IMPORTANT! — PURCHASE REGISTRATION —
¼” Drill Head—TH-20

NAME
ADDRESS

DATE PURCHASED
CITY
STATE

WE WILL APPRECIATE YOUR ANSWERS TO THE FOLLOWING QUESTIONS:

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 04-3 □ Store Display
   04-1 □ Magazine Ad 04-6 □ Recommended by Dealer
   04-2 □ Newspaper Ad 04-7 □ Recommended by friend or relative
   04-8 □ Television 04-8 □ 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

IMPORTANT
NOTICE

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

RB-34

PLEASE FILL OUT AND MAIL IMMEDIATELY. THANK YOU!