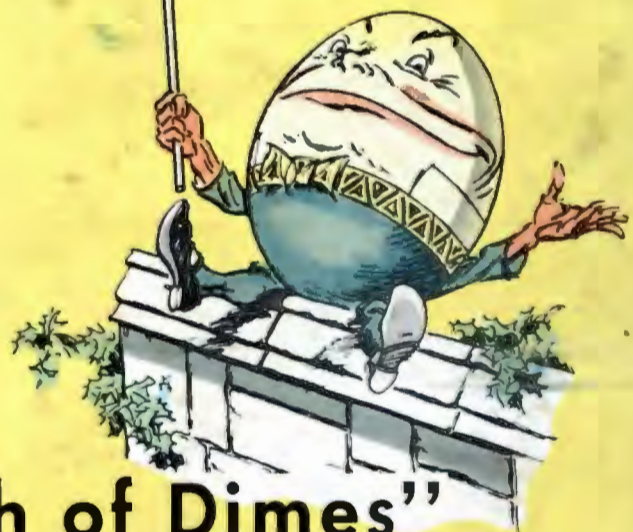




# *Alice in Philcoland*



10¢

Your dime goes to "The March of Dimes"



The time has come, the Walrus said,  
to tell of wonders new,  
In Philcoland (as Alice found)  
and pictured here for you.  
So color them with crayons,  
as Alice saw them there,  
And when your Mommy's buying,  
we hope you will declare:  
"A refrigerator's something  
you don't buy every day;  
So be sure to get a Philco,  
it's WONDERful, folks say!"



“Show your colors!” Here’s your chance.  
While Alice’s admirers dance.

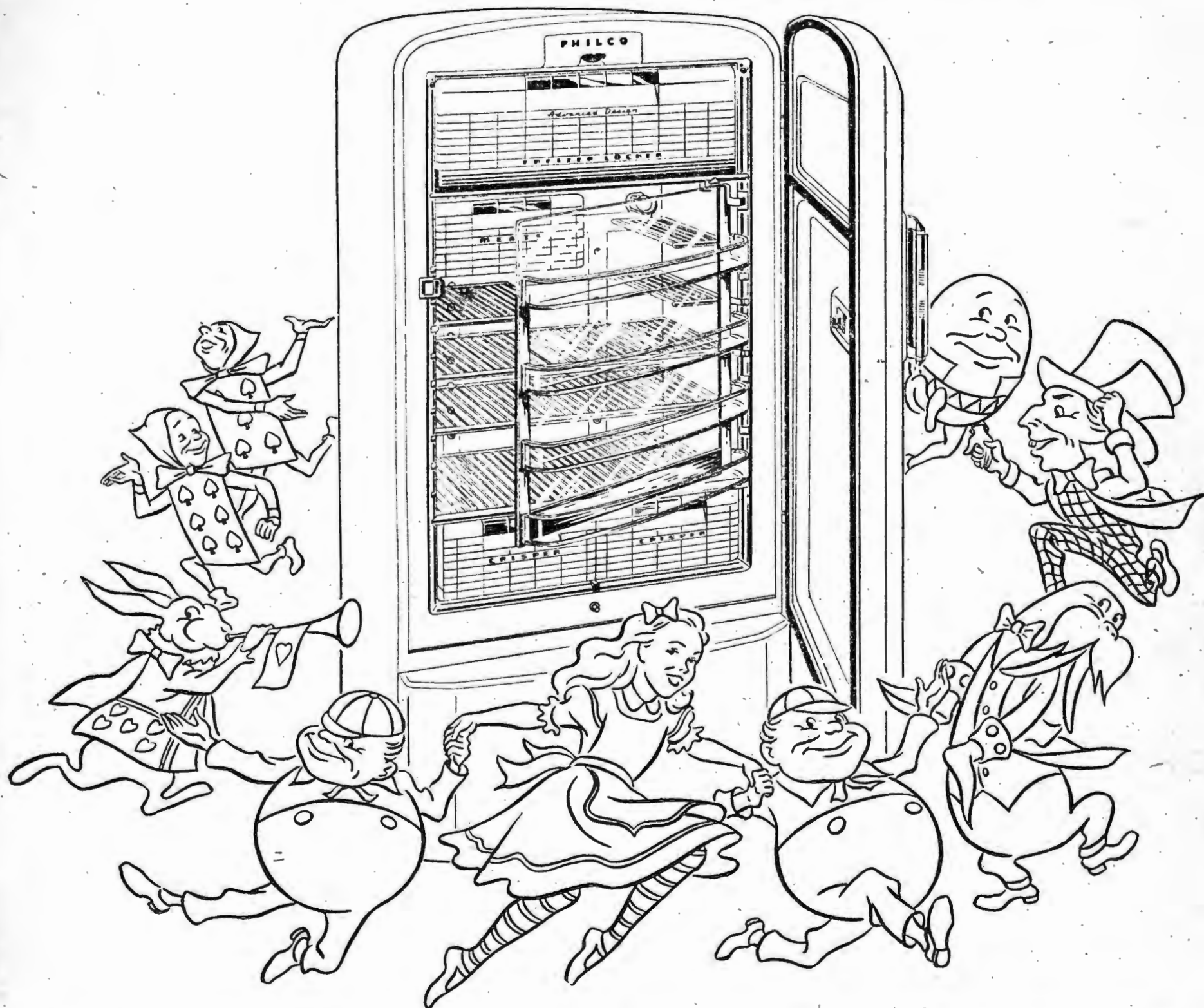


Alice and the Queen of Tarts  
Are here about to lose their hearts.

"IT'S A

**WONDERFUL**

**PHILCO REFRIGERATOR!"**



"Ring-Around-the-Philco looks like fun for man or dame so take your crayons, Boys & Girls, and join the jolly game."



He's MAD about the Freezer Locker; see him jump for joy.  
Only YOU can make him BLUE (except the COLD. Oh, Boy!)



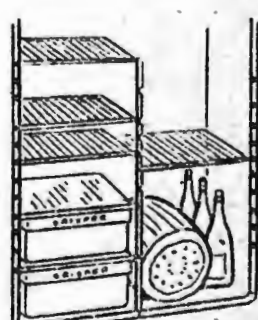
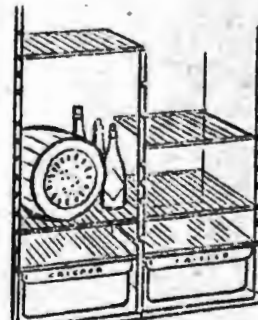
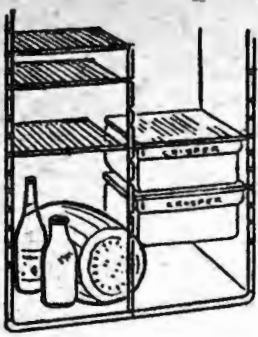
Like stepping through the Looking Glass...

The new Conservador  
of clear, transparent plastic,  
Showing what you're looking for.



"The time has come," the Walrus said,  
"to demonstrate, you see,  
The Summer-Winter BALANCE of Controlled Humidity."





"Father William," said his son, "I think I've reached my goal,  
Of teaching you a thing or two, including SHELF CONTROL!"

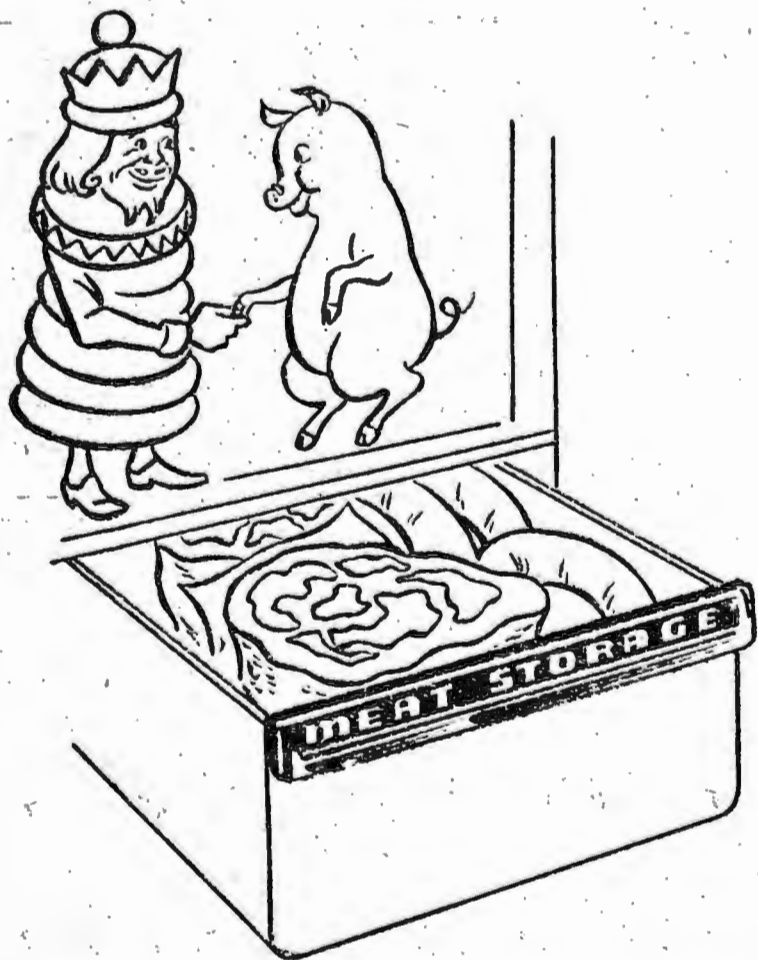
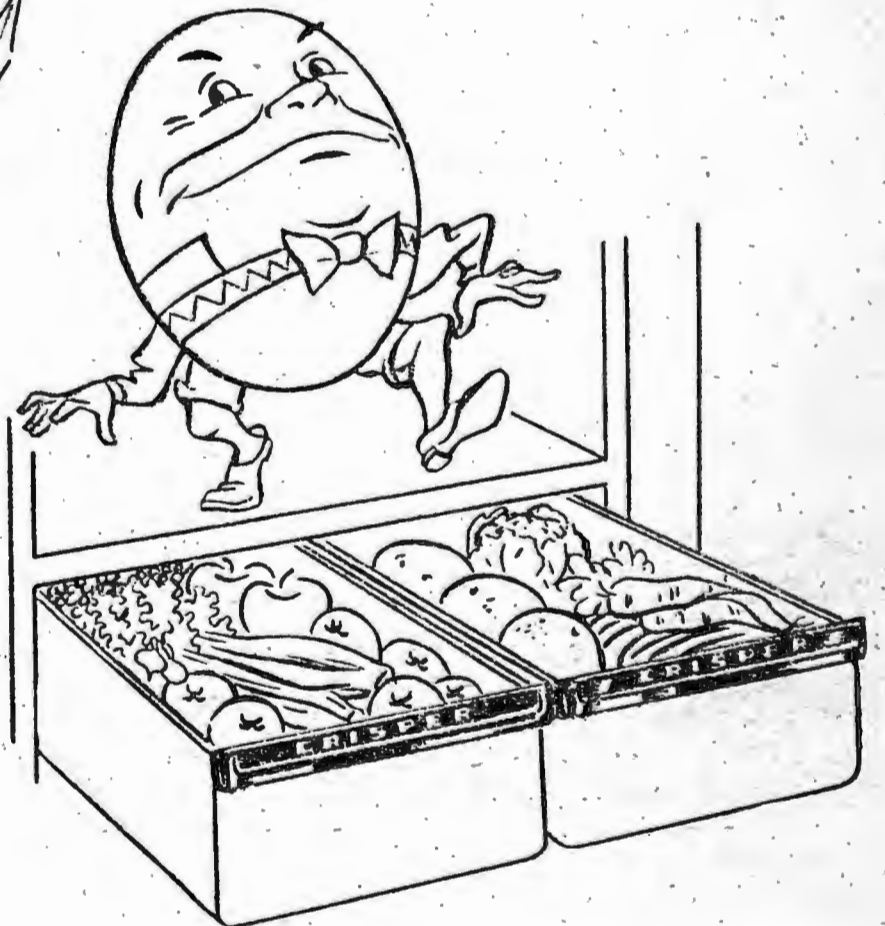


"Where, oh where, has my STORAGE BIN?"  
Joked Alice, as all of them joined in a grin.



Knight or day,  
we always say,  
"Easy-Out's"  
the handy tray!

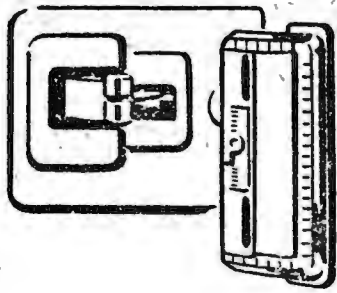
Humpty Dumpty  
Fell for these;  
They're Crisper Drawers,  
sure to please.



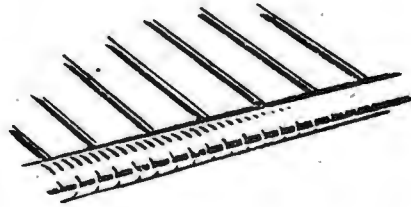
"Porky, this will  
keep your meat  
Full of flavor . . .  
fit to eat."



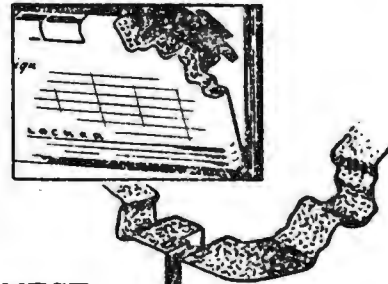
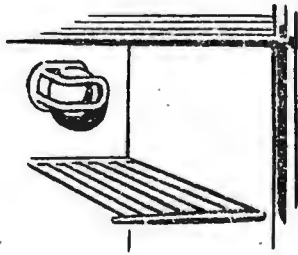
NEW TRIGGER LATCH



STRONG, RIGID SHELVES



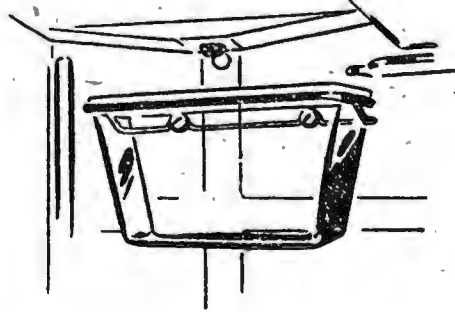
AUTOMATIC INTERIOR LIGHT



FINEST MINERAL INSULATION



GLASS DRAIN RECEPTACLE



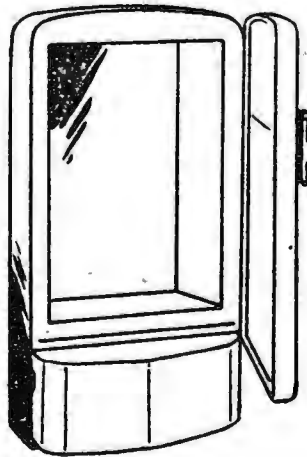
BALL BEARING HINGES



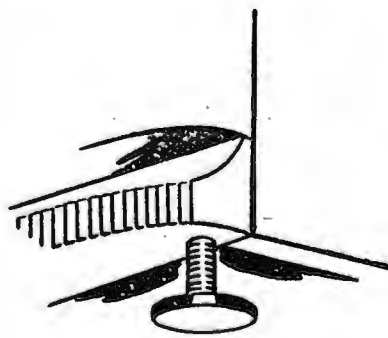
ACID-RESISTING PORCELAIN INTERIOR



ONE PIECE STEEL CABINET



FLOOR LEVELERS

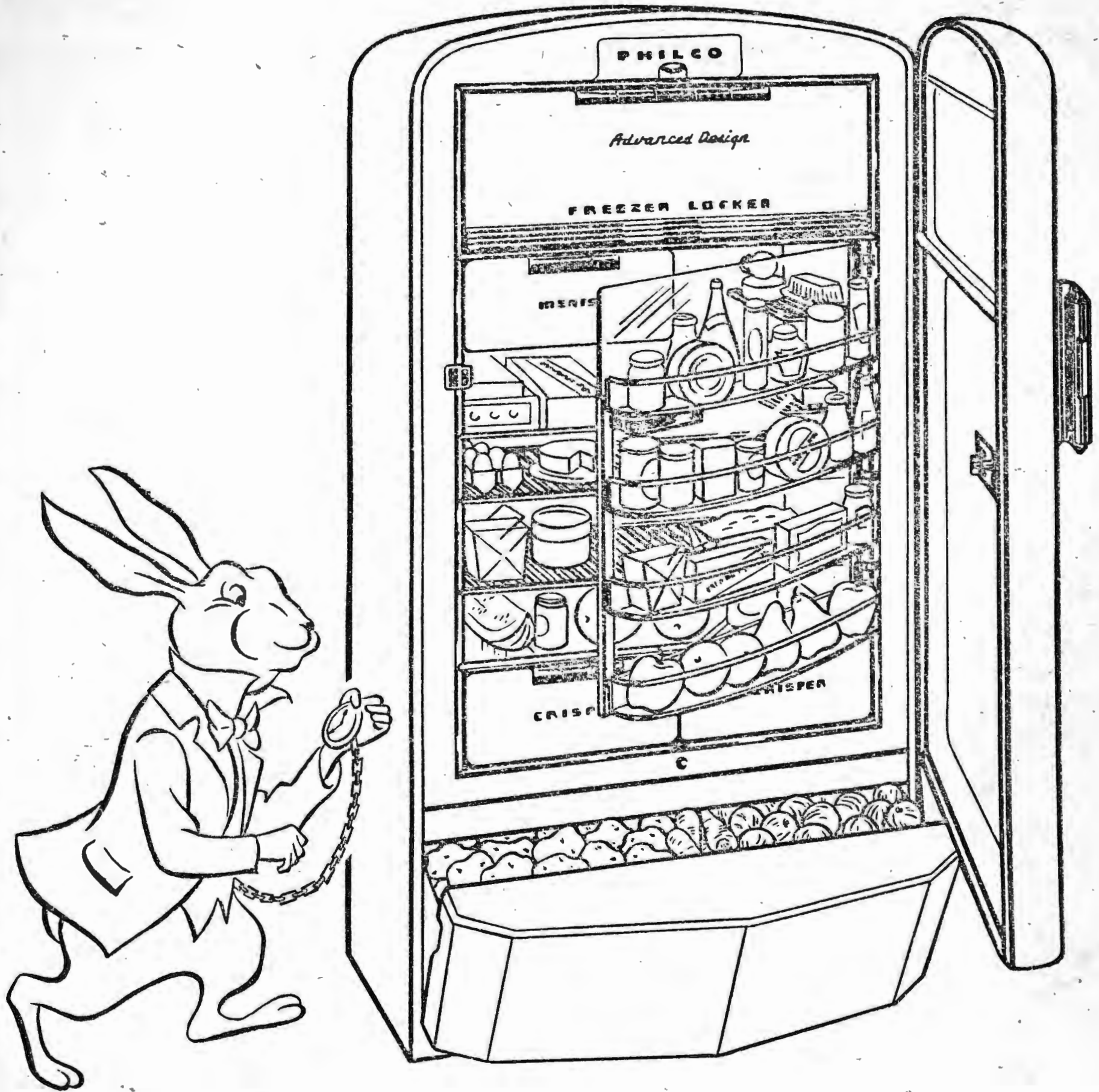


POSITIVE TEMPERATURE-CONTROL

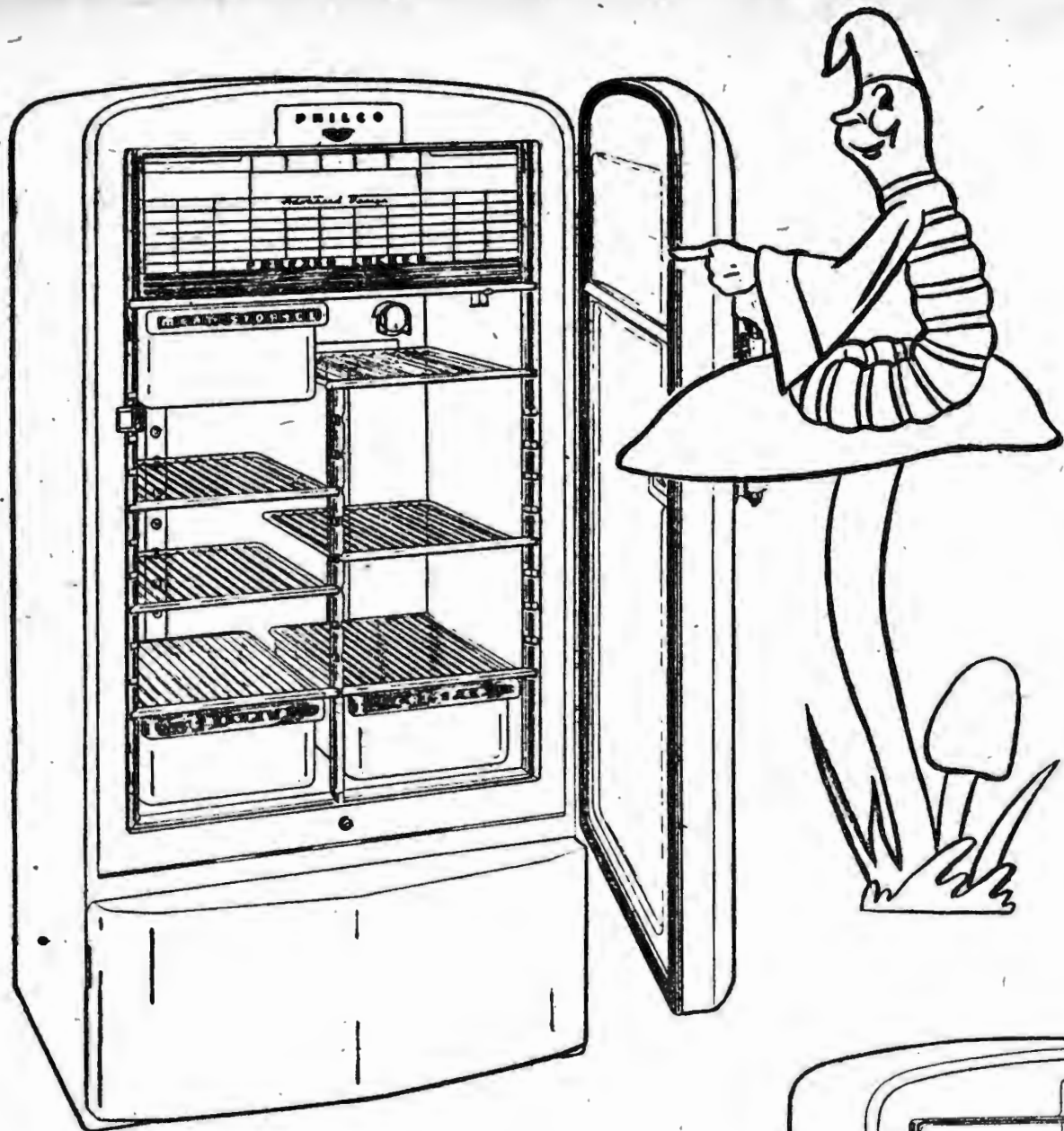


Other features here you see...

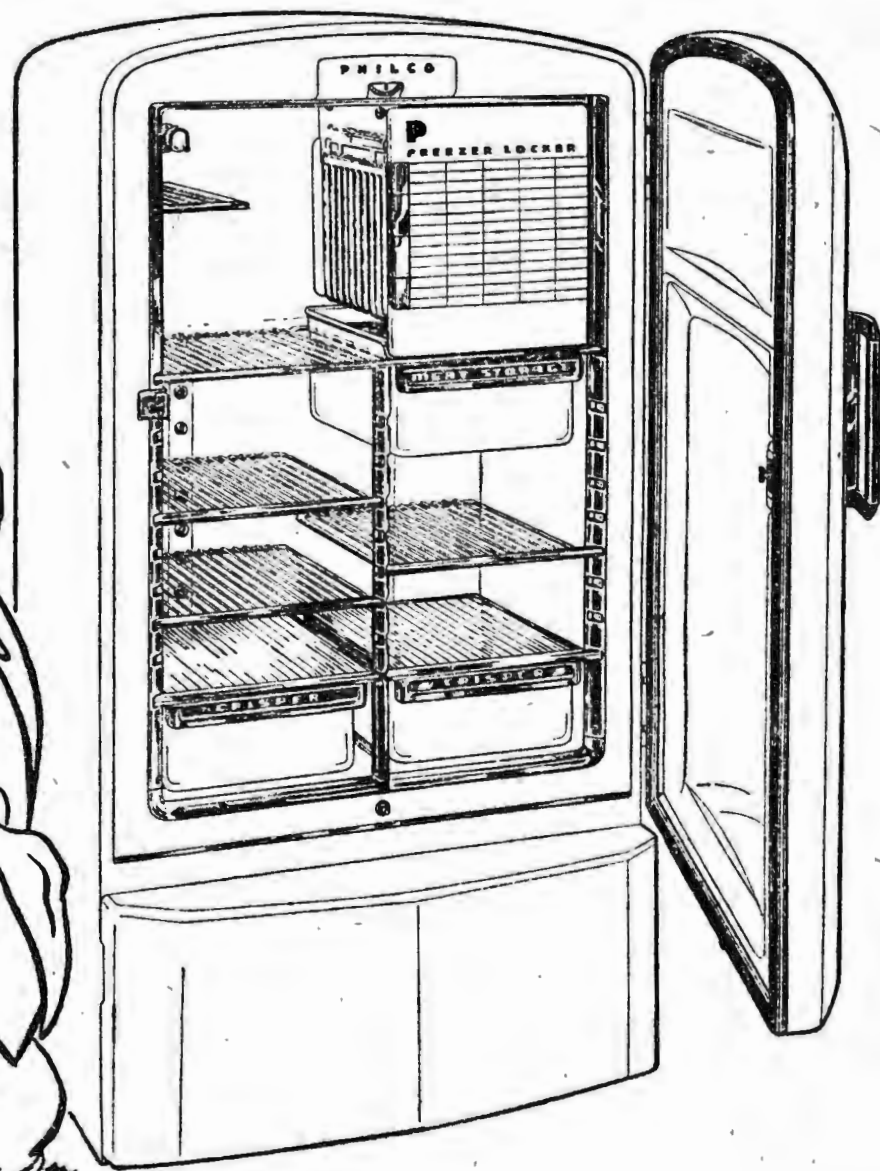
All part of Philco Quality.



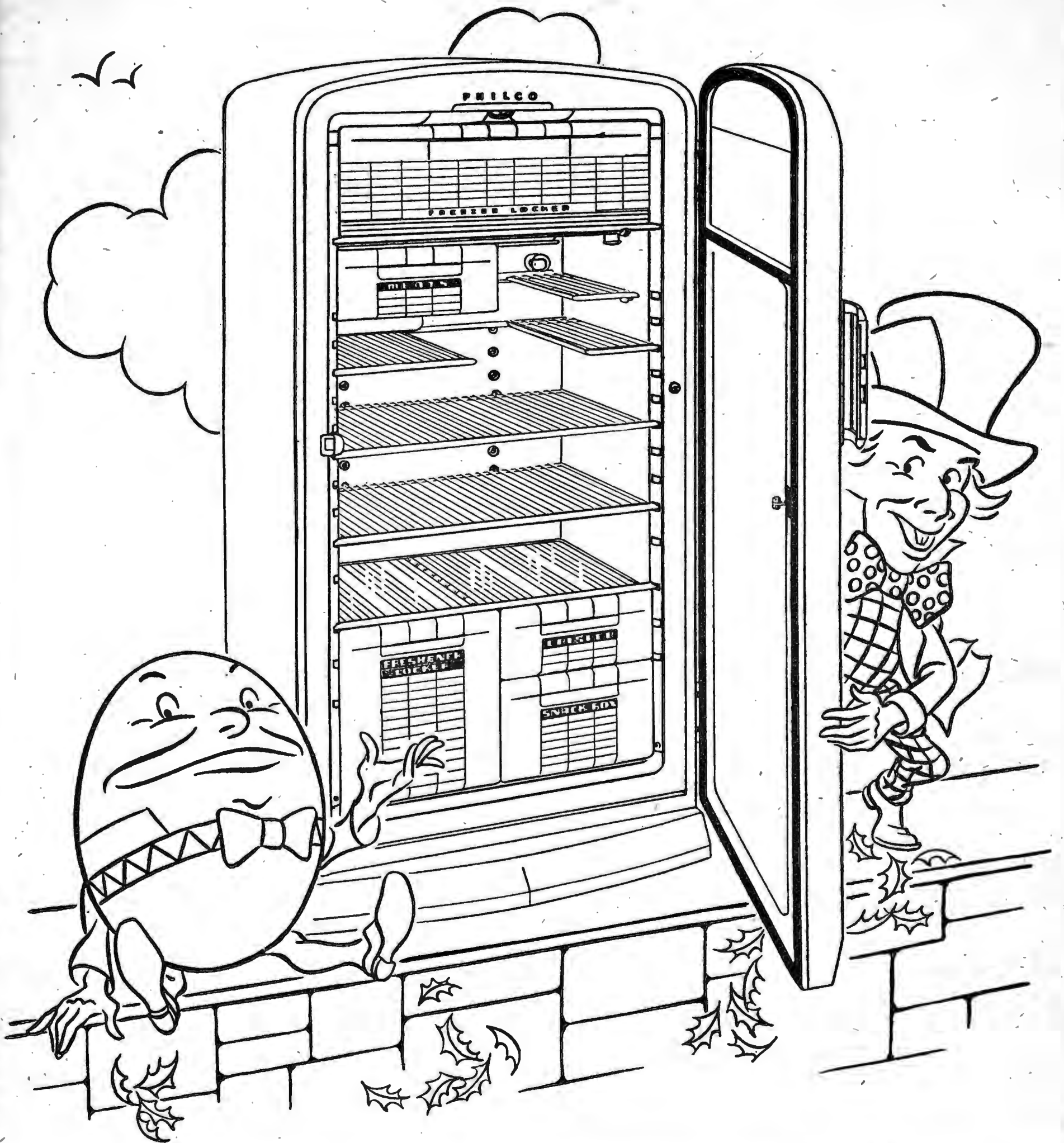
Here, the Rabbit's in a mood  
To try some very tempting food.



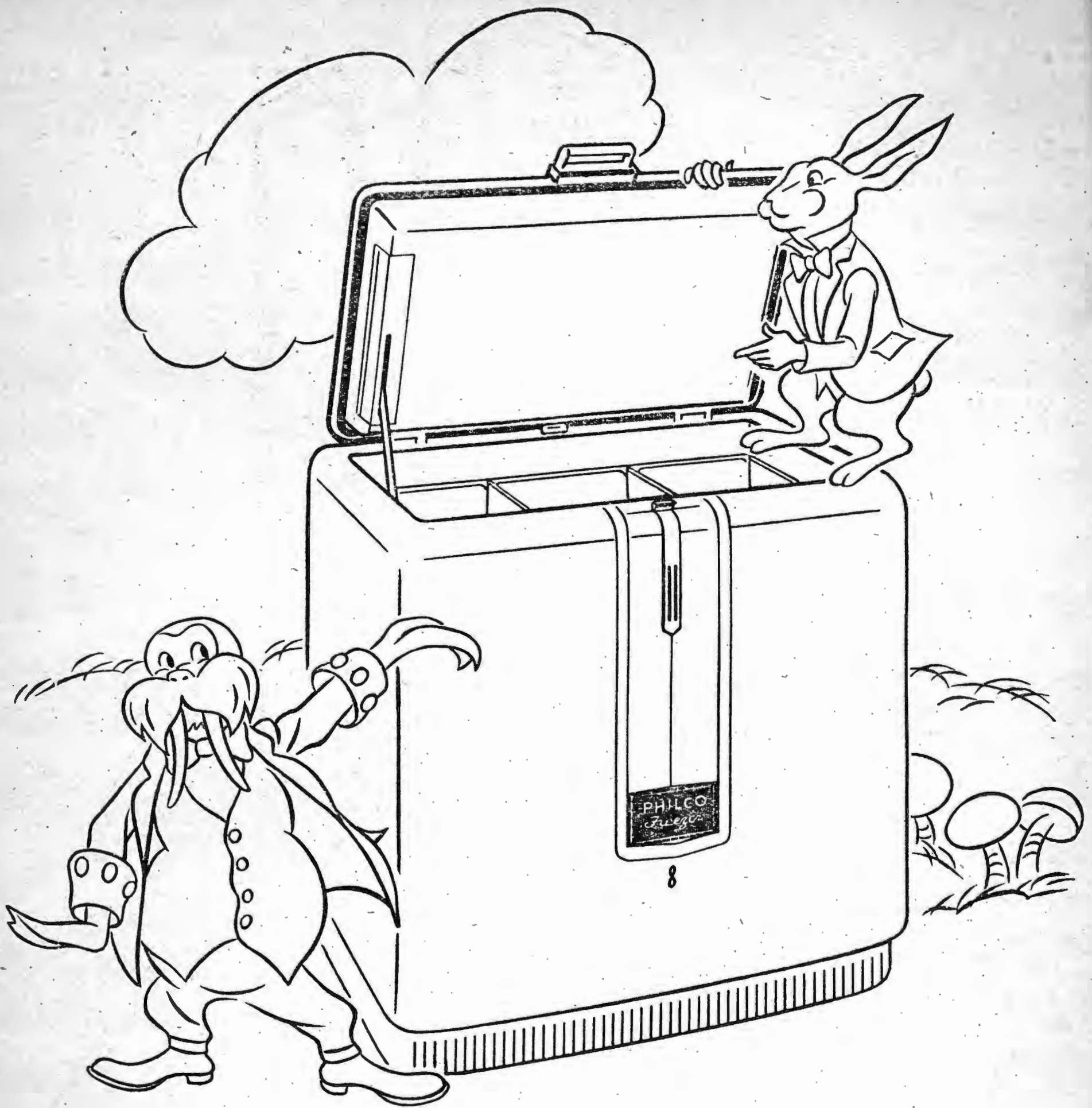
The Caterpillar  
points with pride  
To all the things  
he sees inside.



The Walrus,  
with a toothy smile  
Says: "Here is still  
another style."

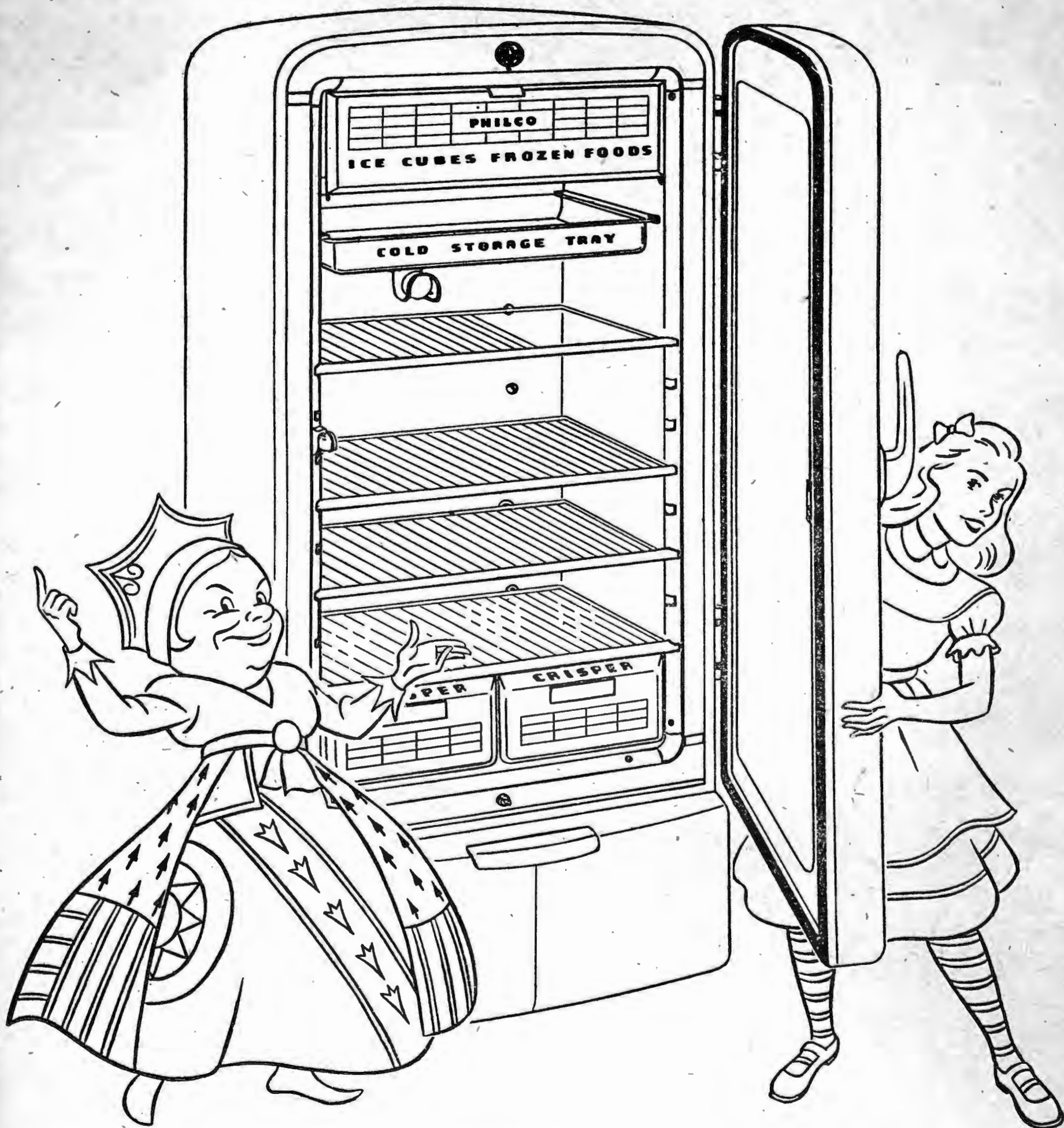


“Look! Look!” cried Humpty Dumpty, pointing to the full-length door,  
“Every inch a refrigerator . . . right down to the floor!”



"A freezer new from Philcoland and what a BIG surprise,  
Now 8 full feet of storage space in a cabinet 5 foot size!"





"Now here's a brand-new Philco," Alice said, "holds food galore.  
Won't you bring your Mother in to see it at our store?"



Hurry get your crayons out and add each color true,  
Show Dee and Dum that you can fix a tasty supper, too.



Every  
Philco Refrigerator  
has a 5 Year  
Warranty



“And”, says Alice, “we’ll be having more Philcoland adventures in the Magazines and Newspapers, and over the air on Don McNeill’s Radio Program too.”



BURKHOLDER'S  
202 E. Ohio SERRAVALIA, MO.

Your dime goes to "The March of Dimes"