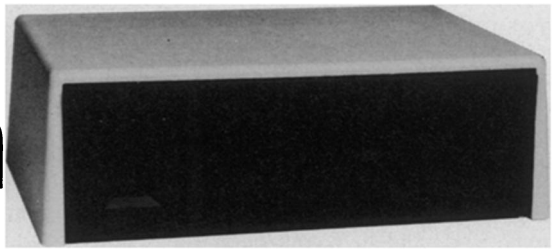


# Burglar Alarm Breakthrough

*A new computerized burglar alarm requires no installation and protects your home or business like a thousand dollar professional system.*

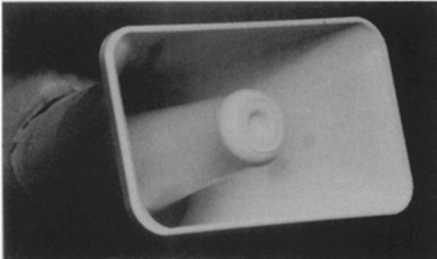


*The Midex security computer looks like a handsome stereo system component and measures only 4" x 10½" x 7."*

It's a security system computer. You can now protect everything—windows, doors, walls, ceilings and floors with a near fail-safe system so advanced that it doesn't require installation.

The Midex 55 is a new motion-sensing computer. Switch it on and you place a harmless invisible energy beam through more than 5,000 cubic feet in your home. Whenever this beam detects motion, it sends a signal to the computer which interprets the cause of the motion and triggers an extremely loud alarm.

The system's alarm is so loud that it can cause pain—loud enough to drive an intruder out of your home before anything is stolen or destroyed and loud enough to alert neighbors to call the police.



*The powerful optional blast horns can also be placed outside your home or office to warn your neighbors.*

Unlike the complex and expensive commercial alarms that require sensors wired into every door or window, the Midex requires no sensors nor any other additional equipment other than your stereo speakers or an optional pair of blast horns. Its beam actually penetrates walls to set up an electronic barrier against intrusion.

## NO MORE FALSE ALARMS

The Midex is not triggered by noise, sound, temperature or humidity—just motion—and since a computer interprets the nature of the motion, the chances of a false alarm are very remote.

An experienced burglar can disarm an expensive security system or break into a home or office through a wall. Using a Midex system there is no way a burglar can penetrate the protection beam without triggering the loud alarm. Even if the burglar cuts off your power, the four-hour rechargeable battery pack will keep your unit triggered, ready to sense motion and sound an alarm.

## ARRIVE HOME SAFE

There's personal danger in arriving home and finding a burglary in progress. And, if you surprise the burglar, you risk the chance of serious injury. With the Midex 55 protecting your home, you can open your front door with the confidence of knowing that no burglar lurks inside.

When the Midex senses an intruder, it remains silent for 20 seconds. It then sounds the alarm until the burglar leaves. One minute

after the burglar leaves, the alarm shuts off and resets, once again ready to do its job. This shut-off feature, not found on many expensive systems, means that your alarm won't go wailing all night long while you're away. When your neighbors hear it, they'll know positively that there's trouble.

## PROFESSIONAL SYSTEM

Midex is portable so it can be placed anywhere in your home. You simply connect it to your stereo speakers or attach the two optional blast horns.

Operating the Midex is as easy as its installation. To arm the unit, you remove a specially coded key. You now have 30 seconds to leave your premises. When you return, you enter and insert your key to disarm the unit. You have 20 seconds to do that. Each key is registered with Midex, and that number is kept in their vault should you ever need a duplicate. Three keys are supplied with each unit.

As an extra security measure, you can leave your unit on at night and place an optional panic button by your bed. But with all its optional features, the Midex system is complete, designed to protect you, your home and property just as it arrives in its well-protected carton.

The Midex 55 system is the latest electronic breakthrough by Solfan Systems, Inc.—a company that specializes in sophisticated professional security systems for banks and high security areas. JS&A first became acquainted with Midex after we were burglarized. At the time we owned an excellent security system, but the burglars went through a wall that could not have been protected by sensors. We then installed over \$5,000 worth of the Midex commercial equipment in our warehouse. When Solfan Systems announced their intentions to market their units to consumers, we immediately offered our services.

## COMPARED AGAINST OTHERS

**In a recent issue of a leading consumer publication, there was a complete article written on the tests given security devices which were purchased in New York. The Midex 55 is not available in New York stores, but had it been compared, it would have been rated tops in space protection and protection against false alarms—two of the top criteria used to evaluate these systems. Don't be confused. There is no system under \$1,000 that provides you with the same protection.**

## YOU JUDGE THE QUALITY

Will the Midex system ever fail? No product is perfect, but judge for yourself. All components used in the Midex system are of aerospace quality and of such high reliability that they pass the military standard 883 for thermal shock and burn-in. In short, they go through the same rugged tests and controls used on components in manned spaceships.

Each component is first tested at extreme

tolerances and then retested after assembly. The entire system is then put under full electrical loads at 150 degrees Fahrenheit for an entire week. If there is a defect, these tests will cause it to surface.

## PEOPLE LIKE THE SYSTEM

Wally Schirra, a scientist and former astronaut, says this about the Midex 55. "I know of no system that is as easy to use and provides such solid protection to the homeowner as the Midex. I would strongly recommend it to anyone. I am more than pleased with my unit."

Many more people can attest to the quality of this system, but the true test is how it performs in your home or office. That is why we provide a one month trial period. We give you the opportunity to see how fail-safe and easy to operate the Midex system is and how thoroughly it protects you and your loved ones.

Use the Midex for protection while you sleep and to protect your home while you're away or on vacation. Then after 30 days, if you're not convinced that the Midex is nearly fail-safe, easy to use, and can provide you with a security system that you can trust, return your unit and we'll be happy to send you a prompt and courteous refund. There is absolutely no obligation. JS&A has been serving the consumer for over a decade—further assurance that your investment is well protected.

To order your system, simply send your check in the amount of **\$199.95** (Illinois residents add 5% sales tax) to the address shown below. Credit card buyers may call our toll-free number below. There are no postage and handling charges. By return mail you will receive your system complete with all connections, easy to understand instructions and a one year limited warranty. If you do not have stereo speakers, you may order the optional blast horns at **\$39.95** each, and we recommend the purchase of two.

With the Midex 55, JS&A brings you: 1) A system built with such high quality that it complies with the same strict government standards used in the space program, 2) A system so advanced that it uses a computer to determine unauthorized entry, and 3) A way to buy the system, in complete confidence, without even being penalized for postage and handling charges if it's not exactly what you want. We couldn't provide you with a better opportunity to own a security system than right now.

Space-age technology has produced the ultimate personal security computer. Order your Midex 55 at no obligation, today.

**JS&A** NATIONAL SALES GROUP

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NEW CONCEPT

# Dial Free

*The Supreme Court of the United States, GTE, and a major new telephone breakthrough open the door to new consumer savings.*



The new pocket-sized Flip Phone from General Telephone and Electronics.



The Flip Phone flips open to reveal the keyboard and the privacy switch.

America's phone system is the world's greatest. No country can compare. But what has made our phone system even greater is the recent Supreme Court decision that permits consumers to plug in their own phones—phones that they can buy themselves.

We are now free to choose which phone we want to plug in. And that creates competition and competition usually results in lower prices, innovative products, and better service.

We now do have lower prices and a very exciting new product which we have selected as the best example of the new telephone ownership decision. The big breakthrough, however, is not the product itself, but an attitude. But more on that later.

## THE NEW PHONE

It's called the Flip Phone and it's manufactured by General Telephone and Electronics (GTE), a supplier of phones to other telephone companies. The Flip Phone is a major breakthrough described by GTE as "the most advanced new telephone in the last ten years."

Most telephones contain a handset (the thing you talk over) and the base (where the electronics are located). GTE was able to condense the electronics on tiny integrated circuits which have been placed in the handset making the telephone base unnecessary.

## THE MISSING MOUTHPIECE

Telephones contain large magnets which represent most of the handset's weight. The new Flip Phone uses a very small and lightweight condenser microphone so sensitive that it picks up your voice even better than the conventional phone with its large mouthpiece.

And then there's the dial itself. It's gone. And in its place is a keyboard—a device that lets you tap out numbers without having to dial. This is a major breakthrough for three reasons: 1) It is a very fast way to dial. 2) It works on telephone systems that do not normally accept *touch-tone*\* dialing, and 3) Even if you owned a *touch-tone* phone, you could plug in the Flip Phone and not be charged for the extra service. You actually are able to *touch-tone* dial for free.

We're now going to tell you a few of the other new features, but the really big breakthrough, we'll tell you about later.

**Privacy Switch** Just flip a switch and you turn off the phone's ringer. It's ideal when you go to sleep, at dinner, or when you want privacy.

**New Ring** Most telephone ringers sound the same. The Flip-Phone emits an electronic warbling sound—a very pleasant tone.

**New Cord** Even the cord on the Flip Phone is different. It's 14 feet long—twice as long as a

conventional cord. One end is coiled and the other is straight. You can use either end to connect to your phone while the other end connects to the wall. And if your cord gets twisted, dirty, or plain chewed up, just unplug it and put in a new one. It's just that easy.

**Low Cost** The Flip Phone costs only \$49.95 which means that it will pay for itself quickly—not only in convenience, but with savings of up to \$4 a month in some cities. When you determine the true cost of telephone ownership, you compare costs over a five-year period. In five years even a \$2.00 telephone charge per month equals \$120 or over twice the cost of the Flip Phone.

**Small Size** The Flip Phone is the size of a large stapler. When you pick it up, a panel flips open revealing the touch-pad dial, and the panel acts as a guide to funnel your voice to the condenser microphone. The Flip Phone is only 2¼" wide x 1¼" high x 7" long and weighs only seven ounces.

## THE BIG BREAKTHROUGH

The really big breakthrough is not the Flip Phone. GTE did indeed spend several million dollars developing the item, and we feel that it will be the single most important phone in America within a few short years. No, the real breakthrough is the change in attitude of the telephone companies. We can remember when even putting a telephone answering unit on your line almost caused you to lose your phone service.

## TIMES HAVE CHANGED

The telephone companies are now so cooperative that they deserve great respect. After all, they lose money every time you plug in your own phone, so their friendly cooperation in light of their loss must be commended.

And they have made connecting your phone easier than ever before. Remember those big four-pronged jacks? Now there's a small connector which the phone company installs for around \$15 (depending on your city). Where can you find an electrician or a plumber to come to your home for \$15?

If you want to plug in your own phones and don't own the modular receptacles, just call the phone company and see how nice they are. Call your business office and tell them you are ordering a phone with a ringer equivalent of 1.2B, an FCC registration number of AB898Y-62927-TER, and that you want them to remove your phones and stop charging you for them. That's all you have to do.

They'll gladly send a repairman to your home to attach the modular connector for the Flip Phone. If you already own a four-pronged

jack you can use a modular adapter and avoid the service charge completely.

Then order a Flip Phone from GTE. They should have them available in most stores within a year. Or you can get a jump on the crowd and order one now directly from us. We are the only direct source selected by GTE to distribute this exciting new phone this year.

Put one in your kitchen, in your study, in your children's room, or even in your office. You'll appreciate the convenience and savings.

If service is ever required, GTE has a prompt service-by-mail center. About the only thing that goes wrong with today's phones is the tangled cord. With the Flip Phone, you just unplug the old cord and plug in the new one. It's just that simple.

## A PERSONAL TEST

We urge you to at least give the Flip Phone a personal test right in your own home under your everyday conditions. Order one from JS&A under our 30-day trial period. Plug it in. See how easy it is to dial numbers by pressing buttons. See how good it looks and how little space it takes up. Find out how much better you sound at the other end. Then within 30 days decide if you want to keep it. If you are not convinced that the GTE Flip Phone is a very good investment, return your phone and we'll promptly refund your money—every penny including our \$2.50 postage and handling charge. You can't lose.

To order your Flip Phone, simply send your check for \$49.95 plus \$2.50 for postage and handling to the address shown below. (Illinois residents, please add 5% sales tax.) Or credit card buyers may call our toll-free number.

The Flip Phone comes in four colors: white, yellow, brown and beige. Just specify the color, and we'll send you the phone, cord, 90-day limited warranty, and simple instructions. If you have four-pronged jacks, just order the adapter plugs for \$2 each.

Why not act ahead of the crowd and order an exciting new space-age way to cut down on your phone bills? Order your Flip Phone at no obligation, today.

\*Touch-tone is a registered trademark of AT&T.

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# WHAT'S BETTER THAN SPEED READING?

## SPEED LEARNING

(SPEED PLUS COMPREHENSION)

**Speed Learning is replacing speed reading because it's easy to learn . . . lasts a lifetime . . . applies to everything you read . . . and is the only fully accredited course with the option of 3 college credits.**

Do you have too much to read and too little time to read it? Do you mentally pronounce each word as you read? Do you frequently have to go back and re-read words or whole paragraphs you just finished reading? Do you have trouble concentrating? Do you quickly forget most of what you read?

If you answer "yes" to any of these questions — then here at last is the practical help you've been waiting for. Whether you read for business or pleasure, school or college, you will build exceptional skills from this major breakthrough in effective reading, created by Dr. Russell Stauffer at the University of Delaware.

### Not just "speed reading" — but speed reading-thinking-understanding-remembering-and-learning

The new *Speed Learning Program* shows you step-by-proven-step how to increase your reading skill and speed, so you understand more, remember more and use more of everything you read. The typical remark made by the 75,000 slow readers who completed the *Speed Learning Program* was: "Why didn't someone teach me this a long time ago?" They were no longer held back by the lack of skills and poor reading habits. They could read almost as fast as they could think.

### What makes Speed Learning so successful?

The new *Speed Learning Program* does not offer you a rehash of the usual eye-exercises, timing devices, costly gadgets you've probably heard about in connection with speed reading courses or even tried and found ineffective.

In just a few spare minutes a day of easy reading and exciting listening, you discover an entirely new way to read and think — a radical departure from any-

thing you have ever seen or heard about. Research shows that reading is 95% *thinking* and only 5% eye movement. Yet most of today's speed reading programs spend their time teaching you rapid eye movement (5% of the problem) and ignore the most important part (95%) *thinking*. In brief, *Speed Learning* gives you what speed reading *can't*.

Imagine the new freedom you'll have when you learn how to dash through all types of reading material *at least* twice as fast as you do now, and with greater comprehension. Think of being able to get on top of the avalanche of newspapers, magazines and correspondence you have to read . . . finishing a stimulating book and retaining facts and details more clearly and with greater accuracy than ever before.

### Listen-and-learn at your own pace

This is a practical, easy-to-learn program that will work for you — no matter how slow a reader you think you are now. The *Speed Learning Program* is scientifically planned to get you started quickly . . . to help you in spare minutes a day. It brings you a "teacher-on-cassettes" who guides you, instructs, encourages you, explaining material as you

read. Interesting items taken from *Time Magazine*, *Business Week*, *Wall Street Journal*, *Family Circle*, *N.Y. Times* and many others, make the program stimulating, easy and fun . . . and so much more effective.

Executives, students, professional people, men and women in all walks of life from 15 to 70 have benefited from this program. Speed Learning is a fully accredited course . . . costing only 1/5 the price of less effective speed reading classroom courses. Now you can examine the same, easy, practical and proven methods at home . . . in spare time . . . without risking a penny.

### Examine Speed Learning FREE for 10 days

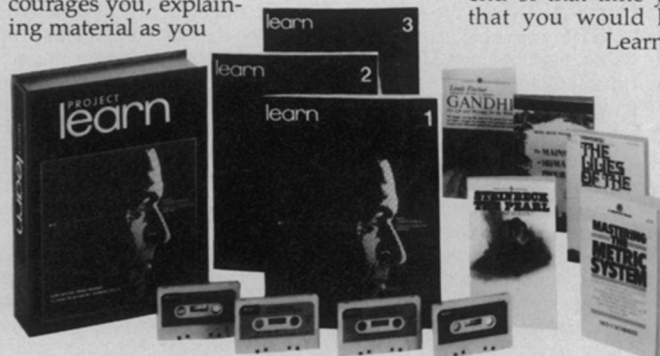
You will be thrilled at how quickly this program will begin to develop new thinking and reading skills. After listening to just one cassette and reading the preface you will quickly see how you can achieve increases in both the speed at which you read and in the amount you understand and remember.

You must be delighted with what you see or you pay nothing. Examine this remarkable program for 10 days. If, at the end of that time you are not convinced that you would like to master Speed

Learning, simply return the program and owe nothing. See the coupon for low price and convenient credit terms.

**Note: Many companies and government agencies have tuition assistance plans for employees providing full or partial payment for college credit programs.**

**In most cases, the entire cost of your Speed Learning Program is Tax Deductible.**



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Speed Learning is approved for credit by the following professional and educational institutions:

- **Foundation for Accounting Education**  
20 CPE Credit Hours
- **American Management Association**  
1.9 Continuing Education Units
- **National Society of Public Accountants**  
20 Continuing Education Hours
- **College Credit**  
3 credits from the National College of Business

Details and registration forms included with each program.

### OFFERED INTERNATIONALLY BY

- Institute of Electrical & Electronics Engineers
- American Chemical Society
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**I understand that if after 10 days I am not delighted in every way, I may return the materials and obtain a full refund with no questions asked.**

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 x Signature \_\_\_\_\_

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