

# LAST 3 DAYS of our JANUARY CLEARANCE SALE

A COMPLETE STOREWIDE SALE! EVERY ITEM SALE PRICED... SOME NEW IN CRATES... SOME DEMONSTRATORS... SOME SCRATCHED BUT ALL CARRY THE FULL FACTORY WARRANTY AND ARE BACKED BY MILK'S REPUTATION OF SERVICE AFTER THE SALE... SERVING THIS AREA SINCE 1931. INCLUDES REFRIGERATORS, WASHERS, DRYERS, BLACK and WHITE TV, COLOR TV, RANGES, FREEZERS, RECORD PLAYERS, SMALL APPLIANCES. THESE FAMOUS NAMES: FRIGIDAIRE, RCA VICTOR, SYLVANIA, HOTPOINT, ZENITH, MOTOROLA, SONY. SALE ENDS SATURDAY SO HURRY IN!

# NOW NUMBER 1

ACCORDING TO OFFICIAL TEST REPORT

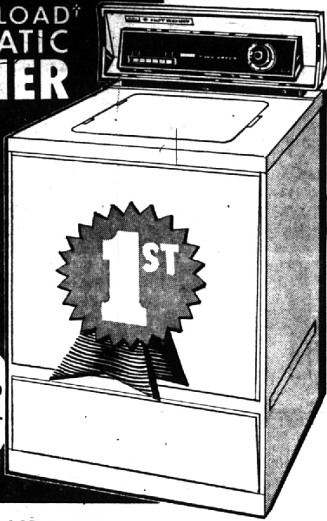
# Hotpoint

## 14 lb. WASHER

# TOPS

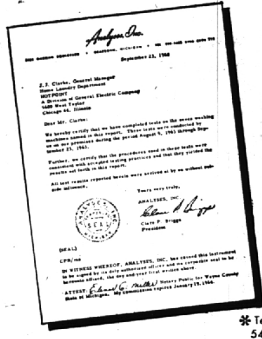
the LIST of 6 leading brands tested

TESTS PERFORMED ON MODEL LW470



# SAVE UP TO 50% off

† Typical 14-lb. Mixed Family Load—2 table cloths 53" x 70" 1 table cloth 40" x 60" 2 boys' teeshirts 2 women's dresses 2 men's shirts 2 boys' shirts 2 night gowns 1 dishcloth 4 dish towels 2 handkerchiefs 2 women's blouses 1 man's blanket 2 men's undershirts 1 pair men's slacks 2 pair socks 1 child's pajama 2 child's play pants 1 child's dress 1 man's shirt—short sleeves  
\*(One of 11 loads listed in user book.)



### THIS IS THE PROOF

#### TEST OBJECTIVE

The purpose of this test was to determine comparative ability of the 1964 Hotpoint washer and its major competition in the removal of soil.

#### GENERAL PROCEDURES AND CONDITIONS

As typical of the 1964 Hotpoint line, Hotpoint's Model LW 470 was used. This is Hotpoint's lowest priced 2-speed washing machine. It and all other machines used in the test were purchased from retail appliance dealers in the Detroit area by ANALYSES, Inc.

In every case, an attempt was made to obtain the lowest priced 2-speed model in line to be tested, but when this model was unavailable the next higher priced model was substituted. The brands tested included most of the popular high-volume makes that are generally comparable to Hotpoint.

For the purposes of this testing program, procedures based on experience and patterned after those recommended by the American Home Laundry Manufacturer's Association were used. These procedures, however, were deviated from to more closely approximate actual user conditions.

\* Tests performed by ANALYSES, INC. 5405 Oakman Blvd., Dearborn, Mich.

14 LB. TEST	
Conditions:	1. Weighed 14 lb. load.
	2. 1 cup of Tide added.
	3. Hot water supplied at 150 degrees plus or minus 2 degrees, Fahrenheit.
<b>Soil Removal Score</b>	
Based on Hotpoint as "par" of 100	
1st HOTPOINT	100.00
2nd Brand A	85.00
3rd Brand B	75.00
4th Brand C	65.00
5th Brand D	55.00
6th Brand E	45.00

12 LB. TEST	
Conditions:	1. Weighed 12 lb. load.
	2. 1 cup Tide added.
	3. Hot water supplied at 150 degrees plus or minus 2 degrees, Fahrenheit.
<b>Soil Removal Score</b>	
Based on Hotpoint as "par" of 100	
1st HOTPOINT	100.00
2nd Brand A	85.00
3rd Brand B	75.00
4th Brand C	65.00
5th Brand D	55.00
6th Brand E	45.00

# Hotpoint

FIRST WITH THE FEATURES WOMEN WANT MOST

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16" tube (overall diag.) 125 sq. in. picture

Buy this slim, trim RCA Victor Sportabout TV and get delicious rollabout stand absolutely free. This "Sweet 16" beauty features a built-in earphone jack to make your TV listening a private affair (earphone, optional extra). Enjoy crisp, detailed pictures in good TV signal areas with new RCA Power Grid Tuner. RCA Victor Sportabout Chassis delivers 18,000 volts of picture power (design average). Built-in telescoping monopole antenna. Dependable Space Age Sealed Circuitry. Top-front "Golden Throat" sound.

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