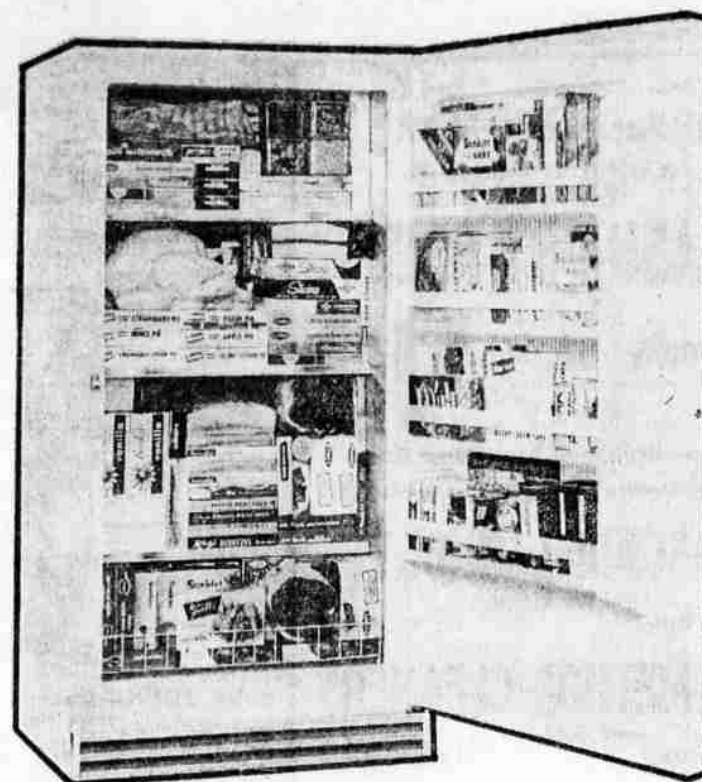


SAVE WITH A HOME FOOD FREEZER!

1800 FREE STEAKS AT STAKE!

FOR LUCKY PEOPLE WHO FIND THE RIGHT
SNOWBALLS IN AUGUST!

Think it's impossible to find a snowball in August? Nosiree! The Cal/Ore Electrical League dealers listed below have a passel of them! All stored in a brand-new, ultra modern HOME FOOD FREEZER on display in stores in your community. And these are snowballs with a difference.



Frankly, now, your favorite appliance dealer isn't giving away steaks -- or even snowballs -- just for kicks. He wants you to see the container. He wants you to see the advantages of a "supermarket" -- **A HOME FOOD FREEZER** -- in your kitchen.

Each snowball
contains your lucky number.
Each number gives you a chance
to win a package of
**6 DELICIOUS
NEW YORK CUT
STEAKS**

**ABSOLUTELY
FREE!
NOTHING TO BUY**

Just Visit a Store Listed
Below and Pick a Snowball!
Adults only, one winner
to a family!

What's more,
**50 LUCKY
WINNERS**
will be eligible for a
\$20.00 Bonus Credit Award
to apply on the purchase
of a new HOME FOOD
FREEZER!

FREEZER FACTS:

Freezer Foods are Nutritious Foods

Frozen foods are fresher than fresh. According to leading nutritionists . . . "Freezing preserves almost indefinitely the quality, taste and vitamin content of food." In other words, frozen foods are good for you and taste good, too!

Freezers can Mean Food-Cost Savings

Buy fruits, vegetables, meats in season, when they are fresh -- and cheapest. Eat them when they are out-of-season, hard-to-get, and dear. Buy foods in quantity -- at quantity prices. Freeze them. Use them as necessary.

Home Food Freezers Spell Convenience

A freezer is a supermarket in your kitchen! Saves chasing back and forth to market. Saves embarrassment when unexpected guests arrive. Provides an easy solution to the old problem of what to do with all those fish (or all that game) that Dad brought home from his latest expedition into the wilds.

**AND REMEMBER: THE MODERN FOOD FREEZER IS
FROST-FREE!**

See the Latest Models At Your Favorite Cal / Ore Electrical League Dealers. Pick Your Snowball.
Take A Nothing-To-Buy Chance on Winning 6 Delicious Steaks. Frozen, Of Course!



Cascade Home Furnishings

J. W. Kerns

Merit's Appliances

TU 4-8365

TU 4-4197

TU 4-4478

Sears, Roebuck & Co.

Shaffer Electric

Montgomery Ward

TU 2-4481

TU 2-5503

TU 4-3188