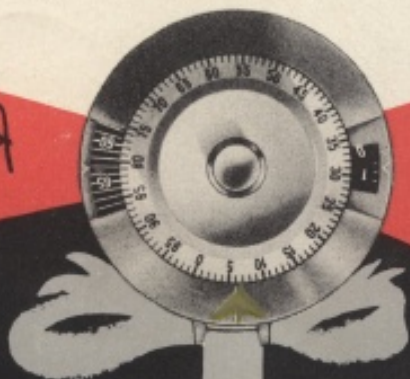


you can count on it...to add...to subtract



for the calculating woman

Itemizer



Itemizer

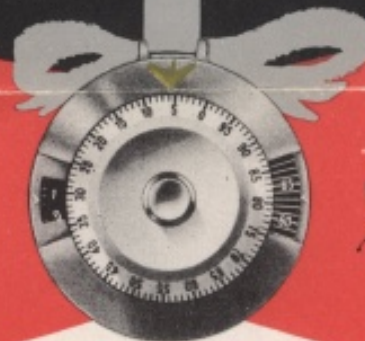


The Itemizer is unconditionally guaranteed against defects in workmanship or material. With normal use, your Itemizer should give you a lifetime of accurate service.

a product of
clemens-joyce
merchandise mart
chicago 54

Itemizer

it's a handy
purse size
calculator



Take your Itemizer along
next time you go supermarketing.

Use the adjustable strap to fasten it around
your fingers or to the handle of the shopping cart.

Each time you select an item from the shelf, dial its price on the Itemizer. You'll have a running total of your expenditures as you shop along. It's a simple way to avoid the embarrassment of running up a bill for more money than you have in your purse. It's an inconspicuous way to immediately verify the cash register receipt.

The Itemizer is handy, too, for fast figuring in an office...checking restaurant tabs...totaling household expenses...demonstrating simple addition and subtraction to school children.

Remember...if it's a problem of adding or subtracting, use the Itemizer...it's handy in a hundred ways.

Itemizer

simple to use...
a lifetime of accurate service

The Itemizer is designed to give you uninterrupted, guaranteed, accurate service as long as you use it. Manufactured of high impact polystyrene plastic, the Itemizer includes precision steel parts and a dial and gear made of long wearing nylon. The Itemizer never needs oiling—requires only ordinary care in use. It's accurately and permanently calibrated.

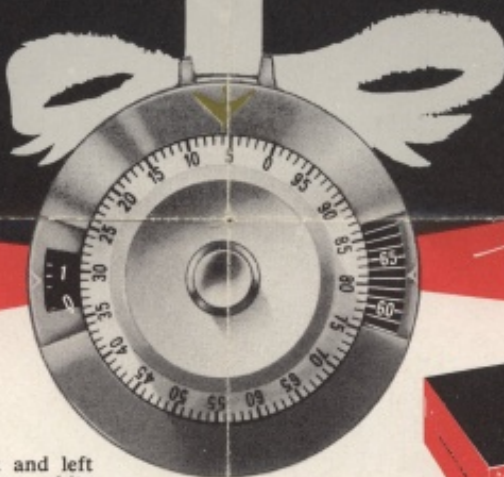
It's as simple as adding one and one to get your totals on the Itemizer

Here's all you do...

TO ADD: Lift reset key in back and turn until "0's" in right and left hand windows are opposite arrows. Depress push button and turn white nylon dial clockwise until the number you wish to register is lined up with the large gold arrow. Release button by depressing from the rear. Repeat with each number to be added. (If number to be added is larger than 100-\$1—make one complete turn of the dial until it stops. Release push button and repeat process for each additional 100 or dollar, after which add remaining digits or cents.)

TO SUBTRACT: Without depressing the center button, turn the white knob until the number to be subtracted is on line with the large arrow. Then depress the button and turn the knob counterclockwise until the 0 is even with the arrow. Release the button. The answer will appear in the windows. Remember, the Itemizer has memory. A total will remain in place until the calculator is cleared.

A handy plastic strap is included with your Itemizer. It has an adjustable, snap buckle. Adjust the strap to fit the first three fingers of your hand, or snap around shopping cart handle or through belt loop.



The Greatest Gift Idea in Years



The Itemizer is a "smart" gift for "smart" people. It's novel—it's elegant and modern—it's functional.



For the Bridal Shower...as a "bread and butter" present...for wife or mother...for "the girl in the office"...club prize...teacher gift...the Itemizer is perfect to give—wonderful to receive.

When the occasion demands a gift, the Itemizer is a thoughtful selection.

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