



**RUSSELL SIERRA**

**Buy One,**

**BE A DOUBLE WINNER**

It's a refrigeration industry first! Buy a Russell Sierra refrigeration system and get a pair of famous Hi-Tec Sierra hiking boots free. Experience (or have your customer experience) the energy and cost savings advantages of the newest technical advancement in refrigeration — Sierra — and we'll ask you for your shoe size so we can send you a pair of Sierras. **Buy a Sierra and get another Sierra free!**

As the attached ad points out, Russell's Sierra refrigeration system includes a patent-applied-for technical advancement and also includes a floating head pressure design to offer significant advancements. More heat transfer capacity from less refrigerant with considerable energy savings. Which all adds up to lower operating costs. But the initial cost is similar to much less effective equipment.



**HI-TEC SIERRA**

**Get One!**  
*Free!*

So, as an incentive to get you to help yourself, we'll give the buyer of a Sierra system a pair of Sierras. Include your shoe size with your order. No hedges or conditions (Hi-Tec is going to love us, just their luck they named one of the world's best hiking boots Sierra.)

**Limited Time Offer — February 15, 1995 through May 30, 1995!**





**HI-TEC SIERRA HIKING BOOT PRODUCT LINE**  
(\*indicates best-selling Hi-Tec models)

# Russell Sierra Offer

1. Place an order for a Sierra refrigeration system (condensing unit and one or more evaporators) subject to the normal Russell terms and conditions. A written purchase order from a bonafide Russell customer is required. All orders are final.
2. For each such Sierra order, one pair of Sierra brand hiking boots will be awarded. An order form for the boots (supplied by Russell) should accompany the equipment order.
3. A brief time that may reach several weeks must be allowed for order verification and for the boots to be acquired from the Hi-Tec warehouse. The boots, in the model and size ordered, will be shipped direct to the name and address on the boot order form.
4. The offer has a limited time duration. All orders must be placed by May 30, 1995.
5. Interpretation of these rules is completely at the discretion of Russell.

