

This **31,500 square-foot building** in Central Eastern Pennsylvania, is ideally situated to serve the growing Eastern Megalopolis.

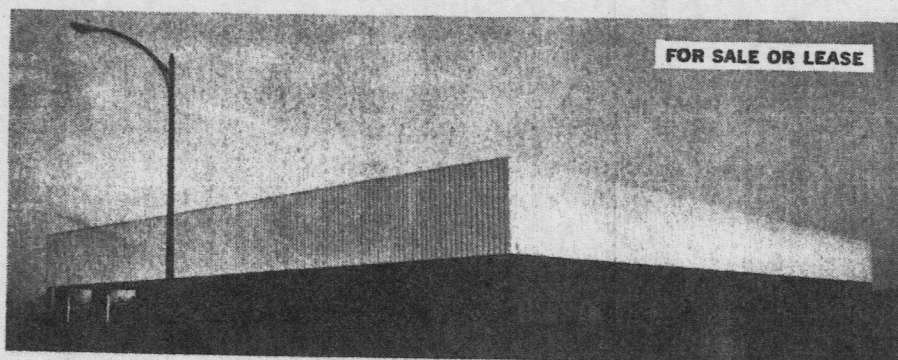
It is **90 minutes to Philadelphia** and **2½ hours to New York City**

over east-west Interstate Route 78 adjacent to the building. The Northeast Extension of the Pa. Turnpike is ten minutes away for speedy deliveries north and south.

For added convenience, there's a jet-serviced airport literally at your back door.

Excellent educational facilities—eight colleges and universities, two community colleges and research facilities—are in the immediate area.

Fine housing, many and varied cultural activities and abundant recreation, are readily available.



150' x 210'; 20' ceiling—30' x 50' column spacing—on 3 acres

For details on this building that can be

completed to your needs in less than 90 days,

mail this coupon. No obligation.

Donald N. Stocker, Mgr., Area Development
PENNSYLVANIA POWER & LIGHT COMPANY
901 Hamilton Street
Allentown, Pennsylvania 18101

BW-1

Please send details on the above building and the area in which it is located.

Name _____
Company _____
Address _____ Phone _____
City _____ State _____ Zip Code _____



Banta and Hinchliffe show off products from eight Leisure Group companies.

company, is still on the payroll. "Only now," says Banta, "he's doing what he likes to do best." That includes staging archery tournaments and traveling around the U.S. promoting Pearson products with a stuffed animal caravan tagged "Ben and His Bears."

Breakthrough. By 1966, Banta and Hinchliffe zeroed in on the growing demand for leisure products and on new opportunities to mass market them through large outlets rather than small specialty shops. They set out to grab a larger piece of the action—including lucrative private label contracts. The Leisure Group structure was erected to acquire Pearson and to house Thompson, and an ambitious master plan for operation and acquisition was launched. Other recruits to the Leisure fold:

- High Standard Manufacturing Corp., a mildly prosperous company turning out quality lines of firearms, chiefly Olympic caliber handguns.

- Werlich Industries, Inc., a Canadian company snapped up in October, 1968, for its toboggan production and entrée to Canadian markets.

- Philadelphia's creaky S. L. Allen & Co. Inc., producer of Flexible Flyer sleds since 1889. Hinchliffe attributes Allen's survival to nostalgic fathers who insisted on Flexible Flyers for their own children.

Along the way, Banta and Hinchliffe also bought Black Magic, Inc., maker of indoor plant care products, and the Rain Spray Sprinkler Div. of Abfo Manufacturing Co., Inc., to cut an even wider swathe in lawn and garden accessories.

Flexible Flyer took a massive