

MAC PANEL HAS DISPLAY AT TOKYO FAIR

MAC Panel Company is developing a truly international flavor. Not only does it have a European outlet through Adams-Millis, Europe, but it has established itself as a leading supplier of magnetic computer tape to Japan.

Kyokuto Boeki Kaisha, Ltd. (Far East Mercantile Co., Ltd.) is proving to be an effective and aggressive sales representative for MAC Panel. Their main office is in Tokyo, with branches in the major cities of Japan. They represent several other American companies, including Collins Radio and Texas Instruments.

Representation was established in the fall of 1963. Since then, many excellent customers--such as Japan Broadcasting Company, Mitsui Life Insurance Company, Nippon Life Insurance Company and Asahi Chemical Industries--have been developed.

MAC Panel was recently an exhibitor at Tokyo's U. S. Trade Fair, sponsored by the U. S. Government. A great deal of additional exposure was gained during the Trade Fair since it had a high attendance by the leading Japanese companies. The MAC Panel display was supervised by Mr. T. Ito of the MAC Panel sales staff of the Far East Mercantile Company. Communication between the two companies is coordinated by Mr. Y. Hirata, Manager, Instruments and Control Systems Department.

MAC Panel feels fortunate in having such an excellent representative for its products in Japan. In less than one year they have established themselves as one of the top computer tape suppliers throughout Japan.



Mr. T. Ito, of the MAC Panel Products Staff in Tokyo, was manager of the MAC Panel booth at the Tokyo-sponsored United States Trade Fair.



A close up of the display shows panels and tape at the Tokyo Fair.

The only reason a lot of American families don't own an elephant is because they have never been offered one for a dollar down and a dollar a week.