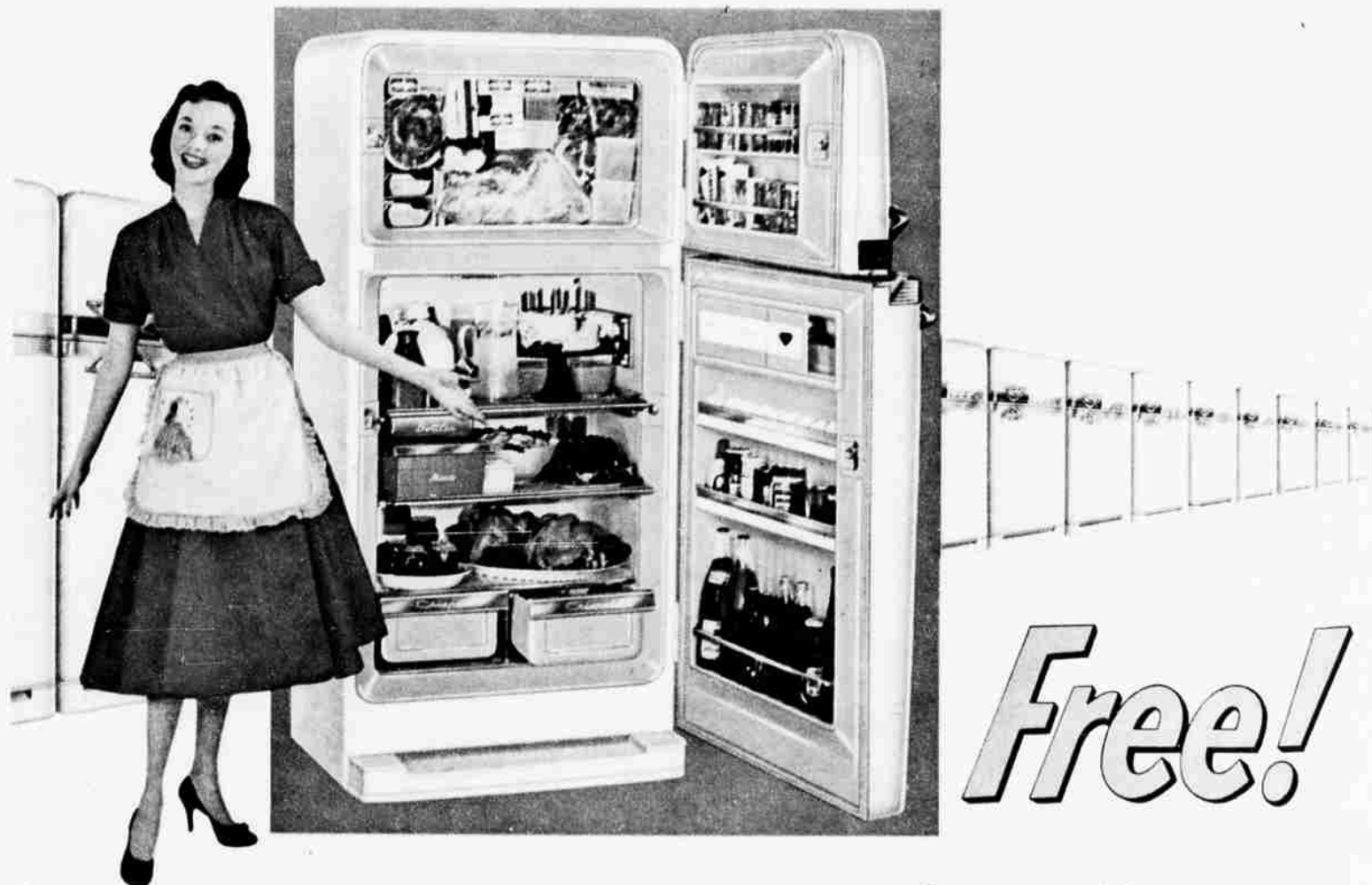




Free!

\$100,000 IN NORGE 1957 "big freeze" REFRIGERATORS

In this Spectacular

STA-FLO® and STA-PUF® SWEEPSTAKES!

LIQUID STARCH

MIRACLE RINSE

JUST COMPLETE
THIS JINGLE



STA-FLO Starching is the best
STA-PUF Rinsing does the rest
Every laundry day you'll say

(Be sure last line rhymes with "say".)

Over 200 Chances to Win!

Yes, you can win one of these 200 beautiful new 1957 refrigerators with all the most wanted features. Huge 124 lb. freezer section... 13 cu. ft. total refrigerated storage space... automatic defrosting, and many other Norge features. Best of all, it can be yours free!

Just complete the above jingle. Pick up your entry blank today at your local grocers—and get started NOW on your entry. Be sure to read rules at right.

Bonus... Free Frozen Food!

If winning entry has been signed by Norge dealer, a bonus of 3 months' supply of frozen food will be awarded, too! See official entry blank, Sta-Flo or Sta-Puf label for full details.

Hints To Help You Win!

What an easy-to-win contest! We even give you a little extra help by listing some pertinent facts about Sta-Flo and Sta-Puf below. Get these two wonderful products at your local grocers today—and try them first-hand next washday.

Sta-Flo Starch—one try and you'll agree. Sta-Flo is easier, faster and more effective than any other starch on the market. It's a pre-cooked, ready-to-use liquid laundry starch... just add water. Contains bluing, retards mildew. Means smooth, fast, easy ironing.

Sta-Puf Rinse—used in your final rinse water makes wash-hardened towels super-soft and almost twice as thick. Baby clothes, diapers, blankets and matted down woolens come fluffy new again.



A. E. STALEY MFG. CO.,
Decatur, Illinois

ENTER TODAY!

Follow these simple, easy rules

1. Complete the jingle printed in this ad rhyming last word with "say". Print or write plainly using entry blank, plain paper, special label or reverse side of regular label.
2. Enter as often as you wish but enclose a label or facsimile from either Sta-Flo or Sta-Puf with each entry. Mail your entry together with your name and address to: Sweepstakes, Box 717, Chicago 90, Ill.
3. All entries must be postmarked not later than midnight, July 29th, and received not later than August 10th, 1957.
4. Sweepstakes open to any resident of United States, Alaska, Hawaii and Canada, except the employees of A. E. Staley Mfg. Co., its advertising agencies and their families. Sweepstakes contest subject to Federal, State, and local regulations.
5. Entries will be judged for originality, sincerity and aptness of thought by Lloyd Herrold Co. Judges' decision final. Duplicate prizes in case of ties. No entries returned. All entries, contents, and ideas therein become property of A. E. Staley Mfg. Co., to use as it sees fit.
6. Winners will be notified by mail. Prize winner lists available about 6 weeks from close of contest to those sending stamped, self-addressed envelopes to judges.
7. 200 prizes in Norge Big Freeze Double Door Refrigerators... and, if you win, 3 months' supply of free frozen food if your entry is signed by your Norge dealer.