



This is it!

# PHILCO GIFT PARADE

UP TO **\$280.00** WORTH OF THESE **FREE GIFTS**

... Yours with Purchase of a PHILCO APPLIANCE

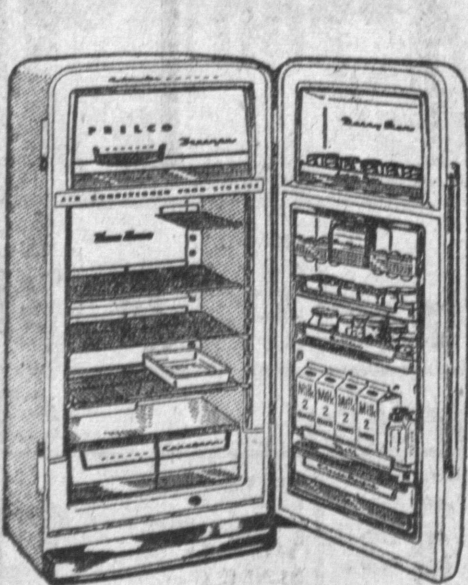
### WHY THIS FABULOUS OFFER IS MADE

In May of this year, 1 out of every 4 refrigerators purchased was a PHILCO. Now your Philco dealer is out to break even this fabulous sales record! DURING THE NEXT 30 DAYS, PHILCO DEALERS MUST SELL 10,000 NEW PHILCO APPLIANCES! To do it, they must perform MIRACLES! Here, on this page, is evidence that they have! Never before an offer like this! ... the PHILCO GIFT PARADE ... literally a parade of fabulous, wonderful GIFTS ... yours FREE ... compliments of your Philco dealer with your purchase of any one of 5 beautiful deluxe Philco refrigerators, 3 Philco Freezers or 2 Philco automatic Electric Ranges!

### HERE'S HOW SIMPLY IT WORKS...

Merely visit your PHILCO DEALER (listed below). See the gorgeous array of all 20 of these fabulous GIFTS! Select the Philco Refrigerator, Freezer or Electric Range model you've been longing to own ... AND ... get the best trade in town for your old appliance! But WAIT ... THEN ... select as many gifts as you wish ... for FREE ... up to the total number of GIFT-VALUE POINTS earned by your Philco purchase! It's SIMPLE ... it's FUN ... it's FABULOUS!

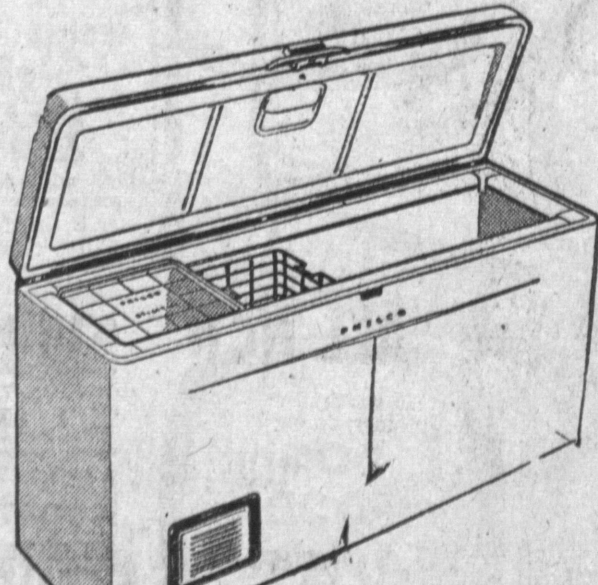
CHOOSE FROM 10 PHILCO APPLIANCES! Here are 3 Fabulous Examples...



### 5 PHILCO Refrigerators!

Not one, unpopular, hard-to-sell model, but 5 deluxe completely automatic PHILCO'S ... the models most people prefer to own! 2-WAY DOOR, 2 SEPARATE DOOR and SINGLE DOOR models in 10, 10½, 11 and 12 cubic foot sizes. They THINK FOR THEMSELVES! Just plug 'em in and forget 'em! (Illustrated above) MODEL 1257, Automatic with huge freezer, Dairy Bar Door, Juffer-keeper, Cheese-keeper. 2-WAY DOOR opens left or right. America's finest. Solves any kitchen traffic problem.

Priced from **\$399.95** LESS TRADE



### 3 PHILCO Freezers!

Not odd-sized, gargantuan that relatively few can afford, but America's most-wanted Freezers (for families of 2, 4 or more). There's a 13' chest model only 57" long; a 14' upright size only 33" wide and an 18' model that holds 647 lbs. of food! (Illustrated above!) MODEL 1855—18 cu. ft. of zero-to 20°-below storage. Built-in light, counter-balanced lid, huge fast-freeze compartment, Warning Bell system. 5 year warranty, 3 year food protection, as on all Philco Freezers.

Priced from **\$399.95** LESS TRADE



### 2 Philco Electric Ranges!

Here again, the PHILCO GIFT PARADE models are automatic, deluxe in all ways ... with magic Roast meter, Quick-Set Timer, Jiffy Griddle and Broil-Lid-or-Glass ... four features exclusive to PHILCO ... in both double oven and single oven models (illustrated above!) MODEL 459—Top-of-the-line single oven with all super-deluxe fixtures, & exclusive conveniences. See it demonstrated!

TAKE ADVANTAGE OF THESE OFFERS NOW **\$449** LESS TRADE

TAKE THE FREE GIFTS AND STILL GET UP TO \$100 TRADE ALLOWANCE



212 So. Pacific Ave., Redondo Beach

FRontier 2-2616

OPEN

8 A.M. till 9 P.M. Monday through Friday Also All Day Saturday for Your Convenience

FRontier 4-2616

**FREE**

Broil-Quik "El Dorado" Rotisserie on Wrought Iron stand, \$140.00

**FREE**

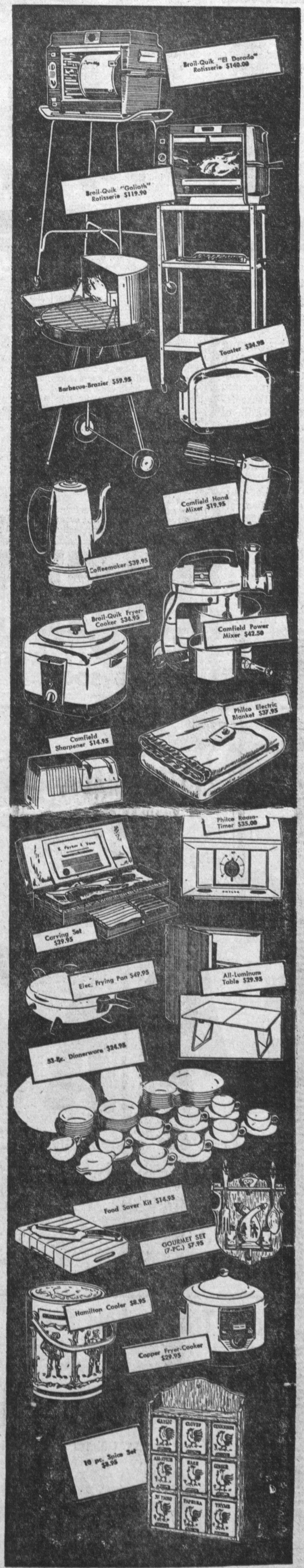
Broil-Quik "Goliath" Rotisserie on Chrome Stand, \$119.90

**FREE**

Portable Barbecue-Brazier with Hood, Elect. Spit, \$59.95

**FREE**

Electric Pop-Up Toaster \$24.95



**FREE**

Camfield Portable Hand Elect. Mixer, \$19.95

**FREE**

12-Cup Automatic Coffeemaker, \$39.95

**FREE**

Camfield Power Mixer with Meat Grinder, 2 stainless bowls, \$42.50

**FREE**

Fryer-Cooker-Server, \$34.95

**FREE**

Philco Comfortemp Electric Blanket \$37.95

**FREE**

Electric Knife & Scissors Sharpener, \$14.95

**FREE**

Philco Kitchen Timer-Radio \$35.00

**FREE**

Parker Carving Set \$29.95

**FREE**

Portable aluminum table with carrying handle \$29.95

**FREE**

Electric Frying Pan with Copper Finish, \$49.95

**FREE**

53-Pc. Dinnerware Set \$24.95

**FREE**

7-Pc. Gourmet Set, \$7.95

**FREE**

Food Saver Kit Chop Board & Kleaver, \$14.95

**FREE**

Auto-Magic Cooker-Fryer with Copper Trim, \$29.95

**FREE**

Hamilton Picnic Cooler \$8.95

**FREE**

10-Pc. Spice Set & Cabinet \$8.95