



# TAKE THE WORLD'S FAIR L. Q. TEST

ANSWER THE SAME QUESTIONS THAT WOMEN FROM ALL OVER THE WORLD ARE ANSWERING AT LOVABLE'S WORLD'S FAIR EXHIBIT!

ANSWER EACH OF THESE 20 QUESTIONS by making a heavy mark between the dotted lines, under the phrase that most accurately indicates your opinion. (Caution: MARK ONLY ONE ANSWER FOR EACH QUESTION or your score sheet will be rejected by Lovable's Electronic Test Scoring Installation.)

PRINT YOUR NAME AND ADDRESS HERE →

## ANSWERS

**NOTE:**  
MARK ONLY ONE ANSWER PER QUESTION.  
TO INDICATE YOUR ANSWER MAKE A HEAVY MARK THAT COMPLETELY FILLS UP THE SPACE BETWEEN THE DOTTED LINES.

ERASE COMPLETELY ANY ANSWERS YOU WISH TO CHANGE.

MORE LOVABLE	LESS LOVABLE	NEITHER MORE OR LESS LOVABLE
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1. A woman whose figure is thin is:
2. A woman with a career of her own is.
3. A woman who makes up her eyes so they look large is:
4. A woman who usually gives in to her husband's wishes is:
5. A woman who is slightly mysterious in her behavior is:
6. A woman who takes care of all household matters without asking her husband is:
7. A woman who is the shy, innocent type is:
8. A woman who uses lipstick to make her lips look full is:
9. A woman who has a college degree is:
10. A woman who shows her love more than a man shows his is:
11. A woman who always keeps the house antiseptically clean is:
12. A woman who goes to club meetings while her husband stays at home is:
13. A woman who always suggests things to do is:
14. A woman who always wears the latest style clothes is:
15. A woman with very small feet is.
16. A woman who is content to be a housewife is:
17. A woman who is taller than a man is:
18. A woman who expects a lot of attention from a man is:
19. A woman who dresses so that she draws glances from other men when she is out with a man is:
20. A woman who likes to tell jokes is:

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DO NOT WRITE ABOVE THE DOUBLE LINE  
PRINT YOUR NAME AND ADDRESS HERE  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

The "Lovable Quotient" Ratings used in this test indicate how your opinions compare with the attitudes of a sample cross-section of American men. The psychological data for this test has been collected and interpreted by Mark Clements Research, Inc., New York City, NY, participating in the L.Q. Test, the participant agrees to make no claims against The Lovable Company (its agents or contractors) relating thereto.

IBM 990265

(\*LOVABLE QUOTIENT\*)

**YOUR L. Q.**



HOW TO JUDGE YOUR L.Q. SCORE

- 0 - 59 = TRY AGAIN
- 60 - 69 = PASSING
- 70 - 79 = AVERAGE
- 80 - 89 = GOOD
- 90 - 99 = EXCELLENT
- 100 = PERFECT

# TEST YOUR KNOWLEDGE

of

♥♥♥♥♥ WHAT ♥♥♥♥♥  
♥♥♥♥♥ MAKES ♥♥♥♥♥  
♥♥♥♥♥ A ♥♥♥♥♥  
♥♥♥♥♥ WOMAN ♥♥♥♥♥  
♥♥♥♥♥ LOVABLE ♥♥♥♥♥

DISCOVER YOUR L. Q. ("LOVABLE QUOTIENT")

## It's easy to take the Worlds Fair L. Q. Test!











1. Flip this sheet over to the side containing the Questionnaire. Turn sheet sideways to the left. PRINT your name and address in what then becomes the upper left-hand corner.
2. Answer each question by making a heavy mark between the dotted lines, under the phrase which most accurately indicates your opinion (Caution: MARK ONLY ONE ANSWER FOR EACH QUESTION or your score sheet will be rejected by Lovable's Electronic Test Scoring installation.)
3. GIVE THIS SHEET TO YOUR SALESGIRL after you have answered all 20 questions
4. Your score sheet will be scored at Lovable's World's Fair Exhibit by the Electronic Test Scoring Installation. Then, YOUR VALIDATED L.Q. SCORE WILL BE MAILED DIRECTLY FROM THE WORLD'S FAIR TO YOU!
5. MOST IMPORTANT: DO NOT FOLD THIS QUESTIONNAIRE!

GOOD LUCK FROM



**Lovable**  
for the girl who knows value by heart

# TEST YOUR KNOWLEDGE


**WHAT**
  

**MAKES**
  

**A**
  

**WOMAN**
  

**LOVABLE**


DISCOVER YOUR L. Q. ("LOVABLE QUOTIENT")

It's easy to take the L. Q. Test!

1. Turn this sheet sideways to the left. PRINT your name in what then becomes the upper left-hand corner.
2. Insert this sheet under the Questionnaire holder, so that only the area to the right of solid red line is visible.
3. Answer each question by making a heavy mark between the dotted lines, under the phrase which most accurately indicates your opinion. (Caution: MARK ONLY ONE ANSWER FOR EACH QUESTION, or your score sheet will be rejected by Lovable's Electronic Test Scoring Installation.)
4. GIVE THIS SHEET TO THE LOVABLE HOSTESS after you have answered all 20 questions.
5. When the Electronic Test Scoring Machine has "read" your answers, you will receive your validated L.Q. Score!

GOOD LUCK FROM



PRINT YOUR NAME HERE

## ANSWERS

NOTE:  
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 TO INDICATE YOUR ANSWER MAKE A HEAVY MARK THAT COMPLETELY FILLS UP THE SPACE BETWEEN THE DOTTED LINES.

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MORE LOVABLE	LESS LOVABLE	NEITHER MORE OR LESS LOVABLE
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1	====	====	====
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NAME \_\_\_\_\_

PRINT YOUR NAME HERE

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IBM H90287

(="LOVABLE QUOTIENT")

**YOUR  
L. Q.**



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