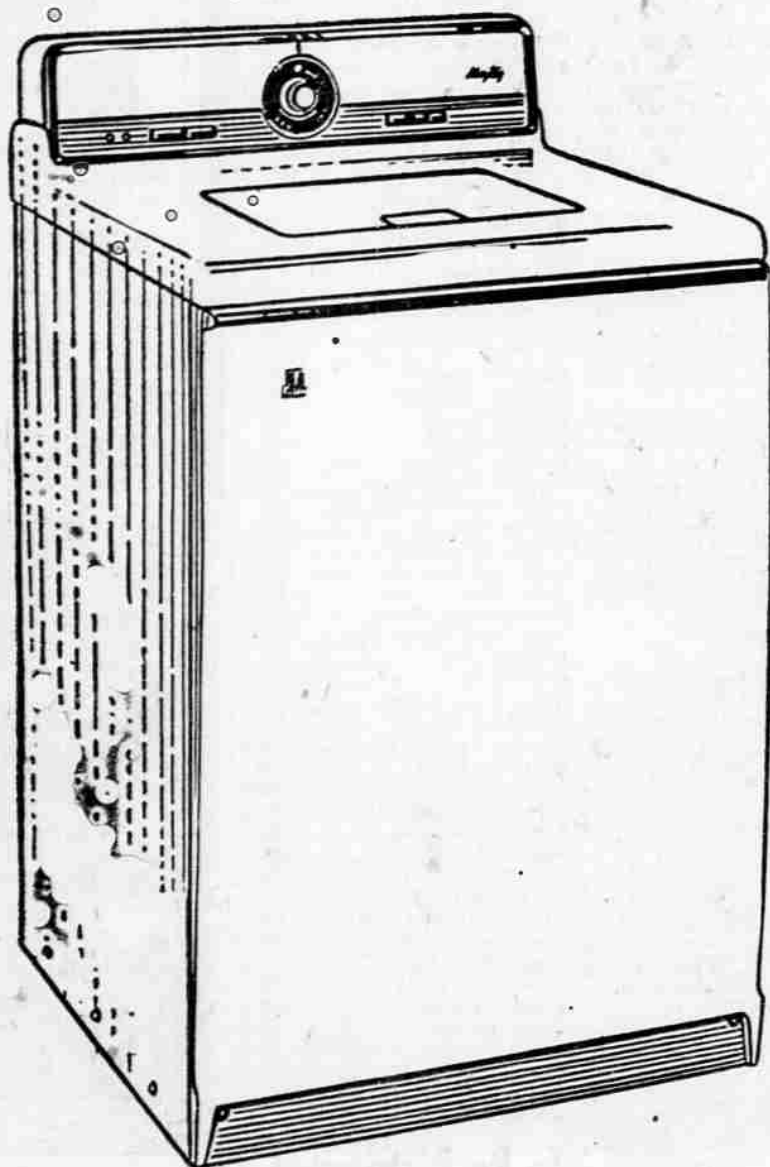


MAYTAG Selects MEDFORD

As Home-Test Market For 1957 Maytag Automatic With **NEW COLD WATER WASH**



WOULD YOU LIKE TO TEST A NEW MAYTAG IN YOUR HOME... JUST FOR ANSWERING A SHORT QUESTIONNAIRE?

Leading test laboratories and consumer magazines proclaim the results of Maytag cold water wash. (Maytag of course uses hot and warm water wash for regular fabrics, too!) NOW the Maytag Company desires 50 Medford housewives to test this feature in practical day-to-day home use. Their comments will comprise a consumer survey to supplement laboratory findings.

NEEDED: 50 HOUSEWIVES... TO HOME-TEST THIS WASHER

No obligation... just test a new 1957 Maytag automatic in your home for a limited time... then state your opinions of cold water washing for modern fabrics on a short questionnaire mailed direct to you from The Maytag Company... Larson Appliance Co. delivers, installs, picks up washer after test is completed... all comments confidential.

IMPORTANT!

1. Larson Appliance Co., Medfords' Maytag dealer, has been selected to assist The Maytag Company with this factory survey.
2. Only 50 Maytag automatic washers have been allotted for this home survey. All are brand-new, unused, 1957 models.
3. Testing housewife's only obligation is to answer a short questionnaire on her opinions of cold water washing. This questionnaire will be mailed by the Maytag factory with self-addressed, postage-paid return envelope.
4. Test home must have hot and cold water taps, electricity, and available drain for hook up of washer.
5. A REPRESENTATIVE WILL CALL YOU.

Laboratory Reports Prove
COLD WATER WASH RESULTS!

- ★ Kinder to wool, cashmere, and 'orlon' than tenderest Hand squeezing
- ★ Reduces shrinkage
- ★ Cuts ironing time
- ★ Saves wear on fabrics
- ★ Fabrics stay fresh and bright
- ★ Eliminates all hand washing

MAIL YOUR COUPON APPLICATION TODAY!

NEW MAYTAG Automatic Washer

Also Has These Outstanding Features:

- 2 speeds—3 water temperatures
- 926 lint removers
- automatic water level control
- full-time safety lid
- suds saver
- non-rust cabinet

MAIL THIS APPLICATION TODAY!

AL LARSON — MAYTAG HOME TEST MANAGER
LARSON APPLIANCE CO.
406 E. MAIN
MEDFORD, ORE.

I am interested in helping The Maytag Company survey consumer opinion of the 1957 Maytag automatic with cold water wash. At the end of the test period, I will answer a short questionnaire, mailed to me from The Maytag Company, about my opinions of Maytag's cold water wash.

There is no expense of any kind to be incurred by me. Other than answering the questionnaire, I am under no obligation, either to Larson Appliance Co. or to The Maytag Company.

Name.....
Address.....
City.....
Phone.....

LARSON APPLIANCE CO.

406 EAST MAIN STREET

MEDFORD, OREGON