

IMPORTANT! — PURCHASE REGISTRATION —



1/4" Drill Head — TH-20

IMPORTANT NOTICE

NAME _____ DATE PURCHASED

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ADDRESS _____ CITY _____ STATE _____

WE WILL APPRECIATE YOUR ANSWERS TO THE FOLLOWING QUESTIONS:

510

1. (a) From what type of store was this appliance purchased?

- 00-0 Appliance 00-3 Jewelry 00-6 Department
00-1 Furniture 00-4 Catalog 00-7 Trading Stamp
00-2 Hardware 00-5 Drug 00-8 Military (PX, etc.)
00-9 Other _____

(Please specify)

(b) Is this a "Discount" store? 01-0 Yes 01-1 No

2. (a) Was this appliance purchased by:

- 02-0 Man? 02-1 Woman? 02-2 Both?

(b) Was it:

- 03-0 Gift from family member?
03-1 Gift from person not a family member?
03-2 Regular purchase (not a gift)?

3. What first brought your attention to this appliance?

- 04-0 Catalog Ad 08-0 Store Display
05-0 Magazine Ad 09-0 Recommended
06-0 Newspaper Ad by Dealer
07-0 Television 10-0 Recommended by
friend or relative

11-0 Other _____

(Please specify)

4. In which size city or town do you live?

- 12-0 500,000 or over 12-3 2,500-24,999
12-1 100,000-499,999 12-4 Under 2,500
12-2 25,000-99,999

Please register the purchase of your new General Electric appliance.

Kindly print your name and address clearly at the left and mail this card right away.

We will also appreciate your answers to the few questions asked.

Marketing Administration
HOUSEWARES DIVISION
GENERAL ELECTRIC COMPANY
Bridgeport, Connecticut

PLACE
FIRST
CLASS
POSTAGE
HERE

Housewares Division

GENERAL ELECTRIC COMPANY

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BRIDGEPORT, CONN. 06602

Hillside Station
P.O. Box **5494**

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