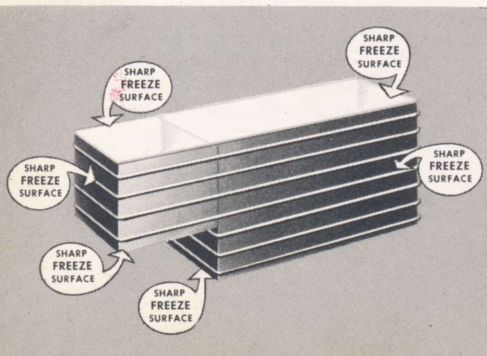
3. Sharp Freezing to 40° Below Zero—for genuine, super fast freezing that seals in the healthful vitamins and delicious flavor of fresh foods.

- Deluxe Chrome Handle Provides for Padlock
- Automatic Interior Light
- Counterbalanced Hinges
- Exclusive "Key Largo" Color Styling
- Philco Super Power System—Hermetically Sealed
- Overlapping Panel Type Lid
- Power Cord Safety Bracket
- One-Piece Extruded Vinyl Gasket
- Glass or Mineral Wool Insulation
- Durable, Permanently White Dulux Exterior
- Five Year Protection Plan

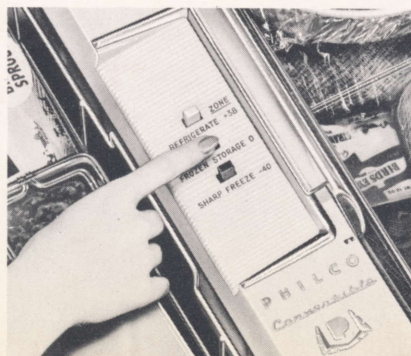
STORAGE CAPACITY	EXTERIOR DIMENSIONS
18.0 cubic feet net	36" high, 75¼" wide, 29½" deep

Specifications subject to change without notice.

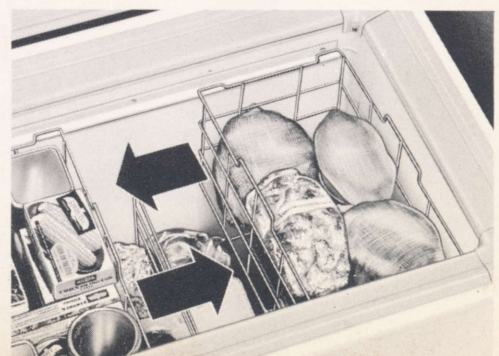
WRAP-AROUND CONSTRUCTION

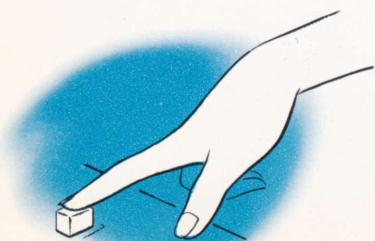


NEW WAIST HIGH CONTROLS



SLIDING STORAGE BASKETS





It's Convertible

PHILCO FREEZER H-1358

Separate Compartment is Convertible from Freezer Temperatures to Refrigerator Temperatures • Sliding Baskets • 12½ cu. ft. Capacity.

PHILCO
H-1358
 CHEST FREEZER

Philco Wrap-Around Construction—Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with these sharp freezing surfaces. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler and at the lowest operating cost, as proved by actual side-by-side tests with other freezers of comparable size.

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double-thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long time food protection. Holds 440 lbs. of frozen foods.

Two New Sliding Storage Baskets make Philco the world's easiest-to-use chest freezer. No need to lift a basket to reach foods in lower part of freezer. Just slide the baskets to right or left for immediate free access to all food stored below, or lift them out if desired. Beneath the baskets a divider helps keep foods orderly.

Audible Alarm System—Bell rings automatically at 12° above zero. Warns of electrical or mechanical failure. It's battery operated, will ring loudly for 48 hours, or until alarm switch is turned off. Handy battery test switch.

Exclusive Sloping Front Design—70% of storage space is above knee level. Brings more food packages in easy reach; no stooping, no back strain. Provides toe-space. Gives handsome, streamlined appearance.

New, Waist High Control Center—Easy to see and reach. Provides settings for refrigerator, frozen storage and sharp freeze temperatures in the Convertible Compartment.

Sliding Utilitray—Convenient sliding tray serves handily as shelf on which to temporarily place basket, or as tray for food packages being taken to and from freezer.

It's Convertible!

Separate 3 cu. ft. compartment converts from freezer to refrigerator temperatures by just pressing a button. "CLICK" . . . and user gets the service that's wanted, while maintaining zero storage in large compartment.



1. Normal Refrigeration
 —for storing milk and eggs in quantity, chilling beverages, desserts and salads. Relieves refrigerator of bulky foods.



2. Zero Frozen Storage
 —provides proper temperature for long time storage of frozen foods. Stores ice cream by the gallon . . . keeps it firm.



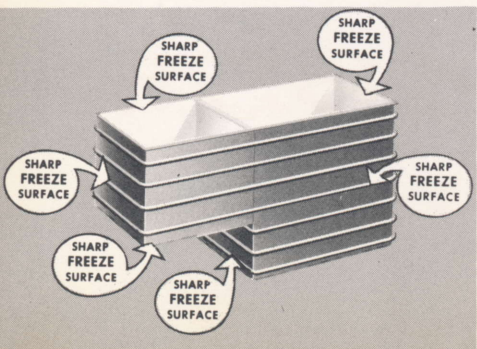
3. Sharp Freezing to 40° Below Zero—for genuine, super fast freezing that seals in the healthful vitamins and delicious flavor of fresh foods.

- Deluxe Chrome Handle Provides for Padlock
- Automatic Interior Light
- Counterbalanced Hinges
- Exclusive "Key Largo" Color Styling
- Philco Super Power System—Hermetically Sealed
- Overlapping Panel Type Lid
- Power Cord Safety Bracket
- One-Piece Extruded Vinyl Gasket
- Glass or Mineral Wool Insulation
- Adjustable Floor Levelers
- Durable, Permanently White Dulux Exterior
- Five Year Protection Plan

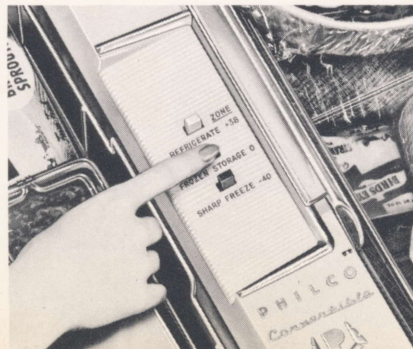
STORAGE CAPACITY	EXTERIOR DIMENSIONS
12.6 cubic feet net	36¼" high, 57" wide, 29½" deep

Specifications subject to change without notice.

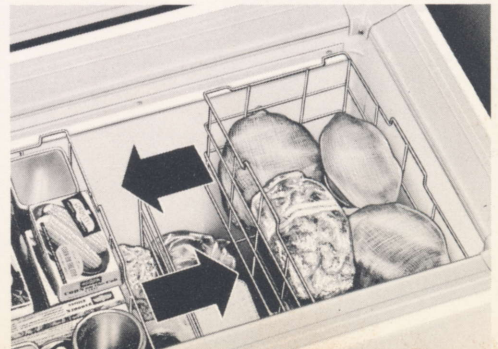
WRAP-AROUND CONSTRUCTION

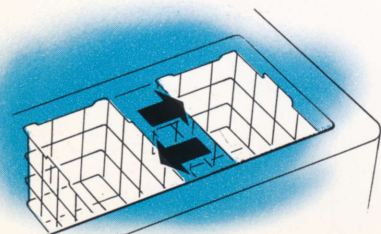


NEW WAIST HIGH CONTROLS



SLIDING STORAGE BASKETS





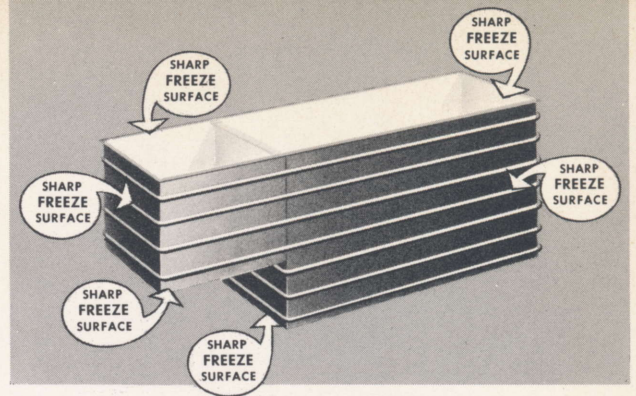
Sliding Storage
Baskets

PHILCO FREEZER **H-1855**

New Sliding storage Baskets Save Lifting • White Porcelain Interior
Sharp Freezes Foods to 40° Below Zero • Huge 18½ cu. ft. Capacity.

PHILCO H-1855

CHEST FREEZER



Philco Wrap-Around Construction . . . Sharp Freezing to 40° Below Zero

Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with any of these sharp freezing surfaces. Cold is especially concentrated in the sharp freeze compartment which has additional coils in the base. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler and at lowest operating cost of any comparable size freezers, as proved in side-by-side test.

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double-thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long time protection. Two compartments hold 647 lbs. of frozen foods.

Sharp Freezing Compartment—Huge 3.63 cu. ft. separate compartment for sharp freezing holds over 125 lbs. of food. Contact temperatures as low as 40° below zero assure super fast freezing on any refrigerated surface.

Three New Sliding Storage Baskets make Philco the world's easiest-to-use chest freezer. No need to lift a basket to reach foods in lower part of freezer. Just slide the baskets to right or left for immediate free access to all food stores below, or lift them out if desired. Beneath the baskets two dividers help keep foods orderly.

Audible Alarm System—Bell rings automatically at 12° above zero. Warns of electrical or mechanical failure. It's battery operated, will ring loudly for 48 hours, or until alarm switch is turned off. Handy switch for testing battery.

Exclusive Sloping Front Design—70% of storage space is above knee level. Brings more food packages in easy reach; no stooping, no back strain. Provides toe-space. Gives handsome, streamlined appearance.

Sliding Utilitray—Convenient sliding tray on top of sharp freezing compartment serves handily as shelf on which to temporarily place basket, or as tray for food packages being taken to and from freezer.

Temperature Control—Provides setting for "sharp freezing" or "zero storage" temperature.

Deluxe Chrome Handle Provides for Padlock

Automatic Interior Light

Counterbalanced Lid

Exclusive "Key Largo" Color Styling

Philco Super Power System—Hermetically Sealed

Overlapping Panel Type Lid

Power Cord Safety Bracket

One-Piece Extruded Vinyl Gasket

Glass or Mineral Wool Insulation

Strong, Oversize Hinges Withstand Pressure and Wear

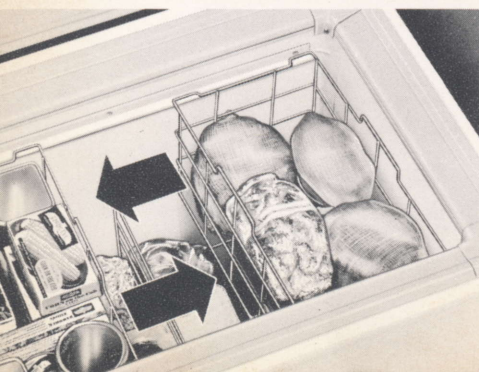
Durable, Permanently White Dulux Exterior

Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
18.5 cubic feet net	36" high, 75¼" wide, 29½" deep

Specifications subject to change without notice.

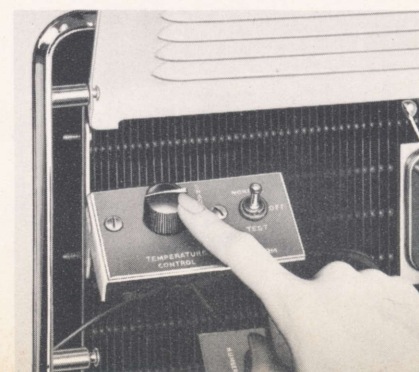
SLIDING STORAGE BASKETS



AUDIBLE ALARM SYSTEM

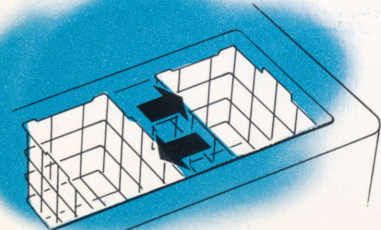


SHARP FREEZE SETTING





PHILCO

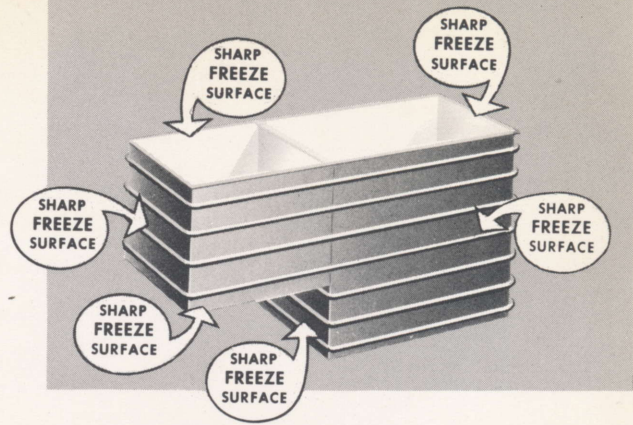


Sliding Storage
Baskets

PHILCO FREEZER **H-1355**

New Sliding Storage Baskets Save Lifting • Rustless White Porcelain Interior • Sharp Freezes Foods to 40° Below Zero • 13 cu. ft. Capacity.

PHILCO
H-1355
 CHEST FREEZER



**Philco Wrap-Around Construction ...
 Sharp Freezing to 40° Below Zero**

Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with any of these sharp freezing surfaces. Cold is especially concentrated in the sharp freeze compartment which has additional coils in the base. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler and at lowest operating cost of any comparable size freezer, as proved in side-by-side tests.

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double-thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long time food protection. Two compartments hold 455 lbs. of frozen foods.

Sharp Freezing Compartment—Huge 3.63 cu. ft. separate compartment for sharp freezing holds over 125 lbs. of food. Contact temperatures as low as 40° below zero assure super fast freezing on any refrigerated surface.

Two New Sliding Storage Baskets make Philco the world's easiest-to-use chest freezer. No need to lift a basket to reach foods in lower part of freezer. Just slide the baskets to right or left for immediate free access to all food stored below, or lift them out if desired. Beneath the baskets a divider helps keep foods orderly.

Audible Alarm System—Bell rings automatically at 12° above zero. Warns of electrical or mechanical failure. It's battery operated, will ring loudly for 48 hours, or until alarm switch is turned off. Handy switch for testing battery.

Exclusive Sloping Front Design—70% of storage space is above knee level. Brings more food packages in easy reach; no stooping, no back strain. Provides toe-space. Gives handsome, streamlined appearance.

Sliding Utilitray—Convenient sliding tray on top of sharp freezing compartment serves handily as shelf on which to temporarily place basket, or as tray for food packages being taken to and from freezer.

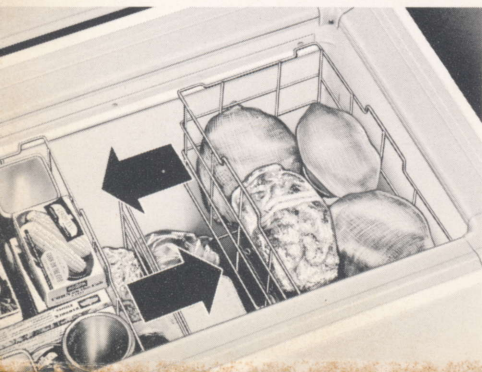
Temperature Control—Provides setting for "sharp freezing" or "zero storage" temperatures.

- Deluxe Chrome Handle Provides for Padlock
- Automatic Interior Light
- Counterbalanced Lid
- Exclusive "Key Largo" Color Styling
- Philco Super Power System—Hermetically Sealed
- Overlapping Panel Type Lid
- Power Cord Safety Bracket
- One-Piece Extruded Vinyl Gasket
- Glass or Mineral Wool Insulation
- Adjustable Floor Levelers
- Durable, Permanently White Dulux Exterior
- Strong, Oversize Hinges Withstand Pressure and Wear
- Five Year Protection Plan

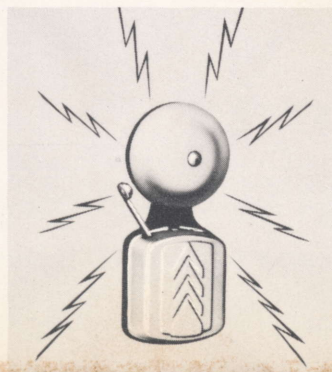
STORAGE CAPACITY	EXTERIOR DIMENSIONS
13.0 cubic feet net	36¼" high, 57" wide, 29½" deep

Specifications subject to change without notice.

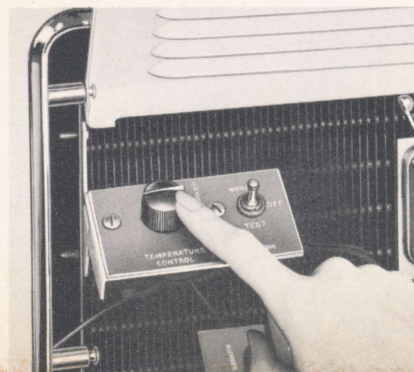
SLIDING STORAGE BASKETS

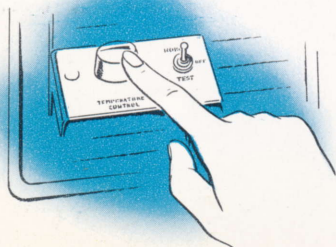
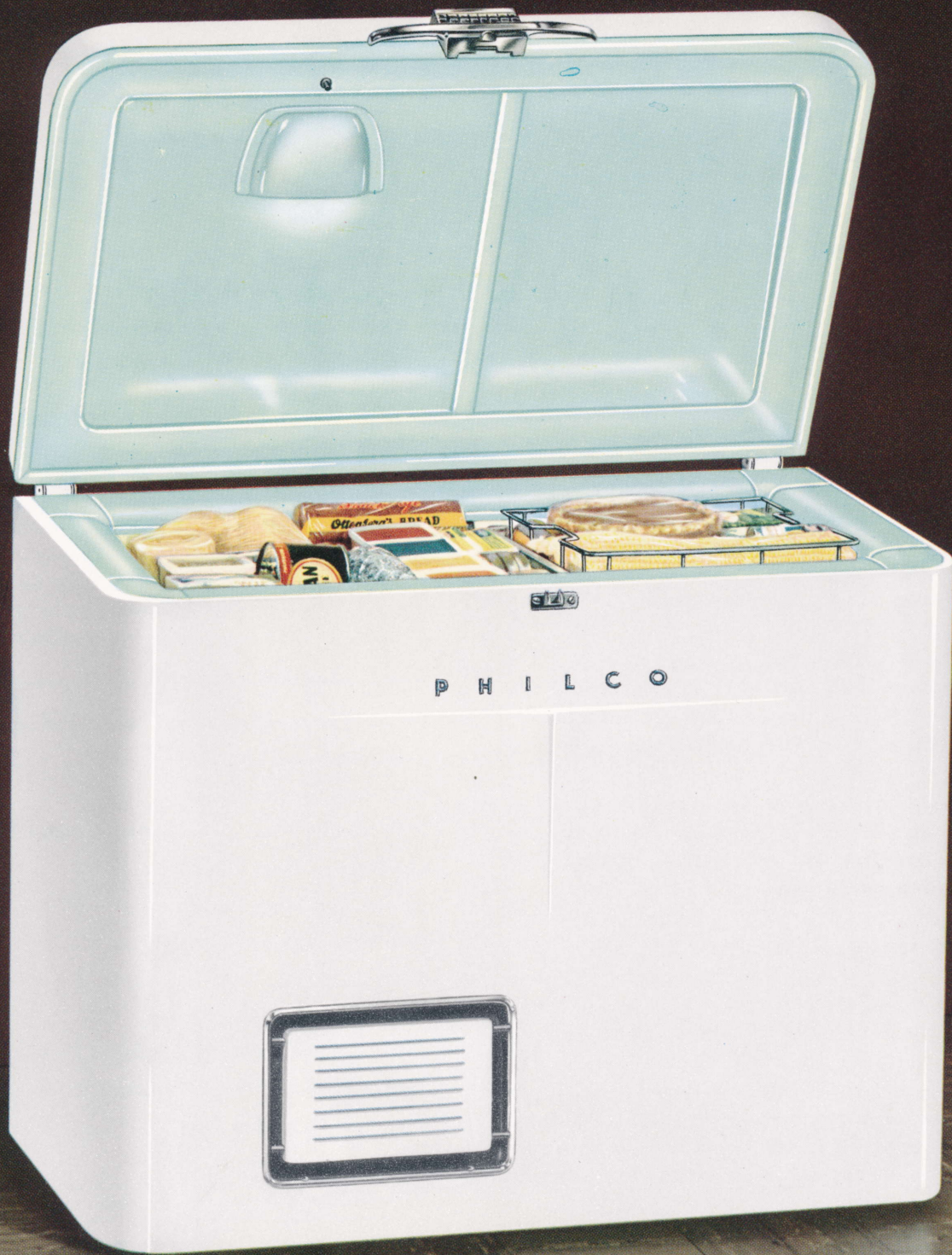


AUDIBLE ALARM SYSTEM



SHARP FREEZE SETTING





Sharp Freezing
To 40° Below

PHILCO FREEZER **H-855**

Separate Compartment for Sharp Freezing • Easy-Lift Storage Baskets
Audible Alarm System • White Porcelain Interior • 8.4 cu. ft. Capacity.

PHILCO
H-855

CHEST FREEZER

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double-thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long time food protection. Two compartments hold nearly 300 lbs. of frozen food.

Sharp Freezing Compartment—Huge 3.6 cu. ft. separate compartment for sharp freezing holds over 125 lbs. of food. Contact temperatures as low as 40° below zero assure super fast freezing on any refrigerated surface.

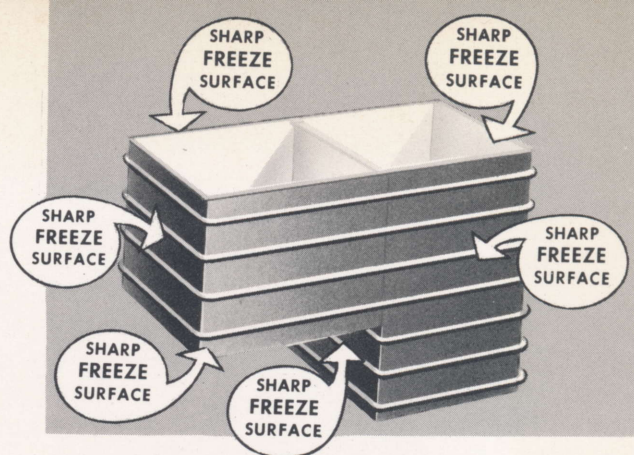
Audible Alarm System—Bell rings automatically at 12° above zero. Warns of electrical or mechanical failure. It's battery operated, will ring loudly for 48 hours, or until alarm switch is turned off. Handy push button for testing battery.

Two Easy-Lift Storage Baskets—Load and unload in a fraction of the time. Reach clear to the bottom quickly and easily when storing or seeking foods. Baskets have bright, corrosion-resistant finish.

Exclusive Sloping Front Design—70% of storage space is above knee level. Brings more food packages in easy reach; no stooping, no back strain. Provides toe-space. Gives handsome, streamlined appearance.

Exclusive "Key Largo" Color Styling—Brings a new note of beauty to the kitchen with the same distinctive "Key Largo" color styling and beautiful appearance that have made Philco Refrigerators America's 3-to-1 favorite.

Temperature Control—Provides setting for "sharp freezing" or "zero storage" temperatures.



**Philco Wrap-Around Construction . . .
 Sharp Freezing to 40° Below Zero**

Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Super fast freezing is easy by direct contact with any of these sharp freezing surfaces. Cold is especially concentrated in the sharp freeze compartment which has additional coils in the base. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls never heat up. The unit runs cooler and at lowest operating cost of any comparable size freezer, as proved in side-by-side tests.

Deluxe Chrome Handle Provides for Padlock
 Counterbalanced Lid

Automatic Interior Light

Philco Super Power System—Hermetically Sealed

Overlapping Panel Type Lid

Power Cord Safety Bracket

One-Piece Extruded Vinyl Gasket

Glass or Mineral Wool Insulation

Adjustable Floor Levelers

Durable, Permanently White Dulux Exterior

Strong, Oversize Hinges Withstand Pressure and Wear

Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
8.4 cubic feet net	36" high, 42" wide, 29½" deep

Specifications subject to change without notice.

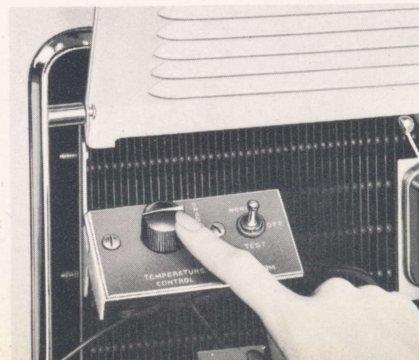
EASY LIFT STORAGE BASKETS

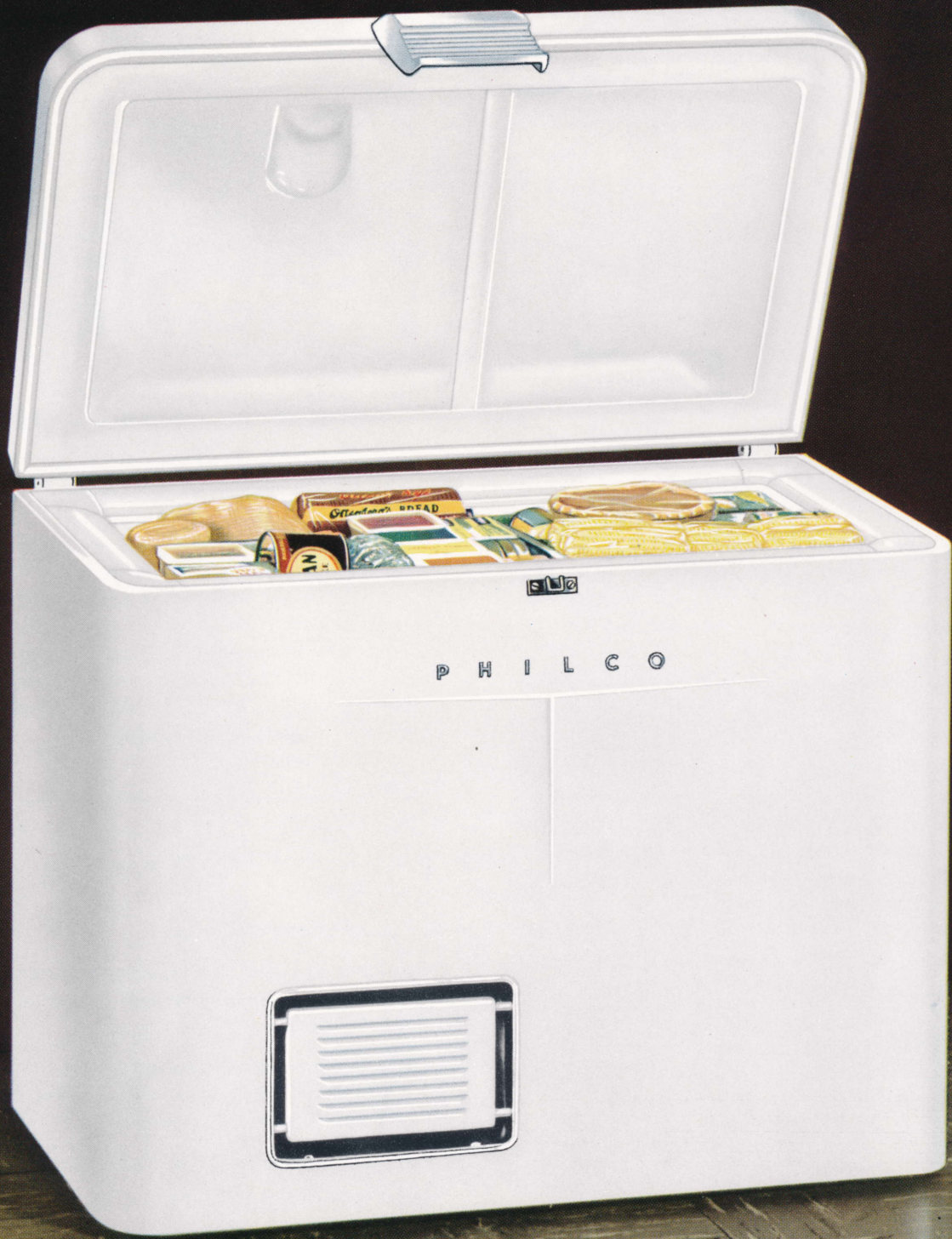


AUDIBLE ALARM SYSTEM



SHARP FREEZE SETTING





Exclusive
Sloping Front

PHILCO FREEZER **H-852**

Philco's Sloping Front Design Puts 70% of the Food Above Knee Level
White Porcelain Interior with 2 Compartments • 8.4 cu. ft. Capacity.

PHILCO
H-852
 CHEST FREEZER

White Porcelain Interior—Each compartment is airtight, moisture-tight, and is surfaced inside with double thick gleaming white porcelain enamel. Rustless, stain resistant, sanitary—unmatched for long time food protection.

Two Compartments—The interior is divided by a porcelain surfaced partition which facilitates organization of foods. Nearly 300 lbs. of frozen foods can be stored in the two spacious compartments.

Exclusive Sloping Front Design—70% of storage space is above knee-level. Saves your back, brings more food packages in easy reach without stooping. Provides toe-space. Gives handsome streamlined appearance.

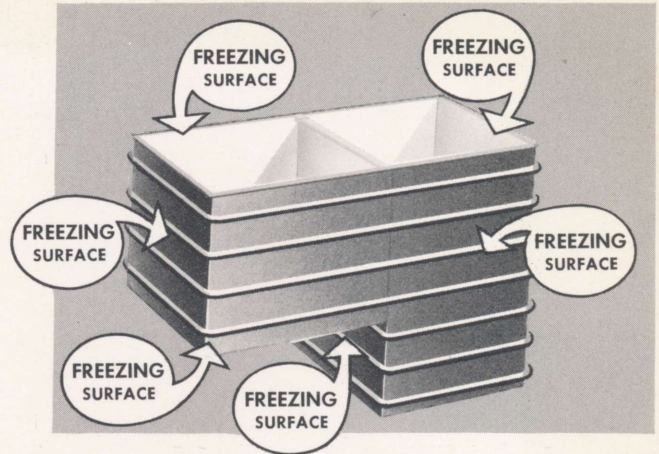
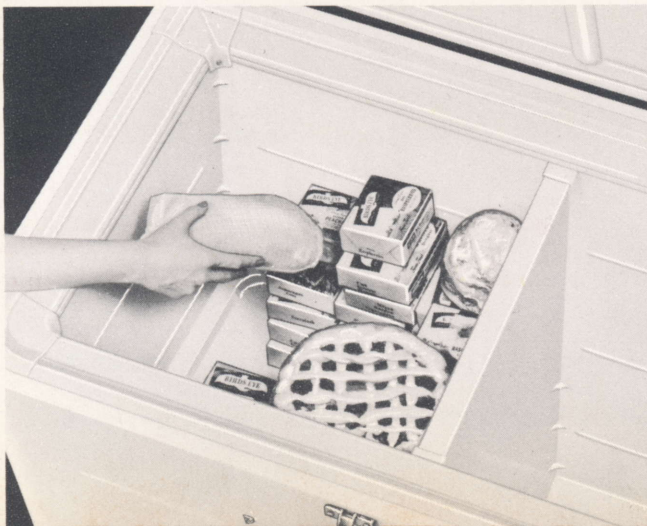
Counterbalanced Hinges—Make lid easy to lift—hold it open—and close it gently.

Air Cooled Philco Super Power System—A unit with plenty of reserve power to provide the extremely low temperatures required to store frozen foods. Air cooled by fan which blows extracted heat away from freezer . . . resulting in greater efficiency of the unit, less power demand and lower operating cost.

Sturdy Lid Latch—Closes lid securely assuring positive seal. Made of non-corrosive metal in durable white finish.

Power Cord Safety Bracket—Prevents power cord from being accidentally disconnected from outlet, yet permits easy removal if desired.

WHITE PORCELAIN INTERIOR



**Philco Wrap-Around Construction
 Maintains True Zero Freezer
 Temperatures at Lowest Cost**

Food is completely surrounded by closely spaced freezing coils attached to the freezer walls. Fast freezing is easy by direct contact with any of these freezing surfaces. The Philco Air Cooled Unit disperses heat which is extracted from the food. Cabinet walls of the freezer never heat up. The unit runs cooler and at the lowest operating cost, as proved by actual side-by-side tests with other freezers of comparable size.

Strong, Oversize Hinges Built to Withstand Pressure and Wear

Overlapping Panel Type Lid

One-Piece Extruded Vinyl Gasket Assures Tight Seal when Lid is Closed—Prevents Escape of Cold Air and Sweating

Glass or Mineral Wool Insulation Sealed in Thick Air Tight Walls—Moisture and Vermin Proof. Prevents Escape of Cold Air and Sweating

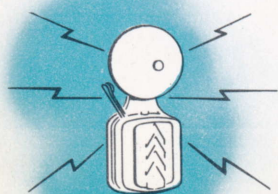
Durable, Permanently White Dulux Exterior

Philco Hermetically Sealed Unit—Never Needs Oiling
 Adjustable Leveling Feet

Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
8.4 cubic feet net	36" high, 42" wide, 29 ¹³ / ₁₆ " deep

Specifications subject to change without notice.



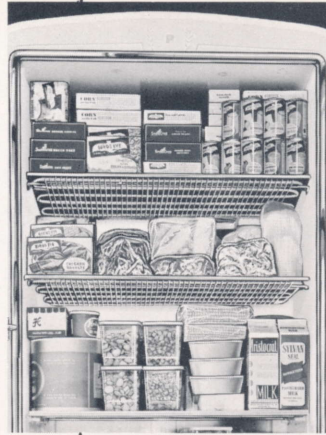
Audible Alarm System

PHILCO FREEZER

V-1455

Audible Alarm Protects Food Investment • Freezer Bar • Adjustable Shelf
Sliding Transfer Shelf • White Porcelain Interior • 14 cu. ft. Capacity.

PHILCO
V-1455
 UPRIGHT FREEZER



**Refrigerated Shelves
 Maintain True Zero
 Freezer Temperature
 at Lowest
 Operating Cost**

White Porcelain Interior—Entire interior is one piece . . . surfaced with double-thick gleaming white porcelain enamel. Rustless, stain-resistant and sanitary . . . unmatched for long time food protection.

Audible Alarm System—Bell rings automatically if temperature rises to 12° above zero. Gives a warning you can hear, even if freezer is in basement, garage or other distant location. Battery operated with push button to test the system. Will ring for 48 hours or until alarm is turned off.

Adjustable Full Shelf—May be raised or lowered in 5 different positions to facilitate insertion of bulky foods such as turkeys. Enables you to organize the contents of the freezer as your storage needs demand.

Sliding Transfer Shelf—Attached to the Adjustable Shelf, slides out to provide a temporary surface to hold foods while getting them out or placing them in freezer.

Exclusive Philco Freezer Bar—Deeply recessed storage door holds 48 cans of frozen juice or 30 frozen food packages. Transparent shelves of "Key Largo" color are removable for easy cleaning.

Two Sliding Storage Baskets—Sturdy, light-weight baskets of corrosion resistant wire have solid fronts. Handy for storing and carrying foods. Hold 36 lbs. of frozen foods. Refrigerated by freezing coils on bottom shelf of freezer.

Adjustable Temperature Control—Setting for "Sharp Freezing" or "Zero Storage." Also Alarm "On-Off."

Exclusive "Key Largo" Color Styling—Brings a new note of beauty to the kitchen with the same distinctive "Key Largo" color styling and beautiful appearance that have made Philco Refrigerators America's 3-to-1 favorite.

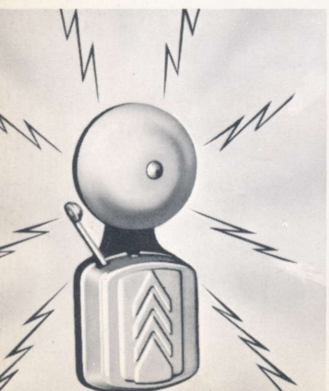
Closely spaced coils, attached to bottoms of 3 full shelves, plus refrigerated coils at top evenly distribute cold throughout freezer. Approximately 10½ sq. ft. of shelf area is available for quick freezing by direct contact with these refrigerated surfaces. The Philco Air Cooled Unit disperses the heat extracted from the food. The unit runs cooler and at lowest operating cost, as proved by actual side-by-side tests with other upright freezers of comparable size.

- Philco Super Power System—Hermetically Sealed
- Deluxe Chrome Handle Provides for Padlock
- Self-Closing Door Latch
- Power Cord Safety Clasp
- Adjustable Floor Levelers
- Durable, Permanently White Dulux Exterior
- Glass or Mineral Wool Insulation
- One-Piece Extruded Vinyl Gasket
- Door Stops at 135°
- Strong Oversize Hinges
- Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
14 cubic feet net	68¾" high, 33¾" wide, 29" deep

Specifications subject to change without notice.

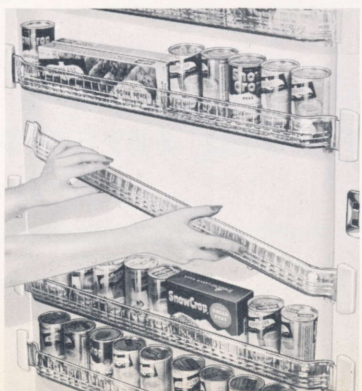
AUDIBLE ALARM SYSTEM



TRANSFER SHELF

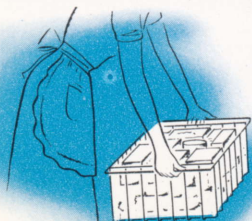


PHILCO FREEZER BAR



STORAGE BASKETS





Handy Storage
Baskets

PHILCO FREEZER

V-1452

Refrigerated Shelves Evenly Distribute Zero Cold • White Porcelain Interior • Big 14 cu. ft. Capacity Fits in Space Less Than 3 ft. Wide.

PHILCO
V-1452
 UPRIGHT FREEZER

White Porcelain Interior—Entire interior is one piece . . . surfaced with double-thick gleaming white porcelain enamel. Rustless, stain-resistant and sanitary . . . unmatched for long time food protection.

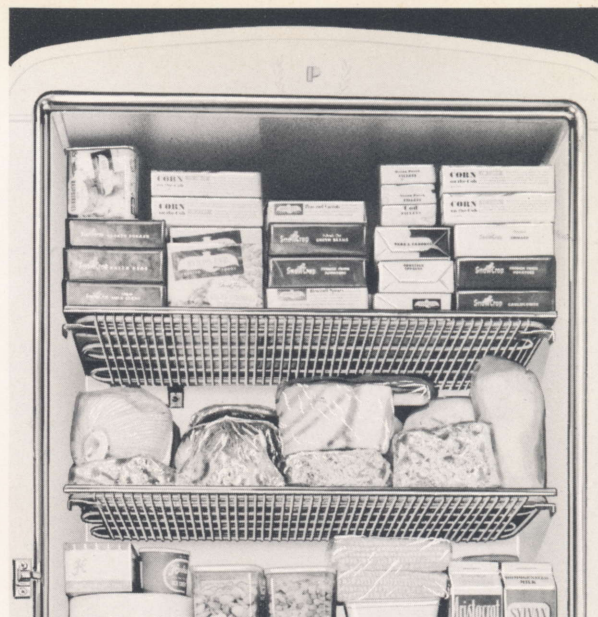
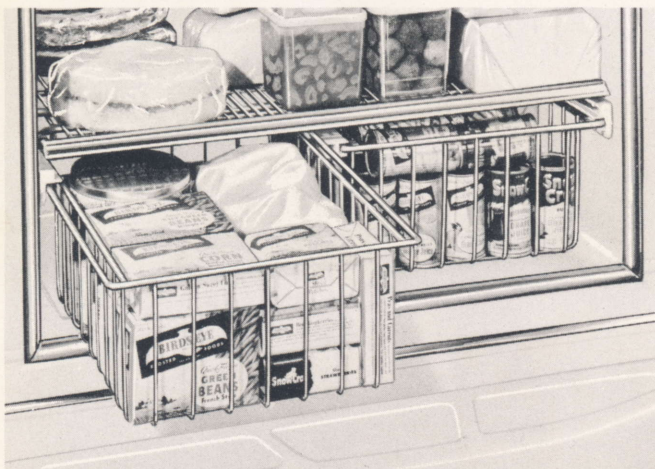
Holds 490 lbs. of Frozen Foods—Three of the spacious full-width shelves are lined with freezing coils. One full-width shelf is non-refrigerated. In addition there are two storage baskets. Total shelf storage area is 17.4 sq. ft.

Two Sliding Storage Baskets—Sturdy, light-weight baskets of corrosion resistant wire. Handy for storing and carrying foods. Holds 36 lbs. of frozen foods. Directly refrigerated by freezing coils beneath bottom shelf of freezer.

Air Cooled Philco Super Power System—A unit with plenty of reserve power to provide the extremely low temperatures required to store frozen foods. Air cooled by fan which blows extracted heat away from freezer . . . resulting in greater efficiency and less power demand.

Exclusive "Key Largo" Color Styling—Brings a new note of beauty to the kitchen with the same distinctive "Key Largo" color styling of famous Philco Refrigerators.

STORAGE BASKETS



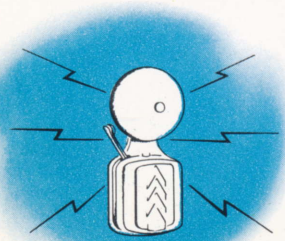
Refrigerated Shelves Maintain True Zero Freezer Temperature at Lowest Operating Cost

Closely spaced coils, attached to bottoms of 3 full shelves, plus refrigerated coils at top evenly distribute cold throughout freezer. Approximately 10½ sq. ft. of shelf area is available for quick freezing by direct contact with these refrigerated surfaces. The Philco Air Cooled Unit disperses the heat extracted from the food. The unit runs cooler and at the lowest operating cost, as proved by actual side-by-side tests with other upright freezers of comparable size.

- Deluxe Chrome Handle Provides for Padlock Self-Closing Door Latch
- Power Cord Safety Clasp
- Adjustable Floor Levelers
- Durable, Permanently White Dulux Exterior
- Glass or Mineral Wool Insulation
- One-Piece Extruded Vinyl Gasket
- Strong Oversize Hinges Built to Withstand Pressure and Wear
- Door Stops at 135°
- Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
14 cubic feet net	68¾" high, 33¾" wide, 29" deep

Specifications subject to change without notice.



Audible Alarm System

PHILCO FREEZER **V-1955**

Audible Alarm Protects Food Investment • Refrigerated Shelves Evenly Distribute Cold • Temperature Control • Huge 18 cu. ft. Capacity.

PHILCO
V-1955
 UPRIGHT FREEZER

Big 18 Cu. Ft. Capacity—Holds approximately 630 lbs. of frozen foods. An ideal freezer for farmers, truck gardeners, poultrymen and others who raise or grow foods . . . or buy them in quantity during seasons of the year when abundant and lowest in price.

Audible Alarm System—Bell rings automatically if temperature rises to 12° above zero. Gives a warning you can hear, even if freezer is located in basement, garage or other distant location. Operates on battery and will ring loudly for 48 hours or until alarm switch is turned off.

Battery Test Button—Handy push-button enables owner to test bell and battery in Audible Alarm System at any time.

Chrome Handle Provides for Padlock—Powerful self closing latch operates with large finger tip action handle in attractive chrome. May be padlocked to protect contents of freezer from unauthorized persons.

Adjustable Temperature Control—Provides setting for sharp freezing or zero storage.

Forced Air Cooled Power Unit—Plenty of reserve power to provide the extremely low temperatures required for freezing and storing frozen foods. Air cooled by fan which blows extracted heat away from freezer . . . resulting in more efficient even cold and lower operating cost.

Power Cord Safety Bracket—Prevents power cord from being accidentally disconnected from outlet, yet permits easy removal if desired.

Fits Through Standard 28" Doorway—Yes, with all its huge 18 cu. ft. capacity, this Philco 1955 is only 26½" deep from front to back, with freezer door removed . . . can be carried upright through any standard doorway 2 feet 4 inches wide. No need to remove door, frame or molding to bring this freezer into the home, which is often necessary to admit other freezers of this large capacity.



Refrigerated Shelves . . . Evenly Distribute Zero Cold Throughout Entire Freezer

Three full-width refrigerated shelves provide a large area for super-fast freezing in direct contact with any refrigerated surface. These shelves, plus refrigerating elements at top and bottom, evenly distribute the cold throughout the entire freezer interior.

Exclusive "Key Largo" Color Styling

Durable Permanently White Dulux Exterior

Corrosion Resistant Interior Finish

Glass or Mineral Wool Insulation Sealed in Thick, Air Tight Walls—It's Everlasting. Moisture and Vermin Proof

Welded Steel Cabinet

One-Piece Rubber Abutment Gasket Assures Tight Seal when Door is Closed. Prevents Escape of Cold Air and Sweating

Strong Oversize Hinges Built to Withstand Pressure and Wear

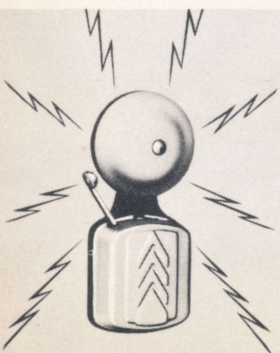
Polished Aluminum Front Shelves

Five Year Protection Plan

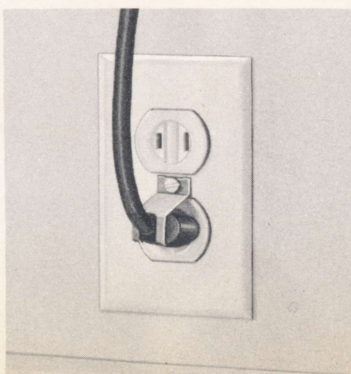
STORAGE CAPACITY	EXTERIOR DIMENSIONS
18.5 cubic feet net	66¼" high, 43¾" wide, 30¼" deep

Specifications subject to change without notice.

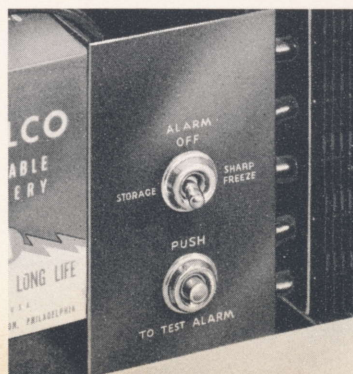
AUDIBLE ALARM SYSTEM



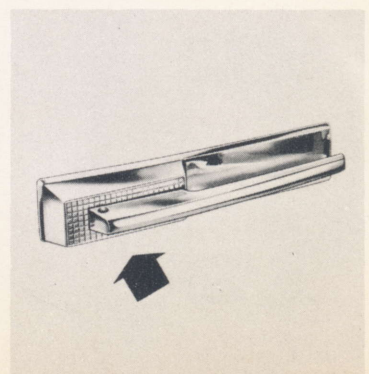
POWER CORD SAFETY BRACKET

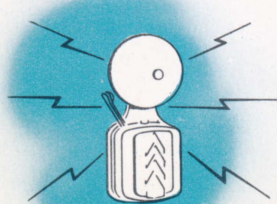


TEMPERATURE CONTROL



LATCH PROVIDES FOR PADLOCK





Audible Alarm System

PHILCO FREEZER

V-1455

Audible Alarm Protects Food Investment • Freezer Bar • Adjustable Shelf
Sliding Transfer Shelf • White Porcelain Interior • 14 cu. ft. Capacity.

PHILCO
V-1455
 UPRIGHT FREEZER



**Refrigerated Shelves
 Maintain True Zero
 Freezer Temperature
 at Lowest
 Operating Cost**

White Porcelain Interior—Entire interior is one piece . . . surfaced with double-thick gleaming white porcelain enamel. Rustless, stain-resistant and sanitary . . . unmatched for long time food protection.

Audible Alarm System—Bell rings automatically if temperature rises to 12° above zero. Gives a warning you can hear, even if freezer is in basement, garage or other distant location. Battery operated with push button to test the system. Will ring for 48 hours or until alarm is turned off.

Adjustable Full Shelf—May be raised or lowered in 5 different positions to facilitate insertion of bulky foods such as turkeys. Enables you to organize the contents of the freezer as your storage needs demand.

Sliding Transfer Shelf—Attached to the Adjustable Shelf, slides out to provide a temporary surface to hold foods while getting them out or placing them in freezer.

Exclusive Philco Freezer Bar—Deeply recessed storage door holds 48 cans of frozen juice or 30 frozen food packages. Transparent shelves of "Key Largo" color are removable for easy cleaning.

Two Sliding Storage Baskets—Sturdy, light-weight baskets of corrosion resistant wire have solid fronts. Handy for storing and carrying foods. Hold 36 lbs. of frozen foods. Refrigerated by freezing coils on bottom shelf of freezer.

Adjustable Temperature Control—Setting for "Sharp Freezing" or "Zero Storage." Also Alarm "On-Off."

Exclusive "Key Largo" Color Styling—Brings a new note of beauty to the kitchen with the same distinctive "Key Largo" color styling and beautiful appearance that have made Philco Refrigerators America's 3-to-1 favorite.

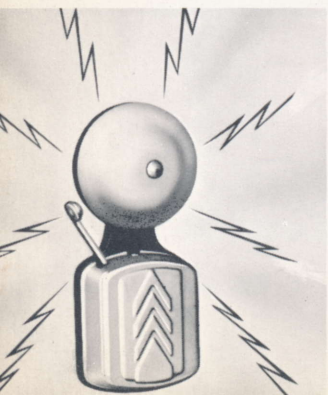
Closely spaced coils, attached to bottoms of 3 full shelves, plus refrigerated coils at top evenly distribute cold throughout freezer. Approximately 10½ sq. ft. of shelf area is available for quick freezing by direct contact with these refrigerated surfaces. The Philco Air Cooled Unit disperses the heat extracted from the food. The unit runs cooler and at lowest operating cost, as proved by actual side-by-side tests with other upright freezers of comparable size.

- Philco Super Power System—Hermetically Sealed
- Deluxe Chrome Handle Provides for Padlock
- Self-Closing Door Latch
- Power Cord Safety Clasp
- Adjustable Floor Levelers
- Durable, Permanently White Dulux Exterior
- Glass or Mineral Wool Insulation
- One-Piece Extruded Vinyl Gasket
- Door Stops at 135°
- Strong Oversize Hinges
- Five Year Protection Plan

STORAGE CAPACITY	EXTERIOR DIMENSIONS
14 cubic feet net	68¾" high, 33¾" wide, 29" deep

Specifications subject to change without notice.

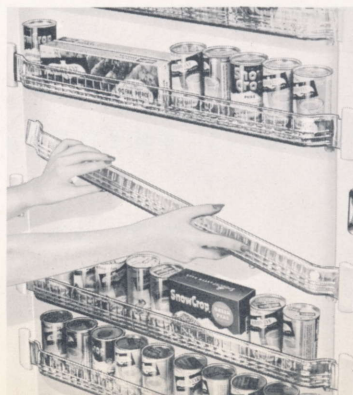
AUDIBLE ALARM SYSTEM



TRANSFER SHELF



PHILCO FREEZER BAR



STORAGE BASKETS





Bob Weber surveys stock of Philco Freezers assembled in his warehouse for delivery to customers.

Freezer Sales Soar for Philco Dealer with Establishment of Own Food Plan

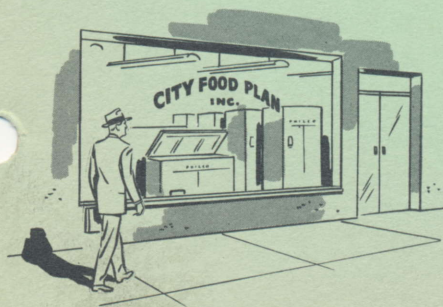
For Bob Weber of Columbus, Indiana, food plan selling boosts freezer sales from less than 2 per month to over 50 per month.

Until last Spring, freezers were just another appliance on the sales floor of Bob Weber's Columbus, Indiana, store. Every now and then someone would come in and want a freezer and Bob or one of his salesmen would sell it. This resulted in a total volume of 7 freezers sold in the first 5 months of 1954. Just an average job, you might say, for an appliance and

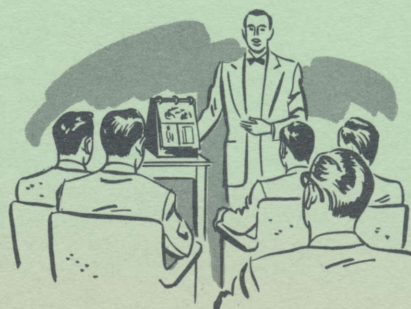
furniture store in a town of 18,000 population.

Then it happened—when Bob Weber was persuaded to take a good look at Philco's new freezer selling plan. Here he discovered for the first time the vital difference between retail store selling and specialty selling. And he made up his mind to create a new specialty selling organization for freezers—"City Food Plan, Inc."—completely separate from his established furniture and appliance business.

This meant he had to start from scratch, find a new crew of capable men and train them. But with the help



An independent food plan company was organized under the name of City Food Plan, Inc., and set up in a separate location.



Meetings with salesmen are held daily to discuss and iron out problems, exchange experiences, keep enthusiasm high.



The salesman actually trains himself, with the Philco Sales Training program. He finds out just what to say and why, by listening to the training records and reading the training booklets. He learns how to tell the story in his own words, with the help of the Philco flip chart book.

of Philco's complete sales training course, it was possible for the men to *sell* as they were trained. From the very first week sales started to come in. And in 3 to 4 weeks real volume was reached. Today, sales are averaging better than 50 freezers per month.

As Bob Weber will tell you, freezers are a big profitable business when sold properly. You sell—*not what a freezer is, but what it does* for your customer. You show how it enables a family to enjoy better food and pay for the freezer too, for just pennies a day more than they now spend for food alone.

It's a sound, business like proposition and you don't need any fancy promises or exaggerated claims to make people want it. But, as Bob will also tell you,

make sure your customers get value received for their money. Sell honestly and insist that your salesmen do likewise. Supply only top quality foods with an unconditional guarantee of satisfaction or replacement. Make good use of Philco prestige and reputation for quality products. Set up a financing plan that is fair to your customers, to your bank and to yourself. Be sure it's good enough to openly discuss with any customer.

With these three "F's"—the Food, the Freezer, the Financing, you have the ingredients of a successful food plan. The measure of your success then depends on *you* and your salesmen—how well you train yourselves—how determined you are to succeed in mastering this new technique in selling freezers.

Experience has proved that the best time and place to sell food plans is in the evening at the prospect's home, with both husband and wife present. You make the appointment beforehand, and they're expecting you. So the way is paved for you to set up your flip charts and get right down to business.



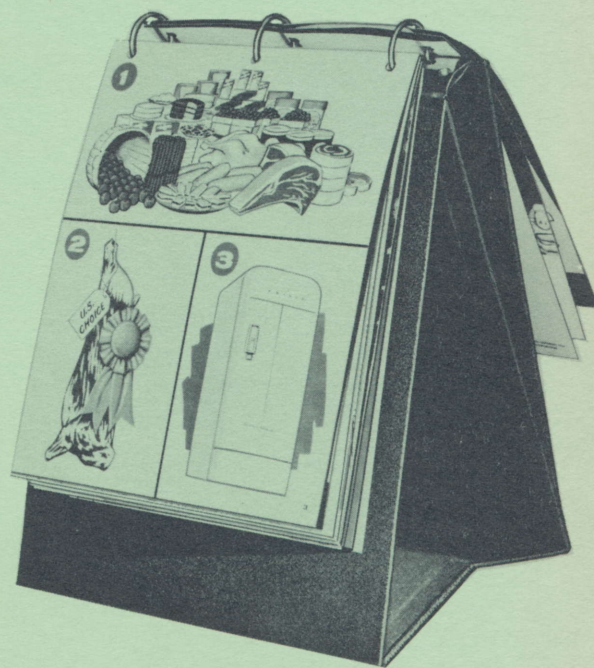
What is a Food Plan?

FOOD + FREEZER + FINANCING = A FOOD PLAN

The three "F's" of today's successful food plans are nothing new to the salesman who has sold freezers in the past. Formerly the homemaker bought only the freezer. The financing, if desired was worked out. Then, in a separate transaction she bought foods to fill the freezer. Now, it's turned around. She buys the food—a 4 to 6 month supply all at once, at real bargain prices—plus the Freezer to keep it in. She can afford *both*, because she can pay for both almost entirely with the money she is already spending for food alone.


Philco Freezer Training Program gives Dealers all the Answers to Food Plan Selling

- How to get good leads
- How to set up appointments
- Who are your best prospects
- Telephone Selling
- What to say and when to say it
- When and how to close
- The "professional" sales approach



The Philco Freezer Sales Training Program enables the Philco dealer to take advantage of the experience others have had with food plan selling. It shows what has worked and what hasn't worked—and tells why. It provides actual selling tools, as well as sales training

tools. For example, the handy loose-leaf book shown above is filled with flip charts that make the story easier for the salesman to remember, easier to tell and more interesting to hear. Yet each salesman tells the story in his *own words*—naturally and convincingly.



**HERE IS YOUR PHILCO
FREEZER SALES
TRAINING COURSE
of records and
lesson booklets**

This series of Philco Freezer Sales Training Records has been produced to help you increase your sales and increase your income. They have been prepared for you by a group of experts. The methods and procedures presented in these records have been tested . . . tried and proven. You can believe every fact stated, because every fact has been used . . . and works !

IT IS IMPORTANT THAT YOU LISTEN to the records. If you do, it is certain that you will improve your sales ability . . . secure more prospects and appointments . . . close more sales.

There are FOUR SIDES to the series . . . each side plays for about 20 minutes, less than eighty minutes in all. LISTEN TO ONE SIDE at a sitting . . . that's

under twenty minutes. Next listen to Side Two . . . then Three . . . then Four.

A LESSON BOOKLET accompanies each side. KEEP EACH BOOKLET BEFORE YOU AS YOU LISTEN, and follow the script as the speaker talks. This proven method will establish the new techniques in your mind.

Bob Weber's experience, described at the beginning of this folder, is one of many similar success stories from Philco dealers who have put this training program to work. YOU too will benefit from this intensive selling course in direct ratio to the effort YOU put into learning this method. The *more* you listen . . . the *faster* you learn this technique of selling . . . and the faster you will begin to enjoy increased income.

**Ask your Philco Distributor how you can get started
by setting up your own One Man Freezer Department**

PHILCO for '55

presents a great
new development in

FREEZERS



Introducing...
A brand new service for
the user...an exclusive new
selling appeal for the dealer

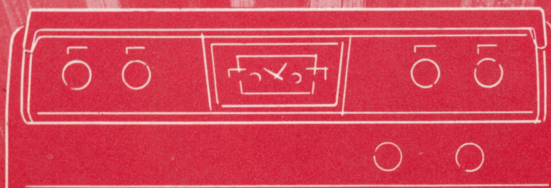
PHILCO Electric Ranges

HIGH

WIDE

and
Handsome

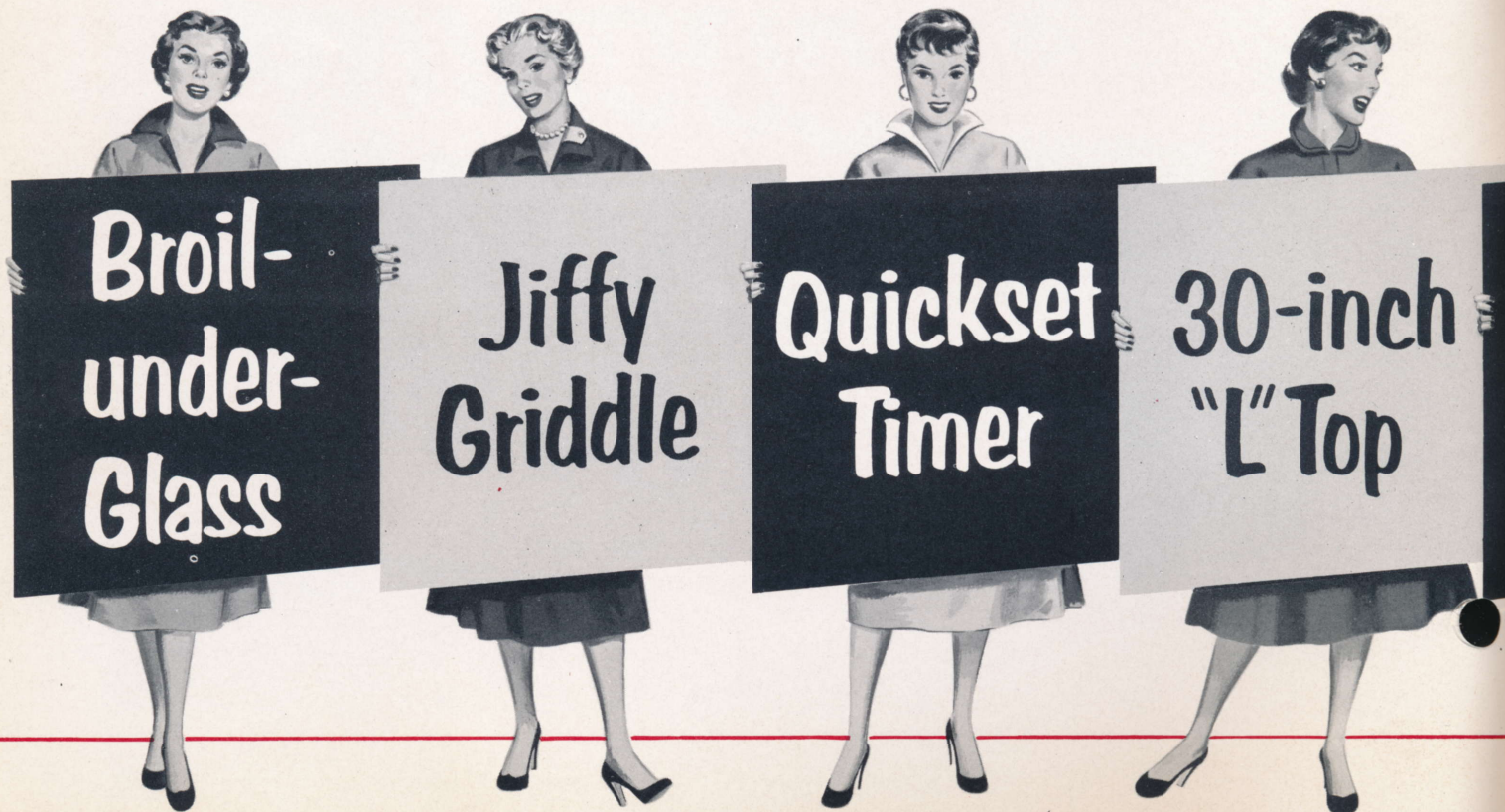
for 1955!



Again, for 1955,

The Great Electric Ranges are

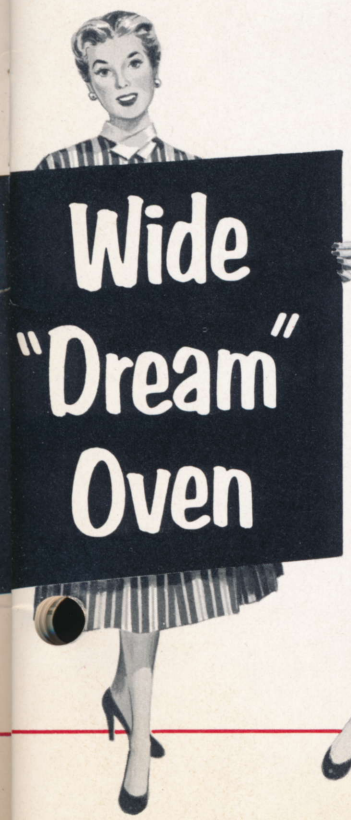
Year after year, since Philco entered the field, it has brought more genuinely new and useful developments to electric range design than anyone else in the industry. Today, the exclusive features on a Philco Electric Range offer more real service to the user and more sales appeal to the dealer than any other range on the market...



• Developments in pioneered by PHILCO!

Now
Philco
Research
scores
a new triumph...

for 1955, the
**GREATEST
COOKING
ADVANCE**
in History!



Read the News!



*Presenting
an electrical miracle with
built-in sales appeal...*



The amazing
Philco electric
ROASTMETER

A revolutionary development
from the Philco Laboratories that makes
every woman an expert cook *automatically!*



Every Woman wants it!

A vertical scale on the left side of the panel has four circular markers labeled 4, 3, 2, and 1 from top to bottom. A horizontal line is positioned between the 2 and 3 markers. Below the 1 marker is a solid black triangle pointing upwards.

4	LAMB, FRESH PORK
3	BEEF WELL CURED HAM
2	BEEF MED TENDER HAM
1	BEEF RARE PRE-COOKED MEATS

Roastmeter

only Philco Dealers have it...

Here's how
it works...

"I start my roast with the
Roastmeter in the meat, close the door,
then just watch the dial!"



*The Roastmeter inserted in the meat
registers on the control panel
exactly when the meat has cooked...
Rare, Medium or Well Done—*

**WITHOUT OPENING THE
OVEN DOOR**

It's the greatest thing that ever happened to any range! For the amazing new Philco Roastmeter is the first cooking control in history that makes it possible for any woman to cook a perfect roast *every time*, exactly the way she wants it—Rare, Medium, or Well Done—without guessing, and *without opening the oven door!*

Roast beef, ham, poultry, loin of pork—the kind of meat, its size, or shape makes no difference . . . a glance at the dial of the fabulous Philco Roastmeter, mounted in

plain view on the control panel, tells her exactly when the meat is ready to serve. There is no chance of disappointment at the dinner table . . . no underdone meat when you want it Rare . . . no overdone roast when you want it Medium. It's just right, every time.

All this happens *without opening the oven door*. You see the progress of the roast right on the control panel. It's the most wonderful aid to cooking ever developed. *It's simple! It's foolproof! It's terrific!*



**NO MORE
DOOR OPENING!**



**NO MORE
GUESSWORK!**



**NO MORE
FAILURES!**



A PERFECT ROAST EVERY TIME

...just the way you want it!

The Roastmeter inserted in the meat measures its internal temperature, accurately gauges the degree of "doneness" and registers it electrically on the dial on the control panel. Dial markings show the exact point at which various kinds of meats reach the desired degree of "doneness."

Every roast is perfect—the way you want it—every time!

Another Philco FIRST!

HIGH

WIDE

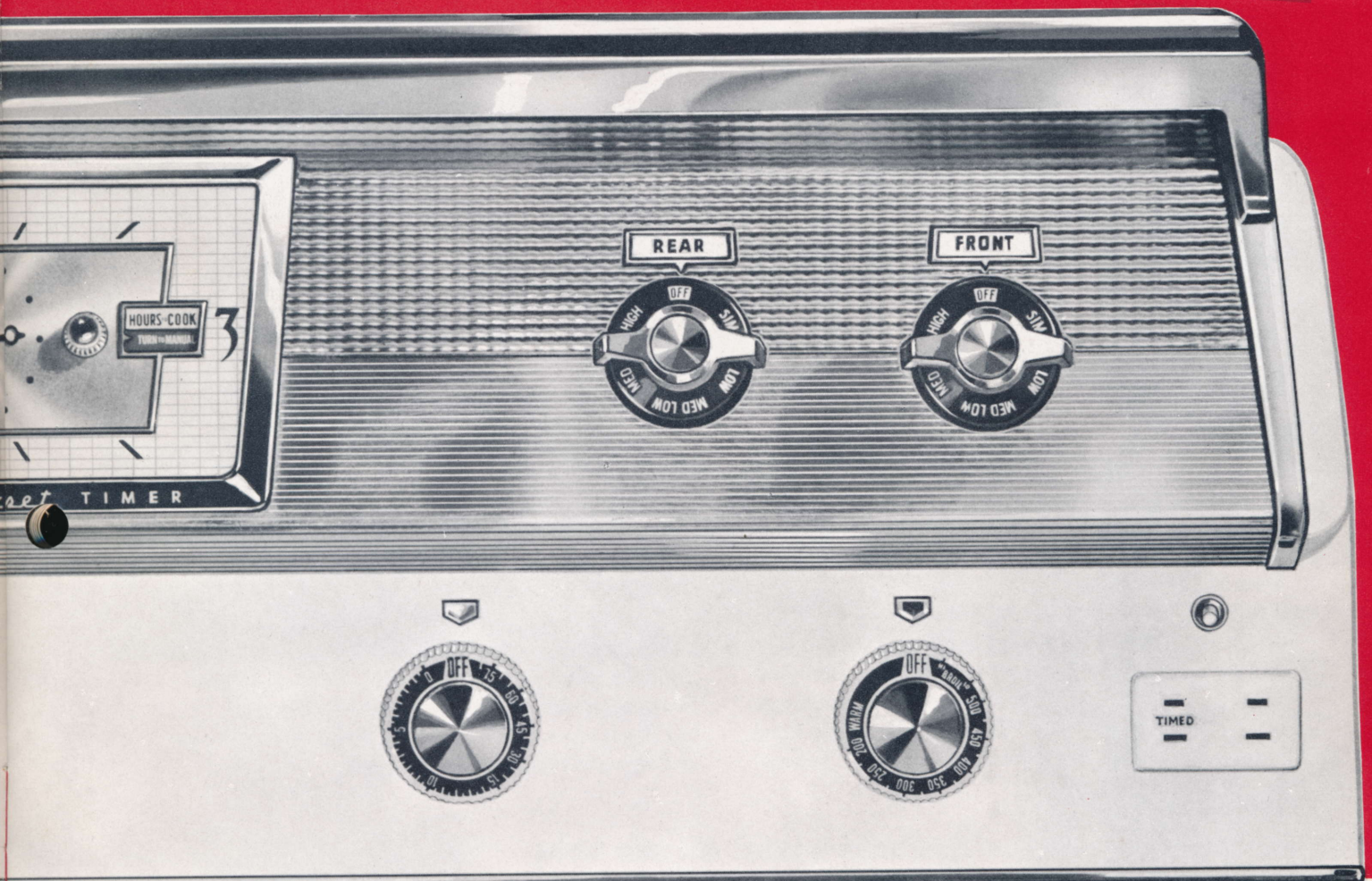


Philco sets the pace in Electric Range Design for 1955!

**Featuring the de luxe
HIGH CONTROL PANEL in every 40-inch
range for 1955 even at the lowest price!**

and

Handsome



From top to bottom, Philco Electric Ranges for 1955 give you the most luxurious line the industry has ever seen! With gleaming chrome hardware, and clean authentic styling, every Philco 40-inch boasts a *high control panel*—distinguishing mark of the de luxe range. Even your lowest-priced Philco 40-inch for 1955 has a “top-of-the-line” look . . . with recognizable quality and value unmatched by competition . . . makes your customer easier to sell because

Women want it—only Philco Dealers have it!

The sensational Sales Feature that caught
the Industry napping! The Philco

Wide "Dream" Oven

Easiest-to-use Wide Oven in a 40-inch Range!

The dramatic sales appeal of Philco's wide "Dream" Oven has been demonstrated from coast to coast! Everywhere it has been enthusiastically welcomed by women as the most advanced oven design in the Industry for a full-size range. It's the first oven they can reach into without getting burned . . . the first to give them enough *up-front* shelf space . . . and the first to provide the *extra* capacity they need for weekend and holiday baking.

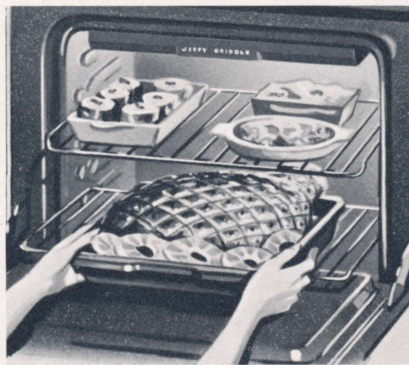
Nearly six square feet of shelf space . . . so big it holds *both* a large ham and a big turkey . . . with Philco "Dual Heating" that operates top and bottom elements *together* to assure uniform baking and browning in all 15 rack positions, in all parts of the oven . . . and so efficient it costs only about a penny an hour to operate.*

There's never been an oven to compare with the wonderful, wide Philco "Dream" Oven!



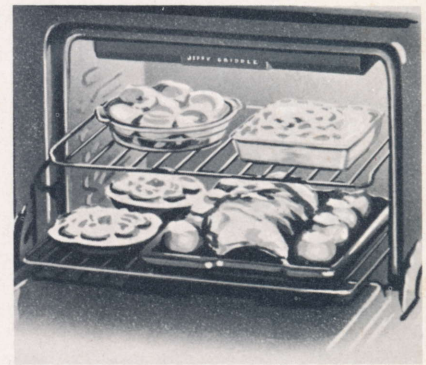
Easier to SEE into!

Exclusive Satin Titanium porcelain finish actually pulls more light into the open oven.



Easier to REACH into!

Greater width gives room at sides for both hands, even when handling a broiler pan.



Easier to USE!

Holds two large Angel food tins side by side on either rack—more *front* shelf space.

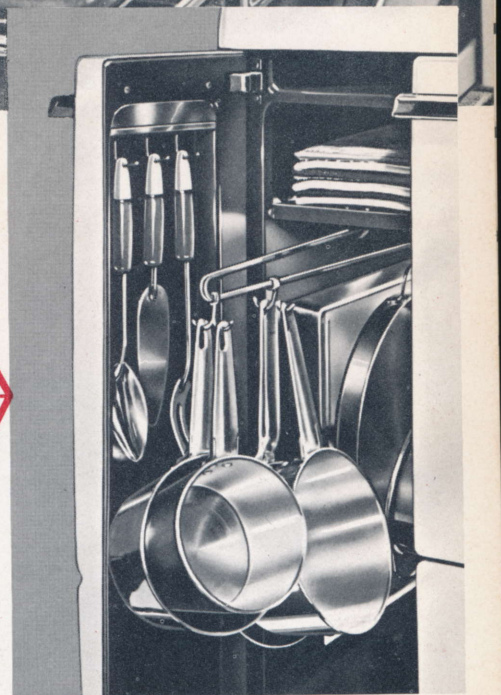
** At average national rates*



**50% WIDER than Conventional
40-inch Range Ovens . . .**

*plus the exclusive Sliding,
Hanging Storage Space
and Giant Drawer*

In addition to the "Dream" Oven, Philco gives you the most useful storage space ever built into any range, with hanging door hooks for utensils, shelves for pot-holders, a sliding rack for pots and pans, vertical storage space for trays and a giant drawer that glides on quiet Nylon rollers.



The wide "Dream" Oven is the most-wanted design in the Industry . . .

One of Philco's Greatest FIRSTS!

For 1955

Bigger... Wider... Better than Ever!

PHILCO'S EXCLUSIVE

"BROIL-UNDER-GLASS"

The only SMOKELESS broiling on any range!

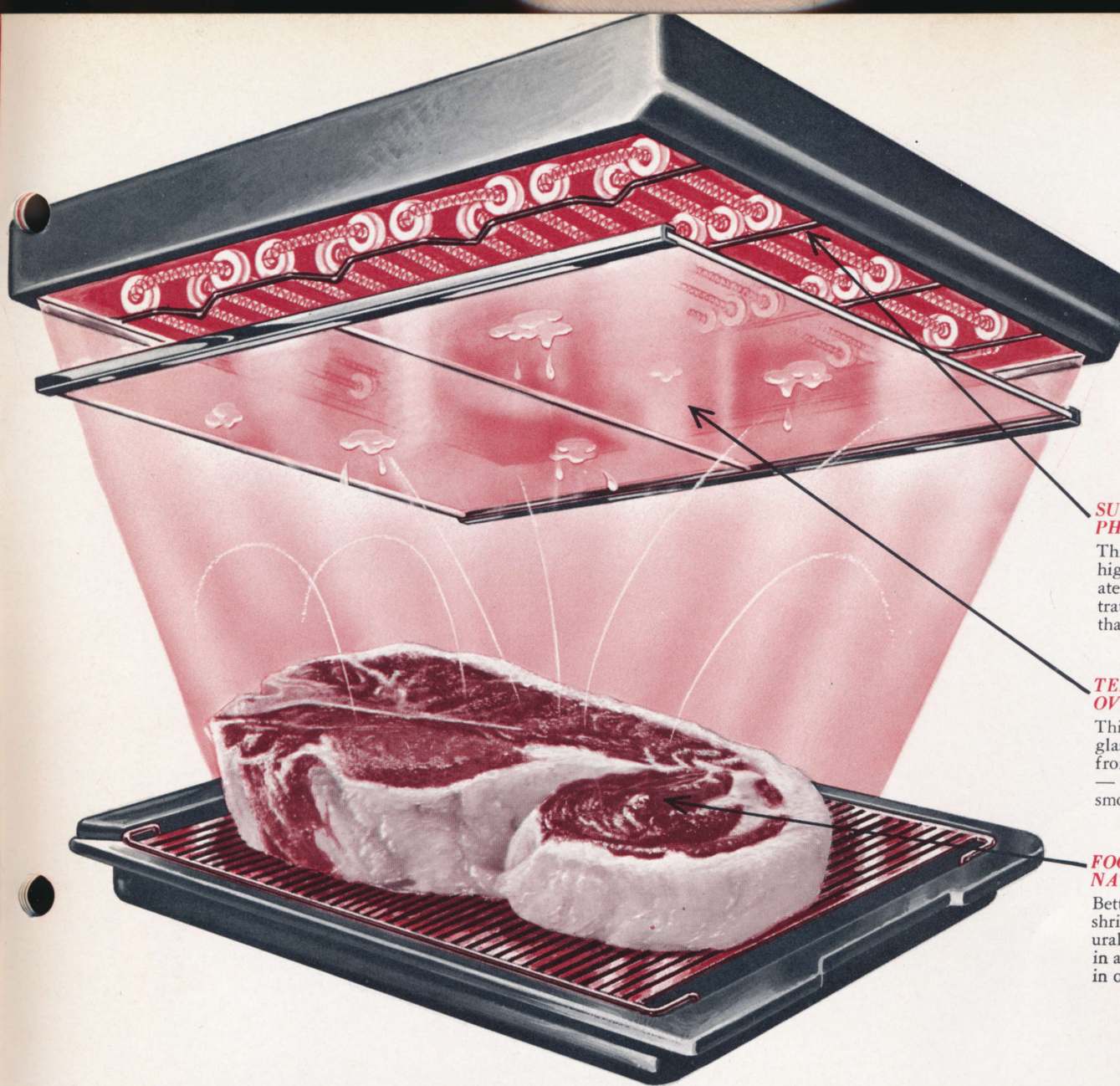
True smokeless broiling—without smoke, soot, or stain . . . juicier steaks and chops, with better flavor and less shrinkage—these are things every woman wants and appreciates, and can get only from you because no other range has Philco's exclusive "Broil-under-Glass". No other range can give these advantages because

the important feature that makes them possible is *patented*—Philco's oven glass shield that keeps grease from spattering up on the hot coils. That is why smokeless "Broil-under-Glass" is the most powerful single selling feature in the electric range business . . . and why it can mean greater sales for you.

**WOMEN
WANT IT...
Only
Philco Dealers
have it!**

2-SPEED JIFFY GRIDDLE...





**SUPER-FAST
PHILCO COILS**

This massive bank of high-speed coils radiates the flood of penetrating infra-red rays that do the broiling.

**TEMPERED
OVEN GLASS**

This tempered oven glass shields hot coils from splattering grease — ends the cause of smoke in broiling.

**FOOD HOLDS
NATURAL JUICES**

Better flavor and less shrinkage because natural juices are sealed in and don't dry out as in ordinary broiling.

Bigger... Wider... Better than Ever!

*Adds the Cooking Area
of 3 Surface Units!*

The biggest, handiest griddle in any electric range! Adds cooking area equal to *three* surface units, yet does not take away work space when in use, and stores out of the way. Has two speeds—HI, for pancakes, ham, grilled sandwiches; LO, for eggs. Edge grooves drain grease into twin wells at front for handy regreasing. Special velva-glaze finish is non-sticking, stays shiny bright.

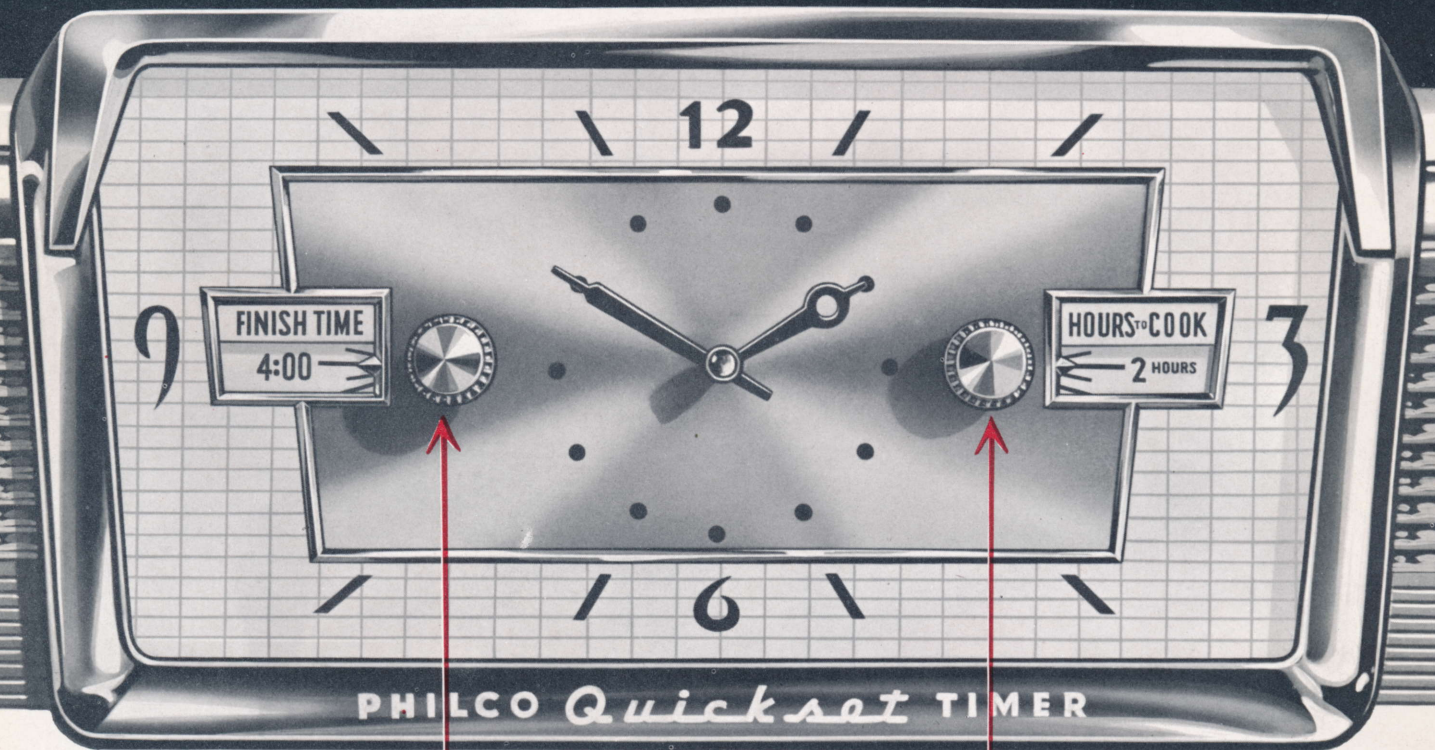
Washes as easily as a pan. One-piece cast aluminum griddle heats evenly; has no wires, coils, cracks, or crevices—washes like any pan.



Perfected after 5 years in Development

All-New 1955 PHILCO

Quickset Timer



1

Set Desired Meal Time

Turn left knob until the time you want cooking to end appears in left window.

2

Set Hours to Cook

Turn right knob until number of hours food is to cook appears in right window.

**The only
Automatic
Timer
that's easy to
understand
and use!**

Two Simple Motions do the Trick!

Philco's All-New 1955 Quickset Oven Timer is the last word in simplicity—the result of more than 5 years of continuous development. Just set two plainly marked knobs, and that's all. Even a young schoolgirl can understand and use it the first time she sees it. Compare this amazingly simple timing clock for automatic cooking with the complicated, confusing timers on practically all other electric ranges and you'll see why the Quickset Timer makes automatic cooking truly simple, at last. It's the easiest-to-use timer ever developed.

Women want it—only Philco Dealers have it!



New Jiffy-Lift Philco

Deep Well Cooker

with exclusive Time Minder Knob located on the Cooker lid to help you remember when the food will be cooked. This 6-quart kettle of heavy gauge aluminum has an adjustable trivet to let you put foods at four different levels, and cook several foods at the same time. The Jiffy-Lift converts to a fourth surface unit when the Deep Well Cooker is not in use.

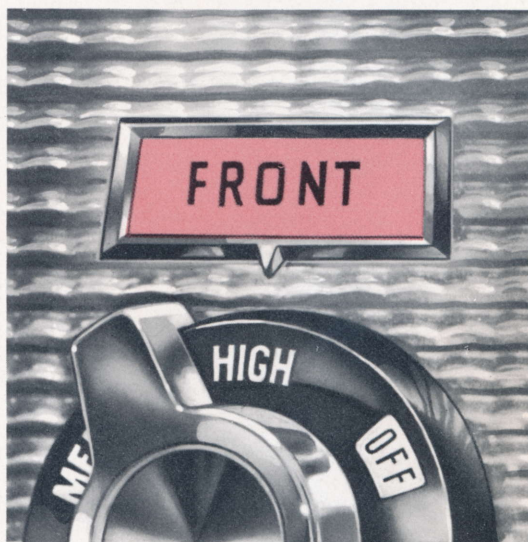
Only Philco has it!

Philco

Cook-by-Color Controls

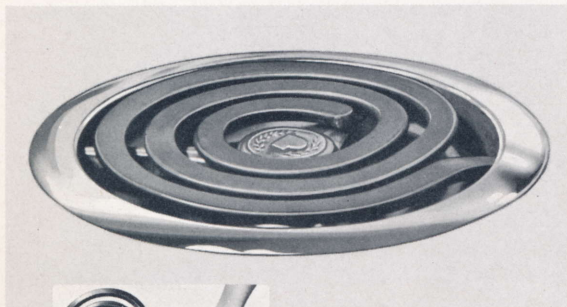
Simplify Surface Cooking

Cooking-by-Color is simpler because every heat has its own distinctive color, which can be seen across the kitchen—you can always tell which surface units are in use and how fast each unit is heating. Colors change as switch is turned: HIGH is Red . . . MEDIUM is Yellow . . . MEDIUM-LOW is Violet . . . LOW is Green . . . SIMMER is Blue.



Super Speed Philco Surface Units

No Faster Cooking on Any Range!



STANDS UP FOR EASY CLEANING

When spills happen, Philco coils lift clear while pan beneath is cleaned. De luxe pans remove easily for washing.

Philco Super Speed Surface Units take guesswork out of cooking by providing the same five heats for all units, and using the *entire coil* for each heat—HIGH, for fast start; MEDIUM, for large or open pan cooking; MEDIUM-LOW to maintain boiling; LOW, a gentle heat for delicate foods, and SIMMER, an economy heat that holds cooked foods at serving temperature. Each heat is uniform throughout the coil.

Philco Units Use Entire Coil at Every Heat



PHILCO

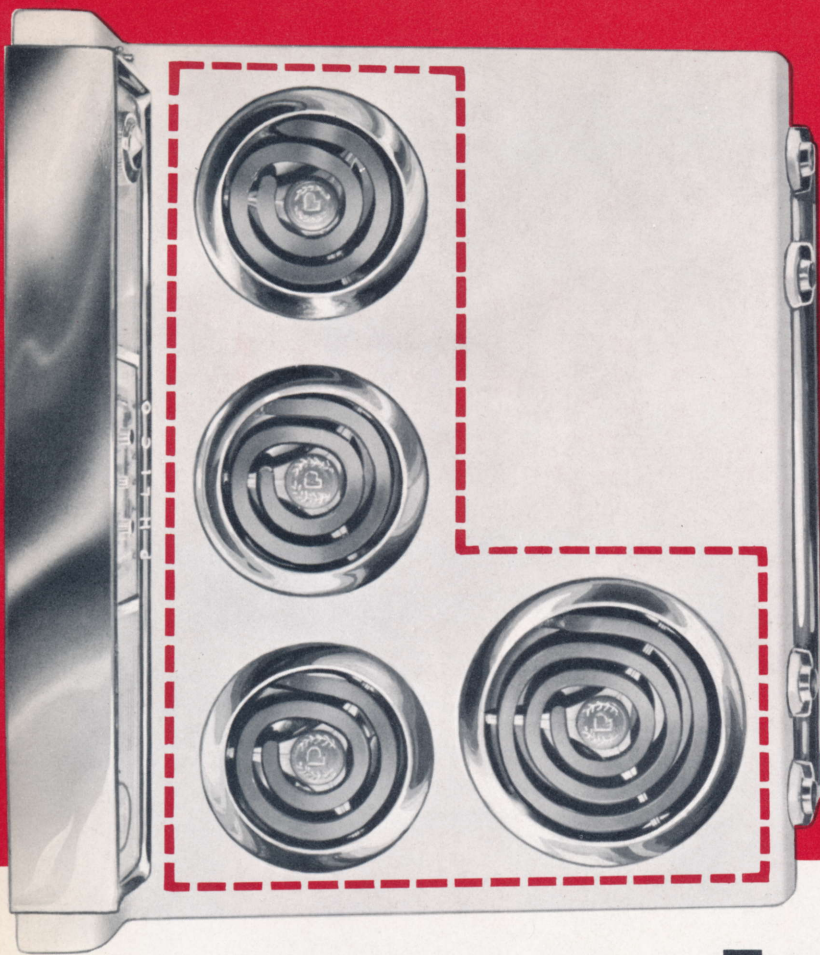


UNIT "A"



UNIT "B"

Unlike ordinary units "A" and "B", each Philco unit uses the *entire coil* at every heat, gives more even heat distribution and better cooking. Broad, flat Philco coils give up to 1/3 more pan contact, and do not warp when hot.



Exclusive America's 30-inch

Twice as much useful



ORDINARY 30-INCH RANGE

The conventional, divided-top 30-inch range has a work space only 8 to 10 inches wide. With surface units in use, this space becomes even smaller.



PHILCO 30-INCH RANGE

Gives a clean, uncluttered work space 18½ inches wide, a full *one-and-a-half feet!* The only 30-inch with work space as wide as that of a 40-inch.

Women have been quick to appreciate the basic improvement in 30-inch range design pioneered by Philco in the sensational "L" top that gives twice as much *useful* work space where the woman needs it—at the front of the range.

It's the only 30-inch on the market with a front work space as wide as that of a 40-inch! And it's the only 30-inch range that can hold its broiler pan on top with all surface units in use. Remember, the principal reason women buy up from a 20-inch to a 30-inch is to get more work space—NO ONE GIVES THEM SO MUCH AS PHILCO IN A 30-INCH RANGE.

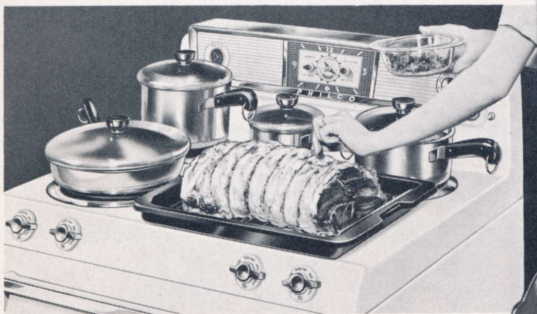
*No other 30-inch Range
offers so many de luxe*

- "Broil-under-Glass"
- Wide "Dream" Oven
- Super Speed Cooking
- Appliance Outlet
- Full-Width Storage Drawer
- Automatic Oven Timer-Clock
- Automatic Oven Light
- Range Top Floodlight
- Full-Width Chrome Hardware

Philco "L" Top makes this

Most Advanced Range!

Work Space!



Philco's exclusive "L" top design makes this the only 30-inch range with enough work space to hold its broiler pan when all surface units are in use.



Model 355

features!

- Automatic Preheat Thermostat
- Surface Unit Indicator Light
- De luxe Broiler Pan and Rack

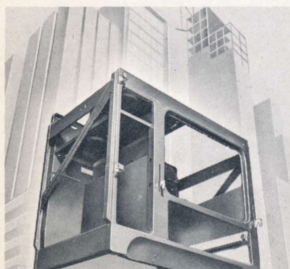
Women want it—

only Philco Dealers have it!

Feature Round-Up...1955

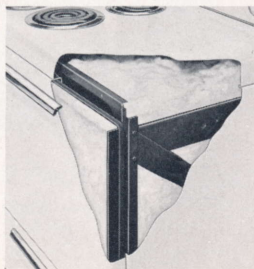
MODEL NUMBER	OVEN						AUTOMATIC PREHEAT THERMOSTAT	AUTOMATIC OVEN TIMER-CLOCK
	ROAST METER	WIDE "DREAM" OVEN 6624 cu. in.	BANQUET OVEN 5435 cu. in.	TWO OVENS Total Capacity 8735 cu. in.	"BROIL-UNDER GLASS"	AUTOMATIC INTERIOR LIGHT		
40-inch MODEL 859	YES	—	YES	YES	YES	YES	YES	—
40-inch MODEL 459	YES	YES	—	—	YES	YES	YES	—
40-inch MODEL 458	—	YES	—	—	YES	YES	YES	—
40-inch MODEL 457	—	YES	—	—	YES	YES	YES	—
40-inch MODEL 455	—	YES	—	—	YES	YES	YES	YES
40-inch MODEL 454	—	YES	—	—	YES	—	YES	YES
40-inch MODEL 452	—	YES	—	—	—	—	YES	—
30-inch MODEL 355	—	YES	—	—	YES	YES	YES	YES
30-inch MODEL 353	—	YES	—	—	—	—	YES	—
20-inch MODEL 255	—	—	YES	—	—	—	YES	—

Plus a group of construction features



SKYSCRAPER CONSTRUCTION

Full-frame understructure carries entire weight—makes Philco the easiest electric range to service.



FIBERGLAS INSULATION

Most efficient insulation of all. Doesn't settle or sag with age, always stays cool. Saves heat loss.



UNDERWRITERS' ZERO-RATING

Every Philco Electric Range may be installed right against wood walls or cabinets—no scorching.

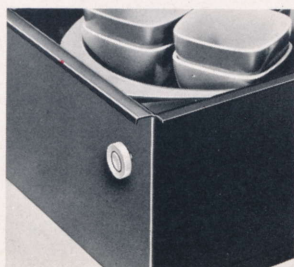
PHILCO Electric Ranges

CONTROLS			SURFACE COOKING							STORAGE	
AUTOMATIC QUICKSET TIMER-CLOCK	INTERVAL TIMER	COOK-BY-COLOR CONTROLS	2-SPEED JIFFY GRIDDLE	SUPER SPEED UNITS with Removable Pans	DEEP WELL COOKER	JIFFY LIFT with TIMEMINDER LID	APPLIANCE OUTLET	SURFACE UNIT INDICATOR LIGHT	TABLE TOP FLOOD-LIGHT	STORAGE COMPARTMENT	STORAGE DRAWER
YES	2-SPEED ELECTRIC	YES	YES	YES	—	—	TWO (One Timed)	YES	YES	—	YES (Two)
YES	2-SPEED ELECTRIC	YES	YES	YES	YES	YES	TWO (One Timed)	YES	YES	YES (Sliding pan rack)	YES
YES	1-SPEED MECHANICAL	YES	YES	YES	YES	YES	TWO (One Timed)	YES	YES	YES (Sliding pan rack)	YES
YES	1-SPEED MECHANICAL	—	YES	YES	YES	YES	TWO (One Timed)	YES	YES	YES (Sliding pan rack)	YES
—	—	—	YES	YES	YES	STANDARD LID	TWO	—	YES	YES	YES
—	—	—	—	YES	YES	—	TWO	—	YES	YES	YES
—	—	—	—	STANDARD UNITS	YES	—	TWO	—	—	YES	YES
—	—	—	—	YES	—	—	ONE	YES	YES	—	YES
—	—	—	—	STANDARD UNITS	—	—	ONE	—	YES	—	—
—	—	—	—	STANDARD UNITS	—	—	ONE	—	—	—	—

unmatched by any other range!

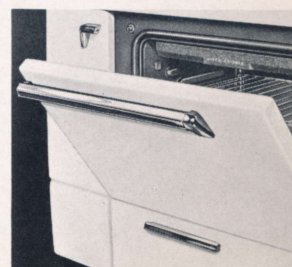
TITANIUM PORCELAIN

All Philco Range white exterior surfaces are lifetime titanium porcelain. Resist spots, stains, and acids for life.



NYLON ROLLERS

Philco storage drawers glide smoothly on quiet, rustproof Nylon rollers. Drawers have safety stops.



BALANCED OVEN DOORS

Philco doors are counterbalanced to close tightly without slamming. Self-sealing design cuts heat loss.

Now you're set to ride

HIGH

WIDE

and
Handsome

*with Philco Electric Ranges
in 1955!*

PHILCO

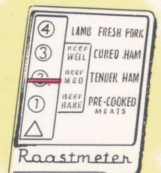
Electric Ranges

1955



PHILCO ELECTRIC RANGE **459**

"Broil-under-Glass" • Jiffy Griddle • Cook-by-Color Controls • Wide
6624 cubic inch "Dream" Oven • Quickset Timer • Door Storage.



with
PHILCO
Roastmeter

"I start my roast with the Roastmeter in the meat, close the door, then just watch the dial!"



The Amazing New PHILCO Electric ROASTMETER

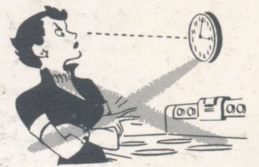
Featured in Two-Oven 859 and Philco "Dream" Oven 459

Now, for the first time, any woman can cook a perfect roast exactly the way she wants it without guessing and *without opening the oven door!* The amazing Philco Roastmeter, mounted in plain view on the control panel, lets you watch the progress of the roast *on the dial.* It registers electrically the degree of "done-ness" as the meat cooks and tells you *exactly* when it's rare, medium or well-done. You're sure of a perfect roast, just the way you want it, *every time!* No more underdone or overdone meats, no failures, no disappointments. It's the most wonderful aid to successful cooking ever invented.

Another Philco FIRST! And only Philco has it!



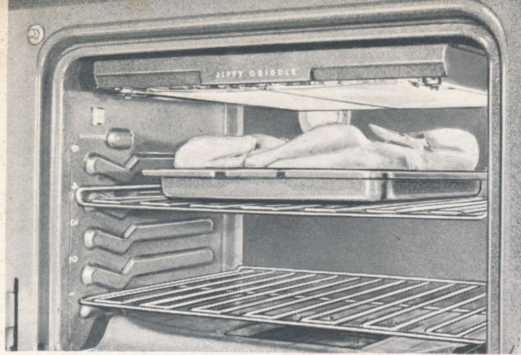
NO MORE DOOR OPENING!



NO MORE GUESSWORK!



NO MORE FAILURES!



Exclusive "Broil-Under-Glass" — True *smokeless* broiling because tempered oven glass shields hot coils from spattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

PLUS these other exclusive Philco features:

Exclusive 2-Speed Jiffy Griddle—The largest griddle on any electric range! Adds cooking area of 3 surface units yet doesn't take away work space when in use. Two speeds—HI, for pancakes, ham, sausage; LO, for eggs. Edge grooves drain grease into twin wells at front for handy regreasing. One-piece aluminum griddle heats evenly, has no cracks or crevices, cleans easily.

Exclusive Quickset Timer-Clock—The easiest-to-use oven timer ever developed for automatic cooking. Set one knob for the number of hours the food must cook; set the other knob for your desired meal time—then leave it. The oven turns itself ON automatically and OFF automatically when the meal is ready. Timer also operates the "Timed" appliance outlet.

Philco Cook-by-Color Controls—Tell you at a glance, even from across the kitchen, what surface units are on and what heat is in use on each unit. Each of the five cooking heats has its own identifying color which appears automatically on the control panel when you turn the switch to that heat. Simplifies cooking and saves you time.

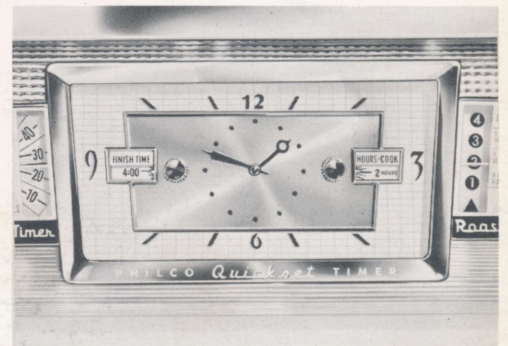
2-Speed Electrical Interval Timer—Knob turned to right gives time by 5-minute intervals from 0 to 60 minutes; to left, gives time by half-minute intervals from 1 to 12 minutes for accurate timing of eggs, pressure cooker, frozen vegetables, etc. Large, easy-to-read numbers.

Super Speed Philco Surface Units with de luxe Removable Pans
2 Appliance Outlets—1 "Timed"
Full-Width Range Top Floodlight
Chrome Condiment Shelf

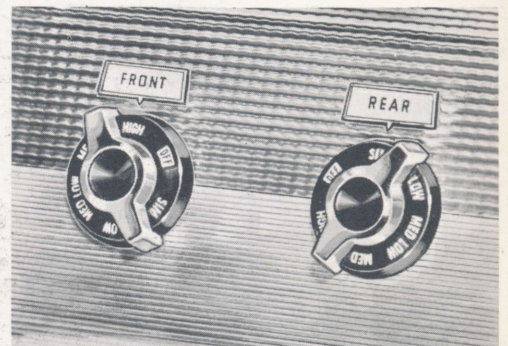
Automatic Oven Interior Light
Oven "ON-OFF" Indicator Light
Generous Pan Storage Facilities
Leveling Gliders



2-SPEED JIFFY GRIDDLE



QUICKSET TIMER-CLOCK



COOK-BY-COLOR CONTROLS

ELECTRICAL DATA

PHILCO 459

Maximum Connected Load 12.1 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast, Preheat	1000 W.	3500 W.
Broil, Griddle—LO	2500 W.	OFF
Broil, Griddle—HI	3500 W.	OFF

DEEP WELL	Jiffy Lift Unit
	1250 W.

SURFACE UNITS	(2) 6-inch	(1) 8-inch
High (Red)	1450 W.	2100 W.
Medium (Yellow)	650 W.	900 W.
Medium Low (Violet)	360 W.	525 W.
Low (Green)	160 W.	225 W.
Simmer (Blue)	90 W.	130 W.

ELECTRICAL DATA

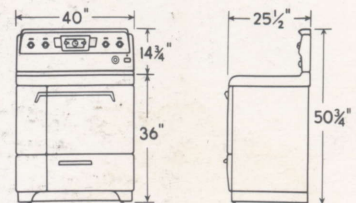
PHILCO 859

Maximum Connected Load 15.2 KW.

BANQUET OVEN	Upper Unit	Lower Unit
Bake, Roast, Preheat	1300 W.	3000 W.
Broil, Griddle—LO	2200 W.	OFF
Broil, Griddle—HI	3500 W.	OFF

THRIFT OVEN	Upper Position	Lower Position
	2500 W.	2500 W.

SURFACE UNITS	(2) 6-inch	(2) 8-inch
High (Red)	1450 W.	2100 W.
Medium (Yellow)	650 W.	900 W.
Medium Low (Violet)	360 W.	525 W.
Low (Green)	160 W.	225 W.
Simmer (Blue)	90 W.	130 W.



PHILCO 459 OVEN SIZE

"DREAM" OVEN: 23" x 16" x 18"—6624 cu. in.

SHIPPING WEIGHT—Approx. 330 lbs.

PHILCO 859 OVEN SIZE

BANQUET OVEN: 16 1/2" x 17" x 19 3/4"—5435 cu. in.

THRIFT OVEN: 16" x 10 3/4" x 19 3/4"—3300 cu. in.

SHIPPING WEIGHT—Approx. 360 lbs.

BOTH MODELS • STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C.

OVEN LIGHT BULB 25 W. • FLOODLIGHT BULBS 30W.

Specifications subject to change without notice

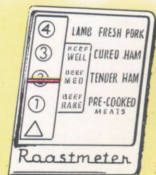
OUTSIDE DIMENSIONS
Same for both models



TWO OVENS
PHILCO ELECTRIC RANGE 859

Thrift Oven: For speed and economy in cooking. Has automatic pre-heat thermostat, satin titanium finish.

Banquet Oven: Holds huge turkey, roast, or 12 lbs. of bread. Automatic oven light, preheat thermostat.



with
PHILCO
 Roastmeter

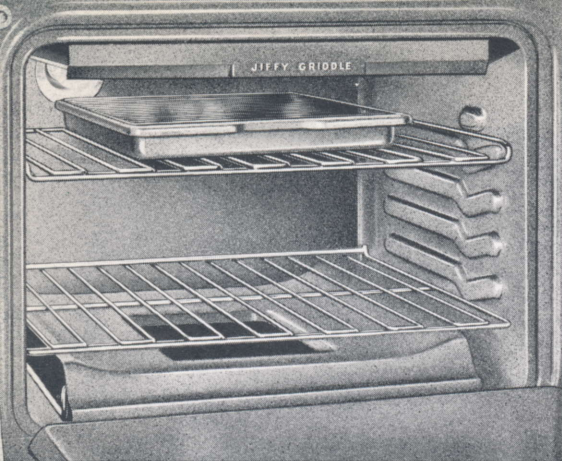


PHILCO ELECTRIC RANGE **458**

"Broil-under-Glass" • Jiffy Griddle • Quickset Timer-Clock • Wide
6624 cu. in. "Dream" Oven • Deep Well Cooker with Jiffy Lift Unit.



with
PHILCO
Cook-by-Color Controls



SUPER-WIDE "DREAM" OVEN

PHILCO 458 ELECTRIC RANGE

The Easiest-to-use Wide Oven in a 40-inch Range—Philco's giant "Dream" Oven has nearly 50% more front shelf space and 1/5th greater capacity than usual full-size ovens. So big it holds *both* a ham and a big turkey, or the biggest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate!* Automatic preheat—no double setting. "Dual Heating" provides same even heat in all 15 rack positions. Automatic oven interior light.

**At average national rates*

Exclusive "Broil-Under-Glass"—True *smokeless* broiling because tempered oven glass shields hot coils from spattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

Exclusive 2-Speed Jiffy Griddle—The largest griddle on any electric range! Adds cooking area of 3 surface units yet doesn't take away work space when in use. Two speeds—HI, for pancakes, ham, sausages; LO, for eggs. Edge grooves drain grease into twin wells at front for handy regreasing. One-piece aluminum griddle has no cracks or crevices; cleans easily.

Philco Cook-by-Color Controls—Tell you at a glance, even from across the kitchen, which surface units are on and what heat is in use on each unit. Each of the five cooking heats has its own identifying color which appears automatically on the control panel when you turn the switch to that heat. Simplifies cooking and saves you time.

Exclusive Quickset Timer-Clock—The easiest-to-use oven timer ever developed for automatic cooking. So simple a child can use it. Set one knob for the number of hours the food must cook; set the other knob for your desired meal time—*then leave it*. The oven turns itself ON automatically and OFF automatically when the meal is ready. Timer also operates the "Timed" appliance outlet. The big jeweled clock-face is handsome and easy to read.

Super Speed Philco Surface Units with de luxe Removable Pans
2 Appliance Outlets—1 "Timed"
Full-width Range Top Floodlight
Automatic Oven Interior Light

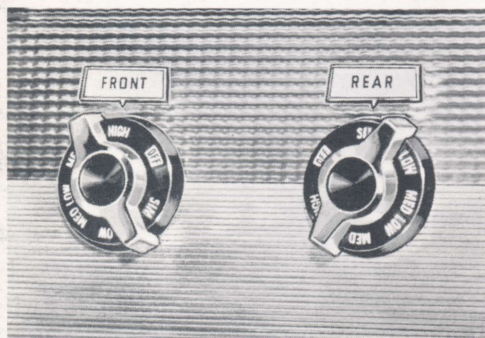
Deep Well Cooker with Jiffy Lift Unit and Time Minder Knob
Chrome Condiment Shelf
Storage Drawer and Compartment with Door Storage, Sliding Rack



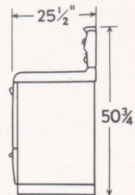
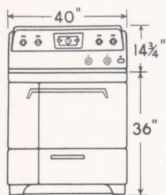
SMOKELESS "BROIL-UNDER-GLASS"



2-SPEED JIFFY GRIDDLE



COOK-BY-COLOR CONTROLS



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx.
330 lbs.

Specifications subject to change without notice

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • OVEN LIGHT BULB 25W.
FLOODLIGHT BULB 30 W. • MAXIMUM CONNECTED LOAD 12.1 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast, Preheat	1000 W.	3500 W.
Broil, Griddle—LO	2500 W.	OFF
Broil, Griddle—HI	3500 W.	OFF

DEEP WELL	Jiffy Lift Unit 1250 W.
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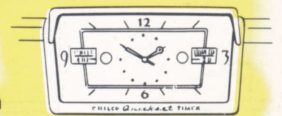
SURFACE UNITS	6-inch	8-inch
High	1450 W.	2100 W.
Medium	650 W.	900 W.
Medium Low	360 W.	525 W.
Low	160 W.	225 W.
Simmer	90 W.	130 W.

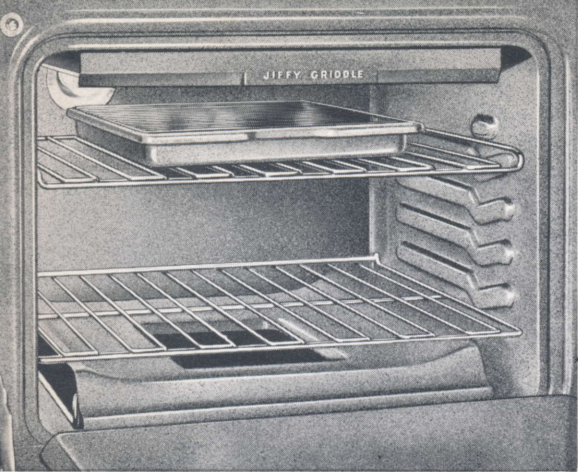


PHILCO ELECTRIC RANGE **457**

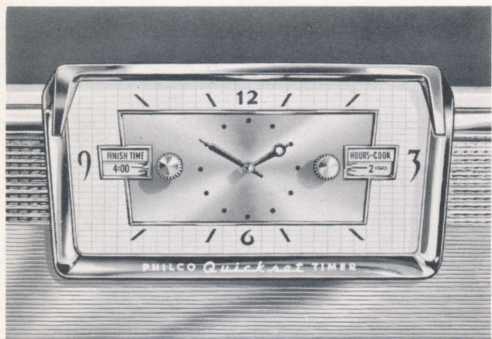
"Broil-under-Glass" • Jiffy Griddle • Wide 6624 cu. in. "Dream" Oven • Deep Well Cooker • Super Speed Philco Surface Units.

with
PHILCO
 Quickset Timer-Clock

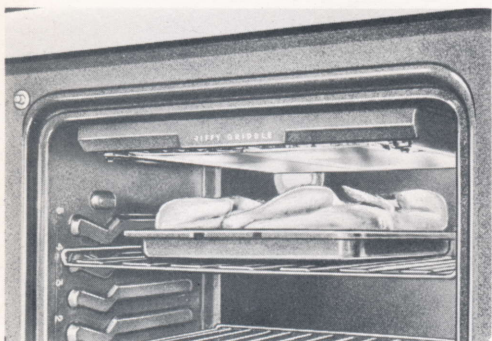




SUPER-WIDE "DREAM" OVEN



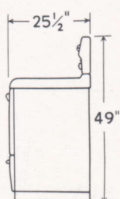
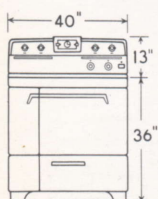
QUICKSET TIMER-CLOCK



SMOKELESS "BROIL-UNDER-GLASS"



2-SPEED JIFFY GRIDDLE



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx.
330 lbs.

Specifications subject to change without notice

PHILCO 457 ELECTRIC RANGE

The Easiest-to-use Wide Oven in a 40-inch Range—Philco's giant "Dream" Oven has nearly 50% more front shelf space and 1/5th greater capacity than usual full-size ovens. So big it holds *both* a ham and a big turkey, or the biggest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Automatic preheat—*no double setting*. "Dual Heating" provides same even heat in all 15 rack positions. Automatic oven interior light.

**At average national rates*

Exclusive Quickset Timer-Clock—The easiest-to-use oven timer ever developed for automatic cooking. Set one knob for the number of hours the food must cook; set the other knob for your desired meal time—then leave it. The oven turns itself ON automatically and OFF automatically when the meal is ready. Timer also operates the "Timed" Appliance outlet.

Exclusive "Broil-Under-Glass"—True *smokeless* broiling because tempered oven glass shields hot coils from spattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

Exclusive 2-Speed Jiffy Griddle—The largest griddle on any electric range! Adds cooking area of 3 surface units yet doesn't take away work space when in use. Two speeds—HI, for pancakes, ham, sausage; LO, for eggs. Edge grooves drain grease into twin wells at front for handy regreasing. One-piece aluminum griddle heats evenly, has no cracks or crevices, cleans easily.

6-Quart Deep Well Cooker with Time Minder Jiffy Lift Unit—The perfect kettle for soups, stews, deep fat frying, sterilizing bottles, etc. Made of heavy aluminum. Equipped with adjustable trivet that lets you cook several foods at the same time. Recessed to hold heat, maintain cooking, or to keep food at serving temperature with least current consumption. Jiffy Lift becomes fourth surface cooking unit when needed. Time Minder Knob on lid helps you remember the correct finish time for your food.

Surface Unit Indicator Lights
Range Top Floodlights
2 Appliance Outlets—1 "Timed"
De luxe Broiler Pan and
Reversible Chrome Rack

Super Speed Philco Surface Units
with de luxe Removable Pans
De luxe Chrome and Copper Trim
Compartment with Door Storage
plus Sliding Pan Rack

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • OVEN LIGHT BULB 25W.
FLOODLIGHT BULBS 80 W. • MAXIMUM CONNECTED LOAD 12.1 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast, Preheat	1000 W.	3500 W.
Broil, Griddle—LO	2500 W.	OFF
Broil, Griddle—HI	3500 W.	OFF

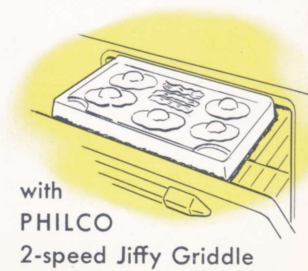
DEEP WELL	Jiffy Lift Unit 1250 W.
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SURFACE UNITS	6-inch	8-inch
High	1450 W.	2100 W.
Medium	650 W.	900 W.
Medium Low	360 W.	525 W.
Low	160 W.	225 W.
Simmer	90 W.	130 W.

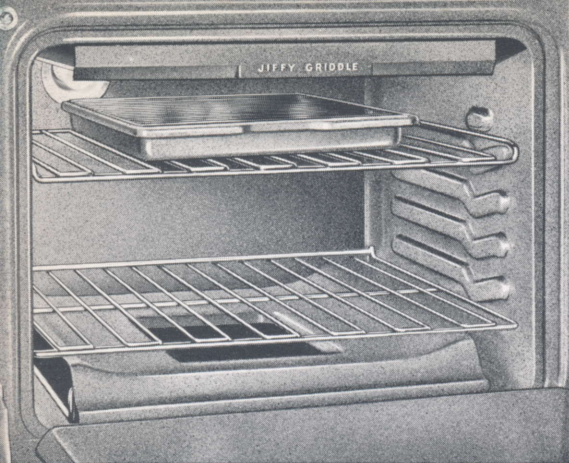


PHILCO ELECTRIC RANGE 455

"Broil-under-Glass" • Wide 6624 cu. in. "Dream" Oven • Super Speed Philco Surface Units • Deep Well Cooker with Jiffy Lift Unit.



with
PHILCO
2-speed Jiffy Griddle



SUPER-WIDE "DREAM" OVEN

PHILCO 455 ELECTRIC RANGE

The Easiest-to-use Wide Oven in a 40-inch Range—Philco's giant "Dream" Oven has nearly 50% more front shelf space and 1/5th greater capacity than usual full-size ovens. So big it holds *both* a ham and a big turkey, or the biggest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Automatic preheat—*no double setting*. "Dual Heating" works top and bottom elements together to provide same even heat in all 15 rack positions. Automatic oven interior light. *At average national rates

Exclusive 2-Speed Jiffy Griddle—The largest griddle on any electric range! Adds cooking area of 3 surface units yet doesn't take away work space when in use. Two speeds—HI, for pancakes, ham, sausage; LO, for eggs. Edge grooves drain grease into twin wells at front for handy regreasing. One-piece aluminum griddle has no cracks or crevices—cleans easily.

Exclusive "Broil-Under-Glass"—True *smokeless* broiling because oven glass shields hot coils from splattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

6-Quart Deep Well Cooker with Jiffy Lift Unit—The perfect kettle for soups, stews, pot roasts, cereals, deep fat frying, steaming, sterilizing bottles, etc. Made of sturdy, heavy gauge aluminum, and equipped with adjustable trivet that lets you place foods at four different levels, and cook several foods at the same time. Recessed in range to conserve heat, maintain cooking, or to hold food at serving temperature with least current consumption. *When cooker is not used*, Jiffy Lift Unit raises easily to range-top level, and becomes a fourth Surface Cooking Unit.

Automatic Oven Interior Light—Floods the oven interior with light automatically when door is opened. No glare, because the light is positioned so it does not shine in eyes.

Super Speed Philco Surface Units
with de luxe Removable Pans
Automatic Oven Timer and Clock
Double Appliance Outlet
Oven "On-Off" Indicator Light

Storage Compartment and Drawer
with quiet Nylon Rollers
Range Top Floodlight
Automatic Preheat Thermostat—
with WARM position

ELECTRICAL DATA

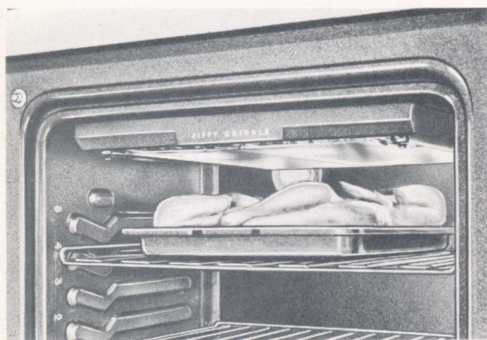
STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • OVEN LIGHT BULB 25 W.
FLOODLIGHT BULB 40 W. • MAXIMUM CONNECTED LOAD 12.1 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast, Preheat	1000 W.	3500 W.
Broil, Griddle—LO	2500 W.	OFF
Broil, Griddle—HI	3500 W.	OFF
DEEP WELL	Jiffy Lift Unit 1250 W.	

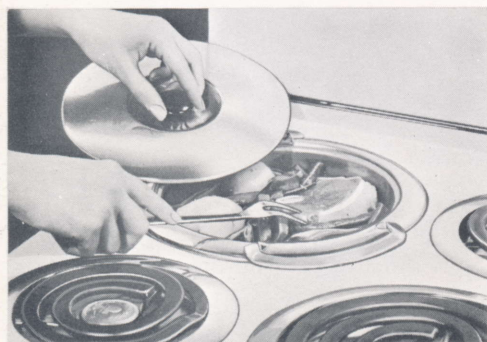
SURFACE UNITS	6-inch	8-inch
High	1450 W.	2100 W.
Medium	650 W.	900 W.
Medium Low	360 W.	525 W.
Low	160 W.	225 W.
Simmer	90 W.	130 W.



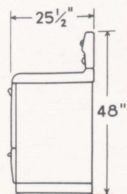
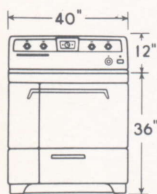
2-SPEED JIFFY GRIDDLE



SMOKELESS "BROIL-UNDER-GLASS"



JIFFY-LIFT DEEP WELL COOKER



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx.
320 lbs.

Specifications subject to change without notice

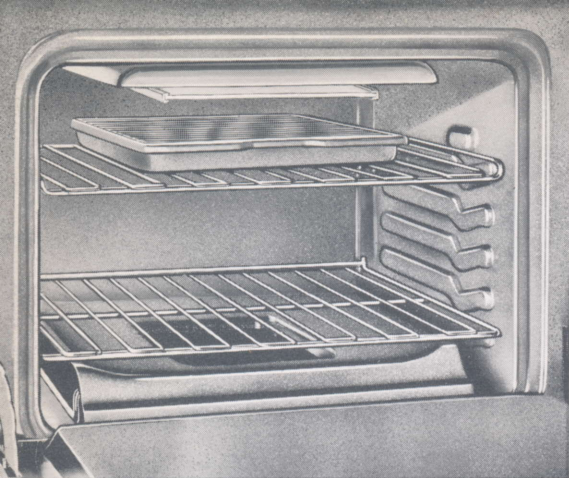


PHILCO ELECTRIC RANGE **454**

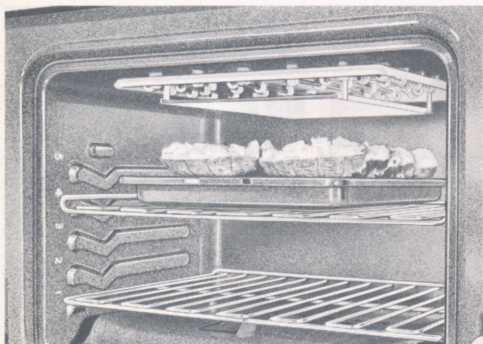
Wide 6624 cu. in. "Dream" Oven • Automatic Oven Timer-Clock
Deep Well Cooker • Super Speed Surface Units • Rangetop Light.



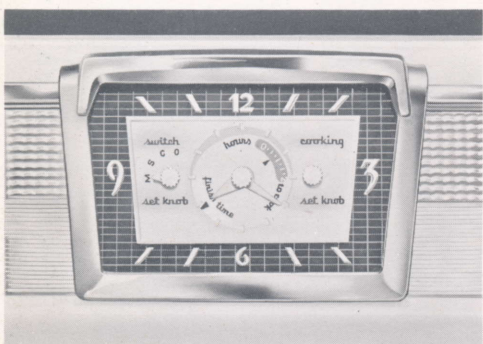
with
PHILCO
"Broil-under-Glass"



SUPER-WIDE "DREAM" OVEN



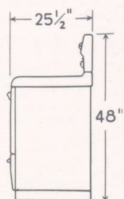
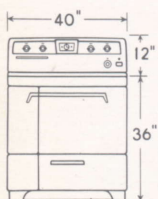
SMOKELESS "BROIL-UNDER-GLASS"



AUTOMATIC OVEN TIMER-CLOCK



SUPER SPEED SURFACE UNITS



OVEN SIZE

23" x 16" x 18"
6624 cu. in.

SHIPPING WEIGHT
Approx.
320 lbs.

Specifications subject to change without notice

PHILCO 454 ELECTRIC RANGE

The Easiest-to-use Wide Oven in a 40-inch Range—Philco's giant "Dream" Oven has nearly 50% more front shelf space and 1/5th greater capacity than usual full-size ovens. So big it holds both a ham and a big turkey, or the biggest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Automatic preheat—no double setting. "Dual Heating" works top and bottom elements together to provide same even heat in all 15 rack positions. Automatic oven interior light. **At average national rates*

Exclusive "Broil-Under-Glass"—True smokeless broiling because tempered oven glass shields hot coils from spattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

Automatic Oven Timer and Clock—A big, easy-to-read electric clock, built into the control panel. Makes the oven completely automatic . . . leaves you free while your meal cooks.

Super Speed Philco Surface Units—The only electric range with super speed cooking heat in every surface unit . . . with two 1450 Watt 6-inch coils and a giant 2100 Watt 8-inch coil. Same five cooking heats for all units. Broad, flat-top Philco coils hug pans with up to 1/3 more contact than usual coils, and give even heating across the entire pan because the full coil is used for every heat. All coils are free-standing and self-cleaning. De luxe removable pans are curved to catch spills, and wash as easily as a dish.

Range-Top Floodlight—This built-in light floods your surface cooking area with fine, glare-free illumination that lets you see perfectly.

Storage Compartment with Shelves—Puts potholders, and your most-used pots and pans within easy reach on convenient shelves.

- 6-Quart Deep Well Cooker
- Storage Drawer with quiet Nylon Rollers
- Double Appliance Outlet
- Leveling Gliders

- Oven "On-Off" Indicator Light
- Automatic Preheat Thermostat — with WARM position
- Concealed No-Soil Oven Vent
- De luxe Porcelain Broiler Pan

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • FLOODLIGHT BULB 40 W. MAXIMUM CONNECTED LOAD 11.5 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast and Preheat	400 W.	3500 W.
Broil	3200 W.	OFF
DEEP WELL	Standard 6-inch unit 1200 W.	

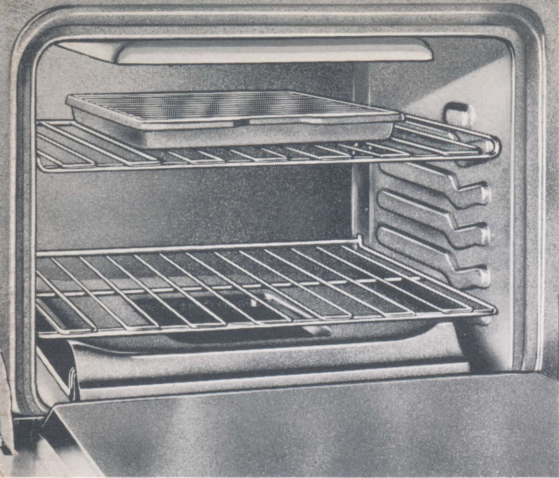
OVEN	6-inch	8-inch
High	1450 W.	2100 W.
Medium	650 W.	900 W.
Medium Low	360 W.	525 W.
Low	160 W.	225 W.
Simmer	90 W.	130 W.



PHILCO ELECTRIC RANGE **452**

Wide 6624 cu. in. "Dream" Oven • Deluxe High Control Panel
Storage Compartment with Shelves • Easy-to-clean Surface Units.





SUPER-WIDE "DREAM" OVEN

PHILCO 452 ELECTRIC RANGE

The Easiest-to-use Wide Oven in a 40-inch Range—Philco's giant "Dream" Oven has nearly 50% more front shelf space and 1/5th greater capacity than usual full-size ovens. So big it holds *both* a ham and a big turkey, or the biggest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Automatic preheat—*no double setting*. "Dual Heating" works top and bottom elements together to provide same even heat in all 15 rack positions. Automatic oven interior light. **At average national rates*

6-Quart Deep Well Cooker—The perfect kettle for soups, stews, pot roasts, cereals, deep fat frying, steaming, sterilizing bottles, etc. Made of sturdy, heavy gauge aluminum, and is equipped with adjustable trivet that lets you place foods at four different levels, and cook several foods at the same time. Recessed in range to conserve heat, maintain cooking, or to hold the food at serving temperature with least current consumption.

Storage Compartment with Shelves—Puts potholders, and your most-used pots and pans within easy reach on convenient shelves.

Easy-Clean Surface Units—Coil stands up without holding when cleaning the reflector pan. Giant 8-inch 1900 Watt coil for big pans, and two 6-inch 1100 Watt coils for normal size pans. Broad, flat-top Philco coils give up to 1/3 more pan contact than other designs, and cook faster and more evenly because the entire coil is used. Every unit has five convenient cooking speeds.

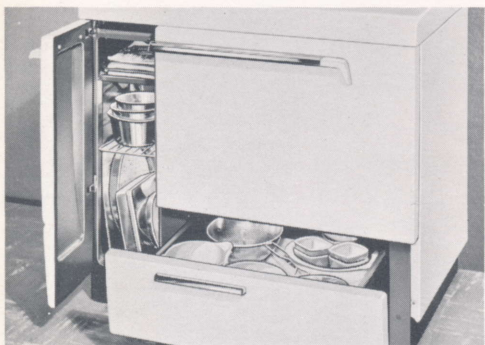
Double Appliance Outlet—Permits you to keep your coffee maker, toaster, mixer, radio or other appliances right at the range . . . and plug them in singly or two at once.

Automatic Easy-Set Thermostat with WARM Position—Large, easy-to-read dial controls "Dual Heating" elements in "Dream" Oven to assure even browning and baking at all temperatures, in all rack positions, in all parts of the oven. WARM Position to heat plates, rolls, etc. without burning.

- | | |
|--|---|
| Oven "On-Off" Indicator Light | De luxe High Control Panel |
| Storage Drawer with quiet Nylon Rollers | Concealed No-Soil Oven Vent |
| De luxe Porcelain Broiler Pan and Reversible Chrome Rack | Leveling Gliders |
| | Titanium Porcelain on all White Exterior Surfaces |



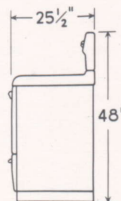
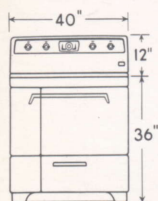
DEEP WELL COOKER



STORAGE COMPARTMENT WITH SHELVES



EASY-CLEAN SURFACE UNITS



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx. 320 lbs.

Specifications subject to change without notice

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C.
MAXIMUM CONNECTED LOAD 10.5 KW.

OVEN	Upper Unit	Lower Unit
Bake, Roast, and Preheat	400 W.	3500 W.
Broil	3200 W.	OFF
DEEP WELL	Standard 6-inch unit 1200 W.	

SURFACE UNITS	6-inch	8-inch
High	1100 W.	1900 W.
Medium	550 W.	950 W.
Medium Low	275 W.	425 W.
Low	104 W.	210 W.
Simmer	70 W.	105 W.



PHILCO ELECTRIC RANGE **355**

Top Seller of 30-in. Ranges! Twice as Much Useful Work Space! Wide 6624 cu. in. Philco "Dream" Oven • Automatic Oven Timer-Clock.



with
PHILCO
"Broil-under-Glass"



PHILCO 355 ELECTRIC RANGE

TWICE AS MUCH USEFUL WORK SPACE

Twice as Much Useful Work Space—Philco's exclusive 'L' top makes this the only 30-inch range with enough surface space for its broiler pan, even with all units in use. You get a clear uncluttered work space 18½ inches wide—not the stingy little 8¾ inches, or less, of ordinary ranges. This sensible new top arrangement doubles your useful work area.

Exclusive "Broil-Under-Glass"—True *smokeless* broiling because tempered oven glass shields hot coils from spattering grease that causes smoke. Broils the juiciest steaks, chops, and fish you've ever tasted. Juices that dry out in ordinary broiling are trapped beneath glass and food cooks in its own vapors, with better flavor and less shrinkage. (PATENTED)

Giant "Dream" Oven is up to 50% wider than ordinary full-size ovens! Easier to see into and reach into, and easier to use because you can put more foods *up front*. So big it holds *both* a ham and a big turkey, or the largest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Preheats automatically, without special setting. Same even heat in all 15 rack positions. Two wide, nickered racks. Automatic oven interior light. Satin titanium finish.

Automatic Oven Timer and Clock—A big, easy-to-read electric clock, built into the control panel for your convenience. Makes the oven completely automatic . . . *leaves you free* while your meal cooks.

Super Speed Philco Surface Units—The only electric range with super speed cooking heat in *every* surface unit . . . with three 1450 Watt 6-inch coils and a giant 2100 Watt 8-inch coil. Same five cooking heats for all units. Broad, flat-top Philco coils hug pans with up to 1/3 more contact than ordinary coils, and give even heating across the entire pan because the full coil is used for every heat. All coils are free-standing and self-cleaning. De luxe removable pans are curved to catch spills, and wash as easily as a dish.

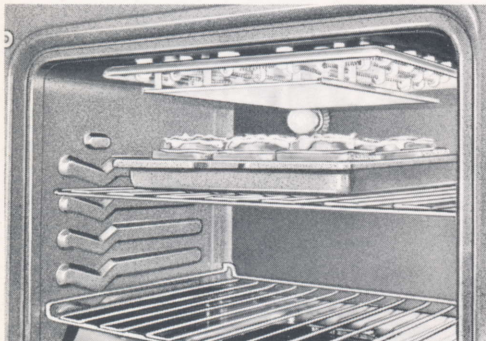
Automatic Oven Interior Light
Surface Unit Indicator Light
Full-Width Pan Storage Drawer
Dual Table Top Floodlight
Oven "ON-OFF" Indicator Light

Convenient Appliance Outlet
De luxe Broiler Pan and Rack
Concealed No-Soil Oven Vent
Automatic Easy-Set Thermostat—
with WARM position

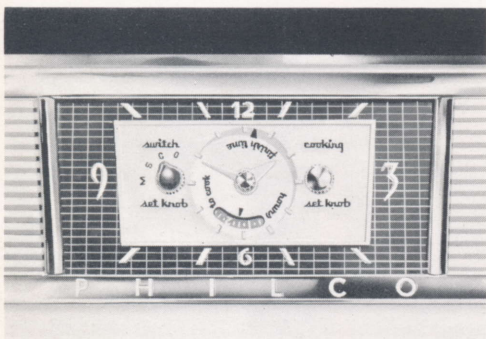
ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • FLOODLIGHT BULBS 40 W.
MAXIMUM CONNECTED LOAD 11.0 K.W.

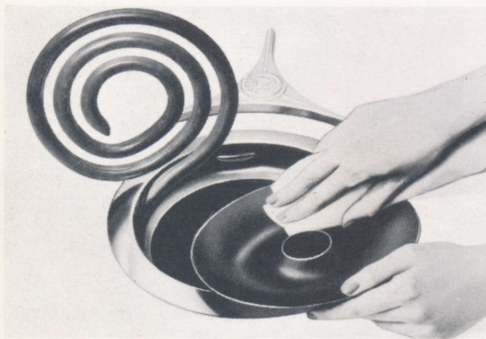
OVEN	Upper Unit	Lower Unit	SURFACE UNITS	6-inch	8-inch
Bake, Roast, and Preheat	400 W.	3500 W.	High	1450 W.	2100 W.
			Medium	650 W.	900 W.
			Medium Low	360 W.	525 W.
			Low	160 W.	225 W.
			Simmer	90 W.	130 W.
Broil	3200 W.	OFF			



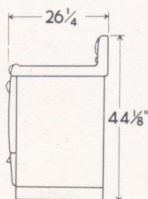
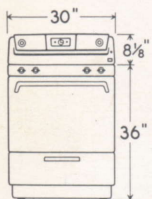
SMOKELESS "BROIL-UNDER-GLASS"



AUTOMATIC OVEN TIMER AND CLOCK



SUPER SPEED SURFACE UNITS



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx.
250 lbs.

Specifications subject to change without notice

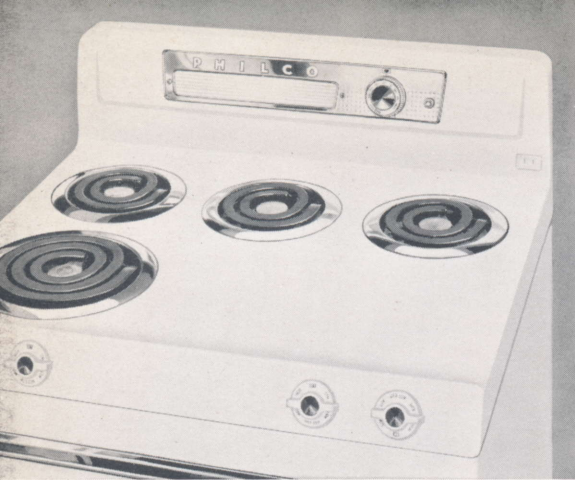


PHILCO ELECTRIC RANGE **353**

"L" Arrangement of Surface Units Doubles Useful Work Space!
18½-inch Wide Front Work Area • Wide 6624 cu. in. "Dream" Oven.



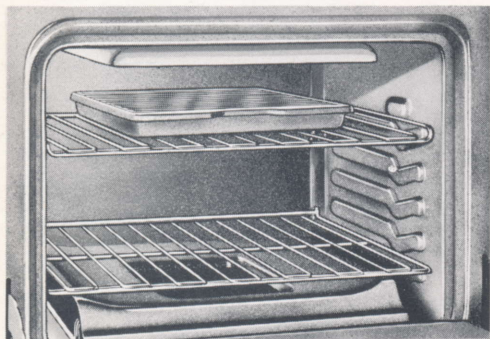
with
PHILCO
Surface Cooking Floodlight



TWICE AS MUCH USEFUL WORK SPACE

PHILCO 353 ELECTRIC RANGE

Twice as Much Useful Work Space—Philco's exclusive "L" top makes this the only 30-inch range with enough surface space for its broiler pan, even with all units in use. You get a clear uncluttered work space 18½ inches wide—not the stingy little 8¾ inches, or less, of ordinary ranges. This sensible new top arrangement doubles your useful work area.



GIANT "DREAM" OVEN

Giant "Dream" Oven is up to 50% wider than ordinary full-size ovens! Easier to see into and reach into, and easier to use because you can put more foods *up front*. So big it holds *both* a ham and a big turkey, or the largest roast, or 20 lbs. of bread; yet costs only about 1c an hour to operate*. Preheats automatically, without special setting. Same even heat in all rack positions. Two wide, nickeled racks. Automatic oven interior light. Satin titanium finish.

**At average national rates*

Easy-Clean Surface Units—Coil stands up without holding when cleaning the reflector pan. Giant 8-inch 1900 Watt coil for big pans, and three 6-inch 1100 Watt coils for normal size pans. Broad, flat-top Philco coils give up to 1/3 more pan contact than other designs, and cook faster and more evenly because the entire coil is used for every heat. Every unit has five convenient cooking speeds.



EASY-CLEAN SURFACE UNITS

Range-Top Floodlight—This built-in light floods your surface cooking area with fine, glare-free illumination that lets you see exactly what you are doing. Only Philco gives you this aid in a standard 30-inch range.

De luxe Porcelain Broiler Pan—For broiling and roasting, your Philco oven has a large pan of easy-to-clean porcelain on steel, with bright nickeled rack. Catches savory juices. Ideal for gravy-making.

Appliance Outlet—Permits you to keep your coffee maker, toaster, mixer, radio, or any other appliance right at the range and plug it in when wanted.



RANGE-TOP FLOODLIGHT

Automatic Easy-Set Thermostat — with WARM position
Oven "On-Off" Indicator Light
Concealed No-Soil Oven Vent
Leveling Gliders

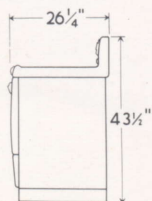
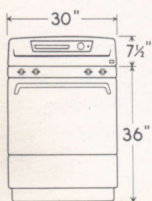
Self-Sealing Oven Door — adjusts automatically to temperature
Full-width Chrome Door Handle
One-Piece Top and Backguard
"No-Drip" Edge on Table Top

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C. • FLOODLIGHT BULB 40 W.
MAXIMUM CONNECTED LOAD 9.8 KW.

OVEN	SURFACE UNITS	
	Upper Unit	Lower Unit
Bake, Roast and Preheat	400 W.	3500 W.
Broil	3200 W.	OFF

SURFACE UNITS	6-inch		8-inch	
	6-inch	8-inch	6-inch	8-inch
High	1100 W.	1900 W.		
Medium	550 W.	950 W.		
Medium Low	275 W.	425 W.		
Low	140 W.	210 W.		
Simmer	70 W.	105 W.		



OVEN SIZE
23" x 16" x 18"
6624 cu. in.
SHIPPING WEIGHT
Approx.
240 lbs.

Specifications subject to change without notice



PHILCO ELECTRIC RANGE **255**

A 21-inch Spacesaver! • 5435 cu. in. Balanced Heat Banquet Oven • Appliance Outlet • Cooking Capacity of a Full-Size Range.





FULL-SIZE BANQUET OVEN

PHILCO 255 ELECTRIC RANGE

Full-Size 5435 cu. in. Banquet Oven—The largest oven ever built into a Spacesaver electric range! Holds the biggest turkey, roast, or 12 lbs. of bread. Preheats automatically, without special setting. "Dual Heating" maintains same, even heat in all parts of oven . . . assures uniform baking and browning. Two bright nickered racks. "ON-OFF" light for oven. Fiberglas insulation on all six sides—saves current, keeps kitchen cool.

Easy-Clean Surface Units—Coil stands up without holding when cleaning the reflector pan. Giant 8-inch 1900 Watt coil for big pans, and three 6-inch 1100 Watt coils for normal size pans. Broad, flat-top Philco coils give up to 1/3 more pan contact than other designs, and cook faster and more evenly because the entire coil is used for every heat. Every unit has five convenient cooking speeds.

Appliance Outlet—Permits you to keep your coffee maker, toaster, mixer, radio, or any other appliance right at the range and plug it in when wanted.

Full-Width Balanced Oven Door—Swings gently downward when opened—no slamming. Closes smoothly, firmly, snugly. Heavy insulation holds heat in . . . keeps kitchen cool.

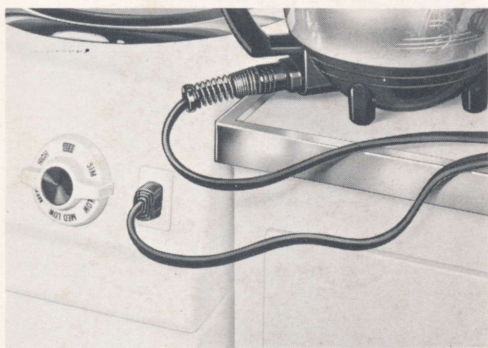
Automatic Easy-Set Thermostat with WARM Position—Large, easy-to-read dial controls "Dual Heating" elements in Banquet Oven to assure even browning and baking at all temperatures, in all rack positions, in all parts of the oven. WARM Position to heat plates, rolls, etc. without burning.

- Porcelain Broiler Pan and Rack
- Concealed No-Soil Oven Vent
- One-Piece Top and Backguard
- Oven "On-Off" Indicator Light
- Two Bright Nickered Oven Racks
- Oven Rack Position Indicators
- De luxe Chrome Door Handle

- Easy-to-read Switch Knobs located high on control panel
- Inclined Control Panel
- Full Frame and Panel Construction
- Titanium Porcelain on all White Exterior Surfaces
- Underwriters' Zero-Rating



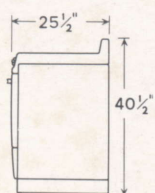
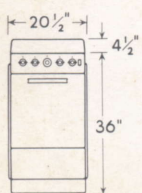
EASY-CLEAN SURFACE UNITS



APPLIANCE OUTLET



AUTOMATIC EASY-SET THERMOSTAT



OVEN SIZE
16 1/2" x 17" x 19 3/8"
5435 cu. in.
SHIPPING WEIGHT
Approx. 175 lbs.

Specifications subject to change without notice

ELECTRICAL DATA

STANDARD VOLTAGE 115-120/230-240 V. 60 CYCLE A.C.
MAXIMUM CONNECTED LOAD 9.9 KW.

OVEN	SURFACE UNITS	
	Upper Unit	Lower Unit
Bake, Roast and Preheat	1000 W.	3000 W.
	High	1100 W. 1900 W.
	Medium	550 W. 950 W.
	Medium Low	275 W. 425 W.
Broil	4000 W.	OFF
	Low	140 W. 210 W.
	Simmer	70 W. 105 W.

PHILCO REFRIGERATORS

<u>MODEL</u>	<u>LIST PRICE</u>
742	179.95
852	219.95
1052	249.95
1054	279.95
1154	299.95
1156	349.95
1157	399.95
1158	429.95 449.95
1159	459.95
1257	499.95
1258	529.95
1259	549.95

PHILCO RANGES

125	255	179.95
139	353	199.95
174	355	249.95
140	452	239.95
	454	269.95
165	455	299.95
	457	369.95
	458	399.95
235	459	449.95
	859	499.95

PHILCO FREEZERS

852	229.95
855	299.95
1355	439.95
1358	489.95
1855	569.95
1858	619.95
1452	399.95
1455	499.95
1945	599.95
2545	699.95

TRI-STATE APPLIANCE CO.

200 Ninth St.
P. O. Box 327

Phone 36406
Phone 46455

Huntington, W. Va.
Clarksburg, W. Va.

DH:jt

January 4, 1955

