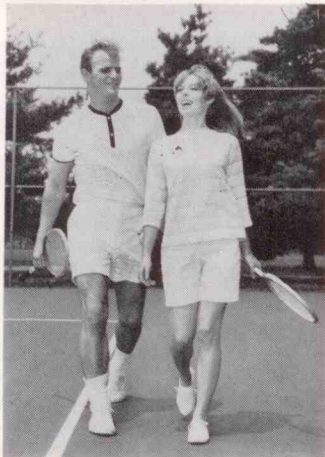
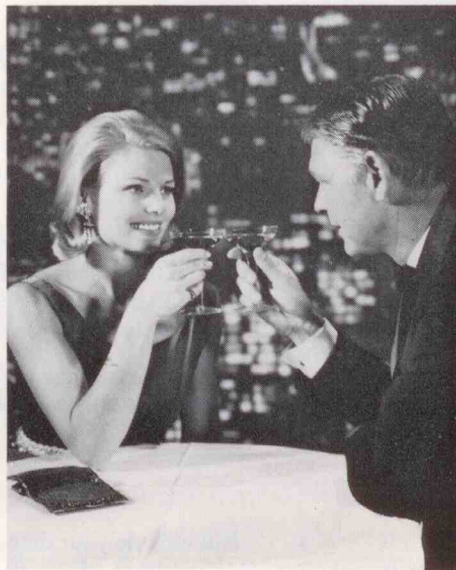


This is a later version of Operation Match. Unfortunately, this copy does not have an answer form. So it's not entirely clear how this test works.

Operation Match



The nice way
to meet
nice people
in your area

The Nice Way To Meet Nice People In Your Area

One in a million.

You may not know it, but you're one in a million. No one else is quite like you . . . you have different tastes and attitudes from those of anyone else you know.

But you're one in a million in another sense. If you're unmarried (single, widowed or divorced) there are thousands of possible matches for dating in your immediate area, and honestly, isn't that too many to check on? This is where OPERATION MATCH comes in. OPERATION MATCH is a computer matching program . . . the only one of its kind.

It's the brainchild of several Harvard men who realized that most people *know* what kind of person they enjoy dating. Blind dates and endless "fixups" were fine up to a point, but there had to be a better way to meet people with similar interests and attitudes. Why not use a computer to narrow the field.

HOW DO WE KNOW IT WILL WORK? With OPERATION MATCH, you answer a personality projection test developed by Harvard psychologists and other computer scientists, which has matched hundreds of thousands of unmarried people throughout the country. Continual analysis and constant re-evaluation has enabled us to refine our questionnaire. We are really able to take the blindness out of blind dates.

HOW DOES IT WORK? Return the *answer sheet* enclosed in this booklet to OPERATION MATCH and it will be entered into our IBM 7094 computer. The computer will then scan the qualifications of every applicant of the opposite sex in your area and select the five or more matches that most closely meet your specifications.

As soon as the computer has printed out the names, addresses and phone numbers of your most compatible dates, you will receive your matches in the mail. Simple, and wonderful, isn't it.

SPECIAL FEATURES OF OPERATION MATCH:

- 1. Mutual matching . . .** Not only do your dates meet your requirements, but you fit theirs as well.
- 2. Double reporting . . .** Your matches will have your name and will be looking forward to your first meeting.
- 3. Continuous Processing . . .** After your matches are computed, your specifications remain in the computer memory bank up to 90 days. As more people apply, their responses will be compared against yours, so the chances are very high that you will be matched several more times within the next few months.
- 4. Specifications . . .** A unique and very important feature of your personality test is that you are not necessarily matched with someone similar to you, but with someone who meets your requirements. Our copyrighted double answer form insures that **you** . . . not the computer, do the choosing.
- 5. Zip codes . . .** Your exact location and that of your matches will be given added emphasis in the matching process through the use of the new zip code system developed by the United States Post Office.

The biggest feature of OPERATION MATCH is the excitement of meeting new people. The more people who take part, the more perfect your matches will be. Tell your friends about OPERATION MATCH. They may be one in a million too.

All Ages!

Note: larger computer than before, assumption that match is of the opposite sex, and dating mode

No Matter Where You Live!

This text implies that each question answered twice, once about you, and once about your ideal mate

Operation Match is the Oldest and Largest Computer Dating Service in the World!

COSMOPOLITAN Magazine

Operation Match has performed introductions for five million people of whom at least 230,000 got married.

LOOK Magazine

Computer dates are replacing old fashioned boy-meets-girl devices.

GLAMOUR Magazine

The Computer takes over in one or more area-automated dating.

NEWSWEEK

The most dazzling is Operation Match.

TIME Magazine.

Operation Match has produced more than its share of fun dates.

CHICAGO DAILY NEWS

Electronic computers to match up couples were recommended as a logical approach by Dr. I. A. Burch, psychologist, and Director of the Circuit Court (Cook County) Conciliation Service.

THE SUNDAY TIMES (LONDON)

"Revolutionary development . . ."

THE LOS ANGELES TIMES

"surprised and delighted . . ."

THE WASHINGTON POST

"testimonials to the machine's matchmaking abilities . . ."

DR. JOYCE BROTHERS, famed psychologist

The computer has been programmed for the traits sociologists stress.

THE NEW YORK TIMES

"The sensation of the season . . . All singles are not young."

AS SEEN ON TELEVISION

- The Johnny Carson Tonight Show
- The Mike Douglas Show
- The Merv Griffin Show
- The Today Show with Hugh Downs
- The Alan Burke Show
- The David Susskind Show
- NBC News
- CBS News
- ABC News

AS HEARD ON RADIO

- The Barry Farber Show
- The Sandy Lesberg Show
- The Tex McCrary Show
- The Amazing Randi Show
- Luncheon with Mimi Benzell

SINGLE GUYS • SINGLE GALS

RENDEZVOUS AT GROSSINGER'S COMPUTERIZED FUN WEEKS

SUNDAY, JULY 7th to 14th, 1968

SUNDAY, AUGUST 18th to 25th, 1968

No one else is quite like you . . . and no other hotel is quite like Grossinger's. Isn't it only natural, then, that you plan to spend your Summer Vacation at Grossinger's during our annual "Singles Summer Rendezvous Weeks" when a special computer program, created especially for us by the nationally-known "Operation Match" will help a "One-In-A-Million" like yourself meet another "One-In-A-Million". This is how the Match-N-Meet Happening happens. Every confirmed reservation for the Singles Rendezvous Week will be sent a provocative and detailed questionnaire prepared by Operation Match. You will complete this at your leisure and send it directly to Operation Match where your "Match Image" will be programmed.

Upon your arrival at Grossinger's you will receive your list of Match Mates and your dating game will start immediately.

WRITE TO:

GROSSINGER'S, GROSSINGER, NEW YORK 12734
or call in New York LO 5-4500
Philadelphia HO 4-4411 • MONTREAL 482-8219

IT'S HILTON'S SINGLES



WEEK IN PUERTO RICO

COMPUTERIZED BY OPERATION MATCH

Operation Match goes to its first HILTON SINGLES WEEK June 16th-23rd, 1968.

6 nights and 7 days at the famous Caribe Hilton and San Jeronimo Hilton hotels in San Juan.

Here is a fun-packed week you won't want to miss! Dates for you — all the time. **Welcome Rum Cocktail Parties, Puerto Rican Barbecue, A Caribe A-GO-GO Party, Champagne Dance Contests, Fashion Shows, Group Water Ski Lessons**—and much more.

Add to this the excitement of a week of meeting via computer the kind of people you've always wanted to meet.

Contact OPERATION MATCH now for further details about this fun week and other Hilton-Operation Match singles weeks now being planned for other areas.

These two ads show that the same test is being used in party mode as well as dating mode!

Operation Match, Inc. Quantitative Personality Projection Test XII

copyright 1967 by Operation Match, Inc., New York, N. Y.

GENERAL DIRECTIONS

Answers are to be entered on the special answer sheet provided with this booklet. For each question, make sure you enter one answer and one answer only, leaving no blanks. Make sure your numbers are clearly legible.

The success of OPERATION MATCH depends on the accuracy with which you answer these questions. For best results,

replies should be made spontaneously. Some questions are clearly more important than others, and the computer accordingly assigns them different emphasis in the matching process. In many cases you will determine the emphasis yourself.

Begin answering in box 1 on the answer sheet, writing the number corresponding to your answer.

SECTION I: Absolute Factors

Certain factors must be satisfied before the computer will test a potential match any further. The factors in this section are of this absolute type.

1. My race is:

- (1) Caucasian (white)
- (2) Oriental
- (3) Negro
- (4) Spanish-American

2. My date's race may be Caucasian:

- (1) Yes
- (2) No

3. My date's race may be Oriental:

- (1) Yes
- (2) No

4. My date's race may be Negro:

- (1) Yes
- (2) No

5. My date's race may be Spanish-American:

- (1) Yes
- (2) No

6. My religious background is:

- (1) Protestant
- (2) Catholic
- (3) Jewish
- (4) Other denominations
- (5) unaffiliated

7. My date's religious background may be Protestant:

- (1) Yes
- (2) No

8. My date's religious background may be Catholic:

- (1) Yes
- (2) No

9. My date's religious background may be Jewish:

- (1) Yes
- (2) No

This set of questions is puzzling. On one hand, it indicates that reciprocity is obtained by direct questioning rather than by having two answers to the same question (one for you and one for your ideal mate). But we know from the 2nd page that the questions are to be answered twice. So this seems to be a double two-way. Not only must your date be in a reciprocal match with you, but also in a reciprocal match about how reciprocal you require the match to be. Can you find another explanation?

10. My date's religious background may be "other denominations":

- (1) Yes
- (2) No

11. My date's religious background may be unaffiliated:

- (1) Yes
- (2) No

12. I am presently:

- (1) working full-time
- (2) working part-time
- (3) in the armed forces
- (4) attending school full-time
- (5) attending school part-time
- (6) both working part-time and attending school part-time
- (7) retired

13. My highest level of educational attainment is:

- (1) some elementary school
- (2) completed elementary school
- (3) completed junior high school
- (4) some high school
- (5) completed high school
- (6) some college
- (7) completed college
- (8) graduate study

14. My date's highest level of educational attainment should be:

- (1) some elementary school
- (2) completed elementary school
- (3) completed junior high school
- (4) some high school
- (5) completed high school
- (6) some college
- (7) completed college
- (8) graduate study

Note that there are many such sets of reciprocal questions, e.g., 6 -- 11

The way in which you answer the questions in this section will help determine the requirements your potential matches must meet before the computer will further examine them.

15. My height is (refer to the table at right):

- (1) 5' or under
- (2) 5' to 5'2"
- (3) 5'2" to 5'4"
- (4) 5'4" to 5'6"
- (5) 5'6" to 5'8"
- (6) 5'8" to 5'10"
- (7) 5'10" to 6'
- (8) 6' to 6'2"
- (9) 6'2" or above

16. The **best** height for my date is (refer to the table at right):

17. The **ideal** age for my date is:

- (1) ten or more years older than I
- (2) five to ten years older than I
- (3) three to five years older than I
- (4) one to two years older than I
- (5) my age
- (6) one to two years younger than I
- (7) three to five years younger than I
- (8) five to ten years younger than I
- (9) ten or more years younger than I

18. I am:

- (1) Single
- (2) Widow or widower—with no children at home
- (3) Widow or widower—with children at home
- (4) Divorced—with no children at home
- (5) Divorced—with children at home

19. My date may be single:

- (1) Yes
- (2) No

20. My date may be widowed—with no children at home:

- (1) Yes
- (2) No

21. My date may be widowed—with children at home:

- (1) Yes
- (2) No

22. My date may be divorced—with no children at home:

- (1) Yes
- (2) No

23. My date may be divorced—with children at home:

- (1) Yes
- (2) No

SECTION II: Interests

Indicate your interest in each of the following activities and interests by writing 1, 2, 3, or 4 in the appropriate box on the answer sheet. Use the following code:

- (1) One of my major (or most active) interests
- (2) Very interested
- (3) Interested
- (4) Not interested

For example, if you were very interested in folk music, you would write a 2 in box 24 **on the answer sheet**. If folk music is one of your major activities or hobbies, you would write a 1 in box 24 **on the answer sheet**. The last question allows you to weigh the importance of this section.

- | | | | |
|----------------------------------|---------|---|---------|
| 24. Folk music | 1 2 3 4 | 40. Skiing (snow) | 1 2 3 4 |
| 25. Popular music | 1 2 3 4 | 41. Bowling | 1 2 3 4 |
| 26. Classical music | 1 2 3 4 | 42. Golf | 1 2 3 4 |
| 27. Jazz | 1 2 3 4 | 43. Tennis | 1 2 3 4 |
| 28. Dancing | 1 2 3 4 | 44. Movies | 1 2 3 4 |
| 29. Art and painting | 1 2 3 4 | 45. Television | 1 2 3 4 |
| 30. Literature | 1 2 3 4 | 46. Photography | 1 2 3 4 |
| 31. French language and customs | 1 2 3 4 | 47. Playing a musical instrument | 1 2 3 4 |
| 32. Spanish language and customs | 1 2 3 4 | 48. Spectator sports
(for example, baseball) | 1 2 3 4 |
| 33. Travel | 1 2 3 4 | 49. How important is it to you that your date share your interests? | |
| 34. Medicine | 1 2 3 4 | (1) unimportant | |
| 35. Law | 1 2 3 4 | (2) slightly important | |
| 36. Agriculture and gardening | 1 2 3 4 | (3) moderately important | |
| 37. Community service | 1 2 3 4 | (4) very important | |
| 38. Bridge | 1 2 3 4 | | |
| 39. Swimming and water sports | 1 2 3 4 | | |

SECTION III: Attitudes

In answering the following questions choose the answer which **best** describes your own attitudes. If no answer exactly describes your attitude, choose the answer which is

closest to your own and put the number in the appropriate box **on the answer sheet**.

50. My religious convictions are:
- (1) strong
 - (2) average
 - (3) weak
51. I believe in a God who answers prayers:
- (1) always
 - (2) sometimes
 - (3) never
52. I prefer to associate with people who go to church and believe in God:
- (1) always
 - (2) sometimes
 - (3) never
53. How important is it to you that your date share your attitudes toward religion?
- (1) unimportant
 - (2) slightly important
 - (3) moderately important
 - (4) very important
54. Romantic love in marriage is:
- (1) very important
 - (2) moderately important
 - (3) slightly important
 - (4) unimportant
55. For my age I consider myself:
- (1) Very sexually experienced
 - (2) Moderately sexually experienced
 - (3) Somewhat sexually experienced
 - (4) Sexually inexperienced
56. My ideal date should be:
- (1) Very sexually experienced
 - (2) Moderately sexually experienced
 - (3) Somewhat sexually experienced
 - (4) Sexually inexperienced
 - (5) Doesn't matter
57. Which of the following questions do you find most interesting to think about?
- (1) Who am I?
 - (2) What will I be like in ten years?
 - (3) Should I get married in the next few years?
 - (4) What is the meaning of life?

SECTION IV: Situations

Personality differences are often reflected in the way that individuals react to specific situations. Below are several situations in which personal reactions may vary widely. In each case read the paragraph and select the response which

is nearest to your own probable reaction. Then write the number of your answer in the appropriate box on the answer sheet. There are no "right" or "wrong" answers—your own reaction is the correct response.

58. A married couple with whom you are friendly has invited you over to dinner in order to introduce you to another single friend of theirs. They believe you might get along well together and would be interested in dating one another. Would you feel:
- (1) your friends are meddling in your affairs?
 - (2) your friends are just trying to be helpful, but it would be better if they don't interfere?
 - (3) your friends are doing you a favor for which they deserve your thanks?
59. Imagine yourself facing three doors. Behind the first door is \$20. Behind the second door is either \$5 or \$30. Behind the third door is either \$40 or someone ready to throw a pail of cold water. You may open any door but you must face the consequences. Which do you open?
- (1) The first door
 - (2) The second door
 - (3) The third door
60. Two friends of yours who are in love are considering living together for a while to "try out" the relationship before getting married. They come to you for your opinion about their plan. Your advice is:
- (1) This might ruin their relationship—it's morally wrong.
 - (2) If they were really in love, they would get married.
 - (3) You would encourage them to do it with some reservations.
 - (4) You would tell them enthusiastically to go ahead.
61. You have just gone to a dance with a date. You soon see that there are many opportunities for making new friends of the opposite sex. You:
- (1) Deliberately try to enlarge your circle of romantic possibilities.
 - (2) Don't run after anybody but don't turn off possibilities either.
 - (3) Feel a conflict between your desires and your commitment for the evening.
 - (4) Remain with your date for the evening.

SECTION V: Psychological Valence

Read each statement as it applies to yourself and your attitudes. If the statement is **true or mostly true for you**, put a 1 in the appropriate box **on the answer sheet**. If the statement is **false or mostly false for you**, put a 2 in the

appropriate box **on the answer sheet**. Although individual items may present difficult decisions, please choose the response which applies to you most of the time.

62. I believe people involved in serious dating should be informed about birth control.

- (1) True
- (2) False

63. Once I make up my mind, I seldom change it.

- (1) True
- (2) False

64. I don't like things to be uncertain or unpredictable.

- (1) True
- (2) False

65. I often wish people would be more definite about things.

- (1) True
- (2) False

66. I am sometimes irritated by people who ask favors of me.

- (1) True
- (2) False

67. I am always polite, even to people who are disagreeable.

- (1) True
- (2) False

68. I have never deliberately said something to hurt someone's feelings.

- (1) True
- (2) False

69. I am interested in having (more) children.

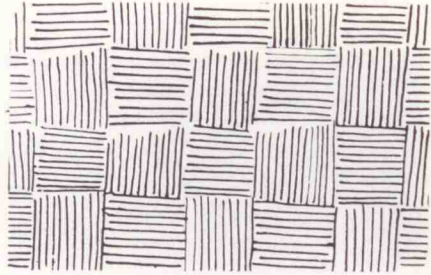
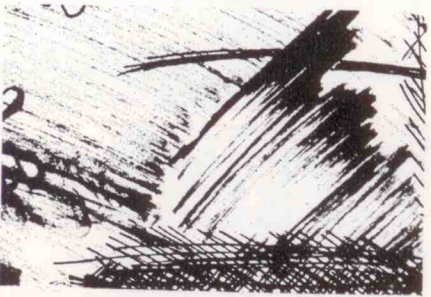

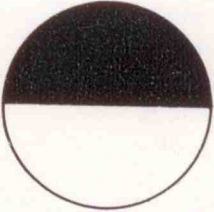

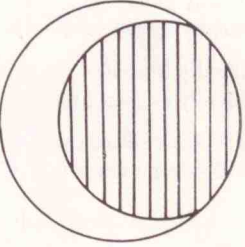
- (1) True
- (2) False

70. I have sometimes considered seeing a psychiatrist about a personal problem.

- (1) True
- (2) False

Below are three pairs of pictures. For each pair, pick the picture you prefer and indicate your choice by putting its

number in the appropriate box on the answer sheet.

<p>71.</p> <p>1.</p>  <p>2.</p> 	<p>72.</p> <p>1.</p>  <p>2.</p> 	<p>73.</p> <p>1.</p>  <p>2.</p> 
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SECTION VI: General Information

The questions in this section cover a wide range of subjects. Many of the questions are asked twice—once so you can describe yourself, and once to describe your ideal date. This double answer format insures that **you**, not the computer, do the choosing. You will also be allowed to say that the way in which your ideal date would answer a ques-

tion doesn't matter, and the computer will not use it in assigning your matches. For example, if you do not care what political affiliation your date has, you may answer "doesn't matter" by entering a "4" in box 75 **on the answer sheet**.

Confirming that each question is answered twice!

74. My political affiliation is:

- (1) Republican
- (2) Democratic
- (3) Independent

75. My date's political affiliation should be:

- (1) Republican
- (2) Democratic
- (3) Independent
- (4) doesn't matter

76. I smoke:

- (1) heavily
- (2) moderately
- (3) never

77. My date may smoke:

- (1) heavily
- (2) moderately
- (3) never
- (4) doesn't matter

78. I drink:

- (1) often
- (2) occasionally
- (3) never

79. My date may drink:

- (1) often
- (2) occasionally
- (3) never
- (4) doesn't matter

80. I presently attend church or synagogue:
- (1) once a week or more
 - (2) once or twice a month
 - (3) once or twice a year
 - (4) never

81. My date should attend church or synagogue:
- (1) once a week or more
 - (2) once or twice a month
 - (3) once or twice a year
 - (4) never
 - (5) doesn't matter

82. My income is:
- (1) under \$3,000
 - (2) \$3,000 to \$5,000
 - (3) \$5,000 to \$7,500
 - (4) \$7,500 to \$10,000
 - (5) \$10,000 to \$15,000
 - (6) \$15,000 to \$25,000
 - (7) over \$25,000

83. My date's income should be:
- (1) under \$3,000
 - (2) \$3,000 to \$5,000
 - (3) \$5,000 to \$7,500
 - (4) \$7,500 to \$10,000
 - (5) \$10,000 to \$15,000
 - (6) \$15,000 to \$25,000
 - (7) over \$25,000
 - (8) doesn't matter

84. My social class is:
- (1) upper
 - (2) upper middle
 - (3) middle
 - (4) lower middle
 - (5) lower

85. My date's social class should be:
- (1) upper
 - (2) upper middle
 - (3) middle
 - (4) lower middle
 - (5) lower
 - (6) doesn't matter

86. Relative to other persons of my age, my general intelligence should be considered:
- (1) very superior
 - (2) superior
 - (3) above average
 - (4) average
 - (5) below average

87. My date's general intelligence should be considered:
- (1) very superior
 - (2) superior
 - (3) above average
 - (4) average
 - (5) below average
 - (6) doesn't matter

88. My father's education:
- (1) completed grade school
 - (2) completed high school
 - (3) completed college
 - (4) completed graduate training

For each of the following pairs of opposite words or phrases choose the one which **better** describes you **most of the time**. Although individual items may present difficult decisions,

choose the answer which is more appropriate and enter the number in the appropriate box **on the answer sheet**.

89. (1) Usually talkative
(2) Usually a better listener
90. (1) Read a lot
(2) Don't read very much
91. (1) Very close to my family
(2) Not very close to my family
92. (1) Athletic
(2) Not athletic
93. (1) Politically concerned
(2) Politically indifferent
94. (1) Politically liberal
(2) Politically conservative
95. (1) Do not like children very much
(2) Like children very much

96. (1) Emotional
(2) Rational
97. (1) Well-groomed
(2) Not concerned with appearance
98. (1) Interested in marriage partner
(2) Not interested in marriage partner
99. Of the following types of movies, I most enjoy:
- (1) Dramas
 - (2) Adventures
 - (3) Westerns
 - (4) Musicals
 - (5) Comedies

100. Of the following men, I most admire:
- (1) Winston Churchill
 - (2) Albert Einstein
 - (3) Henry Ford
 - (4) Babe Ruth
101. I would most like to visit:
- (1) Florida
 - (2) California
 - (3) Puerto Rico
 - (4) Hawaii
102. Of the following television programs, I like most:
- (1) Bonanza
 - (2) Peyton Place
 - (3) The Man From U.N.C.L.E.
 - (4) The Johnny Carson "Tonight" Show

SECTION VII: Physical Inventory

103. My hair is:
- (1) blond
 - (2) brown
 - (3) black
 - (4) red
 - (5) gray
 - (6) bald
104. My date's hair should be:
- (1) blond
 - (2) brown
 - (3) black
 - (4) red
 - (5) gray
 - (6) bald
 - (7) doesn't matter
105. My eyes are:
- (1) blue
 - (2) brown
 - (3) green
 - (4) hazel

106. My date's eyes should be:
- (1) blue
 - (2) brown
 - (3) green
 - (4) hazel
 - (5) doesn't matter
107. Members of the opposite sex consider me:
- (1) beautiful (women)
very handsome (men)
 - (2) very attractive
 - (3) attractive
 - (4) average
 - (5) unattractive

108. My date should be:
- (1) beautiful (women)
very handsome (men)
 - (2) very attractive
 - (3) attractive
 - (4) average
 - (5) unattractive
 - (6) doesn't matter
109. Physical attractiveness is:
- (1) unimportant
 - (2) slightly important
 - (3) moderately important
 - (4) very important
110. I expect my OPERATION MATCH dates to be:
- (1) very successful
 - (2) fairly successful
 - (3) as good as any blind date
 - (4) unsuccessful

All data provided OPERATION MATCH INC. is the property of OPERATION MATCH INC., and will be kept strictly confidential. Thank you for participating.

Don
10/68
EN 613847