

Magic Baloney

You'll love the way we hated the Magic Stat thermostat until an amazing thing happened.

Caption: It had no digital readout, an ugly case and a stupid name. It almost made us sick.

You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went, "Yuck." We took one look at the plastic case and said, "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off.

REAL LOSER

So there it was—at first blush a real loser. But wait, we did find one good feature—a feature that led us to a discovery. The Magic Stat installs in a few minutes and no serviceman is required. Thermostat wires in your wall follow standard color codes. So when you install Magic Stat, you attach the red wire to the red location and the white to the white. That's play school stuff. And it's safe.

Conventional thermostats installed over the past 20 years are generally only 24 volts, so you can either turn off the power or work with the "live" wires without fear.

OK, LET'S TEST IT

The Magic Stat installation was so easy that the least we could do was test it. And that's when we made an incredible discovery. We discovered that the Magic Stat was probably the most consumeroriented, technologically-advanced and most sophisticated thermostat ever developed on the face of this earth and in our galaxy for all times ever. What made us switch from hating the thing to loving it? Read the following:

The Magic Stat has six setback settings per day and a seven day program. That means that you could set it for 70 degrees when you get up in the morning, drop the temperature to 54 degrees when you go to work, raise it to 68 degrees when you return for dinner, raise it up to 70 degrees after dinner as you watch TV and then drop it down to 62 degrees when you go to sleep. Count them—five settings with one to spare.

In one day the Magic Stat is programmed for the whole week and for the weeks to come. If you want a different schedule for weekends, you can individually program the thermostat for those days, too. "Big deal," you might think. "What's so great about that?" Read on.

You set most electronic setback thermostats to the time you want the furnace to go on in the morning, so when you wake up, your room is once again warm. But what if one morning it's bitter cold outside and the next morning it's much warmer? This means that setting your furnace to go on at the same time may, on one morning, leave you cold and on the next morning cause you to waste energy by warming up your house too soon.

By golly, the Magic Stat has everybody beat on this one too. Throughout the night it senses and computes the drop in temperature and the time it will take to get your room to your exact wake-up temperature. So if you want to wake up at 7 AM to 70 degrees—that's the temperature you'll wake

up to every time. Because it's a patented concept, no other thermostat has this feature. But wait. There is also a patent on the setting feature.

SIMPLE TO SET

To set the thermostat, you press just one button. A small LED light scans the temperature scale until you reach your desired temperature and then you release the button. You change the temperature naturally, throughout the day, up to six times. The unit responds and remembers that exact living pattern. The present temperature is displayed by a glowing red LED on the scale.

The system also computes the ideal length the furnace should stay on to keep the temperature within a range of plus or minus one and one-half degrees. A battery backup lets you keep your stored program in its memory so power outages as long as eight hours won't let your unit forget. And if something happens and your power is out for a few days, the unit will automatically maintain 68 degrees when the power is restored.

Quite frankly, we were so impressed with the unit, its ease of installation and setting plus its many energy-saving features, we seriously considered advertising it until we realized that our customers would probably not want to trust their future comfort to a product called Magic Stat. What if something went wrong with the unit? How substantial was this Magic Stat outfit? Remember, a thermostat is something you live with as long as you live in your home, and they're supposed to last ages. After all, your comfort depends on it.

Well, we did our homework. We found the company to be a sound, well-financed organization. They have been in business for several years, and they back their products with a three-year limited warranty. In addition, the company has a policy of buying back your unit in one year if you haven't saved its full cost in energy savings.

We were satisfied with the company, the people, the product, its incredible features, the company's commitment to the product and above all, the energy savings. We are so impressed now with the Magic Stat that we're going to make buying one irresistible. Buy one from us for only \$79. Install it yourself in a few minutes or hire a handyman to install it. Or order the new deluxe unit for \$99 with the exact same features as the regular model, but with a beautiful new case.

Then enjoy the savings this next winter. Not only will you save up to 30% on your heating bills, but you're eligible for the 15% energy tax credit. Then if you're not absolutely in love with this product one year later, return it to JS&A. You'll get all your money back and you can reinstall your old thermostat.

REALIZE SAVINGS

But we're counting on a few things. First, you will realize an energy savings and a comfort that will far surpass what you are currently experiencing. Secondly, you probably will sleep better breathing cooler air yet wake up to just the right temperature.

Beauty is only skin deep and a name doesn't really mean that much. But we sure wish those guys at Magic Stat would have named their unit something more impressive. Maybe something like Twinkle Temp.

To order, credit card holders call toll free and ask for product by number below or send check plus \$4 delivery for each unit ordered.

Magic Stat (0040C)\$79

Deluxe Magic Stat (0041C)	99
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