

**DON'T
WAIT
TILL
IT HITS**

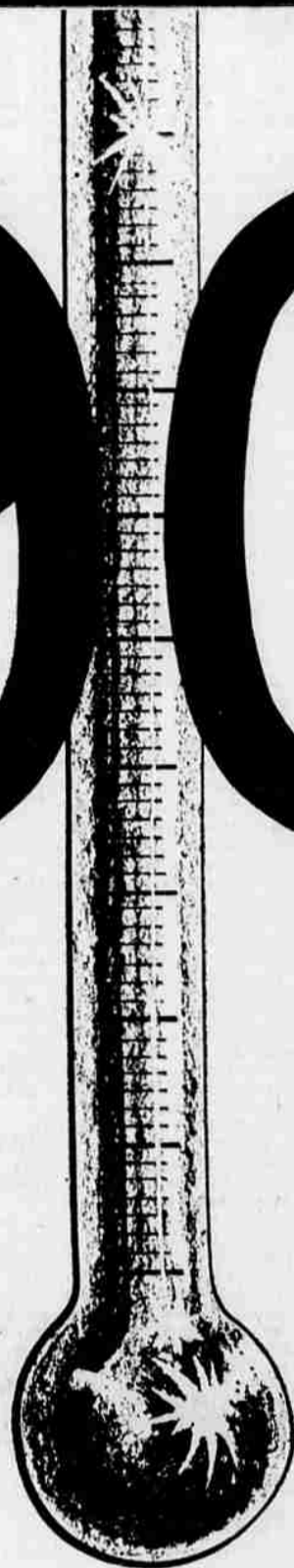
90°

**TAKE ADVANTAGE
OF THIS
EARLY-BIRD BONUS OFFER**

We'll save you

\$30

... off the regular price



For early birds who install AIR CONDITIONING during the month of May, Cal/Ore Electrical League dealers listed in this ad have a \$30 bonus—a \$30 discount on air conditioners installed this month! These dealers will pay you, in effect, \$30 to prepare **now** to stay comfortable!

Of course, keeping cool is not the only reason for air conditioning—and summer is not the only season to use it. Modern air conditioning is an air conditioner . . . It cleanses and purifies the air you breathe in **all** seasons. For better health and greater comfort the year around, investigate now—and save \$30! On installations of at least 8,000 BTU capacity.

These bonuses available to all customers served by the Copco Division, Pacific Power & Light Company, the Ashland Municipal Power System.



**Agreeable
Participating
Dealers:**

Appliance Mart
SP 2-4131
HOTPOINT

**Big Y Appliance
Center**
SP 3-3052
WESTINGHOUSE

Feldman & Olsen
SP 3-2811
FEDDERS

**Home Appliance
Company**
SP 3-5395
GENERAL ELECTRIC

Johnston Stores
SP 3-3619
RCA-WHIRLPOOL

**Leonard Electric
Company**
SP 3-4541
FRIGIDAIRE - AMANA

Modern Plumbing
SP 3-5368
CARRIER

**Montgomery Ward
& Co.**
SP 3-7301
WARDS TRU-GOLD

**Paulsen & Gates
Thrift Market**
NO 4-2283
AMANA

Trowbridge Electric
SP 3-6241
WESTINGHOUSE

if you AIR-CONDITION NOW!

SEE
YOUR
FAVORITE
CAL/ORE
ELECTRICAL
DEALER

