

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PLACE  
POSTAGE  
STAMP  
HERE

**ROYAL TYPEWRITER COMPANY**

*Division of Litton Business Systems, Inc.*

**150 New Park Avenue**

**Hartford, Connecticut 06106**

# ROYAL ELECTRONIC CALCULATOR REGISTRATION CARD

Model
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Dealer's Name \_\_\_\_\_

Address \_\_\_\_\_

Serial Number \_\_\_\_\_

Date of Purchase \_\_\_\_\_

Purchase Price \_\_\_\_\_

## I TYPE OF STORE WHERE PURCHASED:

- 1 Department Store
- 2 Camera Shop
- 3 Discount Store
- 4 Appliance Store
- 5 Office Equipment Store
- 6 Stationery Store
- 7 Other

## II THIS CALCULATOR WAS PURCHASED:

- 9 By Owner or Manager of Business Establishment
- 0 As a Gift for Someone Else
- 1 By Professional/Technical Person (Doctor, Engineer, Lawyer, Salesman, etc.)
- 2 For My Own Personal Use

## III THE PRINCIPAL USER WILL BE:

- 4 Male
- 5 Female

## IV AGE OF THE PRINCIPAL USER WILL BE:

- 7 Under 18
- 8 18-21
- 9 22-35
- 0 36-49
- 1 Over 50

## V MARITAL STATUS:

- 3 Single
- 4 Married

## VI RESIDENCE:

- 6 Home
- 7 Apartment
- 8 Own
- 9 Rent

## VII OCCUPATION:

### VIII EDUCATION

- 2 Completed College
- 3 Some College
- 4 High School
- 5 Grammar School

## IX PRIMARY USE OF THIS CALCULATOR WILL BE:

- 7 Business or Professional
- 8 Personal (Checking Account, taxes, etc.)

## X CALCULATOR WILL BE USED AT:

- 0 Place of Business
- 1 Home
- 2 Both
- 3 Traveling

## XI IS AN ADDING MACHINE IN USE IN YOUR HOME?

- 5 No
- 6 Yes

## XII WHAT SINGLE FACTOR BELOW MOST INFLUENCED THE DECISION TO BUY THIS PARTICULAR MODEL?

- 8 Appearance
- 9 Features
- 0 Price
- 1 Royal Reputation
- 2 Advertisements
- 3 Recommended by Retailer