

**FIGHT  
INFANTILE  
PARALYSIS**

# *Annie Laurie's Philco Story*



**COLORING  
BOOK**

**10¢**

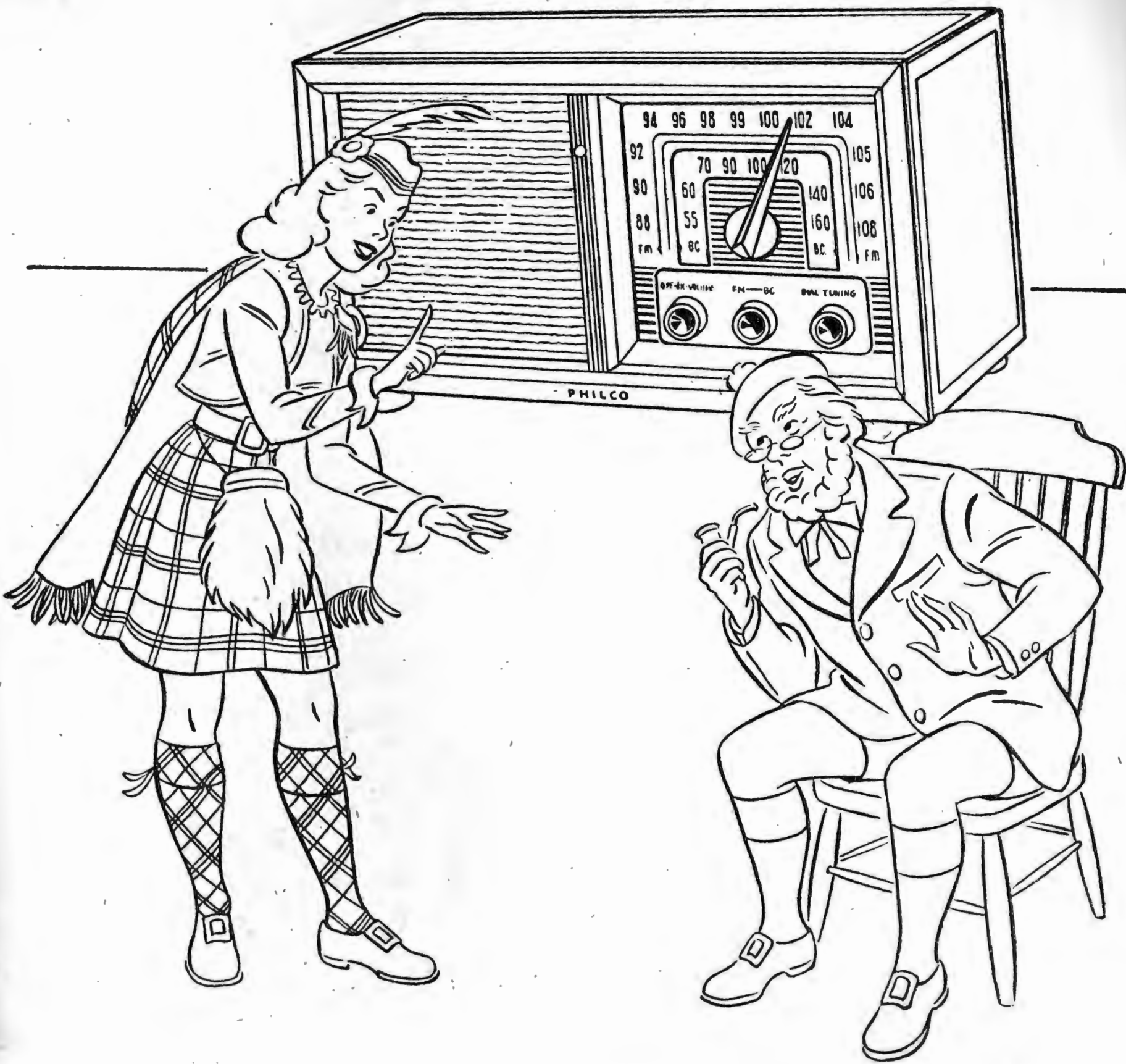
**Your dime goes to "The March of Dimes"**



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

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

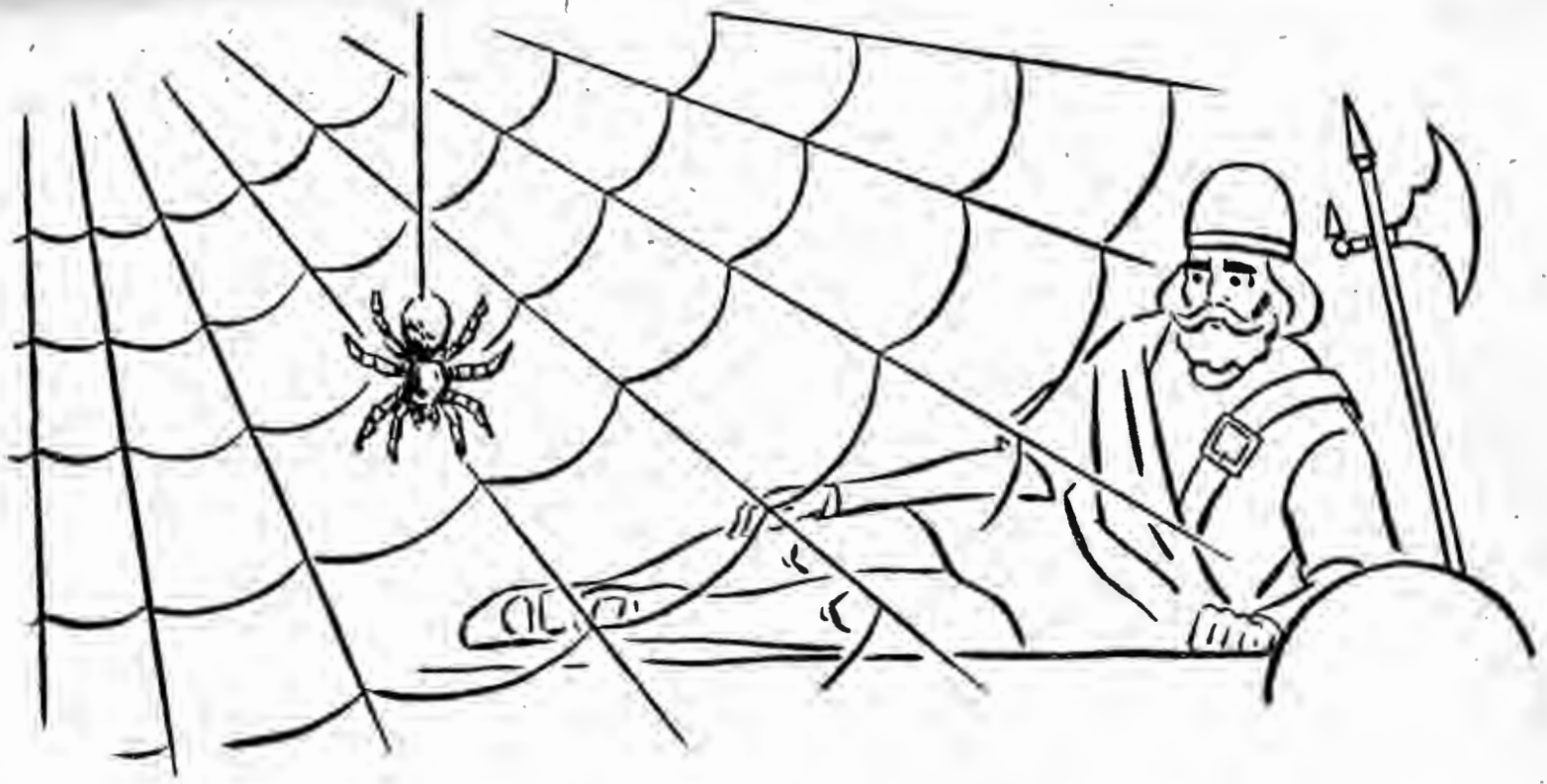




A home without a radio's like a Scot without a kilt,  
And Philco's 1950's are the finest ever built!

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

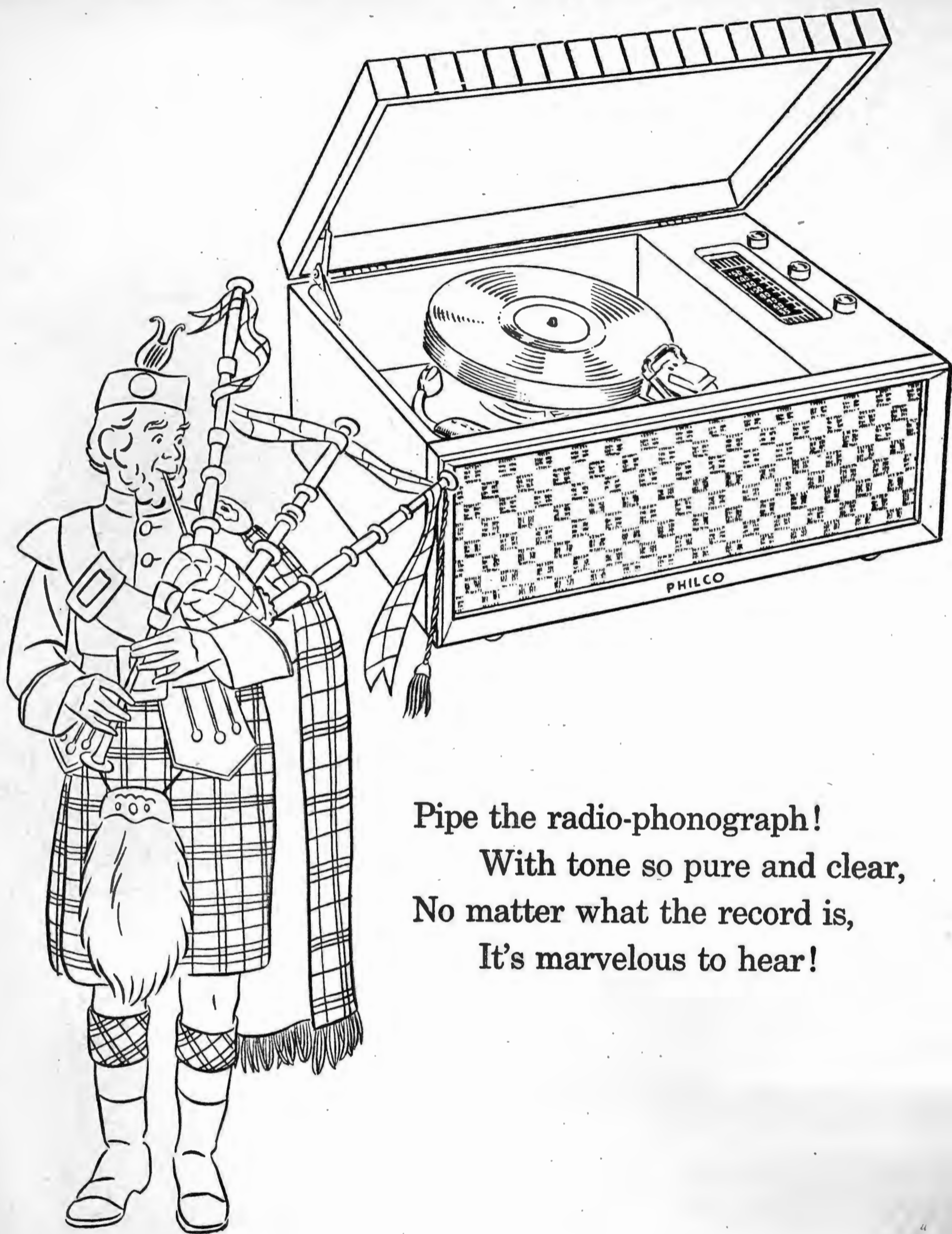




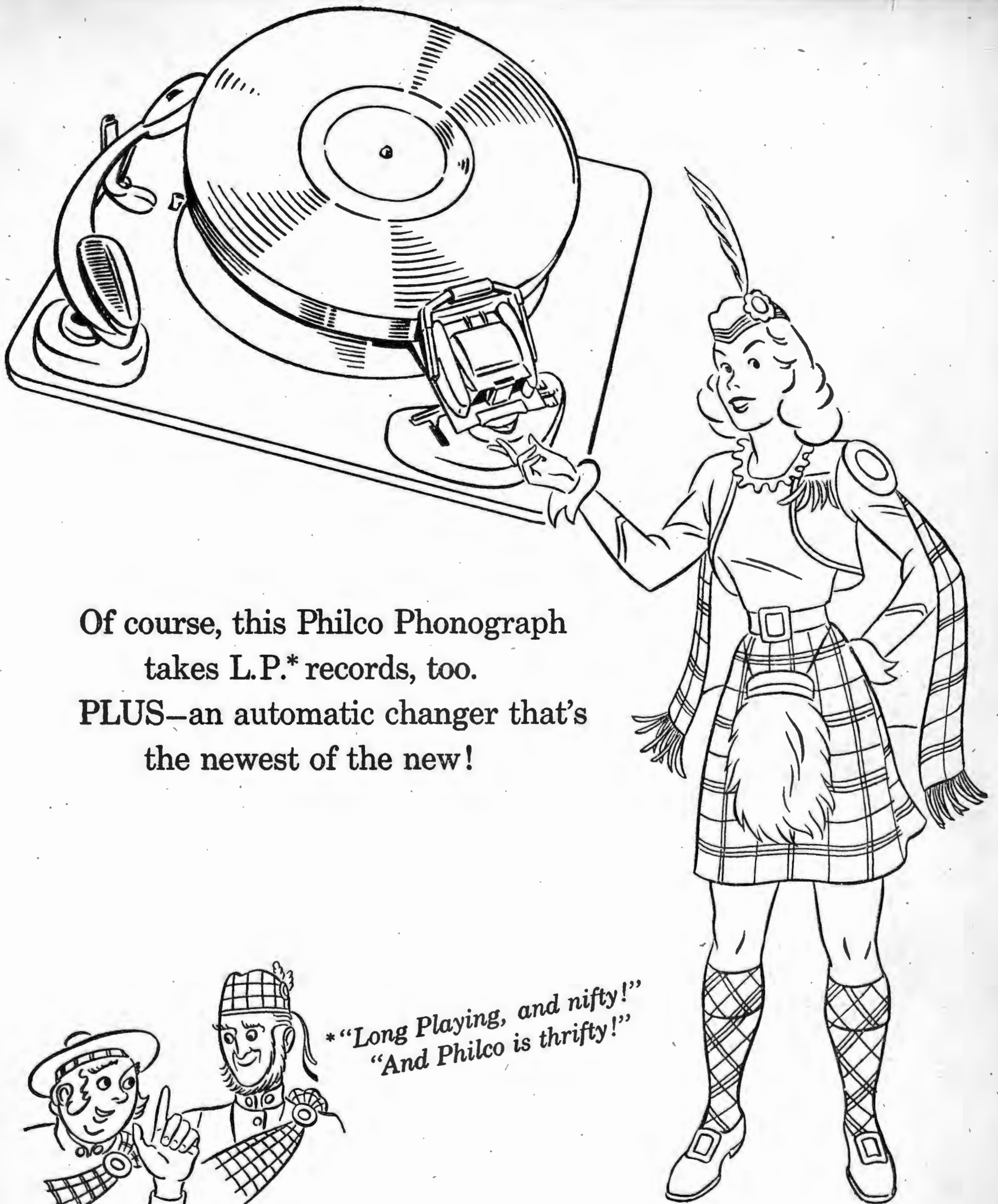
A spider told King Robert—before battle—what to do.  
If that spider were alive today he'd say: "Philco for you!"



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



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



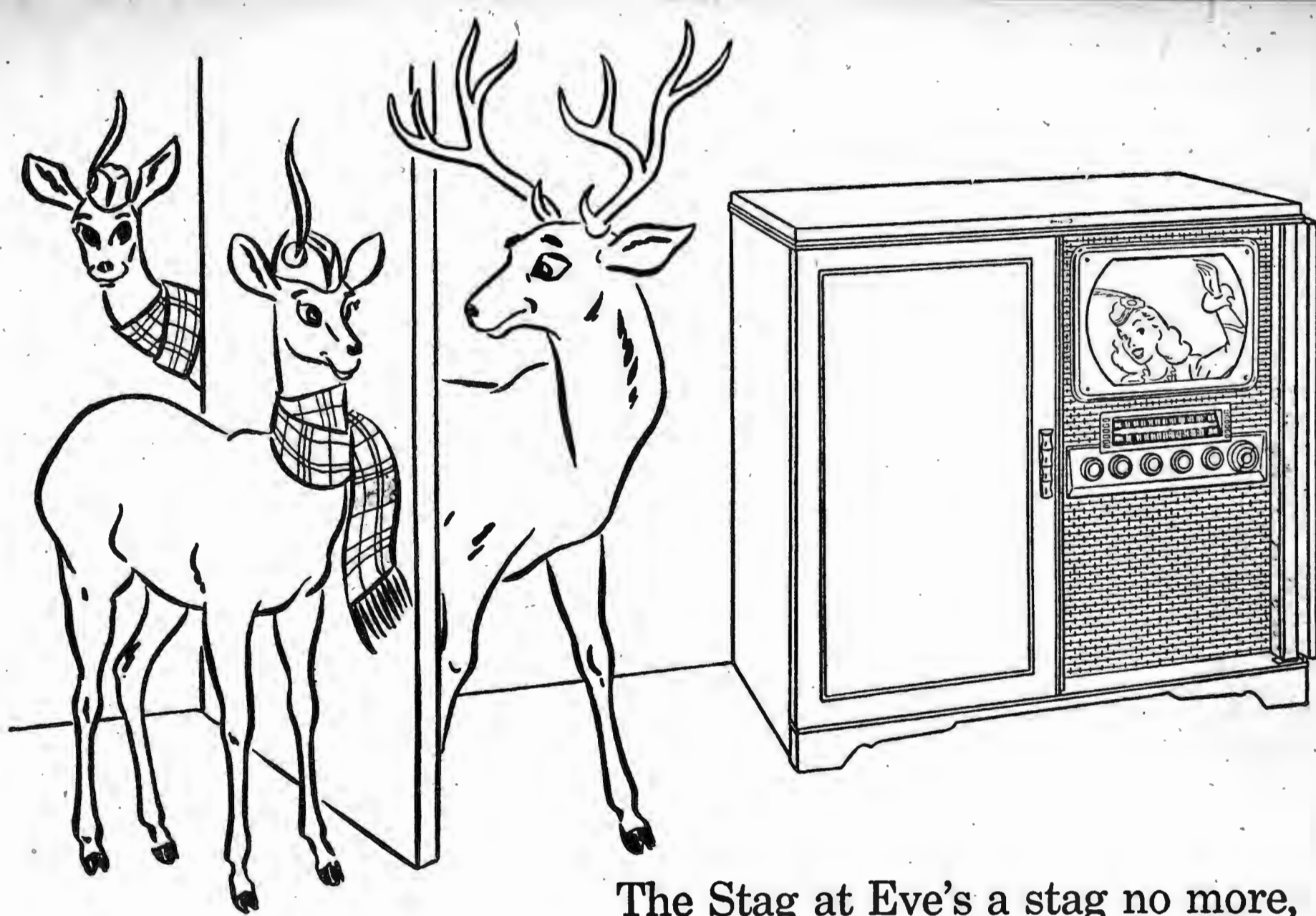
Of course, this Philco Phonograph  
takes L.P.\* records, too.  
PLUS—an automatic changer that's  
the newest of the new!



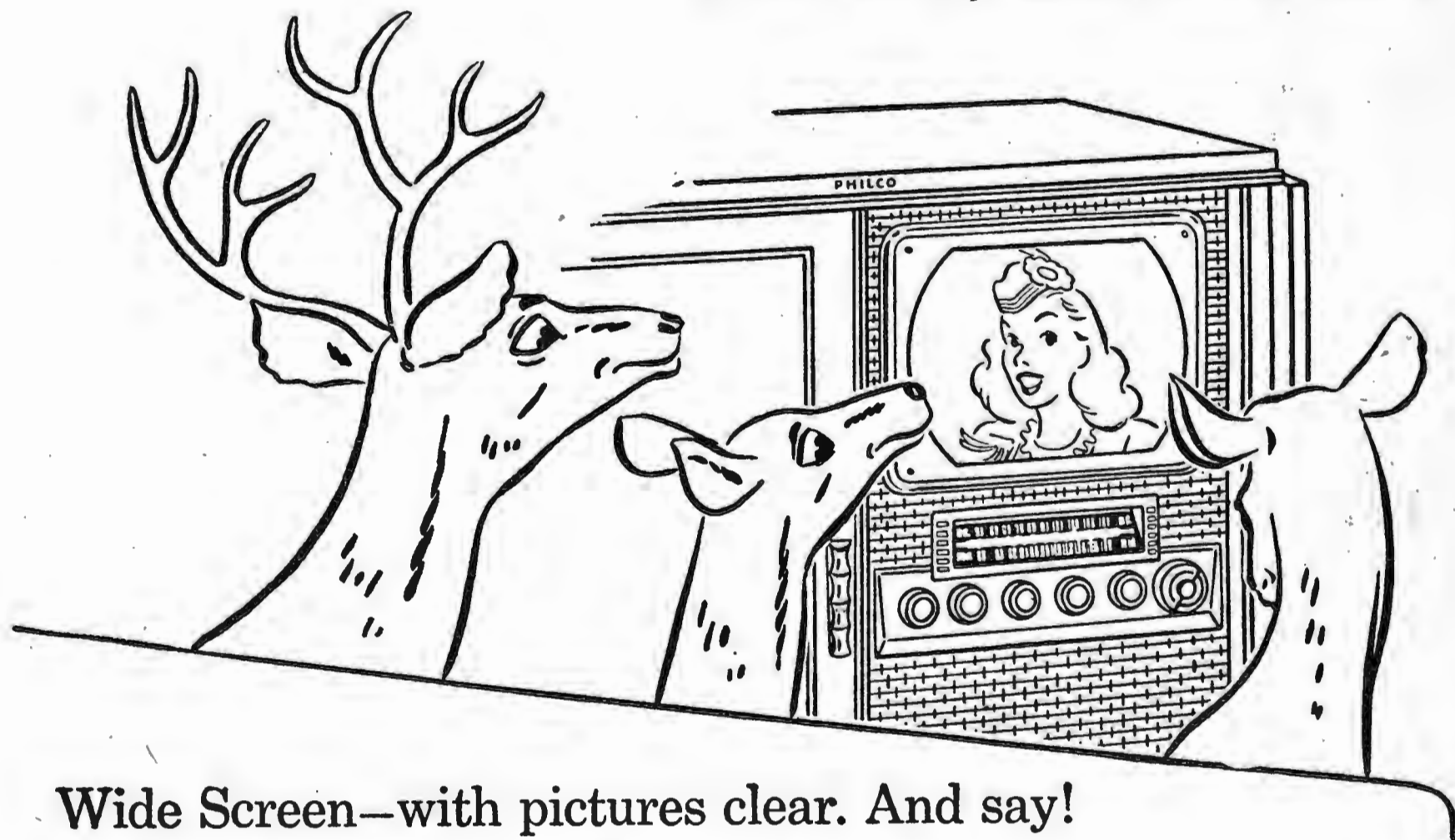
*\*“Long Playing, and nifty!”  
“And Philco is thrifty!”*



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

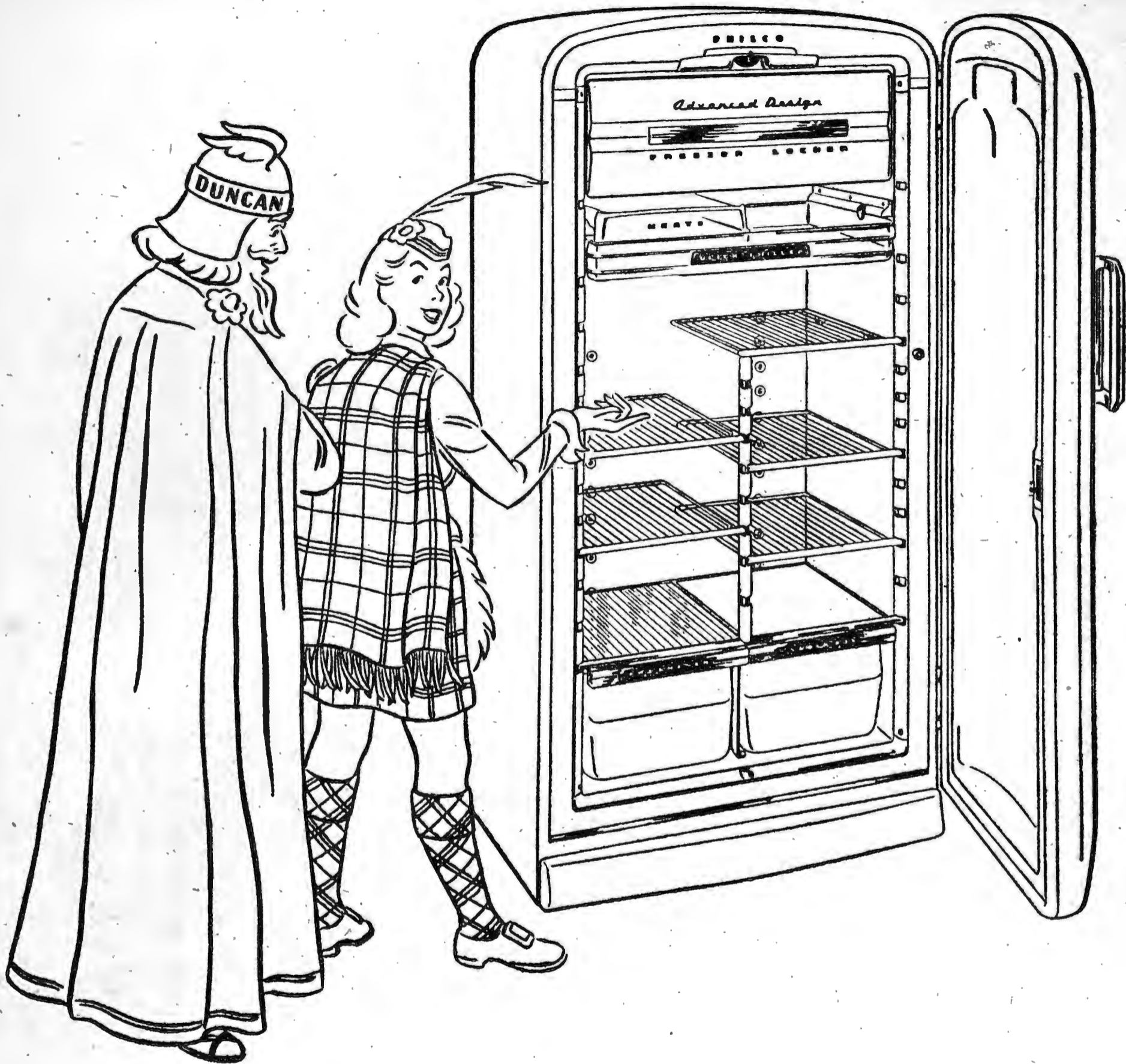


The Stag at Eve's a stag no more,  
Philco brings them to his door!



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





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

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



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



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

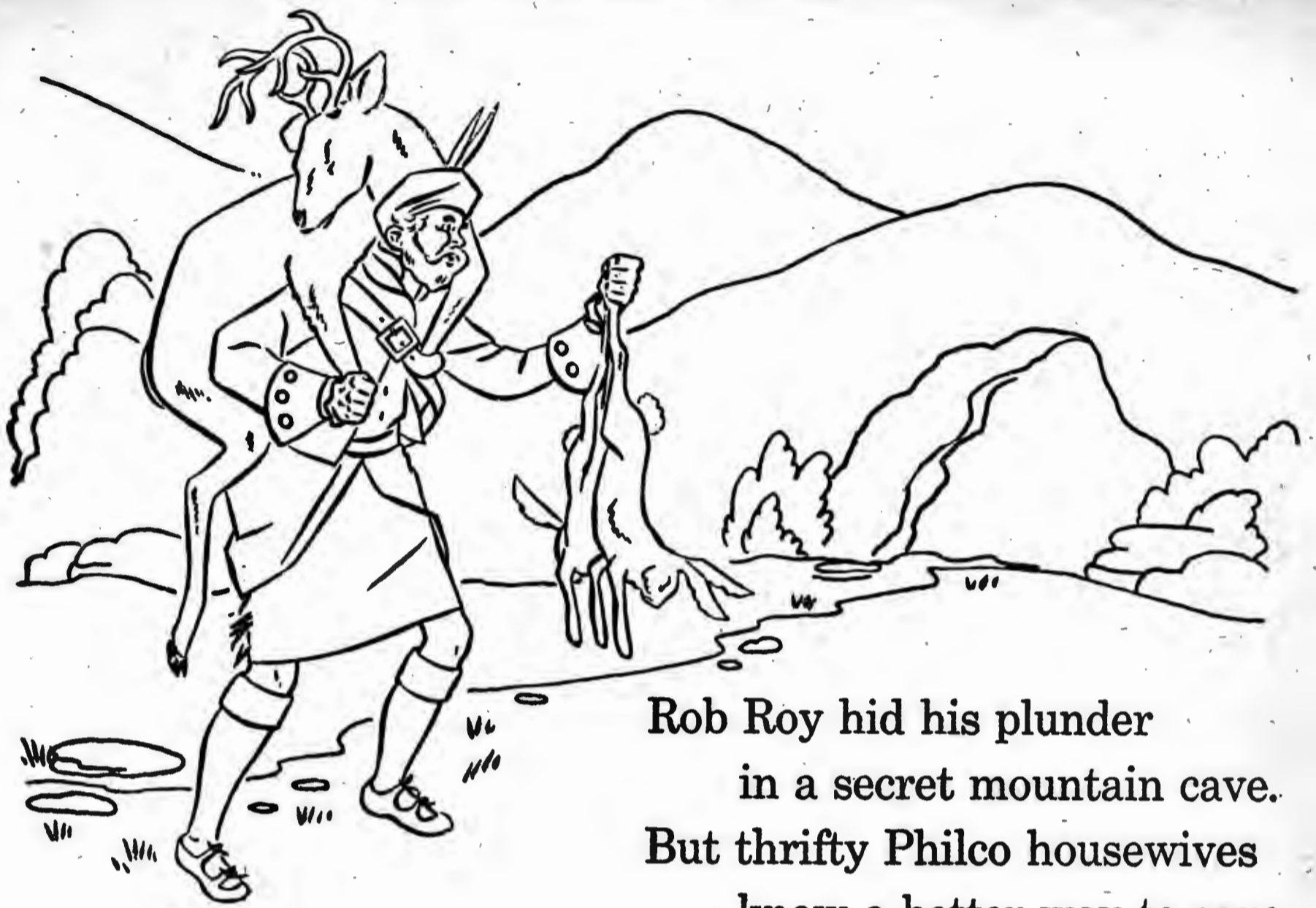


When it comes to storing frozen foods  
there's nothing better than  
A family-size freezer—'gainst the  
gathering of the clan.

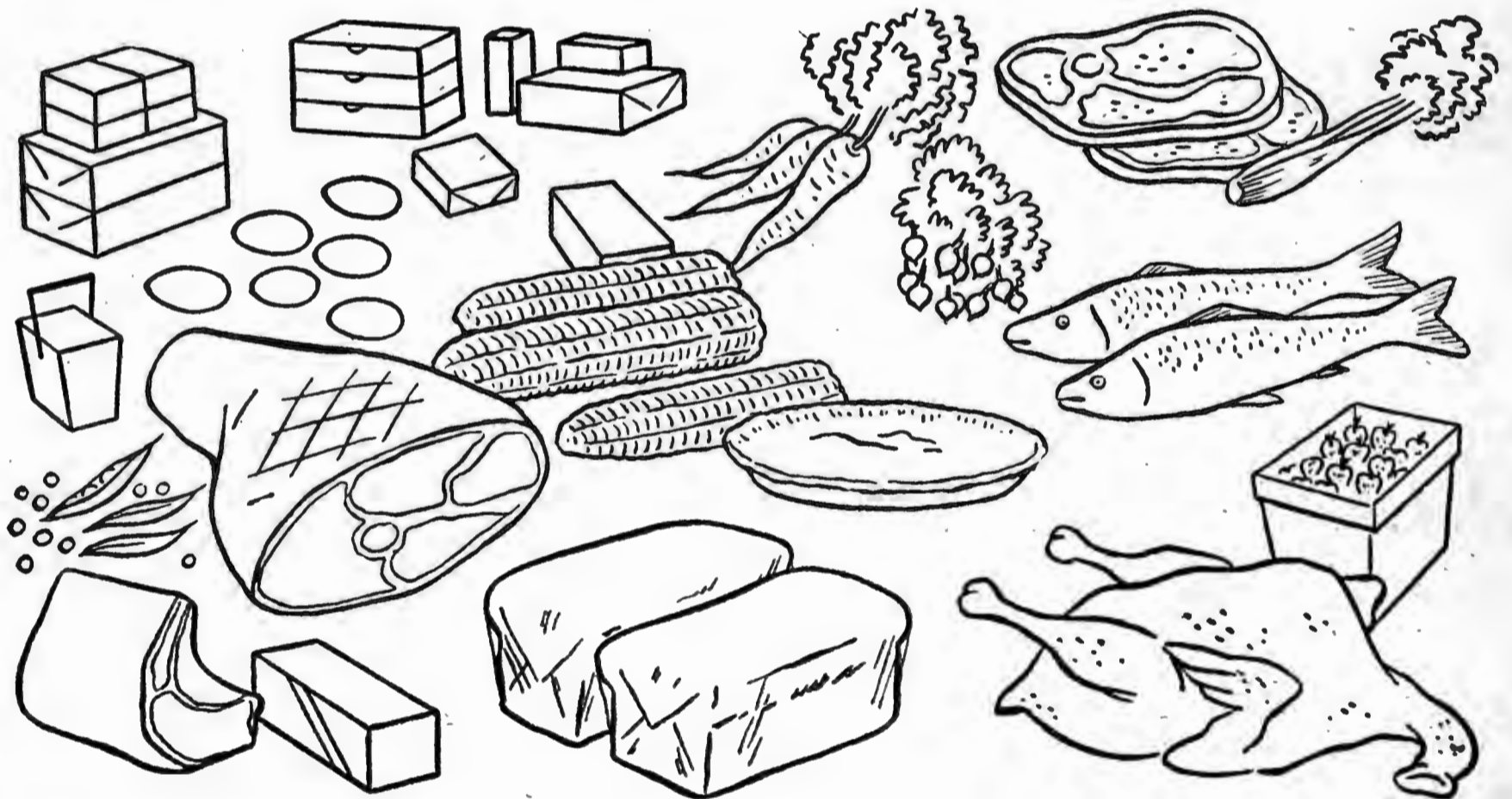


*"Besides the size  
You ECONOMIZE!"*

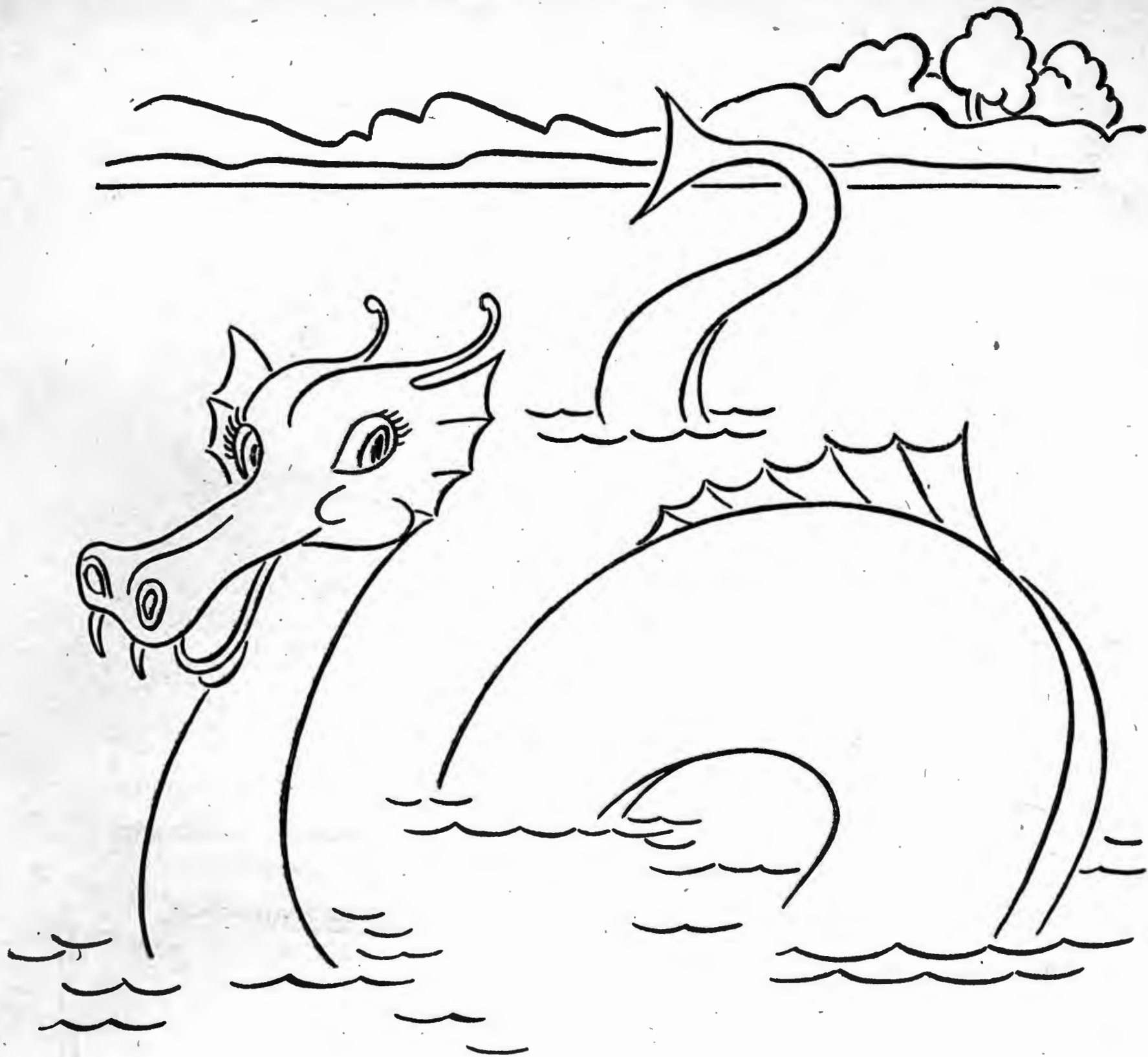




Rob Roy hid his plunder  
in a secret mountain cave.  
But thrifty Philco housewives  
know a better way to save.



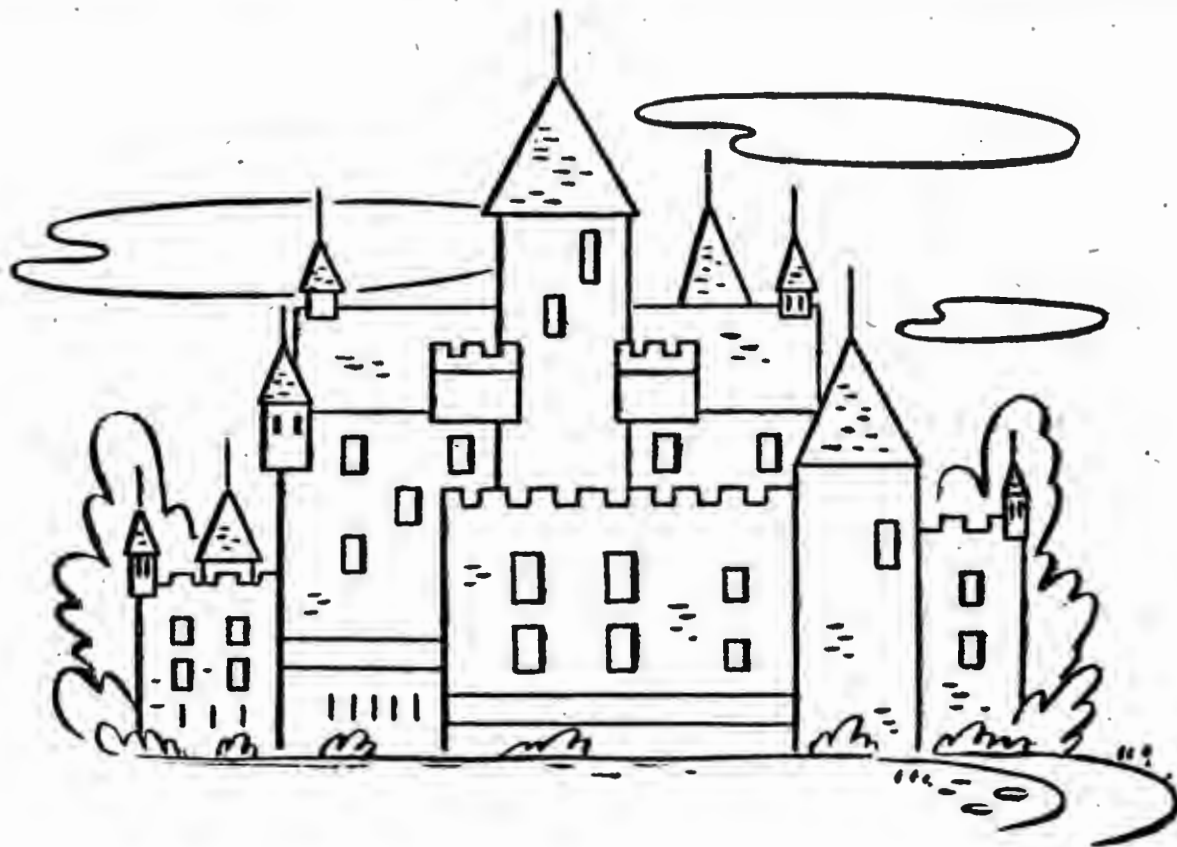
Four hundred twenty pounds of food – twelve generous cubic feet,  
A Philco freezer promises delicious meals to eat.



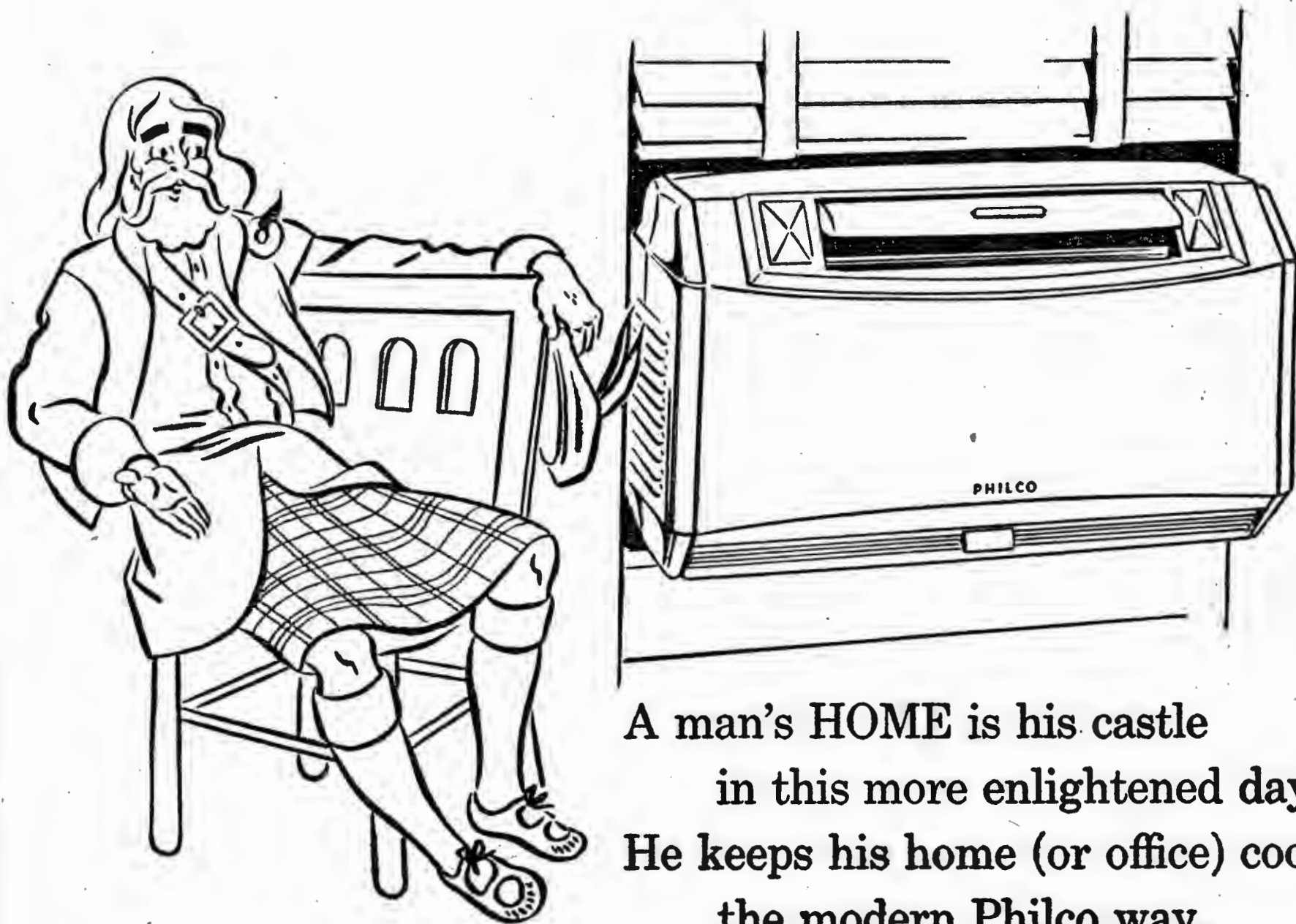
Sea serpents dwell in Scotland's  
lakes—one way of keeping cool!  
But a Philco air conditioner  
is better as a rule.

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





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



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



Highland Mary needs to change  
To a modern Philco range.

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



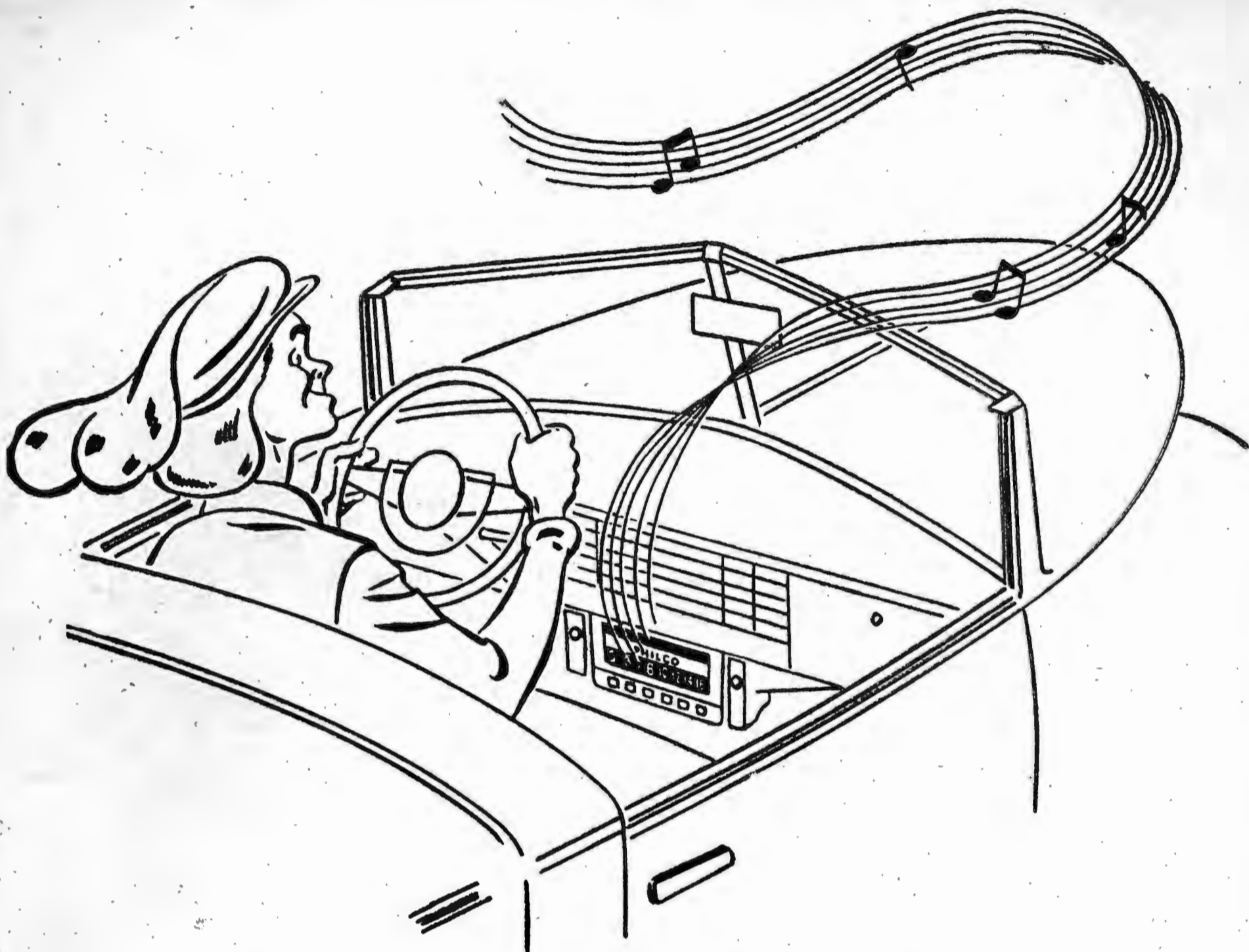


This DOUBLE oven's hard to beat;  
"BROIL-UNDER-GLASS" for "cleaner" heat.

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





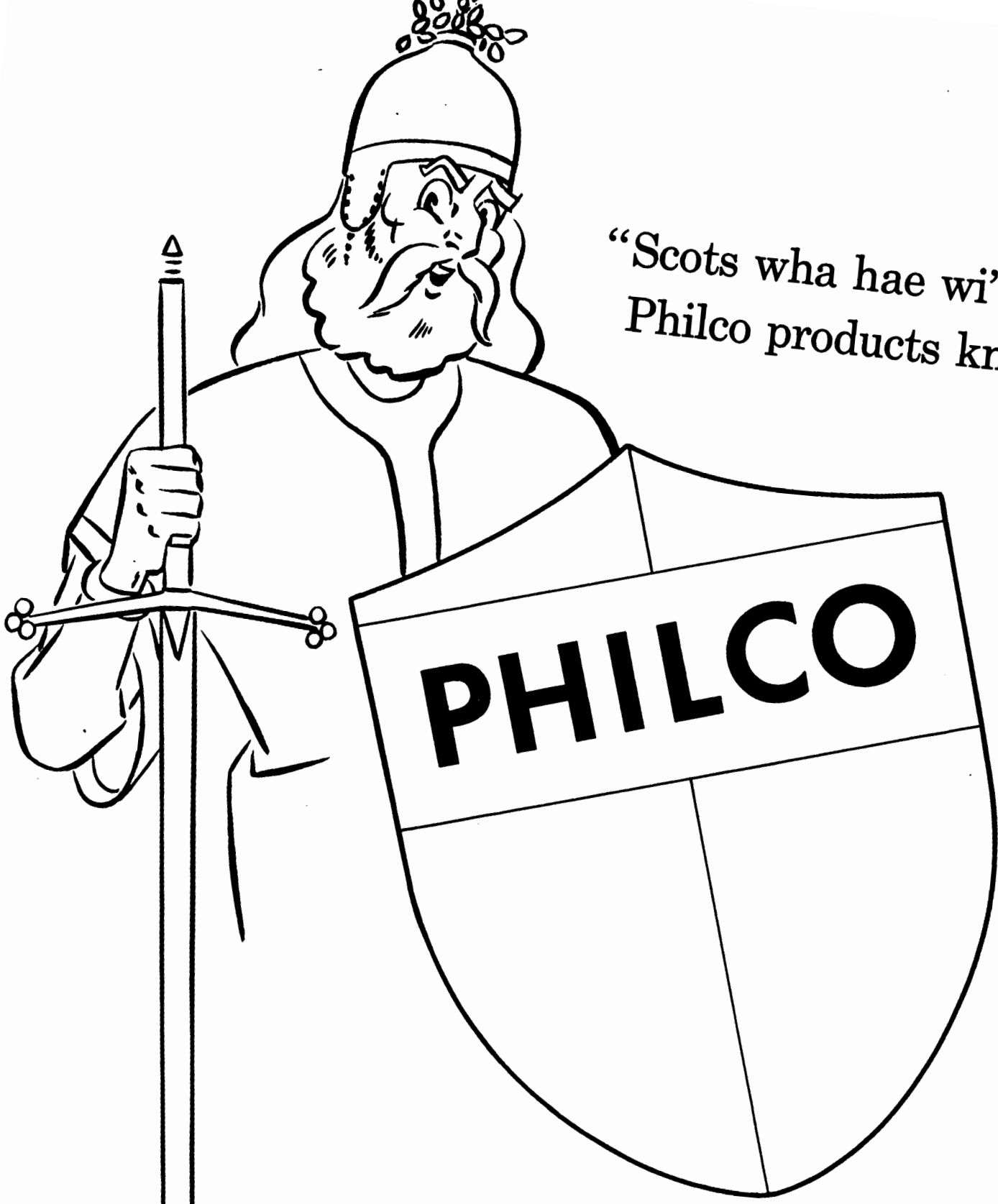


**Young Lochinvar came out of the West,  
Saying: "Philco for autos is surely the best!"**

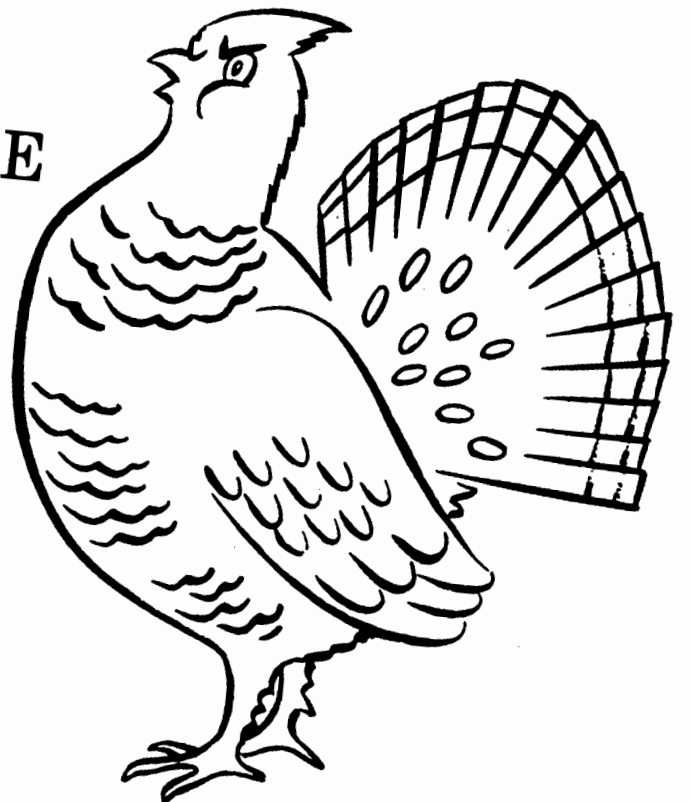


*"Mighty nice!"  
"And lower price!"*

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



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



*“Philco for ’50”...  
“Designed for the thrifty!”*



Your friendly Philco Dealer

**BURKHOLDER'S**  
202 S. Ohio SEBASTIA, MO.



Your dime goes to "The March of Dimes"