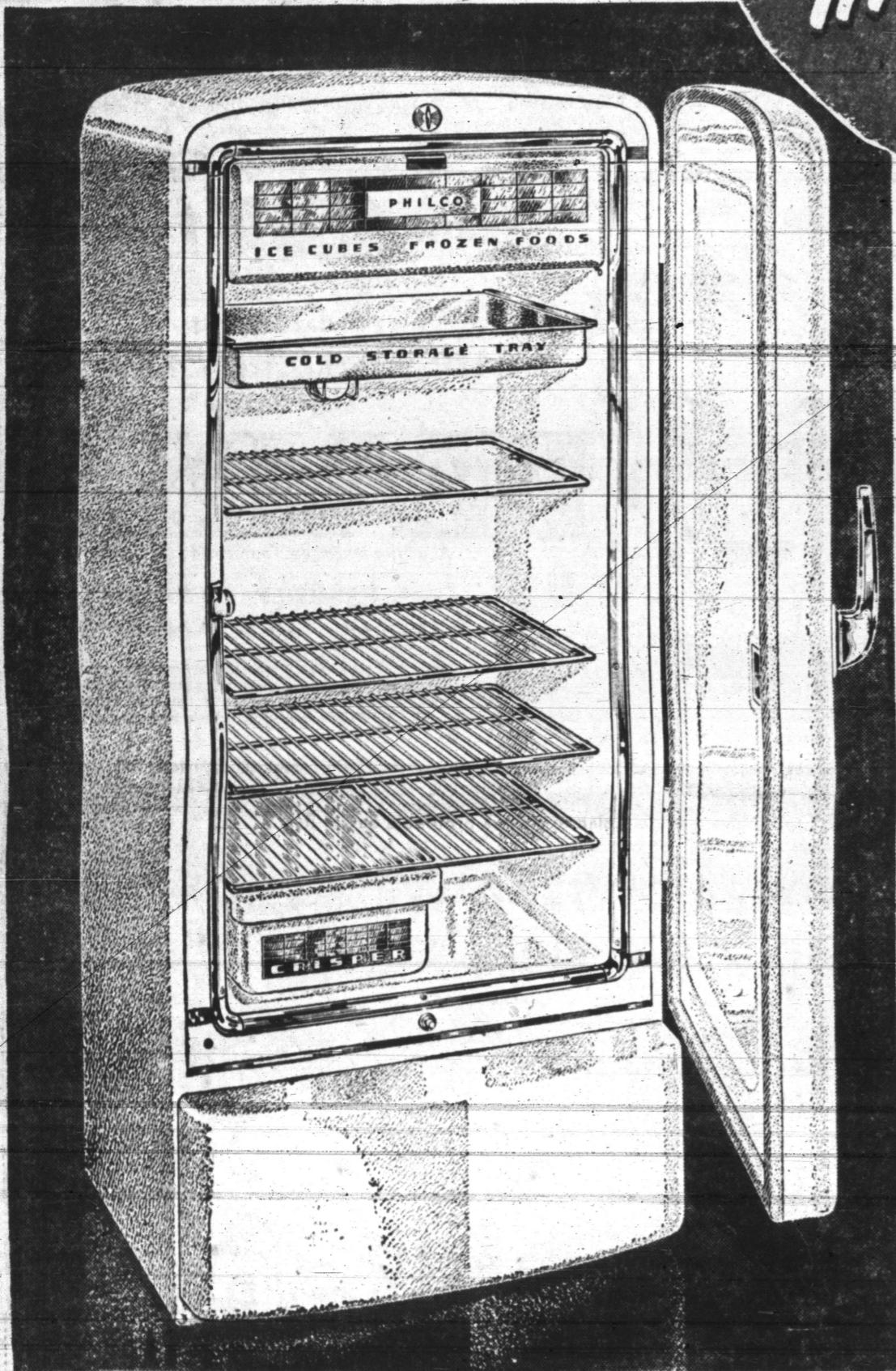
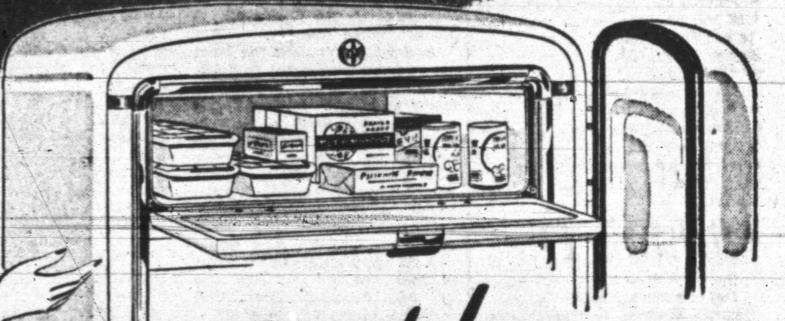


**NEW FROM
PHILCO
FOR 1949**



*A Revolution
in Refrigerator Design at
the Lowest Price!*



**Full Width Frozen Food Compartment
at \$70 to \$100 LESS than last year's price**

Now-

**ONLY
\$229.50
EASY
TERMS**

*with new
Advanced
Features—*

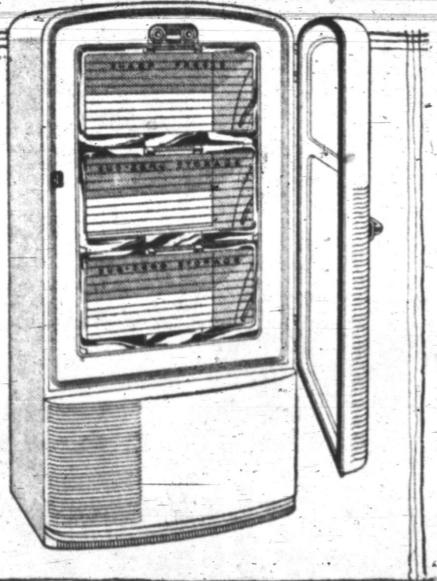
**7.2 cubic foot capacity in
the floor space of a "4"**

In a cabinet that occupies no more floor space than a four foot refrigerator of the past, here's a tremendous increase in fully usable food storage capacity. Now 7.2 cu. ft. of space... and full 14 sq. ft. of shelf capacity. It's a Philco triumph in modern, efficient design, in convenience for the user, in real value at the lowest price.

never before at this price!

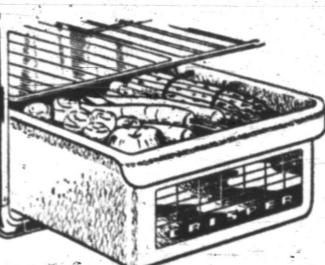
**Amazing 7½ cu. ft. UPRIGHT
PHILCO FREEZER**

MODEL AV-75. New, advanced UPRIGHT design brings you amazing new convenience... everything at your fingertips... so easy to arrange and find what you want at a glance. Huge capacity, too... holds up to 300 pounds of frozen foods in minimum floor space. 3 sub-zero compartments. Sharp freezing at temperatures as low as 15° below zero. Finest deluxe features. See this time and work saver that pays for itself through savings. Yours on convenient monthly payments.



**GLASS-COVERED
CRISPER DRAWER**

Deep, glass-covered drawer keeps vegetables, greens and fruits fresh and crisp in moist cold. Operates on steel slides for smooth gliding action.

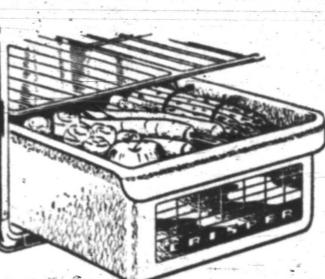


COLD STORAGE TRAY

Full width sliding tray directly beneath the freezing compartment, provides ideal cold storage conditions for meats and other foods. A brand new convenience from Philco.

**SELF-CLOSING
DOOR LATCH**

It clicks when door is opened—instantly, automatically pulls door shut on contact, without slamming.



Every Philco Refrigerator and Freezer Carries a 5-Year Warranty

PHILCO

Famous for Quality the World Over

See them now at your PHILCO DEALER!

Distributed By

RADIO EQUIPMENT CO. 1010 CENTRAL AVE.

RI-6453

**VISIT OUR DISPLAY
Manufacturers Building
State Fair Grounds
March 19-26**



**VISIT OUR DISPLAY
Manufacturers Building
State Fair Grounds
March 19-26**

**SUNDAY
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