

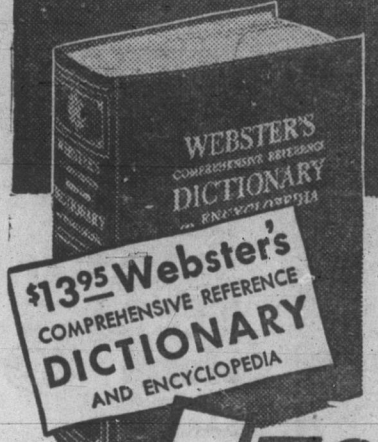
# Grand Opening

## SEPTEMBER 3, 1955

### Over \$700.00 Worth of Prizes Will be Given Away

### Only 2 More Days To Register

## PHILCO "Back-to-School" SALE!



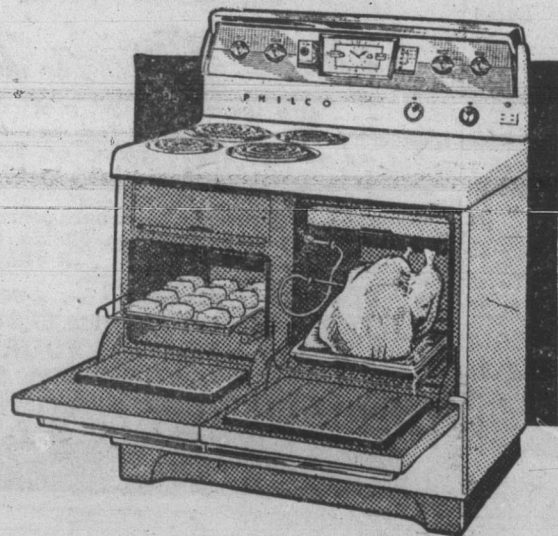
**\$139.50**  
ONLY \$150  
to cover  
handling  
and shipping

with the purchase of this 1956  
**Philco Phonograph**



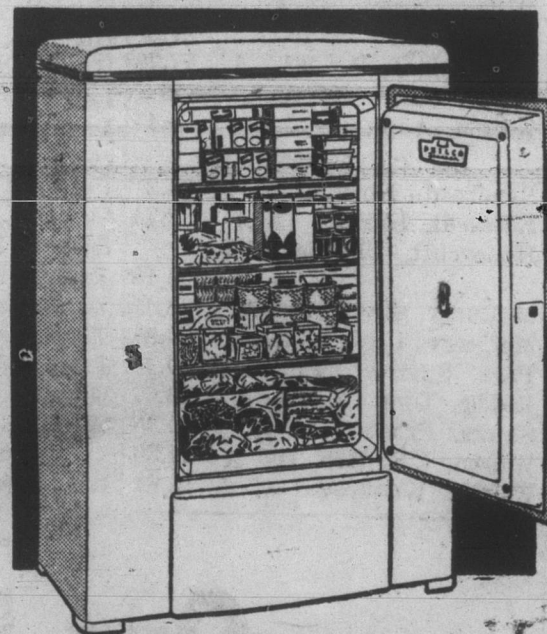
**Smallest, Lightest 3-Speed  
Automatic Portable**

Amazing tone with new speaker  
and tone chamber built into the  
lid. 3-speed automatic record  
changer. Green and Gray leather-  
ette case. Come in, hear it now.



**Luxurious 2-Oven Electric Range  
with Miracle Philco "Roastmeter"**

PHILCO 859: Huge Banquet Oven and current-  
saving Thrift Oven. The exclusive Philco  
"Roastmeter" dial on control panel tells when  
roast is done the way you want it... without  
opening oven door! Smokeless Broiling—under  
glass. Jiffy Griddle. Philco Quickset Timer-Clock.



**Huge 25.6 Cu. Ft. Upright Farm Freezer!**

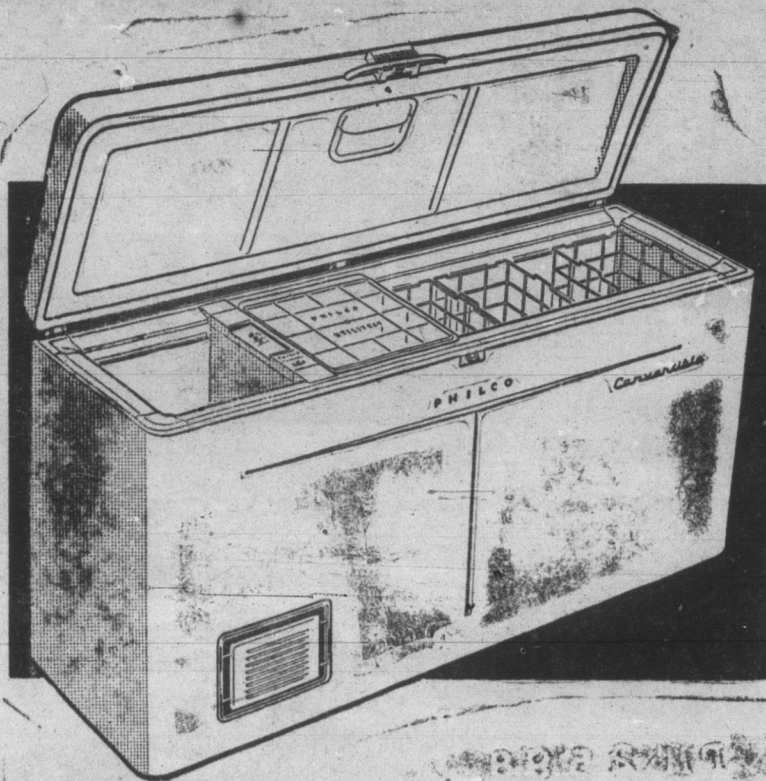
PHILCO V-2545: Holds 900 lbs. of frozen foods.  
Sharp freeze in large quantities on spacious re-  
frigerated shelves. Cold control with settings for  
"sharp freeze" and "zero storage". Audible Alarm.

New 1956  
**PHILCO**



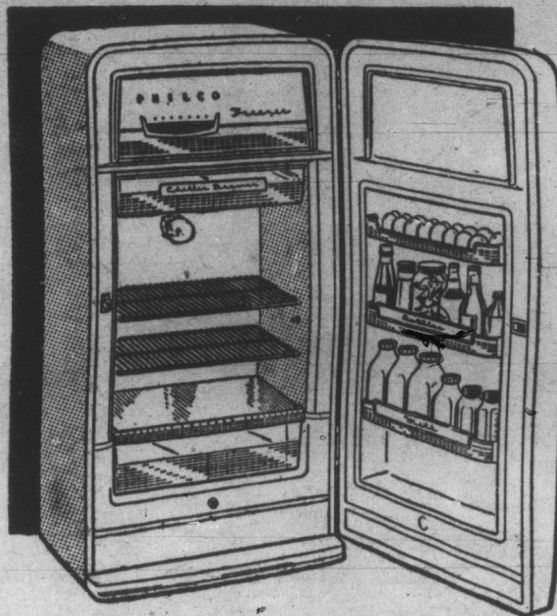
Turns for easy viewing

Big 21-inch aluminized  
picture tube, Transformer-  
Powered Chassis and  
Golden Grid Tuner for  
performance unmatched  
at its price. Mahogany fin-  
ish cabinet. Philco 4138.



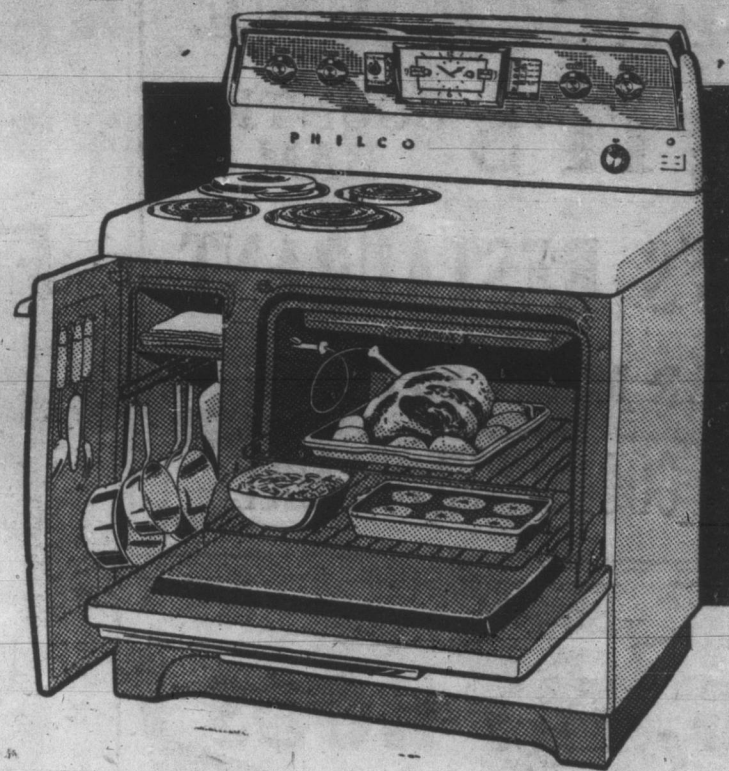
**New Advance in Freezers! 18½ Cu. Ft. "Convertible"**

PHILCO H-1858: Separate 3 cu. ft. compartment is Convertible from  
freezer temperatures to refrigerator temperatures. Huge permanent  
frozen storage compartment at all times. Sharp freezing is available  
to 40° below. Sliding Storage Baskets make foods easy to reach.



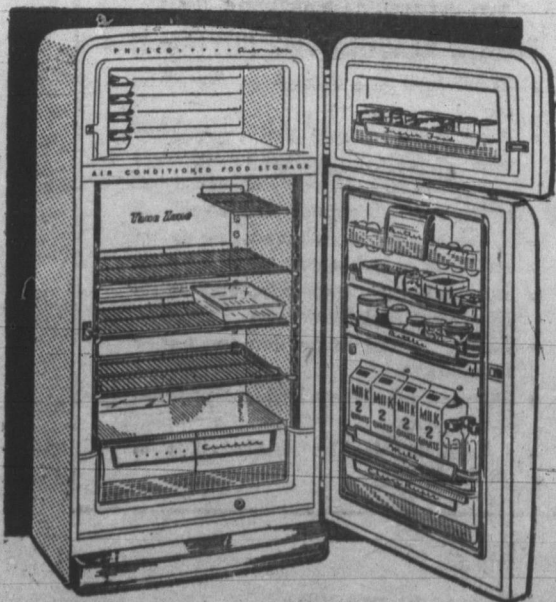
**New for 1955... Philco Refrigerator  
with Double Depth Storage Door!**

PHILCO 1052: Every door shelf double depth;  
twice as useful. Holds foods that never before  
could be stored in a refrigerator door. Now four  
¾ gallon cartons of milk on one shelf. All shelves  
removable for easy cleaning. Big 45-lb. Freezer.  
Chiller Drawer. Full-Width Crisper. 9.7 cu. ft.



**Wide Oven Electric Range with Miracle "Roastmeter"**

PHILCO 459: The Philco exclusive Roastmeter dial on the control  
panel tells how your roast is cooking, tells exactly when it is done  
the way you want it... without opening the oven door! Wide  
"Dream" Oven. Smokeless Broiling—under glass. 2-Speed Jiffy  
Griddle. Quickset Timer-Clock. Philco Cook-by-Color Controls.



**2-Door Twin-System Philco with  
2½ Cu. Ft. Master Freezer!**

PHILCO 1259: Brand new design in a 2-door refrig-  
erator. Recessed freezer door makes main com-  
partment easier to see into, easier to reach into.  
It's Air Conditioned to keep foods fresher. Com-  
pletely Automatic. Big 12 cu. ft. capacity. 2½ cu. ft.  
master freezer sharp freezes to 20° below.

## Complete Line of Philco Electric Appliances.

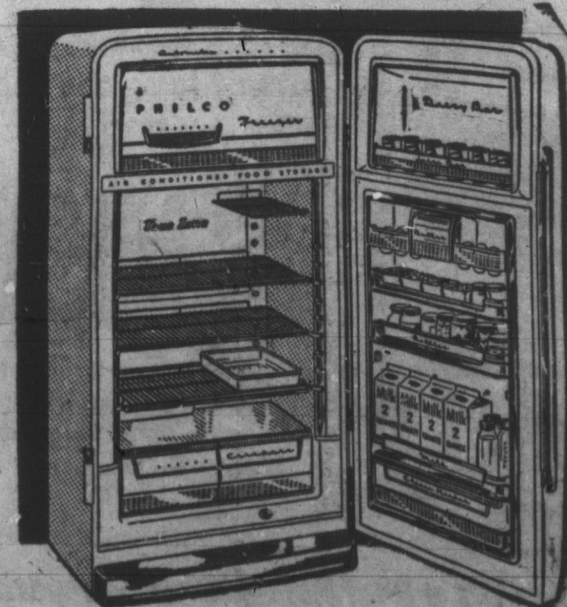
John R. Stewart, Owner

Coy Ballew, Mgr.

### STEWART'S APPLIANCE COMPANY

BAKERSVILLE, N. C.

Phone 2294



**Philco with the 2-Way Door...  
Now in Huge 12.6 Cu. Ft. Size!**

PHILCO 1259: The miracle refrigerator that opens  
from either side. Here for '55 in huge 12.6-cu. ft. size.  
Philco Twin-System... a refrigerator and a  
freezer combined. Freezer holds 80 lbs... sharp  
freezes to 20° below zero. Air Conditioned refrig-  
erator keeps foods fresher. Completely Automatic.