

Your Special Reward

from **SHALER**



Just in time for winter weather

Get a famous

NORTHERN ELECTRIC BLANKET (\$29⁹⁵ retail)

at no extra cost to you ... offer limited!

Here's the deal: For a limited time only, this beautiful dual-control Northern Special fully-automatic electric blanket will be made available to Rislone dealers. (Regular retail price is \$29.95 as advertised in LIFE magazine.) Dealers who purchase 3 cartons (36 cans) of Rislone or S-200 will receive FREE one extra carton of Rislone or S-200, and will be eligible to buy the electric blanket at a special \$18.00 price . . . the retail value of the free carton of Rislone or S-200 is \$18.00! Offer expires Dec. 31, 1960.



Tom McCahill is helping you sell Rislone, too!
 Yes, it's Tom McCahill, America's No. 1 automotive authority! His interesting testimonials for Rislone in a hard-hitting newspaper and magazine advertising campaign are helping you get a bigger share of this profitable business.

It's a nationally advertised
NORTHERN SPECIAL
 Fully-Automatic Electric Blanket

Outstanding quality! Luxurious Nylon blend . . . machine washable. Giant double bed size, convenient dual controls (Twin bed size, single control available if desired). Guaranteed 2 years. Colors: pink or blue. Made by Northern, the oldest and largest electric blanket manufacturer in the world.



HURRY! OFFER LIMITED!
CALL YOUR SHALER JOBBER NOW!

THE SHALER COMPANY
 WAUPUN, WISCONSIN