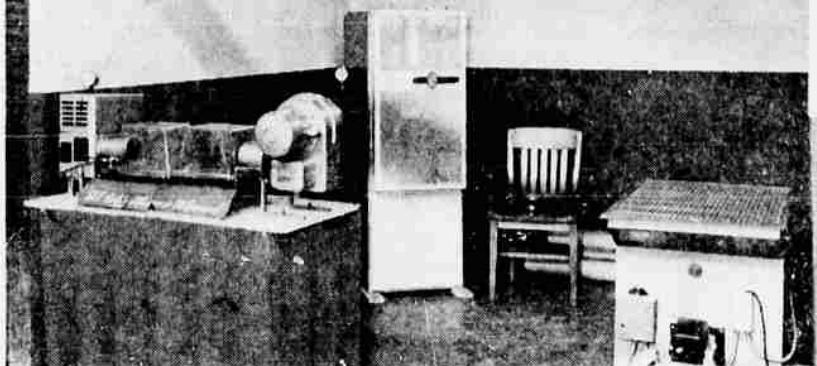


WESTERN OIL AND BURNER



SPRING AND SUMMER are the seasons to plan ahead about improving home heating. This was pointed out to the hundreds of interested persons who stopped by the Western Oil and Burner exhibit booth at the Klamath Basin Home Show held earlier this year. Shown in this picture of the exhibit is the demonstrator at left, graphically illustrating the mechanics of both high pressure and low pressure oil burners; a Williams Oilomatic furnace at center, and a Curtis Space-Saver floor furnace at right. The booth was manned during the two-day show by Bud Brown, manager and son of owner Clyde I. Brown, and Hugh Killmeyer, who joined the staff about four months ago.

Elizabeth Arden

Did you know you can have a beauty treatment while you shop, sit at your desk, prepare dinner, even while you watch a play or enjoy a party? Whatever your daily activities, they need not put a stop to complexion care. The concept that skin improvement is strictly a dressing table routine is as out of date as a coiffure waved by curling irons.

How to have constant care? It couldn't be easier. With just one preparation, applied before make-up, you can insure your skin of a day-long supply of beneficial moisturizing oils. The preparation is Elizabeth Arden's Velva Moisture Film, a silky, gossamer-light lotion, absorbed so quickly by thirty pores that it is transparent on the skin. After morning cleansing, just smooth it generously over face and throat. It gives a porcelain surface over which foundation glides evenly, stays radiant for hours. The dewy quality of this lotion makes it impossible for make-up to look cracked or caked.

Velva Moisture Film is a protector as well, for it effectively screens the face against the chapping of winds, counteracts such enemies as drying steam heat. It makes exposure absolutely unnecessary.

What better time to begin this extra beauty dimension than now? Five months of winter have probably left your skin parched and flaky, hardly fresh enough to welcome pale spring fashions or a dashing new hat. Only one word of advice—Velva Moisture Film is definitely not a once-a-week beauty extra—it should be used with the same regularity as lipstick, regarded as an everyday essential to replenish moisture with consistency.



VELVA Moisture Film by Elizabeth Arden gives the complexion constant beauty care. She calls it her "around the clock" beauty plan.

QUICK LUNCHEON ENTREE

For a quick and inexpensive luncheon entree, drain a can of blue lake green beans and combine with canned cream of mushroom soup, instant minced onion and 2 or 3 strips of crisp bacon, crumbled. Turn into a shallow baking dish. Prepare a small package of corn muffin mix according to package directions, and spread over the top of the dish. Bake in a hot oven until topping tests done and is browned. Serve at once, from the baking dish.

OUR MACHINES USE 50 GALLONS OF HOT WATER PER WASH
MERIT'S COIN-OMATIC LAUNDRY
323 E. MAIN — 1801 So. 6th

WESTERN OIL & BURNER TELLS ABOUT HEATING

There seems to be a lack of public understanding about the amazing progress which has been made in home heating comfort during the last few years.

In a report to the Cleveland Better Business Bureau, Inc., David R. Buschman says that so many people have put up with poor heating for so long that they do not know how to buy a modern comfort heating system or what kind of precision heating performance they have a legitimate right to expect.

"There are several major types of heating systems," he continued, "involving equipment and fuels of widely different nature, and tremendous progress has been made in each."

He decried the practice of homeowners waiting too long before installing a new heating system. "The old one finally breaks down when the outdoor weather is at its coldest," he commented. "Heat must be obtained at once and the time element prevents the homeowner from learning as much about heating as he should know and from being as selective as he could be if it were not for the urgency of the need."

"Any good heating system represents a major investment, worthy of careful planning by any family interested in better living."

"Another mistaken belief held by many people is the idea that any automatic heating system utilizing an automatic fuel is an automatic comfort producer," he warned.

"Automatic operation obviously is an essential of a good heating system. But it has no influence on how well or how poorly the heat is distributed throughout the various rooms in the home."

The real secret of enjoying the comfort possible with modern heating is in the skill, background and attention to detail provided by the installing organization in both the design and installation of your individual system.

Home purchasers should know that FHA standards and local building codes are minimum standards, based on insuring safety to the structure and its occupants rather than guaranteed comfort. Clyde I. Brown, owner of Western Oil and Burner, points out some of the things a homeowner should be entitled to expect from a good heating system:

"For real comfort, temperature in the house should remain without noticeable variation no matter whether the fuel burner is on or off."

"A good heating system should maintain a floor temperature of

not less than 68 degrees even at the outer corners of the room.

"Temperature at the 'sitting zone,' 36 inches off the floor, should vary no more than 2½ degrees from that of the floor when outside temperature is 30 degrees and not more than 4 degrees in zero weather."

"Temperatures should not vary more than 2 to 3 degrees between rooms and a good heating system delivers a continuous, even flow of heat always, regardless of weather conditions outside."

"There should be no layers of hot

and cold air, no drafts."

Heating systems of today can provide fresh air and ventilation, humidity control and filtering of lint and dirt from the air, he pointed out.

Comfort heating means better living.

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MILE OF SILVER DOLLARS

(\$42,240)

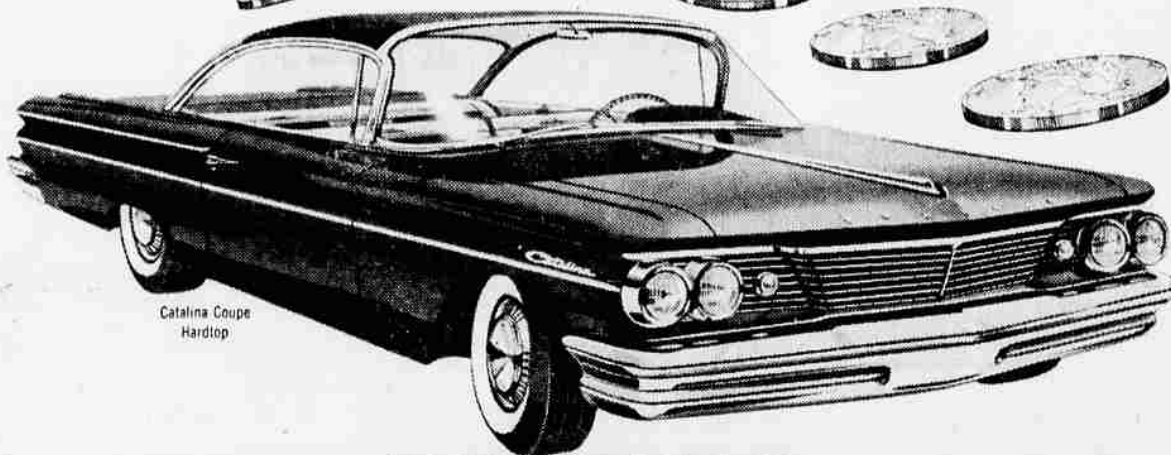
SEE RULES BELOW

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You May Win a New PONTIAC plus a 1st Prize of

Proof-of-purchase from any 4 of the brands below*	1 mile of Silver \$'s	(\$42,240)
Proof-of-purchase from any 3 of the brands below*	¾ mile of Silver \$'s	(\$31,680)
Proof-of-purchase from any 2 of the brands below*	½ mile of Silver \$'s	(\$21,120)
Proof-of-purchase from any 1 of the brands below*	¼ mile of Silver \$'s	(\$10,560)

*PROOF-OF-PURCHASE—Box Tops from Tide, Dash, Ivory Snow, or Mr. Clean, copy of number on back label of Joy or Mr. Clean Bottle.



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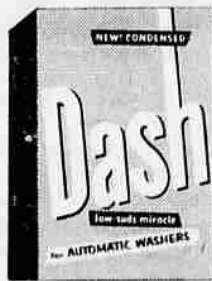
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IT'S EASY! IT'S FUN!

1. Just count the number of times the phrase "Pyramid of Values" can be spelled out correctly using letters which are adjoining either horizontally or vertically, backwards or forwards, in the pyramid below.
2. Print your total number in the box provided in the entry blank.
3. Read the rules carefully.

BE SURE TO READ THE CONTEST RULES CLOSELY

1. Shown below is a puzzle containing letters which can spell the phrase "Pyramid of Values." Count the number of times the phrase "Pyramid of Values" can be spelled out correctly using letters which are adjoining either horizontally or vertically, backwards or forwards, in the pyramid below.

Then, print your total in the box provided in the entry blank. Print your name and address clearly, and the name and address of your dealer in the space provided.

2. Mail your official entry blank with appropriate proof-of-purchase (as described in Rule 3) to "Pyramid of Values" Contest,

P.O. Box 75, Cincinnati 99, Ohio. Entries must be postmarked no later than midnight, July 15, 1960 and must be received by July 20, 1960. You may submit as many entries as you wish, provided each entry is on an official entry blank and accompanied by appropriate proof-of-purchase. Additional entry blanks are available at your dealer's store.

3. To be eligible for any prize, you must submit at least one proof-of-purchase from the following brands: Tide (boxtop), Dash (boxtop), Ivory Snow (boxtop), Oxydol (boxtop), Joy (blue serial number copied from bottom of back label), Mr. Clean (blue

serial number copied from bottom of back label). You may substantially increase the value of the first prize for which you are eligible by submitting proofs-of-purchase from more than one of these brands, as follows:

You May Win a New Pontiac plus a First Prize of	
Proof-of-purchase from any four of the above brands	\$42,240
Proof-of-purchase from any three of the above brands	\$31,680
Proof-of-purchase from any two of the above brands	\$21,120
Proof-of-purchase from any one of the above brands	\$10,560

4. Entries will be judged on the basis of the closest estimate to the number of times the phrase "Pyramid of Values" actually appears in the puzzle.

5. TIES—In the event of ties, which are possible, tying contestants will be required to complete a statement dealing with one of the brands listed in rule #3. No proof-of-purchase will be required with a tie-breaking entry.

Tie-breaking statements will be judged on the basis of originality, sincerity, and aptness of thought. Duplicate prizes will be awarded in the event of further ties.

6. Any resident of Continental United States (including Alaska) and Hawaii may compete, except employees of Procter & Gamble, its advertising agencies, and their families. Government regulations apply.

7. Judges' decisions will be final. Except for incidental help from family and friends, entries must be wholly the work of the person in whose name the entry is submitted, and will be disqualified for outside, professional or compensated help. The purpose of this rule is to disqualify entries prepared in whole or in part by professional or compensated contest writers, schools, or services. Only one prize will be awarded to any person or household. No entries will be returned. Entries, contents and ideas therein belong unconditionally to Procter & Gamble for any and all purposes. Contents of winning entries will not be disclosed. The winners or tying contestants will be notified by mail about two months after the close of the contest. A complete winners' list will be available upon request, approximately three months after the close of the contest.

Cut out this official entry blank

The total number of Times "PYRAMID of VALUES" appears in the pyramid puzzle to the left is

Mail to: "Pyramid of Values" Contest,
P.O. Box 75, Cincinnati 99, Ohio

Name _____ (Please Print)

Address _____

City _____ Zone _____ State _____

Dealer's Name _____

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