

Robot Ultimate Home Appliance

Men will be intrigued and women vaguely annoyed by Roberta the Robot, the perfect homemaker, complete with transistorized heart and electronic emotions, who will "star" at the 22nd annual Los Angeles Home Show, scheduled July 13 through 23 at Pan-Pacific Auditorium.

Roberta is made of rubber and metal and is operated by a white-coated attendant who punches buttons a few feet away from her. She has a computer brain that never makes mistakes while she's performing all manner of household chores, such as sweeping, putting on the roast, washing dishes, etc. That alone is enough to make a flesh-and-blood housewife seethe.

But as for the bachelor-

type males it's a different thing. Roberta is tall, shapely (38-24-36), and has a sultry, if somewhat jerky voice. As one bemused gentleman said when he saw her:

"Imagine . . . a gal who talks, but whom you can turn off when she chatters too much!"

ANOTHER fellow noted: Boy, has she got a wife beat when it comes to upkeep. No new clothes, no fur coats, just 50 cents worth of electricity a week and she's happy."

According to Carl F. Kraatz, managing director of the Los Angeles Home Show, Roberta is only a prototype—but "the ultimate appliance" for the home. She has already amazed audiences in New York where she made her "debut" at the New York Home Show.

Smartly turned out in a black leotard and a mini-skirted green tunic, Roberta frequently draws charges that she is a fake, and is actually a woman pretending to be a machine.

ROBERTA does seem almost too human and when asked about it, Bob Kriss, her "keeper" and operator hems and haws and looks up innocently at the ceiling. Kriss declines to explain how Roberta really works. He does say, however, that the 1970 model, made by Magical Productions and now on the drawing boards, will have more transistors!

One middle-aged woman



ULTIMATE APPLANCE . . . Roberta the Robot, described as the ultimate in home appliances, will be on display at the 22nd annual Los Angeles Home Show, July 13 through 23 at the Pan-Pacific Auditorium. Roberta is put through her paces here as Mrs. Housefrau and her chair ride like magic above all the dust.

who observed Roberta in action, Kraatz was told, shook her fist and screamed, "This is going too far! Why would any man get married and settle down . . . when he can buy one of these things and still play the field?"

OTHER WOMEN complain that a computerized girl-gadget that never makes a mistake is unfair competition. But some women, perhaps wiser, see Roberta as an ideal alter ego.

"Man, when that whatchit goes on the market, I want to have a down payment ready

JULY 9, 1967

PRESS-HERALD

A-7

Salute to Powder Puff Contestants Under Way

A week-long salute to the Powder Puff Derby began Thursday and will run until next Thursday at the Del Amo Shopping Center.

The race began yesterday at Atlantic City, N.J., and will finish at Torrance Municipal Airport by sundown Tuesday.

Highlight of the big welcome for All Woman Transcontinental Air Racers will be a reception at 2:30 next Thursday. The public has been invited to meet the contestants at the shopping center.

There will be an earlybird dinner at 8 o'clock this evening at the Plush Horse Inn, Redondo Beach. Tuesday, a luncheon is planned at the Lobster House in Redondo Beach.

Another luncheon will be held Wednesday at the Jump

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Committee Will Study Land Sale

A prominent real estate expert has been named by Supervisor Burton W. Chace to a special five-man committee studying the proposed sale of county-owned property in the Los Angeles Civic Center.

Chace named Jack P. Merrick to the committee last Wednesday.

"Merrick is a long-time civic leader and real estate and appraisal executive," Chace said. "His knowledge and experience will be a valuable contribution to this committee."

Merrick is president of the T. F. Merrick Co. of Long Beach, a real estate and appraising firm.

SUPERVISORS are considering the sale of three parcels of land adjacent to the Los Angeles Civic Center.

Chace has opposed the sale as a means of balancing the budget and on the basis that the land will be needed for expansion of county facilities in the future.

"However, I do not object to a study by an outside committee," he said. "Possibly the group will turn up some new facts which the board can weigh in its actions affecting the land."

UC Bank Offers New Bond Plans

United Californian Bank will introduce two bond plans which will guarantee 5 per cent interest for five years. UCB has set a minimum of \$5,000 and a maximum of \$100,000 for these bonds.

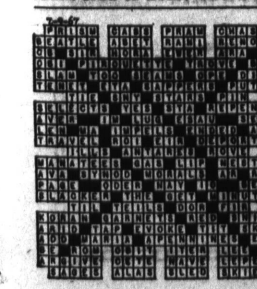
Called the "Five for Five" plan, one of the bonds will be a five-year growth bond. Interest will be computed daily, and when held to maturity will provide an effective yield of 5.67 per cent.

The other is called an income bond. Simple 5 per cent interest will be computed and paid on a quarterly basis and a check mailed or deposited as directed by the bond holder over the five-year period.

Either version may be redeemed at the end of any 6-month period without loss of the rate of interest guaranteed.

RESEARCH HELPS

Heart research dollars go toward reducing the death rate from cardiovascular disorders. Tach year heart attacks take 500,000 lives, strokes 200,000, while five million Americans are affected by high blood pressure which could lead to heart disorders.



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