

KLAMATH FALLS APPLIANCE DEALERS

Present

"OPERATION SNOWFLAKE"

Let's make it a "White Christmas"!



On the following pages you'll find a wonderful array of new appliances . . . plus homemaking ideas, household hints and ideas for modernization and improvement of your home. The modern gas and electric appliances make for ease and convenience in your home, better and faster preparation of foods, better care for perishables, and the dependability

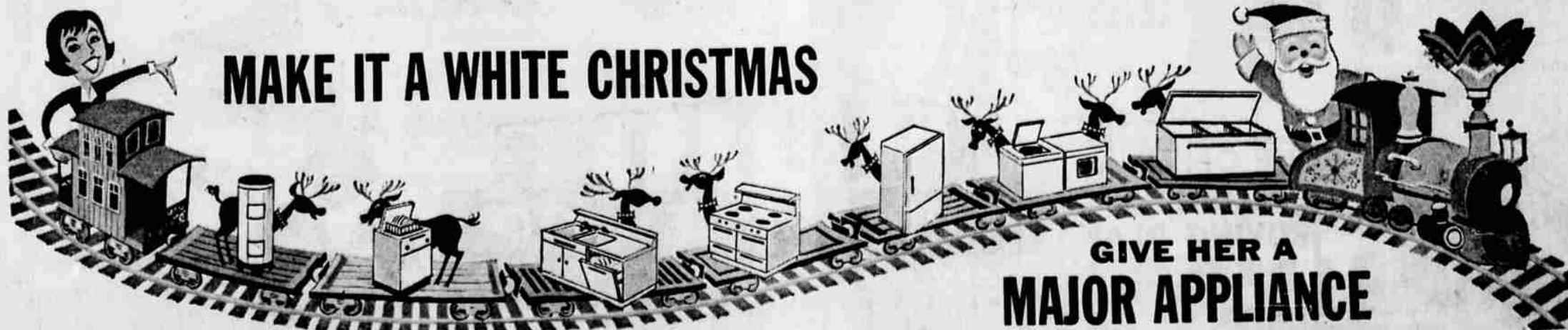
of the equipment is unquestioned. Financing, too, for both new appliances and home improvements is easier now than ever before. So . . . this year, give her a gift that keeps right on giving, a brand-new, work-saving appliance and it's a gift for the whole family, too. This year . . . make it the merriest White Christmas ever!

Out of a Christmas wonderland of gift ideas, comes a train-load of opportunity for the thoughtful husband to give his wife the brightest, shiniest new tools for her career . . . Home-making.

Every idea presented in this section means much more than mere convenience, or even freedom from drudgery. Each wonderful home appliance has its own great contribution to make to the better job she always strives to do for her family.

You can bring a supermarket into her kitchen . . . automation to her cookery . . . even sunshine to her every wash day . . .

These are but some of the wonder-working miracles that you can give her this Christmas . . . this section is devoted to helping you **LIGHTEN** her work, **BRIGHTEN** her leisure . . . **WIDEN** her world, by making it a **WHITE CHRISTMAS**.



Read the Informative Ads in the following pages -- then, shop these Friendly, Progressive Stores!