

# You'll be Dollars ahead...

## Hoover introduces a new concept in vacuum cleaning: the self-propelled cleaner

HAMILTON, Ontario.—A completely self-propelled vacuum cleaner with virtual fingertip control is being introduced by The Hoover Company Limited. It is an entirely new concept in upright cleaner design.

The new Dial-A-Matic (Model 1172) is operated by an automatic power drive that entirely eliminates the push-pull of vacuum cleaning. It propels the cleaner forward and backward at any rate of speed up to four feet per second, simply by moving the sliding handle grip forward and backward.

The rate of speed is easily controlled by the amount of force applied to the grip.

Releasing the hand grip automatically returns the drive system to neutral. A lockout button can be depressed to lock the drive in neutral. The cleaner can then be rolled anywhere with the power on or off.

Also, when the handle is placed in the upright position for storage or for using the snap-in cleaning tools, the drive system is de-activated and the cleaner will not self-propel.

The new Model 1172 Dial-A-Matic has a number of other design features to make cleaning easier. Chief among these is an automatic nozzle height adjustment that is self-adapting to provide the best cleaning action for all types of carpet from very low pile indoor-outdoor types to the deep-pile shag rug types.

A co-ordinate feature is the "floating" main casting that has

been designed into the cleaner, so that the weight of the cleaner on the carpet is never more than one pound. The weight of the cleaner and any force applied downward to the handle are transmitted to this wheeled underframe or casting, and not on the nozzle which just "floats" on top of the carpet.

A new agitator—the heart of every Hoover upright vacuum cleaner ever built—was also designed for the Model 1172. The angle of the brushes and beater bars on the agitator was redesigned to propel dirt and heavy litter directly toward the inlet to the bag, so that the pick-up ability is markedly improved.

Overall styling of the Model 1172 is very similar to previous Dial-A-Matics, Hoover's top-of-the-line cleaner which has been marketed for the past several years. However, the main casting has been attractively revamped to cover the power-drive system giving a slightly lower and slimmer appearance, and a full wrap-around furniture guard has been added for complete protection against marring furniture.

Colour scheme for the cleaner is light, medium and deep seal grey.

The new Model 1172 has a number of other features which have been standard on the Dial-A-Matic line: an attractive rigid outer bag; triple-filtered air system; a time-to-empty signal to indicate when the paper dirt bag should be changed;

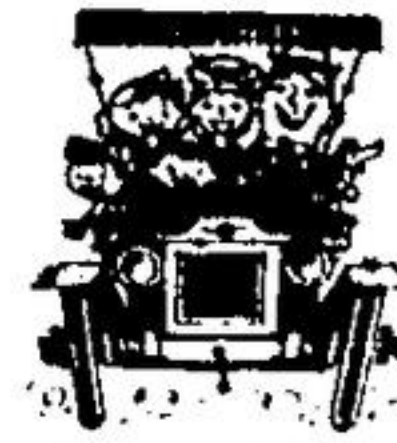


NOT AN APPARITION, folks. The ghostly-looking cleaner is simply a photo technique used to illustrate how Hoover's newest Dial-A-Matic with Power Drive moves back and forth across your rugs without any push or pull on the part of the user. Slight pressure on the "action grip" handle propels the cleaner forward or backward. With this newest Hoover, the housewife simply goes through the motions. The cleaner does the hard work.

replacable brushes; low nozzle height to get under furniture, and many others. It is without a doubt the finest vacuum cleaner that has ever been made, from the people who have been making the finest in cleaners for over 60 years.

### SECOND SECTION

## Cramped for space, Keycom hopes to move to Acton



The arrival of a new Honeywell 100-C tape system computer at Keycom Limited in mid-March at their R. R. 4, Acton location has aided company officials in meeting much stricter work schedules and also eliminated costs of purchasing computer time from companies in Georgetown and Kitchener.

However, with new contracts starting in August, the company finds expansion of facilities necessary and urgent.

The data processing centre, located at the intersection of 25 Sideroad and the First Line of Esquesing, south of Acton has a total staff of 22 full time employees on the premises, in addition to 34 girls working in a Kitchener office as key-punch operators. It is now the largest

independent data centre in Western Ontario.

"We're just so cramped right now we can't do anything," company vice-president Earl Jollymore commented.

The company is presently negotiating with the Acton Industrial Commission for the purchase of a parcel of land in the industrial park.

Centralization of their location in the middle of the Golden Horseshoe has proven a big advantage and officials are definitely interested in remaining in the Acton area.

"Moving to Kitchener would definitely hinder our Toronto business," Mr. Jollymore told the Free Press.

Mr. Jollymore believes relocation of the company in Acton would help fill the town's

need for a firm that employs women, a need mayor Les Dudy has stressed in the past. Ninety-five percent of the company's employees are female.

Time is also a big factor in the company's expansion plans. "It's now April and we're in a position now that even if we do get a suitable offer from the Industrial Commission, there probably would still be a problem getting the building up in time," Mr. Jollymore said.

In addition to the new computer, the company makes use of a total of 23 input-output machines which process data into a form suitable for computer processing. Since the machines and the computer are worth about \$500,000 all equipment is leased. The

computer itself is valued at close to \$225,000.

The computer reads data produced on the key-punch machines calculates, sorts and analyzes it and produces management information reports, such as sales analysis, accounts receivable etc. It takes the computer approximately 90 minutes to transform about 40,000 invoices and cash receipts into a complete accounts receivable package.

If the computer makes a mistake, it will stop and indicate to operators where the mistake can be corrected.

"Basically, if information fed in is correct, results will be correct," Mr. Jollymore reports. Operators have a favorite saying, "Garbage in, garbage out."

Along with Mr. Jollymore, company president Ken Esch and secretary-treasurer Joan Esch have a combined total of approximately 35 years experience in the data processing field.

The company started out with one key-punch machine in December 1967 and sales have grown about 400% each of the two years it has been in operation.

The shopping survey, conducted recently by the Acton Chamber of Commerce was done on a machine identical to the Honeywell 110-C.

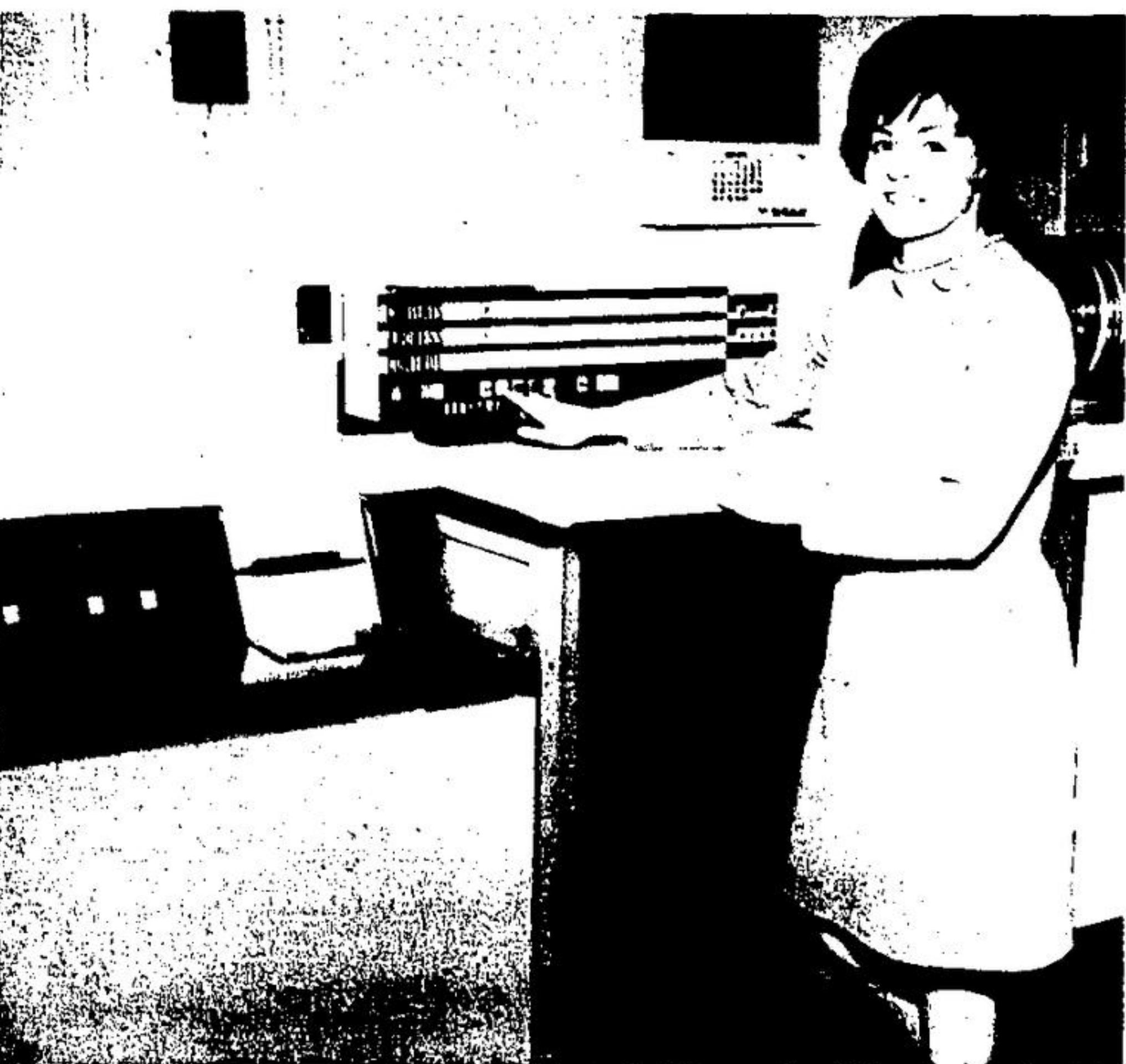
Anyone interested in seeing the computer in operation may do so by making a request by phone. The company also invites school tours.

### Addition approved

The application for an addition to the home of Mr. and Mrs. Archie Harkins, Wynford Place was approved Monday, April 20 by the committee of adjustment. No objection were registered at the hearing held in the council chambers.

The Harkins asked for minor variances to the setback, frontage and lot area requirements to permit an addition at the rear of their home.

Approval comes next from the Community Planning branch of the Department of Municipal Affairs.



COMPUTER OPERATOR Mrs. Mary Huxley, Elmora Dr., Acton, works at the complicated information is kept on large reels of tape.—(Staff Photo) computer installation at Key-Com Limited.

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