

Basic Detail Report

Title "Bettina" Hair Dryer

Date c. 1960

Primary Maker General Electric

Medium (a) cardboard (b) vinyl, plastic (c) plastic

Description A "Bettina" hat box style hair dryer made by Universal, General Electric, New Britain, Connecticut, c. 1960. Consists of (a) original cardboard box, (b) hair dryer, and (c) drying cap. A hat box style hair dryer in a round case with a faux-alligator outside. The case and unit are inside the original packing box, which has a blue and green background with blue, green, and white printing. The case is round with a flat bottom with metal studs and at the top there is a handle. The actual drying unit is made of white plastic. It is somewhat dome-shaped with two "cutouts" on either side. The top has horizontal ridges cut into the plastic. The front has an adjustment panel, with a brown plastic oval knob for adjusting temperature. There is a clear plastic hose attached to the unit with a white plastic end. This hose attaches to the drying cap, which is also made out of plastic. The cap is yellow and orange and has a metal ring on the back where the hose attaches. Also attached to the drying unit is a white power cord.

Dimensions (a) Primary Dimensions (overall length x height x width of box): 13 × 13 1/4 × 5 1/2in. (33 × 33.7 × 14cm) (b) Primary Dimensions (overall height x diameter of hair dryer): 5 × 13in. (12.7 × 33cm)