

Jump in and start swingin'  
**JOIN THE EXIDE DEALER**

# "FREE FOR ALL"

**9 KNOCKOUT PRIZES**   
**EVERYBODY CAN WIN!**

Here's your big chance to get in on the free-and-easiest prize fight of the year! Yes, you can win any or all of the nine knockout gifts in the Exide exciting "Free For All". Here's all you do: buy Exide batteries this Spring—and you automatically start piling up the points that win for you the wonderful "Free For All" prizes on the next page.

Win KODAK Cameras and picnic kits! UNIVERSAL Cordless Shavers and WESTINGHOUSE coffee makers! Your Exide distributor has the details on this free-swinging "Free For All". Call him today! You'll order again and again to get Exide profits and prizes! Exide Sales, Automotive Division, The Electric Storage Battery Company, Cleveland 1, Ohio.

WHEN IT'S AN **Exide** YOU START MAKING MONEY!

**SUPER SERVICE STATION**



SCORE 2000 POINTS to win this gleaming 2-to-8 cup WESTINGHOUSE Percolator. Full-range brew control makes cup after cup of delicious coffee. Spoutless. Easy to clean. Retail value: **\*\$29<sup>95</sup>**

SCORE 2000 POINTS and bring home this 17-piece KODAK Party Kit. Brownie Starlet Camera, Flash Holder, Flashbulbs, Film and 15-volt battery. Convenient gadget bag. Retail value: **\*\$24<sup>95</sup>**

SCORE 720 POINTS to take home this beautiful two-piece... a glamorous gold-finished pin and matching earrings set with cultured pearls for her; cufflinks, tie bar, collar pin and pearl tiptack for yourself.



SCORE 720 POINTS and you'll take sharp black and white or color snapshots with your KODAK "Bullet" Camera. Universal lens, viewfinder, carrying strap and handsome black case. It's easy to use.

SCORE 1440 POINTS and surprise your wife with a 24-piece set of INTERNATIONAL Silverplate in "Bermuda Rose" pattern. 6 knives, forks, teaspoons, soup spoons. Retail value: **\*\$10<sup>95</sup>**

SCORE 2160 POINTS to capture this beautiful, hand-carved Kashmir Carving Set. Sturdy knife and fork lock firmly, store conveniently in a magnificent solid-walnut sheath. Retail value: **\*\$16<sup>95</sup>**



SCORE 1440 POINTS and enjoy a summerful of outdoor fun with this Picnic Set. Fibreglass-lined, zippered Thermo bag holds half-gallon jug and dinnerware for family of four. Retail value: **\*\$10<sup>95</sup>**

SCORE 720 POINTS to pocket this matched STEADIFFERS Pen and Pencil Set. Finesse mechanical pencil is handy poppet-squeet style; popular cartridge pen comes with four long-lasting cartridges.

SCORE 2160 POINTS to get this sensational cordless UNIVERSAL Electric Shaver. Operates on four penlite batteries to give you wonderfully close, clean, smooth shaves. Retail value: **\*\$16<sup>95</sup>**