

100

Great Sales Letters

**Copies of 59 of the greatest
sales letters ever written . . .**

Plus 41 more sample marketing letters you can steal

You'll find letters here for every marketing situation.

List of Letters

I. Classic Sales Letters

The letter that built *Newsweek*

The Wall Street Journal's legendary “two young men” letter

The letter that built American Express *Reader's Digest*

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letter selling the Mercedes-Benz 190 Diesel Letter selling

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Letter selling panty hose
Letter selling subscription to the Franklin Mint “Gold Medal Portfolio of Western Art”
Another Franklin Mint letter, this one selling Norman Rockwell prints on Christmas plates
Franklin Mint letter selling its collection of “The 100 Greatest Books of All Time”
2nd Franklin Mint letter selling its collection of “The 100 Greatest Books of All Time”
American Express Letter promoting Franklin Mint Collection Letter selling SUPER ORGANIZER purse
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II. Great Fundraising Letters

Covenant House
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III. More Model Marketing Letters

A creative way for a realtor to start a letter

Market research survey request to a busy doctor

Letter from realtor designed to generate leads and inquiries

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Fulfillment letter to those who ordered a free home security checklist Postcard

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Sample invitation designed to bring traffic into store or dealership Lead

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Letter to existing customer asking for three referral names

Letter to referred lead for consumer service Business-to-

business lead generation letter "Bring-me-two-customers"

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Use of survey to generate qualified leads for an expensive service

Follow-up letter emphasizing the guarantee

Use of attention-getting device or creative packaging to get a meeting with a busy corporate executive

Letter inviting prospect to seminar

Letter to win former customer back to your business

New product mass-market sales letter

Starting the sales process with a letter of introduction

Letter designed to secure a meeting with the owner of a business by alerting him to a costly problem at his company

Letter guaranteed to land you a job in the profession of your choice

Letter seeking to buy property at a bargain price

A highly successful letter that sold a \$4,500 seminar

Letter selling exhibit space at trade show

Letter selling vacation spot

A brilliant "lapsed member" letter

Breaking the ice with a thoughtful gift

Letter selling MERLIN phone system

Brilliant use of having a happy client sign a letter for you to promote your service

Classic Sales Letters

The letter that built *Newsweek*

Dear Reader:

If the list upon which I found your name is any indication, this is not the first -- nor will it be the last -- subscription letter you receive. Quite frankly, your education and income set you apart from the general population and make you a highly-rated prospect for everything from magazines to mutual funds.

You've undoubtedly 'heard everything' by now in the way of promises and premiums. I won't try to top any of them.

Nor will I insult your intelligence.

If you subscribe to Newsweek, you won't get rich quick. You won't bowl over friends and business associates with clever remarks and sage comments after your first copy of Newsweek arrives. (Your conversation will benefit from a better understanding of the events and forces of our era, but that's all. Wit and wisdom are gifts no magazine can bestow.) And should you attain further professional or business success during the term of your subscription, you'll have your own native ability and good luck to thank for it -- not Newsweek.

What, then, can Newsweek do for you?

The answer depends upon what type of person you happen to be. If you are not curious about what's going on outside your own immediate daily range of concern...if you are quickly bored when the topic of conversation shifts from your house, your car, your ambitions...if you couldn't care less about what's happening in Washington or Wall Street, in London or Moscow...then forget Newsweek. It can't do a thing for you.

If, on the other hand, you are the kind of individual who would like to keep up with national and international affairs, space and nuclear science, the arts -- but cannot spend hours at it...if you're genuinely interested in what's going on with other members of the human race...if you recognize the big stake you have in decisions made in Washington and Wall Street, in London and Moscow...

then Newsweek may well be the smartest investment you could make in the vital weeks and months ahead!

For little more than 1¢ a day, as a Newsweek subscriber, your interest in national and international affairs will be served by over 200 top-notch reporters here and around the world. Each week, you'll read the most significant facts taken from their daily dispatches by Newsweek's editors.

You'll get the facts. No bias. No slanting. Newsweek respects your right to form your own opinion.

In the eventful weeks to come, you'll read about

-election strategy (Who will run against JFK? Medicare, education, unemployment: how will they sway voters?)

-Administration moves (New civil-rights bill in the works? Taxes: what next?)

-G.O.P. plans (Stepped-up activity in Dixie? New faces for Congressional races?) -Kremlin

maneuverings (Will Cold War policies change? New clashes with Red China?)

-Europe's future (New leaders, new programs? How can America compete with the Common Market?)

You'll also keep on top of latest developments in the exciting fields of space and nuclear science. Whether the story describes a space-dog's trip to Venus or the opening of a new area in the peaceful use of atomic fission, you'll learn the key facts in Newsweek's Space & The Atom feature -- the first and only weekly department devoted to space and nuclear science in any newsweekly.

The fascinating world of art will be reviewed and interviewed for you in Newsweek. Whether you are interested in books or ballet, painting or plays, movies or music -- or all of them -- you will find it covered fully and fairly in Newsweek.

Subscribe now and you'll read about

international film awards...new art shows at the Louvre in Paris...the opening of the Metropolitan and La Scala opera seasons...glittering first nights on and off Broadway...plus revealing interviews with famed authors and prima donnas, actors and symphony conductors.

AND you'll be briefed on happenings in the worlds of Business and Labor (More wage demands now?)...Education and Religion (Reforms in teacher training? More church mergers?)...Science and Medicine (Cancer, arthritis cures on the way?)...Sports and TV-Radio (New world records? More educational TV, fewer MD shows?)

You read Newsweek at your own pace. Its handy Top of the Week index lets you scan the top news stories of the week in two minutes. When you have a lull in your busy schedule, you can return to the story itself for full details. In this way, you are assured of an understanding of the events and forces of our era.

TRY Newsweek.

Try it at our special introductory offer:

37 WEEKS OF NEWSWEEK FOR ONLY \$2.97

That's about 8¢ a week -- little more than a penny a day. You would pay \$9.25 at newsstands for the same number of copies; \$4.98 at our regular yearly subscription rates.

And try it with this guarantee: if, after examining several issues in your own home, you do not agree that Newsweek satisfies your news interests, you will receive a prompt refund.

An order form is enclosed, along with a postage-paid return envelope. Do initial and return the order form today. We'll bill you later, if you wish.

Sincerely,

S. Arthur Dembner
Circulation Director

SAD/jnb

The Wall Street Journal's "two young men" letter

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men.

Both had been better than average students, both were personable and both — as young college graduates are -- were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike.

Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge – knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff for business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business ... The Wall Street Journal gives you all the business news you need — when you need it.

Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

And there is page after page inside The Journal filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver,

better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

A \$28 Subscription

Put our statements to the proof by subscribing for the next 13 weeks for just \$28. This is the shortest subscription term we offer – and a perfect way to get acquainted with The Journal.

Or you may prefer to take advantage of a longer-term subscription for greater savings: an annual subscription at \$107 saves you \$20 off The Journal's cover price. Our best buy — two years for \$185 - saves you a full \$69!

Simply fill out the endorsed order card and mail it in the postage-paid envelope provided. And here's The Journal guarantee: Should The Journal not measure up to your expectations, you may cancel this trial arrangement at any point and receive a refund for the undelivered portion of your subscription.

If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

About those two college classmates, I mention at the beginning of this letter. They graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely Yours,

Peter R. Kann
Executive Vice President/
Associate Publisher

PRK:vb
Enc:

P.S. It's important to note that The Journal's subscription price may be tax-deductible.

The letter that built American Express

Dear Mr. Smith:

Quite frankly, the American Express Card is not for everyone. And not everyone who applies for Card membership is approved.

However, because we believe you will benefit from Card Membership, I've enclosed a special invitation for you to apply for the most honored and prestigious financial instrument available to people who travel, vacation, and entertain.

The American Express Card is the perfect example of the old adage, "You get what you pay for."

For example, you get a truly impressive array of extra privileges, all designed for your convenience and security:

- x A Worldwide Network of Travel Service Offices* is at your Service. Enjoy personal attention at any of the nearby 1,000 American Express Offices -- Your "homes away from home" -around the globe.
- x Cash your Personal Check at Thousands of Locations.
Cash up to \$250 at participating hotels and motels, and up to \$1,000 at most American Express Travel Services Offices all over the world. (Subject to cash availability and local regulations.)
- x Card Lost or Stolen? You'll Get a Quick Replacement.
If the Card is lost or stolen, an emergency replacement will be provided at any Travel Service Office in the world, usually by the end of the next business day.
- x Obtain Emergency Funds Instantly. Once you've enrolled in this convenient service, our network of automated Travelers Cheque Dispensers lets you obtain up to \$500 ... in 60 seconds or less!
- x Carry \$100,000 of Travel Accident Insurance. Just charge your tickets to the Card, and you, your spouse or dependent children under the age of 23 are automatically covered when traveling by common carrier on land, sea, or in the air. It's underwritten by Fireman's Fund Insurance Companies, San Rafael, California, for approximately 35 cents of the annual Card Membership fee.
- x Your Hotel Reservations are Assured. As an American Express Card Member, if you request, your hotel room will be held for you until checkout the following day at nearly 8,000 participating hotels.
- x Enjoy Special Express Hotel Service. Speedy check-in and checkout is available to Card Members at more than 1,000 hotels, including Hilton, Hyatt, Marriott, Sheraton, and more.

Extras like these only begin to tell the story of American Express Card security, emergency protection, and convenience. You'll also enjoy:

- x Unequalled Mobility. The Card is welcomed by the world's major airlines, car rental agencies, railroads, and cruise lines. Plus it pays for auto parts and servicing at thousands of locations nationwide.
- x A Worldwide Welcome. Fine restaurants, hotel resorts, and a host of other establishments around this world, and right in your hometown, recognize the Card and welcome your patronage.
- x Purchasing Power. No need to carry large amounts of cash. The Card takes care of shopping needs, whether you're choosing a wardrobe, buying theater tickets, sending flowers, or hosting a dinner (even if you can't be there!)
- x Financial Freedom. Unlike bank cards, the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So you are free to make your own decisions about when and where to use the Card.

In a few words, American Express Card Membership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

Why not apply for Card Membership today? All you have to do is fill out and mail the enclosed application. As soon as it is approved, we'll send along the Card, without delay.

Sincerely,

Diane Shalb Vice
President

P.S. Apply today, and enjoy all the benefits of Card Membership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Card Member Services you'll receive along with the Card.

***Reader's Digest* sweepstakes letter**

Shows strong use of personalization

Dear Mr. & Mrs. Hodgson:

Imagine the thrill of walking into a bank near the Hodgson home -- and surprising the teller if you deposited a check for \$250,000.00 into your account.

And think of the look on the faces of your West Chester neighbors if you drove down Johnnys way in a brand new car -- a car you completely paid for in cash.

Or how would you like to start out from Philadelphia International Airport on an around-the-world vacation -- your pockets bulging with spending money?

These dreams could come true because your sweepstakes deposit slip above gives you a chance to win the grand prize of \$250,000.00 cash (or \$125,000.00 now plus \$1,000.00 a month for life -- your choice) in *Reader's Digest* \$1,000,000.00 sweepstakes.

A mailman from your West Chester post office may soon be knocking at your door with a check for \$250,000.00!

But you can't win unless you enter. And all you have to do is return your sweepstakes deposit slip in either of the enclosed envelopes by February 28! (return it by March 2 and you could win any of 40,710 other cash prizes but not the Grand Prize.) That's all there is to it. There's no other obligation; nothing to buy.

And the sooner you reply, the more money you could win.

Why were you sent this opportunity to enter our sweepstakes? To call your attention to *Reader's Digest* products...and in particular to the brand-new album we're offering featuring a remarkable performer . . . "Jim Nabors Sings."

As an owner of "That Old Time Religion," you obviously enjoy *Digest* music. You'll find the same kind of enjoyment in "Jim Nabors Sings."

From Amazing Grace to Tennessee Waltz, you'll hear 82 memorable performances . . . inspirational hymns, love songs, popular hits, Broadway classics, country tunes, movie themes . . . the largest collection of Jim Nabors' songs ever!

Why not hear them all for 7 days home trial on your choice of 7 records; 3 8-track tapes or 3 cassettes.

After 7 days, if you're not satisfied with "Jim Nabors Sings," simply return the album. You'll owe nothing and we'll even reimburse you for the return postage.

If you agree, though, that "Jim Nabors Sings" belongs in your music library, then keep it and pay the low price of only \$39.96, payable in 4 monthly installments of just \$9.99 each, plus \$1.55 postage for records, 86¢ postage for 8-track tapes or 63¢ postage for cassettes. There's no finance charge, no annual percentage rate of interest, no charge for handling. The postage will be added to your first installment.

To audition "Jim Nabors Sings" for 7 days home trial and enter the sweepstakes at the same time . . . return your deposit slip in the enclosed yes envelope. (Please indicate if you want records, 8-track tapes or cassettes by punching out one of the circles on the envelope flap.)

If you don't want to audition Jjim Nabors Sings" for 7 days home trial but you do want to enter the sweepstakes...return your deposit slip in the enclosed no envelope. Whatever you decide, return it by February 28 to be eligible to win the \$250,000.00 grand prize or by march 2 for any of the 40,710 other cash prizes. All prizes will be awarded! The sooner you return your deposit slip, the more money you could win!

***Another Reader's Digest* subscription letter**

Dear Reader:

An ancient Persian poet said: "If thou hast two pennies, spend one for bread. With the other, buy hyacinths for thy soul."

Poetry, perhaps; but hard sense as well!

To buy "hyacinths" for the soul -- to nourish your mind and heart with good reading; to become informed, alert, interesting in what you say to others -- is just as important as progress in your business or social life.

And it needn't be a task! One compact little magazine -- 12 times a year -- will stave off mental stagnation, give you something worthwhile to think about and talk about, keep you from being bored -and boring! That magazine is The Reader's Digest.

So here (with our compliments) are two pennies for you. We invite you to keep one as your change -- and with the other penny, seal the bargain for the finest "hyacinths" you can find anywhere -- the next 12 issues of The Reader's Digest!

Just slip one penny into the pocket in the enclosed card, and mail today. We'll send you the next twelve issues of the Digest -- worth \$4.00 -- but we'll send you a statement for only \$2.01. Thus you get twelve issues for the price of six -- and you get your change in advance!

This invitation cannot be extended again for at least two years. Therefore we urge you to act at once. Only by taking advantage of this opportunity now can you receive the next TWELVE issues of Reader's Digest for TWO DOLLARS.

Sincerely,

For the Association

CD/MIT

TIME-LIFE letter selling the *Encyclopedia of Gardening*

Dear Pennsylvania Gardener:

Gardening is such a rewarding pastime and can add so much beauty to your home; but, despite all your efforts, sometimes your great expectations turn into dismal disappointments...

The perennial border in your backyard is supposed to be a vision of beauty, a miniature copy of the one you may have seen at Longwood Gardens in Kennett Square. Instead, it's untidy and overgrown. The delphiniums are growing too closely together and the color selections of your phloxes are just not harmonious. How much better it would be if you had solid, step-by-step advice on how to plan and control that border.

Now you can learn how to develop a foolproof gardening plan -- working out size, shape, location and combination of plants -- and how to put that plan into action in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING volume on Perennials.

That beautiful African violet your daughter gave you for your birthday -- look at it now: wilted, straggly, limp, flowerless. But this will never again happen to your cherished house plants, once you know their special needs.

Now you can discover what those needs are -- and much more -- in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING volume on Flowering House Plants.

You love tomatoes, but hate the hard, tasteless little ones sold in boxes in the supermarkets. So last year you planted your own tomatoes -- but you were disappointed. Your plants didn't seem to bear nearly as many tomatoes as your neighbor got with his.

You'll learn all about growing tomatoes -- including a new way to get more blossoms to form fruit, and how an ordinary paper cup can help prevent cutworm injury -- in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING volume on Vegetables and Fruits.

You love that gracious old maple near the driveway. But you're heartsick over the ugly barren spot beneath it where grass refuses to grow, no matter what you do. But there are attractive, inexpensive ground covers ideal for planting under shallow-rooted trees like maples, if only you know what to choose...

Now you can discover what these ground covers are -- and all about solutions to other lawn problems -- in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING volume on Lawns and Ground Covers.

The Editors of TIME-LIFE BOOKS invite you to see for yourself how practical, how complete, how easy to follow, how breathtakingly beautiful this widely acclaimed gardening library really is. Here's all you do:

Return the postpaid order card and we will send you Perennials for 10 days' free reading your introduction to THE TIME-LIFE ENCYCLOPEDIA OF GARDENING without any obligation to buy.

THE TIME-LIFE ENCYCLOPEDIA OF GARDENING Is an Invaluable Source of
Practical Gardening Methods and Techniques

Where does your garden grow? Along the wooded byways of Bryn Mawr, Haverford, Chadds Ford and Paoli? In beautiful Fox Chapel, Sewickley or burgeoning Coraopolis and Camp Hill? Along the wide, tree-lined streets of Stroudsburg, or Carlisle, with its row-upon-row of stately colonial homes? Near York, when May brings apple-blossom time? In picturesque Bucks County, with its rolling hills, early stone houses and handsome barns? In the rich soil of Lancaster County, with its abundance of limestone, or around historic Valley Forge?

No matter where you live, you can turn to any volume in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING -- regardless of its subject -- and find instructions geared to your section of the country...to your soil, climate, rainfall and temperature patterns, your particular growing season.

You'll discover which varieties of a particular shrub or tree do well where you live and which are best avoided... how to compensate for the acidity or alkalinity of the soil in your region...when to begin planting in your locale.

Are you a new homeowner confronted for the first time with the challenge of creating a lawn? choosing shade trees? planning a garden? Or are you a veteran gardener seeking fresh ideas and new inspirations to suit your inevitably changing tastes and widening interests?

No matter how experienced a gardener you are, or how familiar with gardening techniques and terminology you may be, you can depend on every volume in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING -- whatever its subject -- to give you detailed yet easy-to-grasp explanations...ingenious shortcuts used by gardening authorities.

Whether your problems are as "elementary" as how to sow the tiny seeds of the snapdragon...or as "complex" as how to propagate budding rose plants by grafting...you will never go wrong if you follow the step-by-step series of drawings that appear literally by the hundreds in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING.

Are you eager for a yard brimful with a variety of blossoms from spring through fall? Do you yearn for the lushness of tropical flowers to brighten your home or city apartment through the cheerlessness of winter? Do you simply take pride in watching things grow and being surrounded by beauty?

No matter what your gardening tastes or preferences; no matter what your budget...whether you have a great deal or very little time and energy to spend...whether your garden is in a window-size greenhouse or on a spacious back lawn...you will find that every volume of THE TIME-LIFE ENCYCLOPEDIA OF GARDENING, regardless of its subject, is organized so that you can locate the exact information you want in the shortest possible time.

You'll Find Hundreds of Tried-and-true Tips and Simple Tricks Like These in
THE TIME-LIFE ENCYCLOPEDIA OF GARDENING:

- How to Get More Vegetables and Fruits out of a Small Garden - You can get maximum yields by growing successive crops on the same patch of soil, using midget varieties, growing tomatoes, beans, cucumbers and squashes vertically, and using planters on terrace or patio for vegetables and dwarf fruit trees.

- Healthy Perennials - The pH of your soil can spell the difference between success or failure. Perennials do best when the pH is around 6.5 (slightly acid) to 7.0 (neutral).
 - Lawn Work Saver - The simplest, surest way for you to get fertilizer onto a lawn in the right amount is to use an adjustable fertilizer spreader that can also perform double duty as a distributor for seeds, lime, sulphur, etc.
 - Herbs-- to Look at, as Well as Use in Cooking - To most people, herbs mean seasoning. But they can also be used to add accent to your flower beds, or as a complete decorative garden all by themselves.
 - Bonsai-- the Art of Dwarfing - The kind of tree to select (among the narrow-leaved evergreens, mugo pine, Sargent Juniper and Norway spruce lend themselves particularly well to bonsai training), and how to prune, pot, wire and groom.
 - When Grass Isn't the Answer - Most ground-cover plants are better suited to steep slopes than grass which is difficult to mow in such locations; under certain circumstances they also control erosion better than grass because their leaves break the force of rain and their roots dig deeper to hold the soil.
- African Violets - These popular indoor plants do best in bright, indirect or curtain-filtered sunlight, with night temperatures of 65o - 70o and day temperatures of 70o or higher. Soil should be barely moist at all times.
- A Way to Keep Your Tulips Blooming "Like New" for Years - If you plant your tulips deeply (ten inches deep instead of usual five or six inches) they will produce beautiful large and uniform flowers for up to eight years.
 - How to Increase Your Number of Rose Blooms - Foliar feeding (a mixture of inorganic plant foods dissolved in water and sprayed on the leaves) is an easy and quick way to supplement midspring and midsummer fertilizer feedings, particularly if blossom production seems to lag.
- You Want a Nut Tree--but Don't Know Which One - The Chinese chestnut and the black walnut are fast growing, bear nuts as early as two years after planting, cast useful shade within five or six years, and are relatively free of pests and diseases.
 - Feeding Foliage House Plants - They should be fed fertilizer infrequently--no more than once every three to six months, and this schedule should begin no sooner than six months after the plant is purchased.

Scores of "How-to" Illustrations that Instruct, Inspire and Illuminate

When it comes to acquiring a skill or mastering a new technique, one picture is often worth more than a thousand words. Here, for the first time, is an inexpensive,-professionally illustrated gardening reference library that abounds with visual aids -- photographs, diagrams, paintings, drawings -- that will help you achieve the easy-to-care-for, beautiful garden you've always wanted. In addition, each volume contains specially commissioned maps and charts that break down the United States and Canada into zones that tell you what seeds, plants, trees and shrubs you can grow in your area, and when they should

be planted. Here is a glimpse of what you will see in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING:

It will show you how to get your landscape plan on paper, progressing from lot map to rough analysis and final plan.

You will find out how to start a lawn from scratch: grading, loosening soil, conditioning the soil, adding nutrients, preparing the bed, when to plant grass, what seed to use, sowing the seed, watering and mowing a new lawn.

It will show you four ways to dig holes for planting bulbs.

You will discover when and how to pot a plant -- the type of pot to use, drainage, improving the soil, easy potting techniques.

It will help you plan a food garden -- how much to plant, when to plant, distances apart for rows and seed, frost-resistance, days to germination, days to eating, when to harvest, nutrients in each.

You will learn how to properly prune roses -- with special techniques for teas, bush types, as well as climbing and tree roses.

You will discover how easy it is to make your own soil analysis.

You will see that there are two superior ways to water annuals and find out why early morning is the best time of day for watering them.

It will show you how to convert your leaves and other organic debris into clean, odorless, rich fertilizer with less effort and cost than it takes to stuff them into plastic bags for trash collection.

You will learn how to plant, prune, graft and train fruit trees.

You will find out how to identify and correct 12 simple lawn problems from fertilizer burn to slime mold; how to spot the 12 common pests that infect lawns and how to control them; how to diagnose 14 types of lawn diseases and how to remedy them.

You will discover a technique called "disbudding" that will permit you to produce giant-sized chrysanthemums.

You will learn all about roses, including, where necessary, how to provide beds -- built-in watering for hot, dry locations and built-in drainage for wet locations.

It will show you some fascinating ways to use foliage house plants in decorating schemes and explain how you can grow plants using only artificial light.

Add to All This, the Generous Use of Full-color Photographs and Plain-talking, No-nonsense Prose.

If you love flowers, plants and other growing things, you'll find the photographs in THE TIMELIFE ENCYCLOPEDIA OF GARDENING an endless source of pleasure and inspiration.

Picture these volumes: Each one is a big 8 1/2 by 11 inches. There are dozens of photographs in lustrous natural color in every volume. Many occupy a full page. Some take up two facing pages: flowers, shrubs, gardens, landscapes -- in glorious, close-ups and breathtaking long shots; lush lawns and stunning indoor arrangements.

But the hundreds of color photographs in THE TIME-LIFE ENCYCLOPEDIA OF GARDENING are not there merely to provide beauty. They also serve as living examples of what you, too, can achieve if you follow the authoritative advice which each of the photographs illustrates. In every volume you get 40,000 words of straightforward guidance and reliable factual knowledge.

Plus a Unique Encyclopedic Inventory of Everything
You Need to Know about Hundreds of Plants.

Whatever its subject, every single volume of THE TIME-LIFE ENCYCLOPEDIA OF GARDENING includes a special encyclopedic section of recommended species and varieties, created by the Editors and author James Underwood Crockett...

Here you'll find -- at a glance, alphabetically catalogued -- literally hundreds of bulbs, ground covers, annuals, perennials, flowering house plants, shrubs, trees; their growing habits and special needs, their colors, fragrance and other botanical data.

Alongside this information, you'll see dozens upon dozens of full-color paintings of many of the varieties described: scientifically accurate, visually lovely paintings rendered expressly for the encyclopedic section by outstanding botanical artists.

Perennials, Your Introductory Volume, Reflects the Utility, Breadth and Beauty
of the Entire TIME-LIFE ENCYCLOPEDIA OF GARDENING.

In every way, Perennials, your introductory volume, exemplifies the comprehensiveness, practicality, simplicity of presentation and colorful beauty of the complete TIME-LIFE ENCYCLOPEDIA OF GARDENING. Here is a preview of the kind of valuable information you will find in this volume:

The different species and varieties of perennials; their origins, genealogy and lore; how to prepare for planting them, and where and when; how to care for perennials, including feeding, watering and mulching; how to protect plants against diseases and pests; various methods of propagation; how to cut, arrange and exhibit them; all the regional variations and exceptions; the simple tools you will require and how to use them... plus, of course, the encyclopedic section, in this case, over 265 species and varieties of perennials.

Accept our invitation to examine Perennials without obligation to buy for 10 days. Then, and only then, need you decide whether you wish to keep the book and become a subscriber to THE TIME-LIFE ENCYCLOPEDIA OF GARDENING.

If you do, we'll bill you \$5.95 plus shipping and handling for the introductory volume. Future books in the series will then come to you one at a time approximately every other month. You need never accept any book without first examining it for 10 days, without cost or obligation. No matter how many or how few you ultimately decide to keep, you pay only \$5.95 plus shipping and handling for each volume. There is no minimum number you must buy, and you may cancel your subscription at any time simply by notifying us.

For now, though, take a leisurely 10-day look through Perennials. It costs you nothing to do so, and it is the best way of seeing for yourself how practical THE TIME-LIFE ENCYCLOPEDIA OF GARDENING is to anyone who loves to garden...or wants to learn how. Use the postage-paid order card today!

Sincerely,

Joan D. Manley
Publisher

JDM/EG

P.S. THE TIME-LIFE ENCYCLOPEDIA OF GARDENING has been receiving "bouquets" from reviewers. Here's just a sampling:

". . .beautifully illustrated. . .interesting. . .and attractive. . ." --
The Washington Star

". . .don't miss these books...They are worthwhile for esthetic and artistic reasons as well as horticultural ones."
-- Winston-Salem Journal

"Always welcome are the new editions of the Time-Life 'Encyclopedia of Gardening' . . ." --
The New York Times

"As a gift or for reference, this beautiful and highly informative book (Annuals) will delight beginner or pro. . .a visual gem. From cover to cover, the eye-catching photography alone is worth the price of the book."
-- House Beautiful's Gardening and Outdoor Living
Lawns and Ground Covers ". . .a must for anybody who tends a lawn."
-- Times Union and Journal (Jacksonville, Fla.)

Annuals. . ."is colorful, attractive, easy to read and a boon to the newer gardener in particular. Profusely endowed with colored illustrations, it caters to all parts of the country." --
Horticulture Magazine

1965 letter selling the Mercedes-Benz 190 Diesel

July 12, 1965

Dear Sir:

"Forget it, Heinz," the experts told me. "It Just won't sell here."

They were talking about the Mercedes-Benz 190 Diesel -- a car that is owned and driven daily by over 500,000 people overseas.

"Americans won't buy it," said the experts. "Why pay \$4,068 for a German car with a noisy engine when for \$891.37 more they can get a Cadillac?"

I had reason to believe the experts were wrong. Some Americans have paid \$4,068 for this German car with the "noisy engine."

As a matter of fact, if it wasn't for the "noisy engine" many of these Americans wouldn't have found out about the car. While in Europe, they saw Mercedes-Benz Diesel cars and noticed the noise made by the engine. Fascinated, they asked questions.

And what they learned from European drivers up and down the high-speed Autobahns convinced them the Mercedes-Benz Diesel is a great car.

As for the noise, they found it does sound different from a gasoline engine. In fact, a few people may give the car a second look as you idle at a traffic light. But you won't be bothered by the sound above 25 miles per hour. Some 190D drivers report they actually enjoy the unique sound of the Diesel. Many owners tell me, "If it didn't make a little noise, people wouldn't know it's a Diesel!"

Mr. John J. Gray of Albany, Oregon is one of these owners.

He travels all over the western U.S. for his firm, Kashfinder, Inc. In the past 7 years, he has driven his Mercedes-Benz Diesel car 652,000 miles.

"652,000 miles is a long ways to drive one car, " writes Mr. Gray. "It has taken me 7 years -- during which my faithful Mercedes-Benz Diesel has run more efficiently and far more cheaply than any car I have ever owned. And the car still doesn't rattle..."

Recently, we asked other Mercedes-Benz Diesel car owners in America:

"If you had it to do all over again, would you buy another of these automobiles?"

Before I tell you their answers, I'd like to reveal what I learned from the U.S. Automobile Manufacturers Association. I asked them how many Americans buy the same make and model of car they owned previously. They told me that fewer than four out of ten do.

Yet, when we asked our Mercedes-Benz Diesel car owners in America if they would buy another Mercedes-Benz Diesel, better than nine out of ten said YES.

The experts were wrong about these Americans. But one question remains unanswered for me.

How many other Americans want a great motorcar? I'll

soon know the answer.

You -- and a small number of others -- have been selected to receive the most unusual offer ever made by a car manufacturer.

I will pay for all fuel, all motor oil, all oil filters, and all lubrications on the new Mercedes-Benz 190 Diesel for the first 15,000 miles you drive it.

This offer is from Mercedes-Benz of North America. It is not from your Mercedes-Benz dealer. It will not affect your trade-in or terms in any way. I feel certain you will like this car and will help me spread the word about it.

That's why I can offer you all fuel free. All motor oil free. All oil filters free. All lubrications free. All are yours free for the first 15,000 miles you own and drive your new Mercedes-Benz 190 Diesel.

No other manufacturer of a full-size 4-door sedan in the entire world could afford to make this offer.

I can make it because the Mercedes-Benz 190 Diesel averages over 30 miles per gallon of diesel fuel -and diesel fuel costs 1/3 less than gasoline in many states.

In fact, the 190 Diesel regularly saves its owners more than 50 per cent on fuel costs alone.

And, like all Mercedes-Benz cars, the 190 Diesel is so finely machined it uses scarcely any motor oil.

That's not all.

The 190 Diesel never needs a tune-up. It has no carburetor to adjust or replace. No spark plugs, no points, no condensers, no distributor.

Mechanics will tell you that many cars need a new set of rings after 75,000 miles.

John Gray -- the Diesel owner in Oregon -- reports his car didn't need a ring Job until after it had gone 275,000 miles!

Even crack mechanics are surprised by that. We build the Mercedes-Benz 190 Diesel so that, with normal care, it will last for hundreds of thousands of all oil filters, and all lubrications for the first 15,000 miles you drive your new Mercedes-Benz 190 Diesel.

So please accept my invitation to drive a 190D and reach your own personal, private judgment. Simply return the enclosed card in the postage-free envelope. I will also send you a special brochure called "The Amazing 190D."

My offer expires Monday, August 16, 1965, and is limited to the first 1,000 people who respond. I hope you take advantage of it. Thank you.

Yours truly,

Letter selling subscription to *Highlights for Children*

Dear Reader:

Share the enclosed happy face buttons with a favorite young friend or two ... compliments of HIGHLIGHTS FOR CHILDREN.

But please send the one marked YES to us.

Place it on the enclosed special Christmas gift form; fill in the names and addresses of your favorite youngsters -- and you'll be giving them far more than a charming, enduring year-round present.

You'll be giving them a head start in life.

You'll help them develop reading habits and attitudes toward learning that will benefit them as long as they live -- and aid their steps toward intellectual maturity while providing fun along the way.

A miracle?

No. HIGHLIGHTS FOR CHILDREN -- a concept, a plan, a proved method that gives children fun with a purpose. Please let me explain:

All children enjoy learning, until some adult stops the fun. Children's minds question, examine, become curious about every thing they do not know or understand. Even babies want to learn by touching everything. And you must say "NO!" to a hot stove, of course. With the pressures of today's fast-paced world, even some well-meaning adults say "NO!" to a child's curiosity.

"Why?" children ask. Perhaps over and over and over again.

But they really want to know. And Highlights can help.

Help you provide your favorite youngsters with active, constructive learning, prepared by deeply concerned and experienced teachers and child psychologists

Help you solve the annual Christmas problem, in a day of transitory values, by giving the funfilled gift that lasts all year long

Help you prove -- even to preschoolers -- that reading is fun and worthwhile, too

Help you teach the values you yourself hold dear: self-confidence, manners, thoughtfulness All

of a sudden, children are grown.

And then what? Where have they gone, what's happened to the lost opportunities to help make minds more attuned to intellectual achievement and an awareness of lasting values? The direction children take is determined very early in life -- and you have the privilege of helping to forge mature, responsible citizens.

way): Perhaps it's best said in the words of Highlights' Chairman (a former school principal, by the

"Having done one thing well, children do all things better."

You know it's true, because you've probably lived through the experience yourself. The problem, often, is to get children to do a thing well, to appreciate that they have, and then to want to repeat the experience.

Highlights takes care of a whole family of children. A bargain by any standard.

Think about it now, won't you? So many gifts are given to children in haste or last-minute desperation. So few last beyond the moment, much less the season.

You have the chance to do better. Just think about your favorite youngsters, then say YES to Highlights.

They ... and you ... will be glad you did.

Sincerely yours,

Garry C. Myers
President

GCM:jh

P.S. The happy buttons enclosed symbolize our wish for you and yours this holiday season. There is, of course, no obligation on your part. They're our gift to you, in the hope that you'll decide to say YES and give Highlights to a young friend or two.

As the enclosed folder shows, fun-filled issues of Highlights can help -- regardless of a child's age, from two to twelve.

* * *

If you believe your favorite youngsters deserve Highlights' helping hand, the enclosed shopping list provides the answer.

Say "Yes" (by sticking the proper button into place) and you'll be activating a series of happy surprises:

1. A gift announcement that you can sign as you wish will be provided with each subscription you order -- if you order early. (We will send you an acknowledgment/invoice confirming your order.) If your order is not received early enough, we'll send an announcement to the children in your name.
2. The first issue of HIGHLIGHTS FOR CHILDREN will follow shortly, jammed with fun and learning for all children -- interesting, fun-to-know, useful information.

3. Then, throughout the whole year, your favorite children will be reminded of you as a fresh, new issue of Highlights arrives -- addressed to each child, given by you.

* * *

Some additional facts about the magazine may provide reasonable reassurance, and they're contained in the accompanying brochure. You may wish to look it over now.

But it's worth repeating that Highlights' pages are uninterrupted by advertising. Frankly, I don't believe we could have achieved more than 2,000,000 enthusiastic parent and teacher subscribers if they were. And, as far as I know, there's no better gift for the price.

You need not pay for your gift subscriptions until after the holiday season, if you prefer. Remember, too, that one gift of

Heinz C. Hoppe
Chief Executive Officer

HCH/a

Subscription letter for *Barron's*

Dear Friend of Barron's:

Back in 1925, Barron's published an article suggesting how \$100,000 might be well invested in securities for a widow with two small children.

The plan was based on a set of ten rules for investors, stated in the article.

The securities (stocks and bonds), all picked in accordance with the first seven of the ten rules, are today worth \$379,002.

The stocks are worth \$330,364 - many times over their original value of \$51,000.

Average annual income, for the entire forty-nine years, has exceeded \$11,200. Latest reported income was \$21,556.

So here you have to date how a list of securities, compiled in the third year of Calvin Coolidge's presidency, weathered the wild twenties, the woeful thirties, World War II, and the 1969-1971 market plunge - yet without benefit of the important interim supervision provided for in the last three of the original ten rules.

* * *

We have now reprinted these ten rules in a little Barron's booklet, with interpretative comment on each rule.

As a piece of printed matter, the booklet is slight; takes you but a few minutes to read. But I believe you will agree, its every word is pure gold.

You'll not only welcome the ten rules for their immediate value. I venture to predict you'll also come back to them repeatedly in the future -- for their help on your ever-present problem of safeguarding what you have, and making it grow and produce for you.

But you can't buy this booklet. It's not for sale.

I would like you to accept it in return for a little favor I'd like to ask of you -- one that I think will interest you.

* * *

Barron's, as you probably know, is a national financial weekly -- the only one published by Dow Jones, the world's largest, fastest business news-gathering organization.

By virtue of this close connection -- this day-in, day-out working contact with Dow Jones'

reporters, analysts, editors --Barron's is an amazingly well-informed publication, continually surprising its

readers with the intimacy and vital investment significance of its summaries and forecasts of industrial changes, corporate and government affairs.

Barron's own large staff of experts weighs, sifts, interprets -- to bring you each week just the information you need about business and market trends, corporation prospects, the intrinsic values of securities -- clear, concise reports based on firsthand, intimate knowledge of what's going on.

So you can readily see why Barron's (established 1921) has become the source and authority for many economists, stock-market services, investment consultants, and statisticians.

Yet the information for which you pay them high fees is just as basically available to you in Barron's weekly pages as it is to them.

I think you'll agree with me we have a honey of a story:

1. A worthwhile saving on what you must pay for financial information.
2. Thoroughly reliable data every week -- to guide you in the continuous supervision of your investment list -- in the decisions you make on investment acquisitions or sales.
3. Comprehensive weekly trend reports -- political, industrial, financial -- to help you plan your investment moves with greater understanding and foresight -- with fewer worries -- with added peace of mind.

But you know how "funny," how unpredictable, people are. You can never be sure of their reactions until after you have spent a great deal of money to find out. That is, unless you test first.

Which brings me to the favor I want to ask of you.

Before we sink a lot of money into mailing thousands of circular letters to the large key groups of prospective new readers we have in mind, we come to you as a representative prospect.

Will you do this:

Merely try Barron's -- and judge the information in it for scope, brevity, reader interest, and practical money value.

See what you get on stock market trends, bonds, mutual funds -- "growth" stocks -situations to consider for income -- securities to stay out of or sell now, because of serious weakness.

Compare Barron's with any other financial-information service, or combination of services, costing from \$50 to \$150 a year, or more. (Barron's costs \$25 a year.)

Under this special trial arrangement, you pay **ONLY OUR SHORT-TERM INTRODUCTORY PRICE**, \$6.25 for 13 WEEKLY ISSUES (3 months). You'll save 35% from the newsstand cost.

If Barron's does not live up to your expectations, will you send us a brief note giving us your frank and honest opinion of it?

Whether you become a Barron's enthusiast or not, we shall genuinely appreciate your part in this test.

Of course, you understand, if your participation is to be of value to us in deciding our coming mailings to the key groups, your immediate response is necessary.

Will you, therefore, check the accuracy of your name and address on the enclosed card and return it to us today in the accompanying self-addressed envelope that requires no postage?

Thank you for your help.

Sincerely yours,

BJO:br
Encs.

for Barron's

P.S. When Barron's arrives, be sure to examine "The Market Week". It's conveniently located in the middle of each issue. This unique ready reference covers prices, earnings and dividends of ALL stocks traded on New York and American Stock Exchanges -- with conspicuous symbols signalling all new dividend declarations or omissions and all new earnings. Weekly range and other statistics. Also quotations on all more active stocks on the major U.S. regional exchanges, the leading Canadian exchanges, and over 1,500 Over-the-Counter quotations -- all with earnings, dividends, year's high and low. No other service like it anywhere!

Subscription offer for the *Kiplinger Washington Letter*

Will There Be BOOM and More INFLATION Ahead?

The next few years will see business climb to the highest level this country has ever known. And with it...inflation. Not a boom, but steady growth accompanied by rising prices.

Those who prepare NOW for the growth and inflation that lies ahead will reap big dividends for their foresight...and avoid the blunders others will make.

You'll get the information you need for this type of planning in the Kiplinger Washington Letter...and the enclosed form will bring you the next 26 issues of this helpful service on a "Try-out" basis. The fee: Only \$16 for the six months just ahead, a savings of almost 24% over the regular rate.

During the depression, in 1935, Kiplinger warned of inflation and told what to do about it. Those who heeded his advice were ready when prices began to rise.

Again, in January of 1946, Kiplinger renounced the widely-held view that a severe post-war depression was inevitable. Instead he predicted shortages, rising wages and prices, a high level of business. And again, those who heeded his advice were able to avoid losses, to cash in on the surging economy of the late 40's, early 50's and mid-60's.

Now Kiplinger not only foresees expansion ahead, but also continuing inflation, and in his weekly Letter to clients he points out profit opportunities in the future...and also dangers.

The Kiplinger Letter not only keeps you informed of present trends and developments, but gives you advance notice of new government policies...political moves and their real meaning...money policy...foreign affairs...taxes...prices...union plans and tactics...employment...wages...anything that will have an effect on you, your job, your personal finances, your family.

To take advantage of this opportunity to try the Letter and benefit from its keen judgments and helpful advice during the fast changing months ahead...fill in and return the enclosed form along with your \$16 payment. And do it with this guarantee: That you may cancel the service and get a prompt refund of the unused part of your payment, any time you feel it is not worth far more to you than it costs.

I'll start your service as soon as I hear from you, and you'll have each weekly issue on your desk every Monday morning thereafter.

Sincerely,

Stanley Mayes
Assistant to the President

SAM:kbc

P.S. Half of all new trial subscribers sign up for 12 months for only \$32 -- a significant savings against the regular rate of \$42 for 12 month. We'll send you FREE five important Kiplinger Special

Reports when you take a 12-month subscription, too. Same money-back guarantee applies -- see details on the enclosed slip.

Please reply to me in care of:

Transpolar Expedition
Admiral Richard E. Byrd Polar Center
18 Tremont Street
Boston, Massachusetts 02108

Invitation to go on a transpolar expedition

September 3, 1968

Mr. Richard N. Archer
121 Corlies Ave.
Pelham, N.Y. 10803

Dear Mr. Archer:

As Chairman of the Admiral Richard E. Byrd Polar Center, it is my privilege to invite you to become a member of an expedition which is destined to make both news and history.

It will cost you \$10,000 and about 26 days of your time, Frankly, you will endure some discomfort, and may even face some danger.

On the other hand, you will have the rare privilege of taking part in a mission of great significance for the United States and the entire world. A mission, incidentally, which has never before been attempted by man.

You will personally harp the chance to help enrich mankind's fund of knowledge about two of the last earthly frontiers, the polar regions.

I am inviting you to join a distinguished group of 50 people who will fly around the world longitudinally, over both poles, on an expedition which will commemorate Admiral Richard E. Byrd's first Antarctic flight in 1929.

Among the highlights of this transpolar flight - the first commercial flight ever to cross both poles and touch down on all continents - will be stopovers at the American military/scientific bases at Thule, Greenland, and McMurdo Sound, Antarctica.

Because this expedition has the interest and support of much of the Free World, you and your fellow members will be honored guests (in many cases, even celebrities) at state and diplomatic receptions throughout the itinerary. You will have the opportunity to meet and talk with some of the world's important national leaders and public figures, such as Pope Paul VI, the Emperor of Japan, General Carlos Romulo, and many others who are already a part of history.

By agreeing to join this expedition, you will, in a sense, establish yourself in history too. For you will become a Founding Trustee of the new Admiral Richard E. Byrd Polar Center, sponsor of the expedition.

Your biography will be recorded in the Center's archives, available to future historians. The log, photographs and memorabilia of the expedition will be permanently displayed in the Center. And your name will be inscribed, with those of the other expedition members, on a bronze memorial tablet.

Before I continue with the details of the expedition, let me tell you more about the Byrd Polar Center and the reasoning which led to its establishment this summer.

Located in Boston, home of the late Admiral and point of origin for each of his seven expeditions, this nonprofit institution will house, catalog and preserve the papers and records of both Admiral Byrd and other Arctic and Antarctic explorers.

But the Center will have a more dynamic function than merely to enshrine the past. It will be a vital, viable organization devoted to furthering peaceful development of the polar regions, particularly Antarctica.

It will become, in effect, this country's headquarters for investigation and research into the scientific and commercial development of the poles. The Center will sponsor, support, initiate and conduct studies and expeditions. It will furnish comprehensive data or technical assistance to the United States, or to any university, institution, foundation, business organization or private individual legitimately interested in polar development.

In other words, the Center has set for itself a course which the Admiral before his death endorsed wholeheartedly. He foresaw that mankind would one day benefit enormously from development of Antarctica's vast potential. And he perceived that Antarctica's unique and diverse advantages and resources might best be developed by private capital in a free enterprise context.

The Byrd Polar Center is dedicated to these objectives. And the essential purpose of this commemorative expedition is to dramatize the role that private enterprise - and private citizens - can play in the opening of these last frontiers.

At the same time, the expedition should help prove a few other important points. It should demonstrate the feasibility of shrinking the world through longitudinal navigation. It should also help blaze a trail for commercial air travel over the South Pole. Presently, to fly from Chile to Australia, you must go by way of Los Angeles, even though a straight line trans-Antarctic route would be far shorter.

There is another factor I should mention, one which I think lends a certain urgency to the work of the Center. Development of the polar regions enjoys a high official priority in the Soviet Union - higher, some believe, than in the United States.

The Center's activities can provide a tangible, effective complement to those of our own government, and over the long term, contribute meaningfully to preservation of the Arctic and Antarctic regions for peaceful purposes.

These objectives, I think you will agree, are entirely valid. And important, for the future of humanity. It is for this reason that the inaugural activity of the Byrd Polar Center will be an expedition of such scope and magnitude.

The expedition will be led by Commander Fred G. Dustin, veteran of six polar expeditions, advisor to Admiral Byrd and one of the intrepid group which spent the winter of 1934 in Little America on Byrd's Antarctic Expedition II. Commander Dustin is a member of the U.S. Antarctica Committee and President of the Byrd Polar Center.

Considered the ranking American authority on the polar regions, Fred Dustin is probably better qualified to lead this expedition - and brief members on virtually every aspect of the polar regions - than any man on earth. The Center and the expedition are fortunate to have Commander Dustin, as you will discover should you decide to participate.

The flight will be made in a specially outfitted, four-engine commercial jet with lounge-chair-and-table cabin configuration. A full flight crew of six will be headed by Captain Hal Neff, former pilot of Air Force One, the Presidential plane. Special clothing and equipment, such as Arctic survival gear, will be provided by the expedition and carried aboard the plane.

The expedition members will meet in Boston on the evening of November 7, 1968, for briefing and a reception and send-off party with the Governor of Massachusetts, Mayor of Boston, local officials and directors of the Byrd Polar Center. Next day, we will take off, head due north from Boston's Logan International Airport and follow this itinerary (as I have not yet visited all these places myself, I have drawn on the descriptions submitted to me by Commander Dustin and the other experienced people who have planned the expedition):

Thule, Greenland

Far above the Arctic Circle, past the chill reaches of Baffin Bay, lies desolate Thule, the northernmost U.S. air base. Almost 400 miles further north than the northern tip of Alaska, Thule was originally surveyed as a possible military site by Admiral Byrd and Commander Dustin. Here, in the deepening Arctic winter, you will get your first taste of the rigors of polar existence. You will have the chance to inspect the installation and meet the men for whom Arctic survival is a way of life.

North Pole

According to those who have crossed the North Pole, you will completely lose your day-night orientation. Sunrise and sunset can occur within minutes of each other, a strange and unforgettable phenomenon. After Thule, you will cross the geographic North Pole, just as Admiral Byrd did in his pioneering trans-Arctic flight with Floyd Bennett in 1926. A memorial flag will be dropped.

Anchorage, Alaska

After crossing the pole, the plane will bank into a 90-degree left turn and head south, over the Arctic Ocean and Beaufort Sea, past Mt. McKinley, North America's highest peak, and on to Anchorage. There, you will meet the Governor and key officials.

Tokyo, Japan

The highlight of your stopover in Japan will be an opportunity to meet the Emperor and Premier. (Fishing; excursion to Hakone and Atami by bullet train; tea ceremony at private homes.)

Manila, Philippines

General Carlos Romulo, the legendary patriot and statesman, an old friend of Admiral Byrd, will give the expedition a warm welcome in Manila. (Folklore performance; hunting for duck, deer, wild boar and a special species of water buffalo; fishing for tuna and marlin.)

You will note that here and elsewhere we have prearranged a considerable amount of hunting, fishing, and so on. These activities are optional. (Members of the expedition will be asked to indicate their preferences 30 days before the flight.) For those who do not want to participate in any of these events, there will be sight-seeing, golf and many other things to do.

Darwin, Australia

Hard by the Timor Sea, tropical Darwin offers some of the world's most superb beaches. You will have time not only to sample the sand and water sports, but to see Australia's great outback. With its spectacular chasms, canyons and gorges, the rarely visited outback is a scenic match for our own West.

Sydney, Australia

You can look forward to an enthusiastic reception in Sydney by the Prime Minister and government officials. For one thing, Australia is on particularly good terms with the United States. For another, Australia has traditionally been in the vanguard of nations involved in Antarctic exploration and development. (Hunting for kangaroo, crocodile, buffalo, wild boar, duck, and geese; or off-shore fishing for rifle fish, salmon, and giant grouper.)

Christchurch, New Zealand

This is our staging point for the flight to Antarctica, and it couldn't be more appropriate. Most of the early expeditions departed from New Zealand, and Admiral Byrd is still considered a national hero there. New Zealand is Antarctic-conscious and its people take almost a proprietary interest in the frozen continent. You will be something of a celebrity in New Zealand, and can expect a thoroughly enjoyable visit while the expedition awaits favorable weather reports from McMurdo Sound. (Deer hunting - where deer are so plentiful that they pay a bounty; fishing for all of the great species of - in an area known for the greatest marlin fishing in the world - also Mako shark.)

McMurdo Sound, Antarctica

I am told that only a total eclipse of the sun is comparable, in emotional impact, to the first sight of Antarctica. Once experienced, neither can be forgotten. If you prove to be like most who have seen Antarctica, you will need somehow, someday, to return. And when you do, the emotional impact will be just as profound. That is what the Antarctic veterans say.

For Antarctica exists well beyond the boundaries of the world you know. You will see there a sun you have never before seen, breathe air you have never before breathed. You will see menacing white mountains towering for thousands of feet over a black ocean in which, with luck, you might survive for 45 seconds. You will see the awesome Ross Ice Shelf, as large as France, with its 50 to 200 foot ice cliffs cleaving the sea for 400 miles. You will see the active volcano, Mt. Erebus, 13,000 feet of fire and ice.

And you will see the huts, so well preserved they seem to have been inhabited only yesterday, which Shackleton used in 1908 and the ill-fated Scott in 1911. Antarctica, apparently, is not subject to the passage of time as we know it.

At McMurdo Base, you will meet the military men and scientists who inhabit this strange, alien territory. And you will inhabit it for a while too - long enough to feel its bone-chilling cold, to hear its timeless silence, to perceive, at the very edge of your composure, the terror of its mindless hostility to human beings.

While you are there, you will learn, as few men have ever had the opportunity to learn, about Antarctica. You will learn about survival, but more important, about what men must accomplish to truly open this formidable frontier.

South Pole

Admiral Byrd was the first man to fly over the South Pole. In all of history, probably fewer than 200 men have crossed the pole, by air or otherwise. As a member of this expedition, you will join that select group.

Punta Arenas, Chile

From the South Pole, you will fly to Punta Arenas, on the tortuous Strait of Magellan which separates continental South America from bleak Tierra del Fuego. The visit here will be brief, but you should get some idea of the flavor of this nearly forgotten outpost.

Rio de Janeiro, Brazil

This memorable stopover will include a diplomatic reception. You will also have a chance to relax and sample the sights and sounds of fabulous Rio. (Special plane to Belo Horizonte for hunting boar, duck, jaguar, panther, water buffalo, crocodile and deer.)

Dakar, Senegal

You may never have expected to see Dakar, but you will on this expedition. (Tribal dancing; safari.)

Rome, Italy

No trip would be complete without a stop in Rome, where we will be received enthusiastically. During our stay there we will have a private audience with the Pope.

London, England

From London, the expedition will fly back across the Atlantic and terminate with a debriefing, critique and farewell dinner in Boston, on December 3.

As mementos of the expedition, you will receive a leather-bound, personalized copy of the log book and a piece of the fabric from Admiral Byrd's original plane, mounted in crystal.

You will also be presented with a framed certificate from the Admiral Richard E. Byrd Polar Center, affirming your appointment as a Founding Trustee and expressing appreciation for your interest in, contributions to and efforts on behalf of the Center and its objectives. In the future, you will be kept fully advised of the plans and activities of the Center, and be invited to participate to whatever extent you wish. And of course, you will have lifelong access to the Center's archives and services.

Most important, you will take back with you a once-in-a-lifetime experience. The day may come when journeys to and over the poles are commonplace. But today, the privilege is available to very few.

It is true, I think, that this privilege does carry responsibility with it. By the time you return, you will have received a comprehensive indoctrination course in the polar regions by the world's leading authorities. Your responsibility will be to make the most of the knowledge you will gain, to become an active advocate - perhaps even a disciple - of polar research and development.

It is a responsibility which, I trust, will weigh easily upon you. For once the polar air has been absorbed into your bloodstream, there is no cure. Like others who have been stricken, you will probably

find yourself reading every word you can find on the North and South Poles. And, most likely, thinking about your next trip.

But first of all, you must decide about this trip. If you have a sense of adventure, a certain pioneering spirit, and if the prospect of taking part in a mission of worldwide significance and historical importance appeals to you, perhaps you should consider joining the expedition. It is doubtful that you will ever have another chance like this.

Obviously, you can't make a decision of this magnitude instantly. But a word of caution: reservations will be accepted in the order received - a total of only 60, including ten standbys. The departure date, remember, is November 8, 1968, so there is little time to waste.

The price of \$10,000 includes food and beverages, all accommodations (the best available under all circumstances) transportation, special clothing, insurance, side excursions - virtually everything except your travel to and from Boston.

Money received will go into escrow at the United States Trust Company in Boston until the time of the flight. To the extent that revenues from the trip will exceed costs, the activities of the Polar Center will be accelerated.

To reserve your place in the expedition, just drop me a note on your letterhead or personal stationery, with your deposit check for \$2,500, made out to the United States Trust Company. Incidentally, if anything prevents your leaving as planned, you can send another in your place; otherwise, cancellations cannot be accepted later than 30 days before departure.

If you have further questions, please write to me in care of the Trans-polar Expedition, Admiral Richard E. Byrd Polar Center, 18 Tremont Street, Boston, Massachusetts 02108.

I hope we may hear from you soon - and that we will welcome you to the expedition.

Sincerely yours, Edward C.

Bursk

P.S.: We have just made arrangements for a professional camera crew to accompany the flight, and as a result

we will be able to provide you with a short film clip and sound tape of your experiences.

The amazing letter that built *Psychology Today*

Dear probationer:

It happened to a friend who's a teller in a bank on New York's lower East Side.

The woman in the black babushka approached his window, her smile radiating gold teeth, and presented a savings passbook only slightly less worn than her face. She wanted to withdraw twenty dollars.

Our friend counted out two tens, but the woman pushed the bills back. "Is not my money," she said. "My money is fi' dollar size."

Experienced at meeting all kinds, our friend grasped the situation immediately. He replaced the two tens with four fives, and the woman went happily on her way. To her, a bank is a place where they put your money in a drawer. When you want it, they give it back. Since she had always deposited fives, those tens belonged to somebody else ...

... and the point of our story is this. You never really know what's inside people's heads until you have occasion to dig around.

We publish *Psychology Today*, which is all about people's heads. And we'd like to send you a complimentary copy. But before we do, we'd like permission to dig around a bit in your head. To find out what sort of person you are. To get some idea of whether our magazine is a journal you'll really enjoy.

And so, on the next two pages, you'll find a short psychological quiz. On the last page, you'll get the interpretation. Got a moment now? Feel in the mood? Don't mind? Then take up the enclosed pencil ...

From the Editors of *Psychology Today*
A COMPATIBILITY TEST
to help determine whether you'll find
our magazine a bore or a boon

- | | Yes | No |
|--|------------|-----------|
| 1. When stopping to talk to someone on the street, do you remove your sunglasses? | | |
| 2. Do you prefer to do your own gift-wrapping instead of using the store's? | | |
| 3. Have you ever changed your style of handwriting? | | |
| 4 Do you think nothing of throwing out wilted flowers, but hesitate to discard a plant past its prime? | | |
| 5. After giving a party, do you mentally keep track of who phones to thank you and who doesn't? | | |
| 6. Do you often have a desire to be alone, to pursue your own interest and thoughts? | | |
| 7. When washing windows, do you do the outside first? | | |
| 8. Are you careful to glue stamps on envelopes right side up? | | |

9. Are you pleased when someone turns up at the party wearing the same thing as you?.....
10. Have you changed your affiliation from the religion of your childhood?
11. Do you ask other people's children to call you by your first name?
12. Male or female—have you ever changed your hair color?
13. Do you ever go to the movies alone?
14. After you've finished reading the paper, do you put it back together again?
15. Do you, when instructed, write your account number on your check when paying bills?
16. If or when you wear pajamas, do you tuck in the top?
17. Do you turn your dinner plate so the meat faces you?
18. Without looking, can you reel off your social security number?
19. Do you often tell jokes at parties?
20. Do you keep a list of people to whom you send Christmas cards?
21. Do you give your teeth a good scrubbing before you go to the dentist?
22. When the teller has already counted your money twice, do you forego counting it a third time yourself?
23. Do you habitually tip bartenders?
24. Do you feel awkward talking on the telephone when you're naked?
25. When parking parallel, do you back in whenever possible?
26. Have you ever seriously considered changing your name?
27. When giving a party, do you have a drink before the guests arrive?
28. When the tableware is simply dumped down in front of you, do you place the knife, fork and spoon where they belong?
29. Must all closet doors and dresser drawers in your bedroom be closed before you go to sleep?
30. When using book matches, do you tear out each match in order?
31. When lunching or dining by yourself at home, do you bother to set a place?
32. Do you set out your clothes for the morning the night before?
33. Do you feel guilt when you go to the movies in the daytime?

- 34. Can you remember what you were wearing the day before last?
- 35. At the end of a meal in a restaurant, do you re-fold your napkin?
- 36. Do you usually try to arrive at appointments ahead of time?
- 37. If it's the last one on the plate, do you hesitate to take it?
- 38. When leaving a theatre, do you fold up your seat?
- 39. Are you a collector?
- 40. Is the fruit you take the one that's just about to go bad?
- 41. When filling out an application, do you try to answer all questions?
- 42. Do you close the bathroom door, even when you're the only one home?

Interpretation: Generally, the more questions you answered with "yes," the more you'll like Psychology Today. What we've learned is that you are somewhat adventuresome (changing hair color, religious affiliation). You're concerned about what others think (altering handwriting, doing your own gift-wrap, tipping bartenders.)

You're highly considerate of others (writing in your account number, folding up your theatre seat, arriving ahead of time, putting the newspaper back together.) You're practical (backing in, setting out tomorrow's clothes, eating the one that's about to go bad.)

In short, you're a person who's highly self-aware -- and that's good. Moreover, the fact that you allowed yourself to be tested shows that you're interested in learning more about yourself -- and that's what Psychology Today's all about, as you'll discover from leafing through the enclosed folder.

A monthly magazine that's written for laymen as well as professionals in psychology. A magazine that's a triumph of graphics. A magazine that's as fascinating to read as the palm of your hand. And a magazine that can tell you more about yourself than the conversation when you've just left the room.

Our test also shows that you have a commendable sense of thrift (wanting to save the plant.) And our offer is made to order. Just place the token in the slot on the enclosed order card, place in the envelope and mail -- you'll get back

A COMPLIMENTARY COPY OF THE CURRENT ISSUE

You'll also be reserving the option to buy in at

HALF PRICE

Psychology Today is a dollar a copy -- \$12 a year when bought on newsstands or by regular subscription. We'll bill you for only \$6. And if you don't like the first issue, just write "Cancel" across the bill, and we're even-steven. You don't owe us a penny, and the sample issue is yours to keep.

"Oh, that you could turn your eyes towards the napes of your necks, and make but an interior survey of your good selves," said Shakespear's Menenius circa 1607. Oh Menenius, that thou wert alive now that we might send you our complimentary copy. What insights! What sapience! What soul!

Cordially yours,

T George Harris
Editor

TGH/dci

Another great subscription letter from *Psychology Today* **“Put token in ‘no’ slot” if you don’t want the magazine**

Dear Reader:

You don't have to be a professional to be interested in -- even fascinated by -- this hypothetical problem. Not a professional doctor, psychologist or minister. All it takes is a normal amount of curiosity and interest in how and why people act as they do.

Because I believe that description embraces you, you see here an invitation and a fleeting offer. It is to . .

become a subscriber to the magazine that bridges the gap between
laboratory and living room . . .

PSYCHOLOGY TODAY

The benefits of subscribing are more rewarding than they are tangible . . . but nonetheless real.

Psychology Today is not abstract, disconnected, academic theory but, rather, an assessment of fascinating, logical, senseless, consistent, erratic, down-to-earth life as it is. With little regard for how it should be.

It is a bracing hour of thought for a bad TV night, a conversational reference point during cocktails, an unassuming authority on how not to bring up the kids, an inspiration for students that can be literally upgrading.

And it's fun.

No matter if you've graded more blue books that you've filled -- or if to you a blue book is only something to save a particular brand of trading stamps in -- Psychology Today is fun. The best kind of fun . . . fun with a point.

The fact that you read this far indicates that for you, fun can be stretching the brain, challenging the mind, doubting the apparent. And that's what I promise you, month after month, in Psychology Today. Articles such as these:

"Amnesia: A World Without Continuity." How you visit the amnesiac's lost worlds when you say "It's right on the tip of my tongue."

"The Psychopharmacological Revolution." Advantages and disadvantages of pills that have replaced straight jackets and restored ability to function.

"The Small-World Problem." Why you know someone who knows someone who knows someone who knows Elizabeth Taylor ... or Joe Namath ... or even Spiro Agnew!

"Pain and Aggression." Why they are often a cause and effect ... and why that is probably the reason you're around to read this.

"Parapsychology: New Neighbor or Unwelcome Guest." Why scientists are taking the study of psychic phenomena seriously ... and what they are learning about it.

"Are I.Q. Tests Intelligent?" Why you may be a lot smarter (or otherwise) than your I.Q. test scores have indicated. New insights into fluid and crystallized intelligence ... how present I.Q. tests fail to differentiate ... and what it can mean.

The archaic idea that some men are "born criminals" may have some validity after all. The culprit may be an extra chromosome.

Every month, you'll enjoy Psychology Today's conversations with eminent psychologists, educators, philosophers, writers and others who are commenting incisively on the human condition. People like Margaret Mead, Rollo May, Herbert Marcuse, Harvey Cox.

Ours is a magazine that is obliged to only one ideal -- researched, authenticated facts. The truth as we know it today. Fully cognizant that is not the way it will necessarily be tomorrow.

We accept no taboos in our monthly quest for enlightenment, save one: Don't bore the reader. We talk about sex clinically and, if necessary, carnally; we are neither doting nor derisive about children; and with religion we treat both the blasphemous and the beatific.

How do we do all of this? Very, very lucidly.

You don't have to be a Ph.D. to know that knowledge is often cloaked in jargon, circumlocution and (alas!) pomposity. But not in Psychology Today. Our editors are just that . . . editors. As ruthless with a blue pencil as they are sensitive to your ennui threshold. We don't think that, Just because a fair percentage of our subscribers hold scientific degrees, our pages have to read like it.

And this is our approach to graphics. If you've never heard of a responsible magazine of science using four-color photography and art with boldness and skill . . . glance at the folder enclosed. And then at the order form, with its "Happy to Oblige" token. By putting the token into the "yes" slot, you and Psychology Today will become acquainted.

You couldn't pick a better time than right now, because now you can subscribe under the terms of a special introductory offer. Mail the enclosed card and we will send you a complimentary copy of the current issue plus the next 11 for just \$6 -- 50% off the regular subscription price of \$12!

There's only one hitch . . . Promptness counts. That's the reason we require no payment now; you don't even have to take the time to write a check. You can mail the card immediately.

How about right now.

Sincerely,

T George Harris
Editor

TGH/dca

P.S. Even if your decision is not to try Psychology Today, will you tell us by putting the token in the "no" slot? Thank you.

Letter from Xerox offering “Preferred Account” status

June 21, 1985

Mr. John D. Sample
Epsilon Data Management
24 New England Executive Park
Burlington, Massachusetts 01803

Dear Mr. Sample:

We believe you should get credit for buying office products directly from Xerox.

That's why I'd like you to be among the first to enjoy the many privileges of the new Xerox Preferred Account -- absolutely free.

All you have to do is sign and return the enclosed authorization form. Your Preferred Account status will bring these exclusive and outstanding benefits:

1. The opportunity to buy office products directly from Xerox -- at incredibly low prices;
2. Special Preferred Account bonus offers on a wide range of Xerox products;
3. The ability to charge not only purchases but equipment service directly to your Preferred Account;
4. The convenience of ordering products by phone (toll-free) through your own, personal Preferred Account Telephone Representative;
5. All purchases are backed by Xerox's reputation for quality and dependability. If for any reason you are not completely satisfied, return your purchase within 15 days and pay nothing;
6. Preferred Account holders receive first notice on all new Xerox products and services.

Best of all, your Xerox Preferred Account qualifies you for an initial \$3,000 line of instant credit which you can use at any time.

There's no minimum purchase requirement. No fee or service charge. No risk or obligation whatsoever.

That alone makes the Xerox Preferred Account one of the most flexible credit lines you hold.

You'll receive one convenient, completely-itemized statement each month.

In summary, the Xerox Preferred Account offers you everything you need to equip your office -from typewriters to copiers, professional computers to printers. And the convenience of financing, too!

Your pre-approved Acceptance Form is enclosed. Simply complete it, sign it and mail it back to us. Postage has already been paid for you.

Or call our Preferred Account Center at 1-800-828-9090 (toll-free) if you have any questions or require assistance.

Please let me hear from you before August 15th. That way you'll be able to take advantage of all the product and service discounts we'll be offering in the near future.

Remember, there's no fee, obligation or risk involved in opening a Xerox Preferred Account. It's simply our way of making it easy for you to get the best office products and service available -- at special direct prices.

Remember too, your instant line of credit has already been approved. So

sign and mail your Acceptance Form today.

On behalf of everyone at Team Xerox, I am pleased to offer you this invitation to open a Preferred Account with us. I look forward to your acceptance.

Sincerely,

Scott Seeman
Manager
Preferred Accounts

SS/bg

P.S. As a Bonus Enrollment Offer, we are extending you a special discount on our 605 and 610 Memorywriters through August 15th. Please see the enclosed Product Information sheet. This is just one example of the many values you'll enjoy with a Xerox Preferred Account.

Bache letter selling financial planning program

How would you rate a general...

...who rushed into battle without a plan? A general who squandered blood, sweat and tears without a blueprint?

And yet, you fight the toughest battle in history. Every day. And it's not just your skin that's at risk. But your nest egg. Your home. And those you love.

You fight a battle against inflation that erodes your purchasing power...against recession--or worse-squinting ominously over the horizon...against volatile markets, rearing and plunging this way and that.

There isn't a general who fights a tougher battle. And through it all, you have to do your job, build your estate, be parent, mate, lover, citizen---all at once.

If you're feeling stress, pressure, tension--is it any wonder?

But let me ask you a question, general. For you are the general of your life and those who look to you for support and love...let me ask you a brutally frank question:

Are you "winging it"? Improvising? Hoping that hard work and luck will do the trick? No general, however two-fisted, would fight without a plan. So why fight without a financial plan?

You can have such a plan in short order. Not some mass-market paperback. Not some computergenerated, one-size-fits-all scheme. But a personal plan designed for you. With every number, every goal, every dream your very own.

When you mail the card enclosed, you'll see just why a financial plan transforms the battle. Makes life less confusing. Less pressured. Less uncertain. You'll follow this plan. However the economy twists and turns. Whatever lies ahead. Mail the card right now for a free introduction to:—

THE BACHE FINANCIAL PLANNING PROGRAM

There's a lot to tell about this personal planning technique. And a letter is not the best place to do that. But, briefly:

Your plan covers every aspect of your financial life. It gives you specific answers to key questions such as:-

Can I cut my taxes? How?

Can I improve my cash flow?

What's right--and wrong--with my investments?

Do I have enough insurance? Too much? The right kind?

How do I plan a comfortable retirement now? What's the best way to protect those I love?

And there's much more. All of it in straight talk, not the jargon of specialists. With all the facts and figures you need to make it work. And remember, it's your plan. As individual as your fingerprint.

It's no lightweight plan: You end up with a 60 to 80-page detailed blueprint of where you are headed and how to get there.

It's not cheap. But it will be the best \$1,200 you ever invested. Yes, twelve hundred dollars. But just measure that against the hundreds of thousands of dollars such a plan can protect. Not to say multiply.

This plan is not for everyone, certainly. Not for lieutenants, sergeants or privates. But I believe this plan is for you.

You'll be the ultimate judge, of course. And when you mail the card to get all the facts, it will be without the slightest obligation or commitment. That's understood.

If you think the battle is tough today, tomorrow's battles will be rougher still. They will be, that is-without a plan. Perhaps it's time you had one, general. Please complete and mail the card in the enclosed envelope today. It's already addressed. And the postage is paid.

Sincerely,

Use of story to sell nuts by mail order

Features money-back guarantee

Dear Friend:

It was tough making a dollar back in the 1930's. I was just a kid at the time, but I still remember how my dad did it.

He was in business for himself -- selling hot dogs at a nickel a piece off a pushcart to factory hands in our Italian-American "ethnic neighborhood" on Chicago's northwest side.

But in the spare time he had left over in a 12-hour workday, he started a little sideline that turned into the family business.

He shelled bag after bag of walnuts and pecans on the kitchen table, late into the night. He bought the nuts, shelled them, and then sold them back for a profit.

He started making as much money from the nuts as from the hot dogs, and soon a friend encouraged him to go into the nut business full-time.

Well, here it is more than 50 years later, and I guess you might call Dad's a "typical" American success story. Dad's little nut business has expanded from the kitchen table into three large plants -- one in Georgia -- that sell millions of dollars worth of top-quality nuts all over the United States.

I've often pondered about what made Dad successful, when so many others didn't make it. I think it was his approach to doing business.

"Joe," he used to tell me, "if you just keep giving the customers a little more than they pay for, they'll keep coming back to you."

That's what Dad did, and I really believe that's what made our business grow the way it did.

But it still took me a while to learn that lesson when I took over. Our first mail order efforts duplicated what other companies were doing -- using fancy tins and expensive packaging to sell our nuts.

One day the Controller came to me and said, "You know, we're paying as much for the tins as we are for the nuts."

I thought about it for a while, then decided to get rid of the fancy packaging. We would package the nuts in inexpensive cartons and plain tins, call them Bulk Packs, and give the customers more nuts for every dollar. That was a real turning point in the business.

That's just one of the many ways our business has changed since those early years. But our commitment to giving our customers more than they pay for continues -- and it will as long as I and my kids are running the business. Here's how we live up to it in 1983:

- Our buyers travel the world over searching for the biggest, best, most perfect nuts we can find.

- We contract for the best in advance -- before they're even ready for harvest -- and before our competitors can snap them up.
- We select them, grade them, shell them, pick them over by hand, roast them carefully, and choose only the biggest, best, "Premium Grade" hand-selected nut meats for our mail order business.

(Because the supply of this top grade of nuts is so limited, we don't have enough to sell them through retail stores. So we save all the very best nuts to sell you direct-by-mail.)

- We package them for delivery to you in our unique "Shell Pack," which sucks out all the air and keeps the nuts as safe and fresh as when they leave our plant.
- We sell them to people like you -- by mail -- at prices well below what you'd expect to pay for this premium grade. We offer very fancy nuts at very "un-fancy" prices.
- We give you all the value we can, and it's always more than you pay for, in the hopes you'll buy from us again and again.

And to ensure that we live up to all this (and to our family tradition), we put ourselves on the spot with this triple guarantee:

FRESHNESS GUARANTEE. We guarantee our nuts to be the freshest you can buy. Our exclusive vacuum "Shell Pack" keeps them as fresh as if they were in their own shells.

SAFE DELIVERY GUARANTEE. We guarantee safe delivery to you. You don't have to worry about squashed packages or broken nuts. Again, the unique "Shell Pack" protects your nuts.

TOTAL SATISFACTION GUARANTEE. We guarantee your satisfaction when you buy our nuts -- no matter what. If for any reason you should ever be displeased, simply return the unused nuts to us for replacement or an immediate full cash refund.

Some Of Our Nuts Are So Big, It Takes a Couple Of Bites To Eat Them. Have you ever watched nuts being graded? It's interesting.

Ours are graded by a screening process. Between the beginning and end of the grading line are screens with twelve different size holes for the nuts to fall through. As the nuts move along, they drop through, into the appropriate bin for their size.

As I mentioned before, the nuts we sell by mail are the largest sizes only -- they can only fall through the biggest holes. "Premium Grade" is the official term for nutmeats this big, and they just don't come any bigger.

In fact, some of our nuts are so big, you cannot politely eat them in one bite.

That's especially true of our cashews. I call them our "two-bite Cashews" because they're about twice as big as a regular cashew.

But it's also true of our luscious pecans and our crunchy Brazil nuts.

We sell most types of premium-quality nuts, your choice of either salted or unsalted, including ...

- Brazil nuts from (of course) Brazil. We've removed the superhard shell and bring you just the mammoth delicious kernel.
- Cashews from Africa, India and Brazil. Did you know that a single cashew nut grows at the base of a cashew apple (which doesn't look like an apple, it looks like a pear)? You get just one nut per cashew apple because it's the seed for the next crop. (They're shelled by hand for us in India.)
- Pecans from our own United States. Is there anything better than the fresh, sweet meat of a giant pecan? (Or any prettier nut to decorate some fresh-baked brownies?)
- Filberts from Turkey. A little-known nut with a distinctive flavor many nut-lovers enjoy.
- Pistachios from Turkey and California. Half the fun of a pistachio is shelling it yourself (the other half is its delicious taste).
- Macadamia nuts from Hawaii. So rich you think you're eating candy.

And there's a lot more still. I hope you'll examine the enclosed brochure to find the hand-selected nut meats and fruit-nut blends you prefer.

No matter which products you choose, you can be absolutely sure they're fresh, because the nuts are immediately refrigerated after harvesting and rushed to our packing plants for sorting, shelling, grading and roasting. Some are lightly salted, others left unsalted, but all are quickly packed and sealed for guaranteed-fresh delivery to you.

Once you've decided which you want, you can either order by mail, using the enclosed order form, or by phone by calling our toll-free number. Simply call 1-800-323-9754 and order our COUNTY FAIR Premium Grade nut meats of your choice.

To make it easy for you to order direct, we're pleased to offer you a choice of major credit cards -- MasterCard, Visa, American Express, and Diner's Club -- or, if you prefer, send us a check or money order.

We'll rush your order to you quickly (please allow additional time for Hawaii, Alaska, Canada, APO and FPO deliveries) so you can begin enjoying the nuts right away.

Of course, for special occasions and holidays, I probably don't even have to tell you what an excellent gift these make. An especially nice present is our Deluxe Mix Nut Tin which contains the best of everything we make. It's a real bargain at only \$10.95.

If you are giving our nuts as a gift, just let us know and we'll be happy to enclose a handwritten gift card with your own personal message.

But whichever you're considering -- nuts for yourself or a gift for someone else -- I hope you've decided to see for yourself that we give our customers a little more than they pay for.

However, if you're still not sure, let me make a suggestion. Order the nuts you think you'd enjoy most. Taste-test them yourself, in your own home. If you're not completely delighted, simply take advantage of our money-back guarantee and ask for a refund. There's absolutely no risk at all -- except that you're likely to become "addicted" to our nuts and keep coming back for more.

Because once you taste our nuts, I'm confident you'll agree that we are giving you the best nuts that can be found anywhere -- at very reasonable prices.

And to make our offer even more appealing, I'll throw in a free gift when you try our nuts. Send in your order and I'll send you a free Taster Box of our giant "two-bite cashews." It's another small way for us to give you a little more than you pay for.

So please order now and see for yourself. You won't be disappointed. (That's our fourth guarantee.)

Sincerely,

Joseph C. Graziano, Sr.
President

P.S. Dad's still alive and well, and down here every day making sure I do my job right. He told me to tell you that if you ever have any problems, to let him know. He'll make sure you're satisfied!

1970s letter selling the first electronic memory “teleprinter”

Selling something no one has heard of is one of the toughest marketing jobs there is Dear

Telex User:

SOMETHING NEW has been introduced in telex office equipment...and scores of telex users have proven to themselves how it brings them important benefits.

To find out how you can benefit mail the enclosed card for no obligation information on the newest development in Telex Communications - The TRANS-LUX® TELEPRINTER for TELEX. It tells you about these advantages:

1. Easier to operate...its standard four-row typewriter keyboard eliminates figure and letter shifting.
2. Enjoy quiet operation...even quieter than an ordinary typewriter.
3. Faster message preparation...off-line typing capability and memory printout is twice as fast as your present telex unit.
4. More efficient...electronic memory does away with paper punch tape, mechanical perforator and reader.
5. Saves time...erasures are done simply by overtyping. You don't have to re-do entire messages. 6. Neater typing...impact paper eliminates messy ribbons.
7. Easier dialing...the keyboard itself is the "dial" and the number prints out for verification. Line busy? The memory re-dials for you.
8. Beautiful styling...The TLT is compact, modern and small as an Executive typewriter. Attractive blue with pink and white keyboard accents complement any office decor.
9. Saves money...Lease price includes service and maintenance and costs no more than your present telex.

Learn about these and other benefits by mailing the enclosed card today...it will bring you information on how to make your telex easier to operate...more efficient...and less costly, too.

Cordially,

Michael R. Mulcahy
Manager, Teleprinter Systems
TRANS-LUX CORPORATION

P.S. Your management will welcome the TRANS-LUX TELEPRINTER because it doesn't cost a cent more

than your present equipment and it can cut your communications costs.

Letter from Nestle to those who have bought vending machines

Features brilliant use of free gift technique, combined with intrigue and mystery Dear

Sir:

There's a key attached to this letter -- a very special key -- that unlocks three valuable gifts from Nestle for you.

It's our way of saying "congratulations" on your new vending machines. We were delighted to help in the financing of this equipment. And now we'd also like to help you get the greatest profits from this new equipment.

That's where the key enters into the picture...

In just a few days you'll receive a package from Nestle. This key will unlock that package -- to reveal three valuable gifts:

First, the key unlocks a personal gift for you -- something you'll use and enjoy for years.

Second, the key unlocks a gift for your vending machine -- a very special free offer that's worth over \$200.00!

Third, the key unlocks the secret of lifetime profits from your vending machines -- proven ideas that can add many dollars to your income.

So save this key -- and look for your gift package from Nestle. It will be coming in just a few days.

Cordially,

Albert M. Van Wagenen
Manager- Vending Marketing

P.S. Our gift package is for the man in your organization who purchases merchandise for your vending

machines ... Please forward this letter to this "Key Man". Thank you.

The letter that built DAY-TIMER

Features 30-day free trial

These are now proven facts . . .

-- You can increase your work output by 20-40% --
Know what you must do each day -- Delegate and
monitor your work load -- Reduce lost time and
wasted effort

You can do all these things . . . and more. We guarantee it!

Yes, these are just a few of the benefits busy executives are achieving each day with a Day-Timer 5-in-1 Time-Planner Diary. Every Day-Timer combines the benefits of five different books:

1. An Appointment Book
2. "Tickler" Reminder System
3. Daily, Weekly and Monthly Work Planner/Organizer
4. Time and Activity Record
5. Expense and Reimbursement Record

Together, they give you what leading management consultants consider is the single most important asset you can possess . . . skill in managing your time!

Test yourself: Do you know how to guarantee you'll get top priority tasks finished first? Is your work organized . . . or are you constantly putting out "brush fires"? Can you remember every project you must finish today, tomorrow, weeks ahead? Can you remember details of work you accomplished only yesterday?

If you've answered "No" to a single one of these questions you're sure to benefit by using what a leading business newsletter has called "one of the best time-management aids ever developed." Today, more than 1,000,000 busy executives and professionals use a Day-Timer to save hours a day, organize their desks, and free their minds for creative thinking and problem-solving.

GIVES YOU AN "AUTOMATIC MEMORY" -- WON'T LET YOU FORGET!

Stop scribbling notes on scratch pads and on the backs of envelopes, notes which are easily lost and leave no memory behind. Enter every reminder, every inspiration, every idea in your Day-Timer . . . where it will be preserved . . . along with the record of their execution and follow-through.

Your Day-Timer will give you an automatic memory -- organizes everything for you as far ahead as you need plan, as far back as you need records kept. The basic strategy of this highly successful Day-Timer system is to keep all this scattered information in one place -- for instant reference whenever needed -- so no detail need ever be overlooked or forgotten.

See Other Side for 30-Day PROVE-IT-YOURSELF Free Trial Offer . . .

Free Your Mind for Important Decisions!

Forget Remembering.' You'll work more relaxed knowing every important detail is written down in your Day-Timer -- for quick and easy recall whenever needed. This frees your mind for creative thinking . . . lets you give full attention to the job at hand . . . because you don't. have to "keep remembering" 1,001 details.

And, just as your Day-Timer helps you keep things humming along on time, you'll understand how it is that certain executives seem to get so much more done than others . . . can attend so many more meetings . . . never seem to forget an important fact, date or commitment. Their "secret" is no secret at all . . . they just use a Day-Timer!

Test It Yourself for 30 Days -- Then Decide!

You needn't take our word for it. The only sure way to prove the Day-Timer system will work for you is to put it to the test of actual use . . . in your own job situation. Use it at our expense for 30 days -- then decide! If the Day-Timer doesn't equal or exceed your expectations, just return the unused portion after 30 days and that will end the matter.

There's no risk for you . . . or for us. Our records reveal that over 93% of those who begin to use a DayTimer faithfully continue to use it as a valued partner year after year after year. The reason is simple -- it works! And our Guarantee is it will work for you or you can return it and owe nothing.

Now is the best time to find out why Day-Timers have won such overwhelming acceptance. Your reward will be a job that's suddenly become easier and more enjoyable. You'll quickly be convinced that -- next to the telephone -- it's the best time-saving investment you ever made. So, order your Day-Timer now . . . today!

Sincerely,

Robert C. Dorney,
President & Gen. Mgr.

P.S. When ordering your DAY-TIMER . . . first select the page size and format best suited to your own particular schedule . . . then pick a wallet or binder to complete your set. (Thereafter, you will only need to order the filler pages each year.)

Business-to-business letter selling the Xerox 550

Dear Decision Maker:

You could be seeing articles like this one in your local newspapers and business publications during the next few weeks.

And it's no wonder. Xerox is making history in the copying industry. That's because we've introduced the first plain paper copier that costs less than \$1200!

Now you may be asking yourself, "What does that mean to me?" What it means is that now you can afford to have a real Xerox copier in your office. So you can make copies run on professional-looking plain paper. You don't have to settle for "funny" treated paper that so many small businesses have been forced to use in the past.

NOW, YOU CAN HAVE HIGH QUALITY COPIES
AT A PRICE THAT'S LESS THAN YOU'D EXPECT
TO PAY.

Xerox would like to introduce you to the copier that's ideal for your company no matter how small it is or how few copies you make.

It's the Xerox 550. It gives you professional looking plain paper copies. Yet it costs very little to own...just \$1195.

And when we say professional-looking plain paper copies, we mean it. (After all, that's what we've built our reputation on over the past 20 years.) The copies are good enough to compete with the originals you made them from.

In fact, you can make your copies right on the same kind of paper as your originals. And the only other small copiers we know of that can make this claim cost almost twice as much as the Xerox 550.

Need copies run of bills, receipts, expenses or accounting work papers for your bookkeeping records? No problem. The Xerox 550 can handle it. Want to send out copies on your letterhead? With the 550, it's a "piece of cake."

You just load your letterhead into the paper tray. This means your secretary doesn't have to spend time retyping the same proposal, or letter, and all your customers get an "original". Don't you agree that using the Xerox 550 will save valuable secretarial time, and add a more professional look to your correspondence?

Such high quality correspondence can't help but enhance your own professional image.

EASY TO USE...EASY TO CARE FOR!

The Xerox 550 is a lot of machine for the money. It's sturdy, yet compact, and fits neatly onto a desk-top or its own stand.

And you don't have to be an electronics genius to run it, either. The single-sheet feed is triggered automatically when you insert your originals into the document feed-in slot. There are no buttons to push or dials to worry about -- no adjustments either. And this "instant on" feature makes sheet-feed copying of typical office documents a breeze.

HOW CAN XEROX BRING YOU SUCH A HIGH-QUALITY COPIER AT SUCH A LOW PRICE?

The answer is simple. First, we opened a new, cost-efficient distribution channel that is directly linked to the professional, highly-skilled staff that you may already know as the team at your local Xerox Branch Office.

The result?

Prompt, knowledgeable personnel just a toll free phone call away. You'll enjoy the convenience of shopping by phone (toll free, of course) or mail. So it will be easy to ask questions, get more information, or place an order.

Knowledgeable, professional service personnel -- just a few miles away. So if you do run into a problem, we'll quickly dispatch a Xerox "trouble shooter" to your door, ready to solve it.

But now here's the really good part! This new system let's you "cash in" on big savings.

The money we save by reducing costs, we pass along to you in lower prices.

But that's just the first step. Secondly, we're very selective about the copiers that we distribute through this new channel.

We picked the 550. Here's why.

This remarkable copier already has proven technology. It's been tested and retested. And it works. These machines have simply been "outgrown" by their previous users. We select only the finest copiers from this supply. Copiers that have received the tender -- even loving -- care of skilled Xerox technicians throughout their history.

We take these "cream of the crop" copiers, carefully clean and disassemble them, and then rebuild them from the ground up. Defective and worn-out parts are replaced, working surfaces lubricated and adjusted. Once this is done, we run a complete operational check.

We put each copier through the same kind of paces it will receive in your office. Only ones that come out "A-OK" are released for distribution.

These carefully reconditioned 550 copiers look and perform just like new.

In fact, we are backing them with the exact same warranty that we provide with our newly manufactured copiers.

So you get exceptional value -- but you pay a very affordable price. SO

MUCH CONVENIENCE ...

SO MUCH PRACTICALITY -- YOU SHOULD SEE IT FOR YOURSELF.

The Xerox 550 would make a practical and handsome addition to any office. It features a distinctive beige metal casing highlighted with a decorative accent front panel that blends well with modern or traditional decor.

Now I'm not asking you to buy this copier on faith. Rather, I'm inviting you to take advantage of a rare opportunity.

When you order the Xerox 550 now, we will make it available to you with a 15 day FREE trial.

Once you have the copier in your office, really put it through its paces...enjoy all its conveniences and benefits. Only then do you need to make a final decision. If you decide you can get along without it, simply call our 800 toll free number and we'll come and take it away.

To purchase your Xerox 550 immediately and have it start working for you (and at such a great price, there's no reason not to), simply check the appropriate box on the order card or call toll free today. You can enclose payment in full, we can bill you, or you can charge it to your MasterCard, Visa, or American Express card.

Or, if you prefer, Xerox will help you finance your purchase. There's \$140.00 down payment required so you won't be investing a large part of your working capital all at once. You simply pay \$39.98 a month for 36 months. This amounts to an annual percentage rate of 21.5%. The finance rates are competitive, and you will have the advantage -- and the convenience -- of being able to rely on one trustworthy source for your copier, service, supplies, and financing. To find out more about our financing plan and if you qualify, simply check the appropriate box on the enclosed order card or call our toll free number today.

NOT CERTAIN? LET US TELL YOU MORE!

To get more details, simply call us at (800) 828-9090 toll free or mail the card today. A highly-trained Xerox 550 expert in our office will be happy to answer all your questions. New York residents call (800) 462-2070.

Remember, the Xerox 550 is one of the lowest priced, high quality plain paper copiers available today. You owe it to yourself and your company to investigate it further.

Sincerely,

Richard J. Benyo
550 Direct Marketing

P.S. If you already have a copier that you're pleased with, the Xerox 550 is still a great bargain for you. It's the ideal "second" copier on heavy volume days. And it's great as a back-up unit when your other copier is down. Don't forget you can charge it conveniently to your MasterCard, Visa, or American Express card.

1981 letter selling IBM Selectric typewriter

THERE HAS NEVER BEEN A BETTER TIME TO TRADE IN YOUR OLDER TYPEWRITER ... FOR A NEW HIGH PERFORMANCE IBM TYPEWRITER.

Just call IBM DIRECT at the above number. We offer two IBM typewriters that meet office typing problems head-on.

The IBM Correcting "Selectric" III Typewriter can actually lift typing errors off the page as they occur -- eliminating the need for messy erasures and correction fluid. Your paperwork is clean, crisp and errorfree the first time you type.

The IBM Electronic 75 Typewriter combines the power of electronic memory with the simplicity of a familiar keyboard. The result is a typewriter that can store, edit, correct and assemble your typed documents automatically. That means you save valuable time -- and money.

The enclosed brochure will tell you more about these remarkable typewriters, and how easy it is to own one. We think you'll agree they represent a sound investment in quality, performance and dependability.

But why not see for yourself? Try one or both models for 15 days in your office. Then, if you are not completely satisfied, return the typewriter(s) within the 15-day trial period for a full refund. No other obligation, of course.

To order yours today, just call IBM DIRECT toll free. Or, if you prefer, mail the enclosed postage-paid reply card. Either way, you'll like the speed and convenience of IBM DIRECT.

Sincerely,

Joseph Bousa, III

JB/wf

P.S. If you order through IBM DIRECT before December 31, 1981, IBM will send you a handsome address file for your office absolutely free. See the enclosed card for details.

Letter from *Good Housekeeping* selling subscription

“Send no money now; we’ll bill you later”

Dear Reader:

How many of these 33 articles can help you?

They're just a few of hundreds which have appeared in *Good Housekeeping*. You'll find more, every issue, in "The Better Way" — a magazine within a magazine — that *Good Housekeeping* readers are so enthusiastic about.

Every month a staff of experts writes about medical and legal problems and advises on education, jobs, insurance, budgets and government benefits. You get information to protect your rights — earn more income for your family — guard your purse against shrinking dollars. On the envelope are 9 of the articles. Here are 24 more:

10. Income Tax Law Changes that Save You Money
11. Meat Buying Guide: The Kindest Cuts of All
12. When Crime Victims Are Paid For Losses
13. 75 Ways You Can Help Clean Up the Environment Now
14. What To Consider Before Buying a House
15. The Facts About Those New Waterbeds
16. Unit Pricing in Markets: What It Means to Shoppers
17. Liability Insurance: Is Your Family Fully Protected
18. How To Protect Your Appliances When Power Is Reduced
19. A Guide For Stretching Your Buying Dollar
20. Menstrual Problems: Causes and Treatment
21. What To Do If You Lose Your Handbag
22. Where To Get The Most Interest on Your Savings
23. Caring For The Ill At Home
24. Need A Loan? First Check Those Interest Rates
25. The Vitamins You Really Need
26. How To Prevent Most Home Accidents
27. Joint Ownership: Advantages And Disadvantages
28. A Laundering Guide For The Newer Fabrics
29. Noise in The Home: A Growing Health Menace
30. How To Lay Vinyl Floor Tiles
31. Are Weight-Loss Belts Effective
32. What To Do if Your Auto Insurance Is Not Renewed
33. A Guide To New "Meatless" Meat Products

The way to get HUNDREDS more (and start saving money today) is to subscribe to *Good Housekeeping* for the next 14 months for only \$2.97! This offer is good for 20 days only, and may never be repeated. So take advantage of it now.

Over a million readers who buy *Good Housekeeping* month-by-month at the single-copy cost of 60¢, pay \$8.40 for 14 issues. At the regular subscription price, you would pay \$5.83 for 14 issues. But you can receive these same 14 valuable issues for only \$2.97. Today's *Good Housekeeping* is a bargain at any price.

As soon as you receive your first copy of Good Housekeeping, you are bound to be surprised at the number and variety of homemaking features — MORE than ever before — MORE than in any other woman's magazine. And each feature is illustrated with greater use of color.

You get expert help on child care, teen problems, beauty, fashions and critical health problems. You get pages and pages of tempting, easy-to-prepare recipes — more than enough to fill a costly cookbook. And each of these tasty dishes is prepared first in our famous kitchens. Good Housekeeping also brings you additional bonuses such as the 16-page "Special Occasion Cookbook." And to make sure you eat wisely, our staff will report every month on "You and Your Diet." You'll get other helpful tips on needlework, sewing, appliances, decorating and building.

Exciting contributors are Charlotte Montgomery, Speaker for the House, with news and opinions on products, ads and Services, Dr. Joyce Brothers, one of America's best known psychologists, and Barbara Yuncker reporting on the latest developments in medicine. Homemakers, like yourself, report on "My Problem and How I Solved It."

The attractively illustrated long features coming soon — smart Decorating Sections you'll use to pretty up your home — a preview of the newest in low-cost appliances — dozens of new hairdos to try, are alone well worth the special reduced price.

Then count up the value of the dozens of compelling stories you'll enjoy, such as the recent "Wheels," a vivid and eye-opening novel about Detroit's inner circle by Arthur Hailey, the best-selling author of "Airport" and "Hotel;" "Escape," a stunning new novel of grand romance and high suspense by Madeleine Brent; and "A Question of Time," an exciting novel of political intrigue by Pierre Salinger, the author of "With Kennedy." You'll read outstanding stories like these before they become best-sellers and film hits.

There will be outspoken articles on issues of the day that affect you and your family, such as: "When the Paychecks Stopped," "The Secret Family of Father Duryea," "How Organized Crime Invades the Home," and "The Population Bomb and How To Defuse It." Good Housekeeping readers also shared intimate close-ups of Pat Nixon, Robert Young, Dick Van Dyke, Shirley Jones, Mr. and Mrs. Paul Newman, and Jimmy Stewart.

Take advantage of this opportunity now to enjoy...14 issues of Good House-keeping for only \$2.97! You save \$5.43 from the single-copy cost, and \$2.86 from the regular subscription value.

Send no money now; we'll gladly bill you later. But remember, this special offer can be guaranteed only for the next 20 days. To make this saving, be sure to check and mail the enclosed order card today.

Cordially yours,

GH72S-BAS

for Good Housekeeping

Classic *Time-Life* letter selling subscription to the “Gunfighters” book series

Dear Reader:

Someone once had the guts to ask Clay Allison what he did for a living. He must have been smiling when he asked the question, because he lived to repeat the answer. Allison said, "I am a shootist," and with those four words he eloquently summed up a long career dedicated to blasting his fellow men to smithereens.

Allison was one of a special breed in the old West -- a gunfighter -- and you can read his story, along with those of dozens of other heroes and rascals, in the exciting pages of The Gunfighters, the fascinating introductory volume in THE OLD WEST series. You are invited to examine this book for 10 days FREE, without obligation to buy it.

Allison and men like him lived (and usually died) with six-gun in hand. They were seldom the glamorous figures the movies and television later made them, but lonely, bitter, frequently psychotic killers who belonged on a psychiatrist's couch. Some were outlaws and some were lawmen; frequently it was hard to tell the difference. But they all had one thing in common -- they were bad news.

--Take John Wesley Hardin, out of Bonham, Texas. He had 44 notches on his gun, including one for a snoring hotel guest who disturbed his rest.

--Or Jim Miller, another friendly gent. He gunned down 51 people during his career, starting with his own grandparents when he was only eight years old.

--Bill Longley, from Austin County, Texas, had killed 32 men by the time he was 27 years old. The last was one too many, and Bill was hanged.

But there were good guys, too. Sheriff Pat Garrett, six feet four and fast on the trigger, who killed Billy the Kid with a shot in the dark. Wild Bill Hickok, a lawman known occasionally to exaggerate his own prowess. Dodge City lawman Bat Masterson, who eventually fell from public favor for excessive gunplay. And Wyatt Earp, whose reputation rests mostly on 30 seconds of gunplay at the O.K. Corral.

In The Gunfighters you'll ride with Jesse and Frank James when they pull off the first daylight bank robbery in American history, and feel the frustration of Allan Pinkerton and his detectives as they fruitlessly chase the outlaw band around the Midwest for years. You'll walk the streets of Tombstone with the Earps and Doc Holliday as they stalk the Clantons and McLaurys in the most famous shoot-out in the history of the West.

I could go on and on, but I'll let the book do that. The Gunfighters is big, beautiful and brimming over with enjoyment: 8 1/2 by 11 inches, 240 pages, 40,000 words. It's a book to lose yourself in -- and to rediscover a part of America that has long since vanished. There are more than 250 photographs, paintings and drawings, many in color, to help you understand the era of the gun.

A series as big as all outdoors -- THE OLD WEST

Gunfighters, good and bad, played their role in America's development. And the West of 70, 90, and 150 years ago was full of other interesting people and places. So full, in fact, that we've filled a series of fascinating books with them and called it THE OLD WEST.

Here are volumes crackling with the excitement of men and women pushing out beyond the frontier, raising children and Cain, busting sod and staking out ranches in a land as wild and rugged as the open sea, hunting buffalo and bear, building the railroads, and finally becoming that marvelous blend of fact, legend and myth that has fascinated all of us since two men named Lewis and Clark first crossed the country.

The Gunfighters -- which you can now examine without cost for 10 days -- is the introductory volume of THE OLD WEST. Hard on its heels comes The Pioneers, the story of the men, women and children who started pouring out of Independence, Missouri, in 1841. They were headed west, walking beside the covered wagons that held their possessions, going across 2,000 miles of country to the Pacific coast. Mostly American born, they were home seekers, determined to find the fertile paradise that missionaries and mountain men had sworn existed on the other side of the Continent. They were innocent, and braved the wilderness because they did not know its hazards -- its forbidding mountains and pitiless deserts, ruinous fires and frequently predatory Indians. But they met the perils with courage, and most of them won through to become the West's new settlers. The Pioneers will make you proud to be an American.

In The Indians, a book that will be a revelation to most readers, you'll see the first inhabitants of this country as they really were: men and women with complex cultures thrown into conflict with strangers who took their land and livelihood and left them beaten, bewildered and bitter. In this sensitively written, magnificently illustrated volume, you will find out about the great diversity of Western Indian life -- how many tribes there were, where they were located, how they were organized and how they lived. You'll observe how a buffalo hunt was conducted; how a hide was tanned; how a tepee was made. You'll find out about the great variety of religious practices, tribal taboos, idols, fetishes, superstitions, Indian sign language. You'll meet the great warriors of the various tribes, including such famous Sioux leaders as Red Cloud, Sitting Bull, Spotted Tail, Crazy Horse and many others. You'll study the Indian's concept of land ownership and land use, as well as his methods of warfare, and you gain an entirely new perspective on the conflicts of the old West.

Later on you'll meet The Trailblazers -- a bold, strong-willed breed of men who, in their quest for fame, fortune, knowledge and adventure, helped open the West. There were those two bright, young early explorers Meriwether Lewis and William Clark, who, with their 30-man, \$40,000 Corps of Discovery, changed the course of history. Sweaty, grizzled mountain men like John Colter, Zenas Leonard and Jedediah Smith, who in addition to their fur trading helped fill in the holes of the map. General William Ashley, who, after some botched and bloody forays with the Arikaras, sent his men overland, invented the rendezvous and turned fur trading into a wheeling-dealing business. Big Joe Walker, the best nuts-andbolts trailblazer, who sighted and followed the Humboldt River southwest, scaled the Sierra passes, discovered Yosemite and painted the image of California as the promised land.

You'll delight in The Cowboys, to understand perhaps for the first time these intriguing, complex men -- products of a particular time and place, living by a code compounded of hard-fisted frontier desperation and Victorian-era social values. They were tough because their life was hard. And they unbent once in a while because they had to. Sure, they were a hard-driving lot...but there was humanity in

them and a great love of the big country. So judge them and their way of life, if you must, but do it by their standards. You can do just that with The Cowboys.

The introductory volume comes to you on a 10-day FREE trial

To receive your copy of The Gunfighters for 10 days' FREE examination, just affix the book token to the enclosed postage-paid card and drop it in the mail. When your copy arrives, look it over, show it to your family and friends. Then, if you don't find yourself caught up in this book... if you don't learn hundreds of new and fascinating facts...and meet some mighty interesting people, just return The Gunfighters within 10 days and that ends it.

If you decide you want to keep this introductory volume, the price is \$7.95 plus shipping and handling, which for a book of this high quality and content is exceptionally low.

If you keep The Gunfighters, then forthcoming volumes in THE OLD WEST will be sent to you, one at a time, approximately every other month. Each volume, of course, will be sent on the same 10-day free-examination basis and at the same price of \$7.95 plus shipping and handling. But each volume will have to stand on its own merits. You may reject any book within 10 days simply by returning it. You are never under any obligation to purchase any minimum number of books and you may cancel this freeexamination privilege at any time simply by writing to us. No further books will be sent.

I do hope that you will take this opportunity to be introduced to The Gunfighters. In 240 pages, 40,000 words and over 250 fascinating pictures, it will plunge you into a part of our past that's well worth poring over. Just mail the enclosed postpaid card today. Send no money. There's no risk, no gamble -- just the promise of good, down-to-earth, hearty adventure.

Sincerely,

Joan D. Manley
Publisher

JDM/GFE

P.S. If you're interested in our 10-day free-trial invitation to see The Gunfighters, I urge you to act at once. Every indication is that this will be among the most popular books ever published by TIME-LIFE BOOKS, and I would like to be able to rush you your copy immediately.

Subscription sales letter from *Popular Mechanics* A fantastically successful letter

Good Friend,

This invitation isn't for deadbeats, rip-off artists or "gentlemen" who hate to get their hands dirty. It's for the rest of us.

It's for the average guy who works hard for a living (and wants to live better). Who knows the value of a buck (about 50¢ these days). Who is willing to trade a few drops of sweat for the chance to save big bucks.

It's for guys who aren't afraid to get down under the sink with a pipe wrench. Guys who don't mind sticking their hands in the toilet tank to adjust a ball cock (because they know it's going to save a \$16 plumber's bill).

Our country was built on the sweat and hard work of do-it-yourself guys. And from POPULAR MECHANICS, the #1 do-it-yourself magazine, we'd just like to say THANK YOU.

Our big, illustrated POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA was written with "shirtsleeves" guys in mind. Guys like you.

So please -- let me ship you Volume I FREE. (No strings attached. No purchase necessary.)

It's BIG -- 168 oversized pages crammed with up-to-date money-saving plans, photos, diagrams and articles about how-to-do just about EVERYTHING!

From fixing your car's alternator to improving your gas mileage by 30 percent!

From drilling an angled hole accurately, to resurfacing your asphalt driveway or fixing a small appliance.

It's PRACTICAL -- oversized pages lay down flat so you have them right there on your shop table or car fender to refer to. Sturdy hard-covers laugh at dirt!

Type is LARGE so it's easy-to-read.

Each article is generously illustrated -- Volume I alone has more than 600 step-by-step drawings, photos and diagrams.

SPEAKING OF SAVING, HAVE YOU BEEN TO A BODY SHOP LATELY? If it was within the past 12 months you know the cost of auto body repairs has zoomed out of sight!

So we got the manager of a big body shop near our office to share his trade secrets with us. The results? An article illustrated with how-to-do-it photos that shows you how to get rid of scratches, dents, rust and rotten spots yourself -- make your fender look like new!

All this, and much more, is in Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But remember -- you don't pay a cent for it. Now or ever. And there's no obligation -- NO PURCHASE NECESSARY!

"Well, come on," you're probably saying, "There's gotta be a catch."

MAYBE THERE IS.

Sure, I'd like to sell you the whole POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But I know from experience that I can't "sell" someone like you. You've got to prove for yourself it's worthwhile. So accept our FREE book and examine Volume I, then make up your own mind.

VOLUME I IS YOUR FREE SAMPLE. AND I WANT YOU TO USE IT FOR ALL IT'S WORTH.

Got kids? Turn to page 50 for complete plans and instructions for making your own hockey tabletop game. (You'll have a ball with it, too.) It would cost you plenty in a store. But you can make it with a few dollars' worth of lumber, particleboard, and an old range exhaust fan.

Want a greenhouse? On pages 30-32 you'll find plans for an elegant addition -- an add-on Greenhouse.

How about valuable antiques? Why not build your own authentic reproduction pine and maple bench...for a fraction of what an original would cost. Complete plans and instructions start on Page 30.

Turn to page 178 to see how easy it is to do all your own routine auto service and maintenance. (If you're spending \$200 a year to have a pro do it, you could save \$150!)

Cool your house in the summer (and cut your air conditioning electric bills) by installing an attic fan. The article starting on page 156 shows you how.

I could go on and on. But why should I? Volume I of POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is yours for the asking.

You don't even pay to send for it. Postage paid Reply Card enclosed. So

what are you waiting for? Say YES today!

When your "Free Sample" arrives, keep it. And use it. And see for yourself why POPULAR MECHANICS is usually considered the world's leading source of "do-it-yourself" information.

NOW LISTEN TO THIS.

If Volume I isn't everything I've promised, just drop us a note saying "No more!" That will be the end of it (of course, you keep Volume I). But if you're as pleased as I expect, just sit back and enjoy your Free Volume. Then, eight weeks later, you'll receive Volume II of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA -- just as big, beautiful, husky and crammed with plans and information as the first one. For example:

HOW TO TEST & RECHARGE MOST BATTERIES...BUILD YOUR OWN BARBECUE BAR...
FINISH YOUR BASEMENT LIKE A PRO...PUT IN A STAIRWELL...INSTALL A HALF-BATH

ANYWHERE. PLUS EVERYTHING YOU OUGHT TO KNOW ABOUT BANDSAWS...HOW TO

REMOVE A BEARING WALL...ALL ABOUT BELT SANDERS...CHOOSING THE RIGHT BIKE...AND MUCH, MUCH MORE!

That's just a sample of Volume II. But remember -YOU

HAVEN'T YET SPENT OR RISKED A PENNY!

Because Volume II is yours to examine and use freely for 14 days! Then, if you're not completely "sold" on the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA, just return it before the Free-Examination Period is over, and owe nothing.

By now, however, if you're the kind of guy I think you are, you should be itching to get your hands on the remaining 18 volumes of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA. If so, when Volume II arrives, simply remit the low subscriber price of only \$5.95 plus a small charge for shipping & handling and any applicable sales tax.

Then, the remaining volumes will be sent to you over a five-month period -- each shipment strictly "on approval." Pay for each volume (one payment a month) at the low subscriber price of only \$5.95 -- or return it within the 14-day Free-Examination Period and owe nothing.

BUY AS FEW OR AS MANY VOLUMES AS YOU WISH. CANCEL ANY TIME!

Remember -- Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is your "Free Sample" -- yours to keep, even if you decide not to buy anything.

But to get it, you have to sign and mail the enclosed Reply Card. Do

it today.

Cordially,

J. Michael Walters
For POPULAR MECHANICS

P.S. If you take pride in work well done, want to give your family the better things in life...then you need POPULAR MECHANICS how-to-do-it information on AIR CONDITIONERS... BARBECUES...BOATS...BIRDHOUSES...BOOKCASES...BURGLAR ALARMS... CAULKING...CAMERAS...CONCRETE...CLOCKS...DOORS...DRILL PRESSES... ENGINES...FAUCETS...FENCES...GUNS...GETTING IN SHAPE...HEATERS... INSULATION...KITCHENS...KITS...LANDSCAPING...METAL-WORKING... OUTBOARDS...PAINTING...PLUMBING...PLYWOOD...REMODELING...ROOFS...RAIN GUTTERS...SEPTIC TANKS...SEWING CENTERS...SKIN DIVING...SOLAR ENERGY... SWIMMING POOLS...TILE...TOOLS...TOYS...TRAILERS ...TREES...UPHOLSTERY... VACATION HOMES...VACUUMS...WINDOWS... WOODWORKING. These are just a few of the

subjects covered in the 20 volume POPULAR MECHANICS DO-IT-YOURSELF
ENCYCLOPEDIA. And Volume I is yours to keep -- but only if you mail the Reply Card NOW!

Letter selling subscriptions to *Fly Fisherman* Offers free trial plus bonus gift

Fellow Angler:

There's bait casting. There's spin fishing. And then there's fly fishing -

-- what Robert Traver (author of Anatomy of a Murder but best known to fishermen for his love affair with trout) called "one of the more amiable forms of an incurable madness."

If the hairs on your neck tingle at the vision of a dusk-rising brown gently finning as he looks upstream for hors d'oeuvres, you've got the madness.

I know I do. I'm the Editor of FLY FISHERMAN. Like Robert Traver I fish because ...

"... in a world where most men seem to spend their lives doing things they hate, my fishing is at once an endless source of delight and an act of rebellion ...

"... because trout do not lie or cheat and cannot be bought or bribed or impressed by power, but respond only to quietude and humility and endless patience ..."

I've got it bad; this amiable madness. And so do all of us here at FLY FISHERMAN magazine.

When we're not hipdeep in New York's Beaverkill, Montana's Bighorn or California's Hat Creek, we're planning our next trip -- swapping stories about our last one -- or writing about it in FLY FISHERMAN.

When we're not waiting for a hatch along Michigan's Au Sable ... skimming the boneflats of the Florida Keys ... casting to smallmouths in Virginia's Shenandoah River, we're writing about it in FLY FISHERMAN.

When we're not debating the merits of the Light Cahill, Gray Midge, Royal Wulff, Rusty Spinner, Leadwing Coachman, Tan Caddis Pupa, Marabou Streamer, Muddler Minnow, Black-Nosed Dace...

or inventing better imitations of mayfly nymphs, duns and spinners, caddisflies, stoneflies, minnows

...
creating artificials from ostrich, goose or peacock feathers; beaver, muskrat, or skunk fur; badger, bear or antelope hair ...

...
selecting, stripping and winding hackle ... perfecting our whipfinish knot ... polishing our roll-casting technique ...

...
comparison-testing the latest single-action reels, checking the "feel" of a state-of-the-art boron rod (or rolling our own) ...

...
we're writing about it in FLY FISHERMAN.

Share the expertise of our small army of field editors and streamside reporters. In each issue -

...

Our Fly-Tiers Bench reveals how to tie the "perfect fly" you've dreamed of. Our Casting About column leads you to pristine lakes and crystal streams. Our New Products section reports the latest in fly fishing gear and clothing and our equipment features help you in selecting that ideal fly rod, reel, lines, and other things you'll need to improve your fishing.

The enclosed postage paid reply card will bring your complimentary issue of FLY FISHERMAN -- with no obligation to subscribe.

If you love it -- love the camaraderie of anglers trading tips, techniques and tall tales; love the glowing photos of misty lakes and mountain streams, rainbow trout and rainbow-colored flies -- take advantage of our generous reduced-rate subscription offer.

If you don't -- ?

Simply write "cancel" on our invoice and mail it back without paying or owing anything. Worth a try? Then mail the reply card today.

Cordially,

John Randolph

P.S. We've ordered enough FREE CREELS -- we think -- to meet the anticipated response. But they are likely to go fast, so why risk waiting months while we re-order? Since your creel will be shipped as soon as you pay for your subscription, why not get it immediately by enclosing payment now?

JDR/jbb

Publishers Clearing House sales letter to existing customers

Dear Customer:

It is transparently clear to you as a Clearing House customer ...

... that you get up to twice as many copies for your magazine dollar when you order your new subscriptions at Clearing House prices instead of paying regular publisher prices.

And it is crystal, too -- we hope -- that the bulletins we send you are designed to keep you well-informed on current Clearing House prices ... not to pressure you to buy.

(After all, you don't buy a new car or TV every time you see a newspaper ad. And we surely don't expect an order from you every time we write you. -- That just wouldn't make sense.)

But we can't help getting mighty enthusiastic at times about the great savings you can make at Clearing House new-subscriber prices. For it is a genuine pleasure to be able to send you Discount Coupons like the ones I'm enclosing with this letter.

And you can see why. This month, for instance, we are ready to send you:

TV GUIDE for only 8-1/3¢ a copy (72 issues, \$5.97)

LOOK for only 8¢ a copy (39 issues, \$3.00)

LADIES' HOME JOURNAL for
only 12-1/2¢ a copy (23 issues,
\$2.88)

a copy (39 issues, \$2.98)

... and there's OUTDOOR LIFE for less than 17¢ -- NEWSWEEK, only 11¢ -- SPORTS ILLUSTRATED for only a dime -- and many, many others.

This is a fine time to make sure you and your entire family have good stay-at-home reading for leisure hours in the weeks ahead. Your Discount Coupons cover a broad range of magazine riches from fiction -to hobby helps -- to homemaking -- and the whole world of news and ideas and information.

The enclosed certificate made out in your name makes ordering easy. You simply pick out the magazine or magazines you want -- paste the Coupons on the card -- "charge it" -- and PAY-ASYOU-READ if you like. You just pay 1/3 each month for three months after your magazines start coming.

We've served you before, and we'd be delighted to serve you again. So why not make up an order now -- and then mail it to us today.

Best wishes,

A great subscription letter from *Prevention* magazine

Dear Reader:

My Grandmother lived with us when I was growing up.

She used to give me camomile tea when my stomach was upset. She insisted that the family use vinegar to rinse hair and made a cucumber cleanser for my face. As I grew older, I decided Grandmother was hopelessly out of date.

Then a few years ago, I began remembering how it was when I lived with her. How shiny and healthy our hair had always been. How beautiful my skin remained throughout adolescence. How full of energy and vitality all of us were without our soft drinks, candies and snack foods (she wouldn't allow them in the house -- "empty foods," she'd snort ... and hand me a box of raisins or dried apricots).

I was reminded of Grandmother when I noticed how often the government removed a chemical from the market after everyone had been eating it for years. I began wondering whether the products I was using today would be forbidden tomorrow.

And that started me thinking about how many chemicals I used and ate. Almost everything contains chemicals! I kept reading how scientists thought some of them caused serious medical problems. How simple things like headache remedies could create other troubles.

I was stunned by the number of foods that were almost completely "fake" -- most of the good things had been taken out and chemical substitutes put in.

You read about threats and dangers to your health like these everyday. In almost every newspaper and magazine you open.

But I know of only one publication that tells you -- sincerely and consistently -- how you may combat these problems ... what you may do to try to live healthier in this often unhealthy world of ours: PREVENTION magazine.

If you've ever seen PREVENTION, you know its style. Understandable. Practical. Down-to-Earth. It's the magazine that over two million Americans regularly turn to for the help and advice that they often cannot find from any other source -- sometimes doctors included.

If you haven't seen the magazine ... I'd like to send you the latest issue so you can take a good look. I'm sure you'll find its "feel better" ideas as stimulating as a breath of fresh air.

To get your no-risk, no obligation copy of PREVENTION magazine ...

1. Just mail the enclosed postpaid card. **BUT SEND NO MONEY NOW.**
2. We'll send you PREVENTION and enter a trial no-risk 12-month subscription in your name.
3. If you like what you see and want to subscribe to PREVENTION magazine's unique brand of "feel better" advice, simply pay the \$6.99 invoice.

If not, just mark "cancel" on our bill, return it and owe nothing. You keep the first issue free of charge.

Now, that's a fair offer, isn't it?

And we're making it so easy because we want you to take just one look -- so you can see just how valuable PREVENTION magazine may be in your life.

Why so valuable?

Because PREVENTION is the cheapest, most easily accessible source that you have to much of the latest medical research findings ... to some of the alternative ways to try to "get better" and "stay better" without resorting to drugs and surgery ... to the basic, earthy, natural approach to better health and better living that my Grandmother (and perhaps, yours, too) knew almost intuitively.

WHY DO YOU NEED PREVENTION?

It's an honest question. And, basically, the answer is three-fold:

1. PREVENTION tries to help you even-out the increasing odds against your better health. Open any newspaper or magazine and you're likely to read about another chemical in your environment ... another additive in your food ... another way that may shorten your life span; another way perhaps leading to diseases like cancer or heart trouble.

It's getting so depressing that many people block it out of their minds. They "grow accustomed" to the new dangers. They try to pretend they don't exist. But that doesn't make these potential dangers disappear; it doesn't make life any healthier, longer ... or even happier.

PREVENTION tries to alert you to the dangers, too. But we don't stop there. Every issue tells you what you may do to try to avoid them ... possibly correct them ... and, in some cases, even perhaps repair some of the damage that they may have already done.

2. PREVENTION tells you more than your doctor perhaps can or will. Today, surgery and drugs are not the only "get better" alternatives available to you. There are other options open. Options that, often, are safer, cheaper, gentler than those of "traditional medicine." Time after time, we've found that a number of today's physicians may not even be aware of these alternatives. So how can you expect to know of them?

PREVENTION tries to be your link. You learn about how your body functions ... what it needs for better well-being ... how you may, many times, correct a minor illness or ailment yourself. PREVENTION may help you be a more intelligent, more aware medical consumer. (After all, your health is your responsibility.)

3. PREVENTION seems to work well. The PREVENTION System for Better Health apparently gets results. If it did not, we would most certainly not be the number one health magazine in the world today -which we are -- with over two million regular subscribers.

We make no miracle claims; offer no instant results. All we say is if you truly want better health ...

... if you want to try to live a longer, more active life ... if you want to treat what may be the source -- not symptoms alone -- of your health problems ... if you want to know more about what you may do to live healthier in this, unhealthy world of ours ...

... PREVENTION may show you -- step-by-step -- the things that you may do to help achieve these desires.

Isn't it worth a free look? And if PREVENTION works for you, isn't it well worth the \$6.99 subscription price? We think so. Over two million monthly readers think so.

But what do you think? Look first (at our risk) and then decide. Here's how ...

REMEMBER OUR NO-RISK OFFER: LOOK NOW, DECIDE TO SUBSCRIBE LATER

Of course, I could go on and on about PREVENTION. Sharing with you the many ways the PREVENTION System has helped me personally ... telling you about specific natural healing techniques ... quoting some moving testimony from PREVENTION readers ...

... but I'll spare your time.

One free look is worth a thousand words of advertising. And PREVENTION speaks for itself -- powerfully.

So you be the judge.

Just mail the enclosed card to inspect PREVENTION -- the modern "get better, feel better," natural health system whose roots go very deep indeed.

I'm on the PREVENTION System. And I've got to tell you, I feel better -- and look better -- because of it. It has helped me. It may help you, too.

I hope you try PREVENTION. I hope everybody does. We need a little more "real" in our lives and a few less substitutes.

Sincerely,

Sandy Gibb

P.S. ACT NOW AND GET A FREE BOOK ABOUT THE PREVENTION SYSTEM! For all those who mail the enclosed card ...

... we have a free bonus: a copy of THE PREVENTION SYSTEM FOR BETTER HEALTH -- the book that explains in plain language, how this natural health method works. Here are the basics of the 35-year-old system that has helped improve the well-being of so many over the years.

You can't buy a copy of this remarkable book anywhere. But it's yours free -- whether you subscribe to the magazine or not -- so take action now, while you're thinking about it.

P.P.S. AN EXTRA FREE BOOKLET ... AND ADDED SAVINGS!

If you're planning to give PREVENTION a try, why not try 24-months? There are plenty of good reasons why

you should:

1. **THERE'S NO EXTRA RISK.** Our money back on unmailed copies privilege assures it.
2. **GUARD AGAINST PRICE INCREASES.** They're almost inevitable with our present economy. Buying a 24-month subscription could be an insurance policy against higher prices.
3. **GET THIS BOOK AS A BONUS.** In addition to your free copy of **THE PREVENTION SYSTEM FOR BETTER HEALTH**, we'll send you a copy of our **HERBS FOR HEALTH** when you subscribe for 24 months.

Now you can get acquainted with one of the alternatives to drugs and medications: the healing herbs. Here are the "medicines of yesterday" that are making a comeback. You'll find Herbal treatments and folk "remedies" for dozens of common ailments. And you'll learn to know and use 70 wonderful plants and herbs in **HERBS FOR HEALTH**. You can't buy it anywhere, but it's yours free from **PREVENTION** with this trial subscription.

The letter that launched *Quest* magazine

“Send no money. Just tuck the token into the token slot on the order card” Dear

fellow adventurer:

Remember how great it felt that first time?

You were ten, maybe eleven or twelve. They'd given it to you for your birthday. They held it steady while you climbed into the saddle. They pushed. And then they let go.

You picked up speed. The wobbling ceased. Suddenly, you were off--hair streaming, wind in your face, biking away to China, and you loved it!

Or maybe it was when you were older. Finally, Friday came. Three o'clock. Four o'clock. Ten minutes to five. At last, there it was--the envelope.

You ripped it open. Your first paycheck ever! All yours! And you'd earned every penny! You were richer than Rockefeller, and you loved it!

Or maybe it was the time you got through all three acts without forgetting a line. Or when you first had your picture in the paper. Or succeeded in cooking a meal from start to finish entirely by yourself.

Or when you first wrote a poem that wasn't half bad. Or proudly signed your name to a painting. Or shot par golf. Tossed a winning touchdown. Or welcomed your first-born to the World...

If it's been too long since you've experienced thrills and chills like these--moments of exhilaration, elation, accomplishment ...

If you're ready to become enthralled again--with challenge, with achievement, with yourself ...

... then welcome to QUEST/78. The new magazine that brings out the best in you. The magazine that says "try it!" The magazine that engages you, challenges you, urges you on. The magazine that makes you feel good all over.

With this letter, I invite you to have a look at QUEST/78 under our 100 percent refund guarantee. And if you like it, to become a Charter Subscriber.

You'll save yourself an immediate \$3--a discount of 25 percent off. And this savings is only the first of many. Keep reading for how you'll save more!

Almost since Adam and Eve first woke up under the apple tree, poets, philosophers and pundits have been attempting to define human existence. To some, life is dismal and dreary. Samuel Butler found it "one long process of getting tired." Victor Hugo called it "an abyss."

Napoleon found it "a bore" and "a cross." Voltaire, "a combat." Shakespeare, "a walking shadow." One eminent Victorian, P. J. Bailey, went to the extreme of comparing it to "a bridge of groans across a stream of tears." Desperation!

Others, mercifully, find living more fun. America's own Ralph Waldo Emerson called life "a series of surprises ... an ecstasy." And QUEST/78 cries, "Hear, Hear!" Just lift back that elegant cover, and you'll see:

Pages upon pages about people who are enjoying their lives to the fullest--making each minute count, getting the most out of every hour, every day, every week. Plus pages upon pages about you--and how you can go do the same.

Want to find out how to make it in the world of getting and spending? In QUEST/78, come learn from Saul Zabar. He happens to run the world's best delicatessen. But his zeal, dedication, and enthusiasm would make him a success at almost anything--president of a steel company, president of a university, President of the United States!

Or come get to know anthropologist Margaret Mead at age 75--up and about at 5 a.m. in her Manhattan apartment to rehearse a speech she'll be giving that afternoon, then settling in to her typewriter, where by day's end she may just add yet another line or two to the 49 she already commands in Who's Who!

Toying with changing your lifestyle? In QUEST/78 learn why and how James Brown, Yale '56, gave up a seat on the Stock Exchange and \$168,000 a year to free-lance as a photographer! Why and how Stephanie Wallach abandoned a successful career as a film editor to become one of the nation's few female airline pilots!

Why and how Jim Patterson cut out from investment banking in New York City to go run a country inn in Vermont with his wife! Why and how Richard Gill gave up a lifelong career as a lecturer at Harvard to become, in his middle forties, one of the Metropolitan Opera's more promising basso profundos!

Want to try your hand at something different? Come lift off with QUEST/78 in the AX-7--the balloon that lets you fly free! Come look over Bob Summer's shoulder as he fashions the world's finest bamboo fly rod. Come trek the primal landscape with Lawrence Osgood--a journey across the Arctic tundra!

Come learn what shapes the creative imagination as QUEST/78 interviews such artists as Saul Steinberg, Mary Frank, Joan Mitchell, George Segal. Come find out how Stan Lee did it--make Spider-man the world's best fantasy trip! Come discover how Anthony West resolved it--the dilemma of the conscientious objector!

All these stories and more have appeared in recent issues. First-person accounts--intimate, revealing, one-to-one. Interviews--candid, honest, forthright. Fiction. Verse. Reviews. All set amidst some of the most stunning illustration you've ever seen.

On the basis of its preview issue alone, in fact, QUEST/78 has been honored with a prestigious Gold Medal from the Society of Publication Designers--the highest possible accolade for graphics, design, illustration!

I truly believe that QUEST/78 will grip you like no other magazine ever. Boggle your imagination. Turn you on. Help you achieve what you've always wanted. Help you realize your fullest potentials. Help you fall in love again with life ...

... but why not come see for yourself under our 100 percent refund guarantee. You've got nothing to lose but the blahs. And you've got everything to gain. New experiences! New people! New ideas! New excitement! New inspiration! New challenges!

QUEST/78 comes to you every other month. When and where it's not sold out on newsstands, single copies cost two dollars each. A year (six issues) is regularly \$12 by subscription. But when you return the enclosed reservation card now, your price as a Charter Subscriber is only \$9.

Right away, you save a welcome \$3.00.! And you also assure yourself of these added, valuable Charter Benefits:

Preferential rates in perpetuity. As a Charter Subscriber, you're guaranteed perpetual savings--always the lowest possible price on all renewals, and on any and all gift subscriptions you may wish to give.

100 Percent Refund Guarantee. If ever QUEST/78 lets you down, just cancel and get all your Charter Subscription money back--not just a portion, but everything you've paid for a full refund of 100 percent.

May we look for your acceptance by return mail? Charter Reservations are being accepted on the basis of first-come, first-served. To avoid delay or disappointment, your reservation should be postmarked just as quickly as convenient. Thank you--and welcome to QUEST/78!

Cordially yours,

Jack Martin
Publishing Director

JM:wj

P.S. Send no money. Just tuck the token into the slot on the order card--that's all. We'll bill you at a less pressing moment, after QUEST/78 starts coming.

Subscription letter that launched *Bon Appetite* Includes free gift if you subscribe now

Dear Reader:

First, fill a pitcher with ice.

Now pour in a bottle of ordinary red wine, a quarter cup of brandy, and a small bottle of Club soda.

Sweeten to taste with a quarter to half cup of sugar, garnish with slices of apple, lemon, and orange....

... then move your chair to a warm, sunny spot. You've just made yourself Sangria -- one of the great glories of Spain, and the perfect thing to sit back with and sip while you consider this invitation. It's from all of us here at

BON APPETIT

... the new magazine about wining, dining, entertaining, the good life at home and abroad. The magazine for the innovative you. The magazine that's designed to help you put even more life, even more style, in your lifestyle.

Enjoy new places? New experiences? Come board the Northern Pacific with us and journey back to the 30's -- when dining cars served you for breakfast such eye-openers as fresh oysters on toast, and mutton chops with mushroom sauce.

Come cruise the Thames as we dine at the Anchor Inn at Shepperton, established in 1158, and maybe the only place in the world where you can still have authentic Entrecote de Vigneron --- steak in a sauce made with wine, herbs, chopped onions, and snails, topped with a perfectly poached egg.

Enjoy people? Parties? The good life? Come join the Captain's table with BON APPETIT aboard the Royal Viking Star when they open the "line" aquavit -- the fiery Norwegian schnapps that must, by definition, have traveled aboard the ship for a year, and have crossed the Equator at least once.

Come watch the wizardry of Chuen Look Chang. In a matter of minutes, using only his hands, he can transform a thick ball of heavy flour dough into 265 perfectly symmetrical noodles as fine as angel hair just by pulling, stretching, and throwing.

Enjoy discovering new restaurants? New dishes? Try the Beef Wellington at The Bakery in Chicago. The Scampi alla Griglia at the Ristorante Chianti in Los Angeles. The Oysters Bienville at the Commander's Palace in New Orleans. The Rack of Lamb at Tony's Wife in New York. The Mandarin Duck at Kona Kai in Kansas City.

In San Francisco, sample the Coquille St. Jacques at the Ritz Old Poodle Dog. In Boston, the Lobster Savannah at Locke-Ober's. In Detroit, the Dover Sole at the London Chop House. In Fort Lauderdale, the Filet Mignon at The Wharf.

Or try any of the dozens upon dozens of culinary experiences BON APPETIT tips you off to each month. Wherever you're dining, whatever you choose, you'll

be in good hands -- we promise. We know the places. We know the people.
They're good, or we wouldn't send you!

Enjoy fine wines? Come tour the châteaux of Bordeaux, where they've been exporting "les grands seigneurs" since 1152 A.D. Come tour the wineries around Lodi, California, where the soil is so rich in organic matter that you can set it afire, and where they grow the fabled Flame Tokay grape.

Come learn from a professional taster some pointers for keeping track of them all -- more than 5,000 different wines from France, half again as many more from Germany, and at least 1,500 from Italy, not to mention all the reds, whites and pinks we produce here at home.

In BON APPETIT's wine pages, you'll not only become more knowledgeable about varieties you've already tried, but also discover new labels and vintages. You'll meet the growers, tasters, collectors. You'll go to auctions, get tips on investing!

Enjoy puttering about the kitchen? Entertaining? Next time, spring this on your guests -- BON APPETIT's Chilled Avocado Soup:

3 fully ripe avocados 1/4 teaspoon onion salt 1 cup chicken
broth Pinch of white pepper 1 cup light cream 1 teaspoon
lemon juice
1 teaspoon salt Lemon slices as garnish.

Halve avocados lengthwise, remove seeds and peel. Blend with chicken broth in electric blender until smooth. Combine and mix with cream and seasonings. Pour into glass container, cover and refrigerate for three hours or overnight. Stir in lemon juice, garnish with lemon slices, and serve chilled.

It's different, delightful, delicious -- and see how easy BON APPETIT makes preparation? No fancy foreign phrases you don't know. No exotic ingredients to go searching for. Our recipes are written in easy-to-follow English. They call for materials you can find in any properly stocked market. And what a range they cover.

With BON APPETIT, you'll expand your repertoire in no time to include new appetizers, new breads, new desserts, new sauces, new ways with meat, fowl and fish. You'll get a better hold on the world's great cuisines -- French, Italian, German, Scandinavian, Mexican, Japanese, Chinese, Indian, and regional American cooking!

You'll hit on new ways to give parties -- with new foods and drinks to serve up! You'll discover new places to go -- and learn what to try when you get there! You'll pick up new ideas, broaden your perceptions, gain added sophistication and expertise. And we also predict -- you'll enhance your lifestyle.

No other magazine is more passionately dedicated to fulfilling the inner you --the you that gets satisfaction out of inventing, experimenting, creating ... and in the process, bringing pleasure to others. And isn't pleasure what it's all about? Making life more rewarding for your family? Gratifying and gladdening good friends?

BON APPETIT comes to you monthly in one of the most stunning formats of any magazine we know. But don't take our word -- see the folder. Color portfolios showing food, table settings, beverages,

international cuisine and celebrity recipes. Color candids of people and parties! How-to sequences to help you learn! Drawings! Sketches! Nostalgia!

This magazine is for collecting. Save your issues, and in no time, you've got yourself a permanent, near-encyclopedic source of recipes and reference -- a lasting fount of ideas!

Where (and when) you can find it on newsstands, BON APPETIT costs 75¢ a copy. A year's subscription is regularly nine dollars. But by mailing the enclosed card promptly

YOU CAN SAVE \$1.05!

Instead of nine dollars, your special price is only \$7.95. You pocket a full \$1.05 -- better than 10% off!

To reserve your subscription and save ... just place the token in the slot on the card, and use the postagepaid envelope to mail. May we look for as early a postmark as possible -- in order to avoid disappointment?

Cordially yours,

Cleon T. Knapp
Publisher

CTK: jg

FREE GIFT. If you already know that you're going to like BON APPETIT, you can enclose your payment now, in advance, and get yourself a useful free gift -- a handsome wall chart for your kitchen that lists and describes the world's great cheeses, and that tells you which wines go well with them. See the enclosed leaflet for details.

The letter that built *Business Week*

McGraw-Hill is one of the most successful publishers in history

Dear Colleague:

Hasn't it happened to you in business? It sure used to happen to me,

Let's say you go into a meeting. Everyone present has lots to say -- ideas, opinions, news. Finally you put in your own two cents' worth. You mention something you've just heard ...

... only to discover that everybody else has known about it for days. So you find yourself saying "Damn!"

Or let's say you're called upon to make a really important decision. You spend some restless nights mulling your options. You check out the available data. Finally, you make up your mind ...

... only to learn too late that your data is incomplete or out-of-date. So you find yourself saying "Damn!"

Or let's say you finally get the money together to make an investment for your family. The stock looks good. The time looks right. You buy ...

... only to have the market the very next day start sinking lower and lower. So you find yourself saying "Damn!"

If you've experienced frustrations like these ... if every once in a while, you really blow it, and each time, you vow "never again" ... welcome to BUSINESS WEEK -- the magazine that knows. The magazine that tells you.

The magazine that can help you quit cussin' your luck -- and start you crowing instead!

No other business reading so succinctly, so thoroughly, and so reliably gives you the information you need week-in and week-out to keep on top of the people you work with, the job you handle, and the security you're building for yourself and your family.

With this letter, I invite you to join the executive elite of this country as a subscriber to BUSINESS WEEK ...

- to save yourself or your company an immediate and impressive thirty-seven dollars and thirty-seven cents...
- and in the bargain, to receive free with our compliments a privately-printed new handbook for your desk that could be among the most important volumes you've owned in all of your business career.

More about your free gift in a moment. First, let me tell you some of the reasons that I personally find BUSINESS WEEK so helpful -- and why I think you will too. It can help keep you better-informed all around. It can help keep you from making mistakes. It can help give you more confidence, more assurance, more savvy ...

... and it can take an awful lot of the worry out of your working hours. I know. I was once in your boat.

Worry about all the up-and-comers? Nobody helps you keep tabs on other people as candidly as BUSINESS WEEK. You learn what the competition is up to. What your counterparts in other companies are doing. You meet the people who might do you some good. The people to stay away from. You get to know who may be gaining on you. You see the people you've overtaken.

Before you know it, you've enlarged your circle -- new contacts, new prospects, new faces to keep an eye out for. You know who is who -- and who isn't.

Worry about falling behind? Never before has it been so exciting to be in the business you're in. Look around you. New challenges. New ideas. New breakthroughs. New solutions. New markets. New opportunities. New opportunities for the people who work for you. New opportunities for you.

BUSINESS WEEK gives you a manageable way of keeping on top of it all -- not just the news in the field you're in, but wherever things go on that concern you. In the regulatory agencies. The union councils. The upstairs rooms at the banks. The boardrooms. The think tanks. The courts. The B-schools. The media. The marketplace. Whenever and wherever in the world there's someone talking about you.

Worry about whether you're doing as right as you could by your family? BUSINESS WEEK is not only your professional counsel -- but your personal mentor as well. Is now a good time to stay heavy in cash -or to try to beat new inflation by investing? In the market? In bonds? In property? In gold? In art? In what?

Where are the great vacation places -- easy-to-get-to, fun, inexpensive? What business books should you maybe take along? What new advances in health should you be aware of -- diets, exercise, drugs? How can you best the IRS? Who's got the good buys in insurance? Where should you aim for next in your career? How's your pay compare with theirs?

Worry about your time? You should. From birth to retirement, each of us has only 35 million minutes in which to do it all. To learn. To grow. To make it. It's my honest feeling that BUSINESS WEEK can assist the process measurably. It can help you learn. It can help you grow. It can help you make it bigger and better than you've ever dreamed. And it doesn't take that much out of you:

Our magazine comes to you weekly -- not daily. Issues won't pile up unread. And in just one agreeable hour and 52 minutes (last issue I timed cover-to-cover), you'll have the answers to almost everything.

What's new. Who's new. Where it's at in business. And what it all means to you. To your continuing success in your field and your company. To achieving your goals -- professional and personal. To your happiness -- and that of your family. Like me, you've probably worked hard to give them the lifestyle they now enjoy. Isn't it worth insuring? Especially when keeping informed costs so little?

As you may or may not know, subscriptions to BUSINESS WEEK are not sold at cut rates. No "special introductory offers." Company policy.

So if you're waiting for a better offer, be forewarned -- this is it. And because you do save quite a sizable amount of money, our best offer is really quite generous:

If BUSINESS WEEK is not already sold out on the relatively few newsstands that carry it, individual issues cost \$1.25 apiece, or \$63.75 a year. Use the enclosed card to subscribe now, however, and your price is

ONE FULL YEAR (51 issues) just \$26.00
Includes all Supplements and Annual Round-ups

By placing your order today at the regular rate of \$26.00, you save a full \$37.75 over the single-copy price. Your subscription fee may be tax deductible, too, when you use BUSINESS WEEK for business or investment purposes. And in addition, you receive as a gift with our compliments

PRIVATE EXECUTIVE PORTFOLIO -- YOURS FREE

What's the economic scenario to 1980, and how can you jump on the bandwagon now? If you own a small business -- or yearn to start one -- how can you avoid certain hassles? How deep should you get in commodities and options? What are some alternatives to bankruptcy? If you've got a great new idea or invention, what problems should you anticipate these days in getting it to market?

How is the Middle Class now getting the go-around -- and how can you fight back? If you're a woman, how well are you doing these days, and how might you do even better? Where can you go now for venture capital? How would your pricing stand up under FTC scrutiny, and what can they do to you personally? What can you adapt from revolutionary new word-processing techniques to save yourself time and money?

In BUSINESS WEEK's all-new Executive Portfolio, you'll find the answers to hundreds of questions like these -- an overview of virtually the entire business climate today, prepared in cooperation with our full editorial staff, and privately printed for your eyes only.

As soon as your subscription order is received, your own personal desk copy will be shipped free -- an illustrated handbook that is not for sale anywhere, and that could be one of the most rewarding business tools in your possession.

Send no money. You can charge your subscription to your company, to your credit card, or I can arrange to bill you privately -- whichever is more convenient. And you don't need a pen to order. Just punch out the token on the enclosed card, slide it into the holder opposite, then mail the card in the enclosed envelope. Postage, of course, is on us.

Note, however: Only so many copies of the free Executive Portfolio are being printed -- no more. In fairness, copies are being made available on the basis of first-come, first-served.

To avoid delay or disappointment, your request should be postmarked quickly -

May we look for your reply by return mail? Thank you -- and welcome to BUSINESS WEEK, and to America's executive elite.

Cordially yours,

R. B. Alexander
Publisher and Vice President McGraw-
Hill Publications Company

P.S. I hope I've got your name spelled right -- but check the enclosed card to make sure. If it's wrong, forgive me -- and please make corrections. The way it finally appears on the card is exactly how your desk handbook will be embossed on the cover in gold leaf -- compliments of the Editors.

Another great *Business Week* subscription letter Offers an “Executive Portfolio” of 13 special reports as free-gift incentive

Dear Reader:

Management executives like you are a special breed. They couldn't care less about free gifts just because they're free. But if they see one that can help them be more effective, put more black ink in the company's books, and put more money in their own banks and investment portfolios, their minds are wide open. That attitude is one reason they hold the jobs they do.

I think in a moment you'll agree with me that an Executive Portfolio I have reserved in your name is such a gift.

It is Business Week's 160-page Executive Portfolio, containing 13 special reports to management on major business problems. Packed with profit-building ideas, it will be an invaluable addition to your library - at home or at work.

Not for sale anywhere, the handsome, free portfolio, embossed with your name in gold leaf on the cover, is a gold mine of management intelligence. Its contents include priceless information and fascinating insights into such subjects as:

Reappraising the Seventies: Scenario for Survival (Winner of an INGAA - University of Missouri Business Journalism Award). The Office of the Future. The Debt Economy (Winner of the John Hancock Award for Excellence in Business and Financial Journalism). Price-Fixing: Crackdown Under Way. The Corporate Woman: Up the Ladder, Finally (Winner of the National Magazine Award for Public Service).

Now, as you might expect, we are not in business just for the purpose of delivering presents. We wouldn't be making this offer if we didn't want you to try something. That something, to nobody's surprise, I'm sure, is Business Week.

But if you're still waiting for the bad news from the cockpit, don't. It's all good news today. You may cancel your subscription at any time; we will gladly refund your money on the unused portion, and you may still keep your Executive Portfolio. (We're not terribly worried about free loaders, because this offer is being made only to a very select group.)

If you do decide to go ahead with a year's subscription, which is what more than 95 percent of executives do once we have sent them their first issue, you will save a modest little pile of money, \$29.50 to be exact, on the newsstand price. For the latter runs to \$51.00 a year, compared to only \$21.50 for a year's trial subscription.

And you'll save a less modest pile of money if you let Business Week be your business-intelligence source instead of spending the \$200 to \$300 a year it could cost you to get LESS usable information from newsletters, consultant's reports, and general news magazines...not to mention assorted newspapers.

You'll also save an enormous pile of reading. You could spend days combing such sources and not do as well as with a few short hours each week with Business Week.

Finally, while I hate to make such an unscientific prediction, Business Week just might help you MAKE a pile of money.

It's certainly true that the better-informed you are on business matters, the better choice you have of making it big. And nothing keeps you informed on business like Business Week.

Business leaders everywhere, managing billions of dollars worth of business, turn to it because they know Business Week does the best job of business reporting in America. One reason: no other business magazine has so many reporters or so many editors.

Published weekly, not monthly as many business magazines are, it brings you the news fast. In fact, one special section covering fast-breaking late developments is inserted only minutes before press time. Moreover, you can read BW fast. A weekly index wraps it all up in a 90-second review. Charts, tables, and graphs give you statistics at a glance. The writing is crisp. Concise. Colorful and lively, but straight to the point.

Whatever your business interests - Marketing, Finance, Production, R&D, Computers, Transportation, Sales - you'll find them covered in depth in Business Week.

You get really inside looks at the Washington scene, Wall Street and the other markets, foreign business, regional business news. And "Personal Business", a column of tax, insurance, and family finance tips, helps you hang onto more of what you earn.

In today's economy can you afford not to subscribe?

Getting your own copy instead of having Business Week routed to you lets you be on top of things, and look it. Lets you get valuable business ideas ahead of - not after - competitors in and outside your office. Lets you cut out articles or save the issues for more thorough reading without arousing resentment in others.

If you'd like to take advantage of this inexpensive offer, we'd suggest you act without delay. For there's no telling how long we will be making it. And it may not come to your attention again.

Since there's no risk, why not return the reply form in the postage-paid envelope before it slips your mind?

Cordially,

Charles C. Randolph Publisher
and Vice-President McGraw-Hill
Publications Co.

P. S. No need to send money. We'll bill you or your firm later, if you prefer.

CCR/inv

P.S. No need to send money. We'll bill you or your firm later, if you prefer.

Subscription offer from *Organic Gardening* magazine

Features attractive free-gift incentives to subscribe

Dear Gardening Friend:

If you're working harder and enjoying your garden less ...

... could be, you're making a few common mistakes like our friend in the color photograph on our outside envelope -- mistakes that may be causing you extra work and added frustration.

Could be. Because one trait that the world's best gardeners have in common is how little physical labor they actually do.

It's true.

After all, it's not how much you do that leads to garden success, it's how much you know. And, right now, if you'd like to know more and work less ...

... we'd like to send you -- absolutely free -- a copy of THE BEST GARDENING IDEAS I KNOW, THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD ... these wonderful work-saving guides are yours just for taking a no-obligation look at ORGANIC GARDENING magazine.

To get your gifts ... just tear off the stamp on this page, affix it to the enclosed reply card and drop it in the mail. As soon as we hear from you, we'll send you the latest issue of our magazine and all three booklets ...

... and you'll be on your way towards eliminating the common mistakes that could be taking the fun and pleasure out of your gardening. Mistakes. that our friend in the photo is making like ...

... MISTAKE NUMBER ONE weeding. You'll never have to do it again ...

... because weeding is wasted work that's rough on your back and even rougher on your garden soil. And the surface feeder roots of your plants.

Our free booklets will show you a quicker, better way to keep the weeds down: mulch! Mulch is a thick layer of spoiled hay, grass clippings, old leaves -- anything -- that you put down to smother weeds once and for all. It's easier on your back ... takes less time than weeding ... and give's your garden a neat appearance. But more important: it protects your precious topsoil from the harsh sun and dry weather. And as it rots, it continually builds more topsoil and more fertility.

If you can recall those hours spent pulling weeds on a sweltering July afternoon, I'm sure you'll eagerly remedy this mistake. And here's another:

MISTAKE NUMBER TWO is our friend's long, straight planting rows. What a waste of your space and steps! Only a small portion of the garden gets used for plants this way. The rest of the space is wasted on bare rows and empty spaces that you must dutifully weed. If you garden this way ...

... THE BEST GARDENING IDEAS I KNOW will help you put an end to that waste and work with the "raised bed method" -- a technique from China that enables you to grow more vegetables much closer -- so close that their leaves almost touch, thus shading and crowding-out weeds. Raised beds mean less bending, fewer steps. Now you can have a big garden in a few attractive, easily managed, intensely fertile plots!

And what else is our friend in the photo doing wrong?

MISTAKE NUMBER THREE is mono-cropping -- he's segregating each variety of vegetable from all the others. Not only is it an inefficient technique, but he's asking for a lot of insect and disease trouble if a little should develop.

A smarter way is "companion planting" -- a centuries-old garden technique that is now backed-up with a heap of scientific evidence. Tests show that certain vegetables and plants should be planted together because they can stimulate each other's growth ... repel other's insects and diseases ... and generally help each other "do better." One example is corn planted with beans. The beans give nitrogen to the corn's roots and the corn stalks provide "climbing poles" that save you work. There are plenty more ...

... and you'll find a complete listing of companion plants in THE BEST GARDENING IDEAS I KNOW: all the plants that should go together ... and those that shouldn't.

And did you spot this common mistake...?

MISTAKE NUMBER FOUR is the chemical fertilizer bags lurking in the background. Why are they a mistake? Because, first of all they're expensive. But worse, they could do more harm than good in your garden -- they may destroy inhibit the bacteria in your soil whose job it is to produce free, natural fertilizer from the air and the soil. That's why it seems the more chemical fertilizers you use, the more you need the next season.

Chemical fertilizer can break down the structure of your soil, too, rendering it "inert dirt" that turns into a sloppy mudball when it rains and bakes rock hard under the hot sun. Makes plowing and tilling a real chore!

You'll read about a better, cheaper, more natural way to build deep-down, long-lasting soil fertility in THE BEST GARDENING IDEAS I KNOW. It's compost! You don't buy it, you make it yourself from free materials that most people waste. It really works, too. The deep, dark rich soil that you build will be proof. Living proof that follows you into old age!

But the greatest mistake of all is ...

... MISTAKE NUMBER FIVE the poison sprays and dusts that our friend is using to get rid of insect pests. Little does he realize that those poisons are really making his bug problems worse -- not to mention the ecological havoc and health dangers he's spreading in the environment.

In THE BEST GARDENING IDEAS I KNOW, you'll learn why scientists believe insect pests attack: the popular theory is that insects prefer to attack weak plants, culling out the unfit according to Nature's plan. Thus, the healthier your soil, the healthier your plants. Weak soil (as can happen with chemical fertilizer use), produces weak plants. And that's where the bug problem begins.

Poison sprays complicate matters. They kill everything along with the pests: soil bacteria, earthworms, songbirds and all the "good bugs" -- the praying mantis, ladybug, the green lacewing and many other garden friends -- whose normal function is to keep pests under control naturally. Once the ecological balance is upset, the pests return unchecked. Each time they get a little more resistant to the pesticide, forcing you to find something stronger.

It's a deadly cycle that you can break with the know-how you'll find in the free guides and ORGANIC GARDENING magazine. You'll learn how to recognize and attract armies of "good bugs" and natural predators.

You'll discover simple homemade recipes for safe, non-toxic and non-polluting sprays and repellents that really work. Plus many other ways to help your plants become more insect and disease-resistant, naturally.

And MISTAKE NUMBER SIX ... well, we could go on and on, because so does THE BEST GARDENING IDEAS I KNOW -- there are 19 helpful, work-saving chapters in all, with tips on starting seeds right ... harvesting and storing fruits and vegetables ... saving more time, money, mistakes and work in nearly every aspect of your garden operation.

Hundreds of thousands of good gardeners have become better gardeners thanks to this "best ideas" book ...

... and now, the Editors of ORGANIC GARDENING magazine want to send you not only a free copy of THE BEST GARDENING IDEAS I KNOW -- but two other equally helpful booklets -- THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD, too. Here's why ...

We want you to have these three free booklets because we're certain that once you see how much easier and enjoyable your gardening can be ... you'll want to go deeper and deeper into the fulfilling and rewarding experience of the organic gardening world. And that's where ORGANIC GARDENING magazine comes in. Because no other magazine can get you more personally involved in the natural world all around you.

Each and every issue of the magazine is chock-full of the best gardening ideas from our experimental farms ... the latest discoveries and techniques ... and the plots and patches of some of the world's most experienced gardeners.

So when we send you free copies of the guides, THE BEST GARDENING IDEAS I KNOW, THE ORGANIC GARDENING HARVEST BOOK and BUILD-IT-YOURSELF HOMESTEAD we'll also send you the latest issue of ORGANIC GARDENING magazine.

So act right now. The postage is paid and you've got nothing to lose (except a litany of unnecessary, back-breaking garden mistakes!).

Waiting to mail your book,

Robert Rodale
Publisher

Omaha steaks - order by mail

Dear Friend,

Can you recall the best steak you ever tasted in your life? One that was tender, juicy and just full of flavor. I'll bet you can. Most likely, it was served at an exclusive restaurant or supper club.

I'm writing to you because I believe you would enjoy a box of my "fork-tender" Omaha Steaks ... the same steaks I sell to fine restaurants ... shipped frozen, directly to you. Here's my story.

Have you ever wondered why the steaks fine restaurants serve taste so good? It's simple, really. The chefs in fine restaurants know that all their skill in food preparation is absolutely useless -- unless they begin with first quality cuts of meat.

Where do smart chefs get this superb beef? From suppliers like me in the heart of America's beef country -- the Midwest -- who select and cut steaks to their exacting specifications. We specialize in fine quality meats for elegant restaurants and clubs. In such places, customers pay a premium price. So the meat has to be the very best.

My company, Omaha Steaks International, has been a beef supplier to fine restaurants since 1917. That's the year we began supplying a few of Omaha's posh steak houses. Today, we supply USDA Prime and Top Choice Omaha Steaks to restaurants in every part of America. In fact -- it's quite possible that you've enjoyed one of our steaks at a fine restaurant, without even knowing it.

But that's only half our business. Over the years, we found people who wanted our magnificent steaks for personal use. We had to charge them a premium price. But, to these people, quality was their greatest concern. They simply wanted to enjoy our top quality steaks at home -- and share them with family and friends.

This gave us the idea of actually seeking out discriminating steak lovers, especially in places where aged, corn-fed, Midwestern beef was not available. So we sent out our first mail order catalog. And the response was tremendous. As a result, about half of our business is now devoted to supplying people all over America with the best steaks money can buy ... for their dining, entertaining and gift needs.

To introduce you to Omaha Steaks ...

... I have a very special offer. An introductory discount, typical of the specials we offer to our regular customers all year long.

I'll send you 6 (6 oz.) Filet Mignons, each 1-1/4" thick -- (the regular price of these fine steaks is \$52.95) -- for only \$29.95, plus \$4.00 for shipping and handling. You save \$23.00; that's more than 43% off the usual price.

As soon as I receive your order, I'll send you a confirmation by First Class mail. Then, within two or three weeks, your Omaha Steaks will be delivered right to your door. (They're boxed and wrapped for your freezer, placed in an insulated, reusable cooler, packed with over 20 pounds of dry ice ... and shipped out freight prepaid.)

With your order, I'll enclose, FREE, our full color catalog of succulent steaks and gourmet foods you may order by mail or phone.

Also -- you get the Omaha Steaks Cookbook FREE. This booklet contains recipes and instructions by food expert James Beard. So you'll be certain to cook your steaks to perfection.

In addition -- I want you to enjoy these steaks at no risk. So I offer you this guarantee:

IF YOU ARE NOT PLEASED FOR ANY REASON, WE WILL REPLACE YOUR ORDER OR REFUND YOUR MONEY, WHICHEVER YOU PREFER.

So place your order now, while everything is right in front of you. The fastest way to get your steaks is to call us TOLL FREE at 1-800-228-9055 and charge to your American Express, Visa, MasterCard, Diners Club or Carte Blanche account. You may phone 7 days a week, day or night. (Nebraska residents call 0-402-391-3660, COLLECT.)

To order by mail, just endorse the enclosed check, fill in the order form, enclose your payment -then use the postage-free envelope I've provided. Whether you phone or write, I must receive your order before the date shown on your check. After that date, I'll select a new group of people to receive this rare offer -- and your chance will be past. So please respond now.

Your satisfaction is fully guaranteed.

Sincerely,

Frederick J. Simon
Executive Vice President

P.S. To more than double your enjoyment, you may order 12 (6 oz.) Filet Mignons -- at the special price of \$58.95 plus \$4.00 for shipping and handling.

Arthur DeMoss letter selling insurance

This letter made DeMoss one of America's richest people

Dear Friend:

This is a letter that is not like any you have ever received or I have ever written. My subject is not pleasant, but it is serious.

My subject is cancer.

One out of every four Americans will get it, according to the 1975 Facts and Figures of the American Cancer Society, despite the truly excellent work of the medical profession. In fact, 53,000,000 of us now living will eventually have cancer. This means that it will strike about two out of three American families. Families like yours. Families like mine.

Until now, there have been only two things you could do to help fight this dread disease: 1.

You can be sensible about your health. Annual checkups, stop smoking, etc.

2. You can be generous, by giving freely to the American Cancer Society, among many outstanding charities.

But charity should begin at home, and now it can.

Most sincerely, I urge you to read my letter carefully. It describes a plan that helps protect you against the menace of cancer. It helps protect you against having your life's savings, and those of your family, wiped out because of the almost incredible costs of cancer care.

And yet the cost of this plan is low. In fact, if you're 54 years old or under, the monthly premium is only \$2.90. And if you're 55 or older the monthly premium is only \$4.70. Yet we'll pay you, no matter what your age, \$33.33 a day cash (\$1,000.00 a month) if you're hospitalized due to cancer. That's in addition to what anybody pays you.

You will need the money.

John Wayne had lung cancer and beat it. So did Arthur Godfrey. So have millions of others, thanks to early detection and dramatic improvements in medical techniques.

But movie and TV stars are rich. They can afford the very best care and never ask what the bill will come to. It doesn't matter when life is at stake.

Or does it?

We've designed this Cancer Expense Protection Plan because too many folks we know of recovered from cancer only to find themselves a burden to their families. And because of the enormous costs of cancer treatment, the security from a lifetime of honest work had evaporated as though it had never been there at all. Before cancer, there had been independence. Now there was almost total dependence. And their spirits, frankly, died.

You can help prevent that, if you will take just one prudent step.

As you can see, the enclosed Enrollment Form is not transferable; no one but you may use it. In addition, we've made your first month's coverage just 25¢. If you have not had cancer, then I urge you to fill in and mail us the application along with your 25¢ today. In return, we will send you the policy to examine yourself, so that you can make your own independent decision about it. If you like the policy, keep it and continue your cancer protection at the rates now in effect: \$2.90 a month if you're 54 or under . . . or \$4.70 a month if you're 55 or older. However, if for any reason at all, you decide it isn't just what you need, then just return the policy to us within 15 days, and we'll return your quarter. No questions asked.

You can cancel. We can't.

Regardless of how often you have been treated for cancer, just pay your premiums on time and we can't cancel you out.

And we won't.

And remember, your rate can be changed only if there's a rate adjustment on all policies of this class in your whole state. You will never be singled out for a rate increase, regardless of how much you've collected.

We at National Home have over 50 years of experience in the insurance business. We're currently paying claims of \$35,000,000.00 a year, to policyowners, under our various life, accident, and health plans.

As a thoughtful consumer, you probably have some good solid questions to ask. I will do my best to answer them forthrightly.

"What are the benefits of your policy?"

1. Every day you're hospitalized because of cancer, you'll collect \$33.33 cash (that's \$1,000.00 a month) paid direct to you unless you tell us otherwise. Up to a maximum of \$12,000.00.
2. Every daily visit from your doctor while you're hospitalized for cancer will entitle you to \$10.00. Limit: \$1,200.00. 120 visits.
3. In-Hospital Expenses for cancer treatment up to a maximum of \$2,000.00. These include reasonable and customary charges for diagnostic X-rays, operating rooms, drugs and medicines, private duty nurses, blood and plasma (unless it's replaced by your donors), ambulances, X-ray, Radium, and Radioactive Isotope therapy.

Another part of this benefit is well worth mentioning here. Many folks live in communities where the local hospital simply doesn't have the proper treatment facilities. If your doctor says that you must go to a hospital outside your area for special treatment, your airline or railroad fare is covered, too.

4. Your surgeon's fee will also be paid by us up to the limits shown on the schedule I've enclosed. The maximum here, for combined surgeon's and anesthesiologist's fees is \$1,200.00. (Be sure to check the little folder carefully.)

And there is more. Suppose you need a nurse at home after a covered hospital stay? Well, if you've been hospitalized for cancer for a period of 5 days or more . . . and if your doctor says you must have a full-time nurse within 5 days of your discharge . . . then National Home will pay you \$14.28 a day (that's \$100.00 a week) for as many days as you received hospital benefits -- up to 50 weeks.

And as I said, this protection is now available to you for just 25¢ for your first month . . . and then only \$2.90 a month if you are 54 or under; \$4.70 if you're 55 or older.

Note well, please: despite the fact that all this money will be paid direct to you (unless you tell us otherwise), it is not taxable. It is not income, and the IRS has ruled that it cannot be taxed.

You may wish to cover your family, too. After all, it makes good sense because -- blindly -cancer strikes the young as well as the mature.

If you decide on family protection, the single premium for your whole family (including you, your spouse and all your unmarried, dependent children from birth up to age 19) is far less than you'd expect. For example, if you're 54 or under, the total family premium per month is just \$5.40. If you're 55 or older, it's \$7.60 a month. That's it; that's all. Regardless of how many dependent children you have. And 25¢ covers all your insured family for the first month. (It's a sad, but true fact that leukemia -- a cancer of the blood -- attacks children and young adults, but seldom bothers with people like you and me. Consider this, please, as a word to the wise.)

"What are the exclusions and limitations?"

Just as you should thoroughly understand the benefits . . . you should also understand the exclusions.

1. This policy does not cover any sickness, disease or in-capacity, other than cancer.
2. This policy does not cover the treatment of cancer which is first manifested or diagnosed prior to 90 days after the Effective Date of the Policy.

As for the deductible, there is none. You're covered from the very first day you enter a hospital. Even before, if you require a biopsy that's diagnosed to be cancer, or an ambulance, or even air or rail transportation, as I mentioned.

An important point is well worth repeating: we can't cancel you out, as I mentioned before. And we also can't refuse your Enrollment Form. If you haven't had cancer, your enrollment will be accepted at the rates I quoted you.

There is also a built-in grace period. If you forget to pay your premium by the due date, you're still covered for 31 days after your payment is due.

(A note to young families: all children are covered, if you choose the family plan. And if a new child is born while the policy is in force, he's covered too, right from the very beginning, at no extra charge.)

"Why should I buy family coverage?"

Cancer is no respecter of people . . . or age. Men get cancer. They're more susceptible to lung cancer than women. Women get cancer, too. Fewer of them get lung cancer, statistically, but they get

breast and uterine and cervical cancer. That's why every woman should have a Pap test at least once a year. And even children get cancer. That's always surprising to people -- but it's all too true. That's why family protection is important. Early diagnosis, of course, is the best single way to avoid the spread of cancer. More than 1,500,000 Americans alive today have been cured of cancer, according to the American Cancer Society.

By now my point should be clear: it costs a great deal more to treat cancer than it does to treat pneumonia or a broken leg. And yet this is all it costs you to be protected:

25¢ covers your first month. Then continue at these low monthly rates.

	Individual Protection Per Month -----	Family Protection Per Month -----
54 and under	\$2.90	\$5.40
55 and over	\$4.70	\$7.60

It's true that the war on cancer has resulted in many dramatic life-saving medical techniques, but they're terribly expensive.

Regular plans (Group, Blue Cross, Blue Shield, Medicare) simply were not designed to completely cover these high costs. Most policies are not designed specifically with the costs of cancer in mind. For example, many of these plans may not cover all the costs of -

chemotherapy, radiation and cobalt treatments, private nursing care, special medicines, ambulances, surgery, etc.

Yet this is the extra help than can save your life, or the life of someone dear to you. But these medical techniques are expensive, and National Home wants to help you keep what you've saved.

That's why the benefits from this cancer policy are paid to you over and above what you collect from anyone else. And they're paid direct to you, unless you request otherwise. You spend them as you wish.

These benefits are not taxable, nor can anyone tell you how to spend them.

After all, while you're sick in the hospital with cancer, life goes on. Expenses continue, even go up. And who is going to pay those bills? Just because you're hospitalized doesn't mean that the on-going bills stop.

There is no reason anymore to be frightened about the cost of treating cancer. For National Home is ready to help. And, as I said, it takes but one prudent step on your part.

Fill in and mail us the enclosed application today . . . along with 25¢. (The return envelope is postpaid.) We'll send you your policy, with an Effective Date shown on it. Read it carefully, please. If you don't like it . . . if you feel, for any reason at all, that it doesn't meet your requirements, send it back within 15 days of receiving it, and we'll return your money.

That's all; there's absolutely no risk on your part. Under our 15-day money-back offer, you don't risk one cent!

If you decide not to take advantage of this offer, I'll understand. But do think it over carefully. Who knows when you'll get an opportunity as good as this again?

Sincerely yours,

ASD:st

Arthur S. DeMoss
President
National Home Life Assurance Co.

P.S. "People Are Funny," as my good friend Art Linkletter has said so often. But they're also funny about believing that cancer always happens to the "other guy". It doesn't.

Please think about it. Then send us your completed Enrollment Form.

Letter selling “collector’s plates” as investment

Dear Member,

Being married to a stock broker, I hear more about the ups and downs of the stock market than most women.

Back in April, 1971, I bought my first "collector's plate" for \$25.00. To be honest I didn't buy it as an "investment" and my husband Gene certainly didn't even think of it as such. I bought the plate because I liked it. It reminded me of some collector's plates my mother had which were handed down to my oldest sister (and which, incidentally, were appraised for quite a bit of money just about the time I bought my first plate). So, I guess I had that word "investment" in the back of my mind as I displayed that plate for the first time. I even made the mistake of mentioning to my husband that one day it might be worth a lot more than I paid for it. He laughed and suggested if I had spare money to invest, he could recommend a good stock broker.

Well, getting to the "last laugh" department -- that \$25.00 plate now lists for \$580.00. That's an increase of 2,320 percent in just six years. The Dow-Jones in that same time has actually gone down from 950.82 as of April 28, 1971 to 769.92 on January 31, 1978. Of course, certain stock issues have done very well but overall I'm sure Gene wishes the market had done as well the past six years as my beautiful plate (besides, my investment pays a big dividend -- I can enjoy looking at it every day).

But just for the fun of it, I asked my husband to tell me what would have happened if I'd bought IBM stock in 1971. It turned out that the stock increased about 26%, and the dividends added 18% more. I couldn't resist remarking that this seemed a bit pale compared to the 2,320 percent increase in value on my plate. In this period of raging inflation I know quite a few people who, realizing that \$25.00 invested at 5% in 1971 would now be worth only \$33.75, wish they'd bought a few plates like mine.

Since that day six years ago when I first became interested in plate collecting, I've learned a lot. I'm now working for a company that's in the very thick of collectibles, and everyone here is excited about a new series of plates by the artist Yiannis Koutsis called "The Creation". This series is yours at a huge discount if you join Calhoun's Plate Collectors Club. The experts tell me this may be the most important plate series of the past ten years. But I don't want you to think I'm an expert. I'm still just a collector, but I've learned this lesson very well:

Some plates, like some stocks, shoot up in value quickly. But even if they don't, collector's plates are works of art that you can enjoy as objects of beauty.

I think that's the best of all worlds. We can enjoy the plates, show them to our friends, even give them as the most treasured of gifts. And if they increase in value, what a lovely way to "invest"! Besides, who of us would ever enjoy displaying a stock certificate or a savings passbook?

Recently there was a plate collectors' convention here in Minneapolis. Much to my surprise, Gene suggested that why didn't "we" attend. A few years ago, he would have settled down with the Wall Street Journal or practiced his putting while I browsed through the plates. This certainly brought home one fact I had learned at work: Plate collecting is becoming the number one form of collecting in this country. This is important news for all of us who are collectors or who are thinking about becoming collectors. Over the next few years, as more and more people become collectors, the plates that are being issued now just have

to become more valuable. That old law of supply and demand will really be at work, with more collectors bidding for the same number of limited editions.

That's why I asked the president of our company, Stafford Calvin, if I could write this letter to invite you to acquire the Charter Edition of "The Creation" Series at \$29.50 for each plate in the series.

If you're already a collector, you know that there are many plates available today, some of them costing as much as \$1,250 at issue price. Some others are issued by the hundreds of thousands at a very low price; I think these are better called "souvenir plates" than collector's plates.

When my husband asked me, learning of this new "Creation" series, "How does anyone know which plates will increase in value quicker than others?" I answered without thinking: "I guess you'd consult the experts -- the ones who really study the field."

I didn't know. So I discussed the matter with Mr. Calvin. It turned out he had been thinking along the same lines. The result is that one of the leading authorities in collectibles has become Advising Consultant to Calhoun's. Roy Shoults owns Albatross Antiques, is president of the National Association of Limited Editions Dealers, and is generally regarded as one of the world's most knowledgeable people in this field.

What he says about this series is important. In his report to Mr. Calvin, Mr. Shoults felt that series presented an unusual opportunity for collectibles. He indicated a very high degree of public acceptance and that the aftermarket projection "seems permanent and assured".

Mr. Shoults went on to say that "The Creation" was one of "the most outstanding concepts of this decade".

OF ALL COLLECTIBLES EVER MADE AVAILABLE THROUGH CALHOUN'S -WHETHER STAMPS, FIGURINES, BELLS, OR WHATEVER -- THE PLATE SERIES "THE CREATION" HAS BROUGHT THE GREATEST RESPONSE WE'VE EVER RECEIVED.

This invitation to obtain the Charter Edition of "The Creation" Series is open to you for just 21 days. This may be the only notification you will receive. Please don't miss out. Return your reservation promptly. (You may use one of your credit cards if you wish.)

When you return the enclosed reservation form, you will be assured of receiving each and every plate in the series "The Creation" at \$29.50.

I do hope that you'll take advantage of this offer. Since I've become a plate collector, I've seen or read about almost every new issue. This is the one -- perhaps the only -- series which is truly timeless. "The Creation" carries a theme that will be as important to your great-grandchildren in 2078 as it is to you in 1978. And porcelain itself is ageless. Hundreds and hundreds of years from now, your collection will be as perfect as they will be the day you get them. What a wonderful family legacy! I plan to leave my set to one of my children, with instructions to hand it down to the next generation. You might choose to sell yours, or give it as a gift; mine will be a family heirloom.

Please do return your reservation within the 21-day period. You'll then be sure of owning the Charter Edition, which I believe will be far more coveted than even the First Edition.

You should know that any collectible you ever get through Calhoun's carries an unconditional 15-day examination period. If, after examining "In the Beginning", living with it, and showing it to your friends and relatives, you decide not to keep it, you may return it to us at any time up to 15 days after receipt for a full refund.

I realize that this letter will probably be read by some men. According to statistics, they're plate collectors too. (About half our Society's members are men.)

My husband Gene isn't as avid a collector as I am -- yet. But he did pay "The Creation" what for him is the ultimate compliment: Looking at Plate I the other night, he said, "That really is an unusual piece of art. Can we get a set for my sister?"

Sincerely,

CALHOUN'S COLLECTORS SOCIETY, INC.

Rhoda Engleson

RE/afu

P. S. The answer to the question in the last paragraph is on your reservation form. We must limit you to one set.

Letter selling “natural way” to reverse aging process book

Dear Lover of Life:

I myself am middle aged. I really enjoy life. But when I heard that Dr. Hrachovec could help me live past 100, my first reaction was, "Who wants to?"

I was thinking of some old people I've seen. Senile. Incontinent. So weak they can hardly walk. If that's what old age is, I don't want it.

But I soon discovered that isn't the kind of old age Dr. Hrachovec has in mind. His wish for all of us is:

LIVE YOUR LIFE FULLY
TO THE LAST DAY OF YOUR ALLOTTED TIME.

And he shows us how to make that allotted time last 25 years longer than you might ordinarily expect.

How? By eliminating or reducing disease-inducing, life-shortening errors before they do you irreversible harm.

He does not want you to buy injections or treatments. He does not want you to buy vitamins or medications. He does not want you to buy fancy exercise equipment.

He only wants you to "buy" the idea of avoiding errors. And it costs you nothing -- except discipline.

START GETTING YOUNGER -- AT ONCE!

Unless you are severely impaired, you can start turning back the clock as soon as you've read Chapter 18. On page 129, Dr. Hrachovec explains a completely natural way to reverse the aging process. He calls it the "closest thing to an anti-aging pill." And a few pages later, he gives you a method to figure how many years you can add to your own life expectancy by following the program.

Here's a clue. Age-reversal is accomplished through exercise. But some kinds of exercise are bad, even downright dangerous, for middle aged people. Improperly done, exercise can kill you! On pages 141-142 you'll learn what kinds of exercise you should avoid -- and what kinds are safe, healthful and beneficial.

And on pages 149-156 he explains exactly how to start an exercise program in middle age. You get a formula for measuring your present state of fitness, a method of calculating the number of minutes a day you should exercise, and a way to assess your capacity to improve.

And improve you will! Even if you have led a sedentary life for years, you will be able to recapture your youthful physical fitness -- and the joyous, vital sense of well-being that goes with it.

EATING MISTAKES TO AVOID

Exercise is one of three critical areas in which you can make serious, life-shortening errors. Another is nutrition.

Many of us commit a dangerous error by eating too much at a single meal. Do you? There is a simple test you can perform that shows whether you are straining your heart by overeating. Read it on pages 51-52.

Another kind of bad eating habit, reports Dr. Hrachovec, creates a "traffic jam" in the blood that prevents nutrients from traveling to tissues that need to be restored or replaced. When this happens, your tissues -- and you -- age too fast.

One of the most serious and life-shortening consequences of eating errors is middle-age diabetes. In fact, it is estimated that about 2-million Americans have diabetes and don't even know it! If any of your relatives have had diabetes, you are probably susceptible to it. If you are overweight, you are also susceptible. But, susceptible or not, diabetes is always a danger in middle age. On page 62 you'll find 5 rules to help prevent the danger from becoming a reality.

HOW TO "KICK" YOUR ADDICTION TO SUGAR

Sugar is closely associated with diabetes as well as other health problems. Indeed, many people are actually addicted to it -- they have a physical craving that has to be satisfied. If you are a sugar addict, it is doubtful that you can go more than two or three days without sweets.

Now there is a proven way to cure this addiction. It's on pages 81-82.

But some sugars are worse for you than others. You'll learn which kind builds dangerous triglycerides and cholesterol in the blood. Which kind turns directly into fat in your body. And which kinds don't.

AFTER ELIMINATING ERRORS -- THEN WHAT?

There is one more important step after eliminating errors in nutrition and exercise. Preventive Maintenance. You should keep a watchful eye on yourself. Dr. Hrachovec says: "I do not intend to turn a carefree you into a hypochondriac. I intend to keep you carefree, enjoying vigorous health ... past 100. Preventive Maintenance does not call for constant worry about health ... just a little attention to problems at the right time."

So he tells you what danger signals to be alert for -- what things to check from time to time. There is a simple test, for example, which you can give yourself to determine whether you have the beginnings of emphysema (which even non-smokers can get). He tells you how to avoid disease-inducing stress, and how to relieve it if it does occur. He shows you how to enjoy to the utmost those extra years you've added to your life.

Because life to 100 is your birthright! Even if your parents died young, even if you are susceptible to all the major chronic diseases ... you have as good a chance as others to live past 100. But you need to know what you're susceptible to ... and what specific errors to avoid.

YOU SET THE CLOCK BACK -- OR YOU GET YOUR MONEY BACK

The book is yours for just \$13.00 plus shipping. And you won't have to wait till you're 100 to see if it works. Follow Dr. Hrachovec's program and you will start to look and feel younger in days. And it won't be a one-shot pick-me-up -- the good feeling will keep growing, month after month.

I therefore give you not the usual 7 - or 15-day guarantee --but an IRONCLAD 90-DAY GUARANTEE! You must be personally satisfied that you have in effect set back the clock -- or you may return the volume for a refund in full (less postage & handling costs). Could anything be fairer?

The sooner you start, the better you'll feel. So order today.

Most sincerely,

P.S. Don't miss Dr. Hrachovec's supplementary chapter, "How to Survive a Heart Attack."

As you probably know, coronary heart disease needn't be the killer it is. Simply by following the book's advice, you not only reduce your chance of heart attack; you also reduce your chance of dying from a heart attack you might get by 90%!

But, in case you should suffer a heart attack before this program has had its full beneficial effect, it would be good to know how to recognize the symptoms (including those tricky "silent" attacks). And you should also learn the two critical things you must do in the first 15 minutes to ensure survival.

Letter selling term life insurance

Dear Friend:

When you and I were growing up, financial security planning was probably the last thing a woman thought of for herself. If your childhood was like mine, when the subject of life insurance came up, Mother usually stayed in the kitchen and let Dad handle everything.

But our lifestyles are different now! Not only are women concerned with running the household and raising the children, many mothers are also holding a job to help make ends meet.

Because you care so much about your family's economic security, you put in many long, hard hours keeping up with home, children and work. And your family depends on you for that support. Your income is an important part of your family's present and future resources.

That's why today women as well as men urgently need enough life insurance protection to help see their loved ones through a very difficult time. To help replace their income and provide household help to keep the family together. And that's where Bankers can help with our ...

\$20,000 Life Up-Date Plan for Women (Policy L-54F) -- the economical, easy-to-apply-for protection.

Of course, nothing could replace you! But this \$20,000 term life protection would greatly ease the financial burden your family would face if they had to try to make it without you. And the additional \$20,000 can help bring your coverage up to 1980 standards, in light of your growing responsibilities.

Now you can get \$20,000 protection at a price that will fit even the tightest budget -- because you pay only for pure term life protection. And if you wish, you can keep this protection all the way up to age 70 -- for coverage through the years you need it most. There are no expensive frills to increase the cost.

Imagine -- \$20,000 protection can cost less than a couple of pounds of beef. For a woman of 29, it's just \$4.00 a month.

What's more, this protection couldn't be easier for you to apply for. All you have to do is fill out the enclosed application and mail it to us.

There's no need for an embarrassing, time-consuming physical exam. There are just three health questions to answer to determine whether you qualify.

Everything is handled the modern, no-fuss way. You can do it all by mail, and you get a policy written in no-nonsense language that's easy to read and understand.

You don't even send any money when you apply -- so you risk nothing!

If you're between ages 18 and 59, you can apply for all this protection right now, without cost, without obligation. Just complete and mail the simplified application in the enclosed postage-paid envelope.

That's right! It won't cost you anything to apply! You don't send a cent until your application is approved and you actually receive and look over your policy. In other words, you pay nothing until you decide if it's exactly what you want and need.

The sad fact is that old notions die hard. Many women today still don't realize the growing need for life insurance, even though they are responsible for a major part of their family's income.

Consider that the average woman has only a little over \$7,000 life insurance, as compared to \$29,000 for the average man, according to the American Council of Life Insurance.

Then ask yourself just how far your own present life insurance would take your family. The simple answer to bringing your coverage up-to-date is Bankers economical \$20,000 Life Up-Date Plan for Women. That's why I urge you to apply for this valuable coverage right now.

Sincerely,

Cheri Wahlund
Bankers Life and
Casualty Company

P.S. Here's one more good reason to apply now. As soon as we hear from you, we'll rush your free copy of Cashing In at the Checkout, a remarkable book packed with ideas to help you slash your grocery bills and receive cash refunds, too. See the enclosed Free Gift Certificate for full details.

Letter selling panty hose

Hello,

I'm Sarah Smith, and want to share something my husband said the other day that just about sums up the reasons why you may be disappointed with most panty-hose made today. Eddie said:

"Most other panty-hose come in two or three sizes today but some of the prettiest and most shapely legs don't!"

This is so true. He couldn't be more right!

Most of us switched to panty-hose a few years ago and then what happened?

The manufacturers started switching sizes on us-- now some make only one size and expect the woman who buys them to jump for joy and think she will get a comfortable fit and look like a fashion model.

Honestly, I just don't know how most women put up with the hit-or-miss fit, poor quality and dime store appearance they get when they buy panty-hose today.

Even the 99¢ "Grocery Store" type is too much to pay for something that doesn't make you look and feel good!

I love panty-hose and hope they are here to stay-but they certainly should be made to fit properly and give you stylish good looks--and last a while--and if we pay quality prices, we should get quality hosiery.

Eddie started selling quality hosiery by mail, by the dozen, over 30 years ago. Now he has over 500,000 satisfied customers--many who have been regular customers for over 30 years. So-

If you are fed up with baggy, ill-fitting hose-If
you find you can't get the same size twice-If the
quality is poor or inconsistent-

If you'd like to try something better, something that is different and really worth the
money you pay-

I'd like to invite you to try our National brand. See for yourself what a pleasure it is to have
panty-hose that fit like a smooth second skin--but don't come apart or fade after the second
wearing.

I just wish you could see all the nice letters we get from women of all ages who write to tell us how
much trouble they have had with store bought panty-hose that don't fit -- and how they love their new found
National Panty-Hose.

They tell us how nice it is to have sheer panty-hose at last, that have crotch pieces and panels-and are made of the most expensive materials. They say our panty-hose give them the beauty, the comfort, long wear, and confidence they have needed for years.

Over and over again, they say in so many, many ways -8

into 3 just won't go!

When you try to make 8 sizes of women fit into only 3 sizes of panty-hose--nobody gets a good fit. If you are short they sag and if you are tall they pull down. If you are slim they bag and if your figure is full they bind. Even someone in the middle doesn't get a good fit because they panty-hose were designed to fit everybody--which means we all end up with ill-fitting panty-hose that does nothing for our figures or morale.

That's why Eddie insists on only the finest quality made in eight sizes -- Yes EIGHT separate sizes. When you come to National for your panty-hose -- you are absolutely sure of getting a perfect fit. You'll look great, feel good and will be well dressed and attractive. Take your choice from four regular sizes and four queen sizes.

You don't ever need to worry when you order from National. Our money-back guarantee protects you completely. If you should ever get a pair that is not perfect in every way — Eddie just doesn't argue. He simply sends you another pair -- no questions asked. (I've seen him send a whole dozen, just to be sure the customer was repaid for her trouble and for calling an error to his attention.)

When our customers from out-of-state stop by to say "hello" and pick up a few boxes of hosiery, Eddie always likes to give them something free -- kind of like the free gifts offered on the coupon enclosed.

Your free pair coupon will do more than just bring you some nice free gifts -- buying the National way will bring you freedom -- freedom from being forced to take something less than you deserve -freedom to choose exactly what you want from National's complete line - 30 styles of panty-hose and stockings.

So if you would like to test wear hosiery that's "tailor made" for YOU -- not for everybody and anybody-

Why not try the National way for yourself. You'll be so glad you did. Why not get a trial order in the mail today. Then you'll see why more than 500,000 women buy with confidence from National.

Sincerely,

Sarah Smith

P.S. Remember we ship all orders within 24 hours, too!

Letter selling subscription to the Franklin Mint “Gold Medal Portfolio of Western Art”

April 30, 1973

Dear Collector:

In the late 1800's a struggling young artist by the name of Charles M. Russell traveled the Montana countryside painting pictures. If he was lucky, he got \$25 apiece for them.

Recently a museum in the Southwest received an offer for one of the paintings in its collection -a painting by the same Charles M. Russell. The offer was \$230,000. The museum turned it down.

And just a few weeks ago, a gallery in Sedona, Arizona staged a one-man show of contemporary Western Art. Collectors were lined up when the doors opened. Within twenty minutes more than \$75,000 worth of art was sold.

The increasing demand for Western Art is no mystery. There are good reasons for it. Western Art, more than any other, symbolizes the traditions of our American heritage. It recaptures the pioneering spirit many people have lost -- but now long for. In its realism, its honesty, it portrays the rugged individualism of American life.

Now, for the first time, the best works of ten leading Western artists are available to you on a systematic monthly acquisition plan, at a price you can afford.

The Franklin Mint Gallery of American Art has obtained the exclusive right to issue a limited edition of signed prints of the ten award-winning paintings featured in the enclosed brochure. The Franklin Mint Gold Medal Portfolio of Western Art is a truly exceptional collection. One you can be proud to own and display.

It is important to note that these are signed prints. Each will be individually signed by the artist -and that makes all the difference in the world. A signed print of a major work by a prominent artist is a significant work of art.

Because the term "print" itself is often misunderstood, a few words of explanation are in order. There is an important distinction between a fine print versus a piece of printing. Ordinary color printing utilizes just four colors. But in creating fine prints, the skilled printmaker uses as many colors as necessary -- often as many as ten or twelve -- to fully capture the rich tones, fine detail and subtle hues which the artist has so carefully blended in creating his work.

Fine prints have been treasured for centuries. Louis XIV of France was an avid print collector. So was Thomas Jefferson. And in our own time, Cornelius Vanderbilt and J. Pierpont Morgan assembled print collections which are now highly valued.

Like original paintings, prints frequently become increasingly valuable over the years. You are probably aware that original Currier & Ives prints, which originally sold for less than a dollar in the

nineteenth century, are now commanding auction prices of as much as \$5,000. Audubon bird prints sell for even more. And a signed print by Renoir recently brought \$13,160.

This doesn't mean that all prints will increase in value. Indeed, this is not the best reason to build a collection of fine prints. You should only purchase those prints which you truly admire.

The prints in The Franklin Mint Gold Medal Portfolio of Western Art are distinctive for several reasons. But three in particular:

1. They are prints of museum quality 2.

They are exclusive limited editions 3.

They are signed prints

MUSEUM QUALITY means that these prints will be produced by the Triton process -- the printmaking process preferred by leading museums because it captures the full tones of the original. Unlike ordinary lithographic reproductions, you won't see the image broken up into a lot of small dots if you look at it under magnification.

EXCLUSIVE LIMITED EDITION means that the subscribers to this portfolio will possess the only signed prints of these works of art that will ever be produced.

What's more, there will be no unsigned prints. Once the prints for the Gold Medal Portfolio have been made, the plates will be destroyed. Only smaller size reproductions will be permitted for books and other reference publications.

And, since the privilege of subscribing is being extended exclusively to a select group of collectors -- and only until May 15, 1973 -- the number of prints will be EXTREMELY LIMITED.

Thus, you will own a most unusual collection. Museum quality prints of Western paintings which have been awarded Gold Medals for excellence. An edition limited exclusively to a small group of collectors. And each print individually hand-signed by the artist.

These are the true hallmarks of a fine collection. A collection you will want to share with your family and show to your friends. For it can be enjoyed by anyone who appreciates the beauty of fine art.

To get just an impression of the beauty of these paintings, look at the illustrations in the accompanying prospectus. Even though they are greatly reduced in size (the actual prints measure 22" x 30"), the great character of these works is evident.

Signed prints of this quality frequently cost \$100 or more apiece. But because we are issuing the Gold Medal prints only as a complete collection the offering costs are substantially lowered -- and you get the benefit of acquiring these fine prints at just \$50 each.

The prints will be sent to you at the rate of one per month, beginning in June 1973. As part of your subscription, you will receive a magnificent library portfolio to protect and display the complete collection of ten signed prints.

Each print is separately matted in the portfolio. One of the great advantages of this arrangement is that you can hang any of the prints any time you wish ... and you can easily alternate your collection on the wall of your home or office.

For you and your family, this collection will become a lasting heirloom -- a portfolio of fine art to be enjoyed and admired for many years to come.

There is only one time you can acquire The Franklin Mint Gold Medal Portfolio of Western Art. That time is now. The very last date by which subscriptions may be placed is May 15, 1973. Any subscriptions postmarked after that date must, regretfully, be returned. I suggest you mail the enclosed subscription form as early as possible.

Please note that no advance payment is necessary. You will receive an invoice with each of the signed prints as they are sent to you on a monthly basis.

Sincerely,

Richard S. Hodgson
Managing Director

RSH:1rt

P.S. As a subscriber to The Franklin Mint Gold Medal Portfolio of Western Art, you will receive a complimentary First Edition copy of the art book that will be published about these ten award-winning paintings and their artists. You will be able to order additional copies, if you wish, so you can share with your friends the book about your personal collection.

Another Franklin Mint letter, this one selling Norman Rockwell prints on Christmas plates

August 10, 1970

Dear Subscriber:

Norman Rockwell, the most famous American artist of our time, has just created his first Christmas Plate.

The Franklin Mint will issue it as a limited edition work of art in solid sterling silver. You, as an established Franklin Mint collector, are the first to be informed of this.

Christmas Plates have always been very popular with collectors, and it is interesting to note that the more limited issues have greatly appreciated in value over the years. Some limited first editions in china and crystal, only a few years old, are now selling for \$1000 and more -- even though they are not made of precious metal and are not the work of a major artist.

While we cannot guarantee the extent to which our first plate will appreciate in value, we believe that it has a lot going for it. Being made of solid sterling silver, it has a basic intrinsic value to start with. And it is the work of a major artist, his first work in this medium. In addition, it is the first Christmas Plate to be issued by The Franklin Mint, the first of a new annual series. At the original issue price of \$100, which includes a deluxe presentation case, it is a rather remarkable value.

There will undoubtedly be a great demand for this plate from museums and collectors around the world. But since we will produce this design only in 1970, and each plate must be individually etched, we feel certain that the supply will fall far short of the demand.

Consequently, the prestige gift stores invited to sell this plate will each have a very limited allocation, and no reorders will be accepted.

Furthermore, we will accept no direct orders from anyone except established Franklin Mint collectors like yourself -- and these individual orders will be accepted only if postmarked by August 23, 1970. No more than one plate can be sold to any subscriber, and we must reserve the right to cut off the acceptance of orders even earlier if necessary.

Therefore, if you would like to acquire one of these plates for your home, please be sure your order is postmarked as early as possible and is submitted on the enclosed special order form.

Sincerely yours,

Joseph M. Segel
President

JMS/jg

Franklin Mint letter selling its collection of “The 100 Greatest Books of All Time”

Dear Collector:

Soon a very limited number of people will begin to acquire a private library of the one hundred greatest books of all time -- in the most beautiful edition ever published.

The books in this extraordinary private library have been selected by a distinguished international board of scholars. And, as is appropriate to a collection of this importance, each volume will be produced with the utmost luxury -- fully bound in genuine leather and ornamented in 24 karat gold.

Each book in the collection will be unique in itself. The color and grain of the leathers will vary. The pure gold cover designs will all be different. The paper, typography and illustration will be distinctive. Even the sizes of the books will vary throughout the collection.

Yet together, "The 100 Greatest Books of All Time" will comprise a complete and harmonious collection -- the kind of library that would be difficult to assemble even if you were a rare book collector with unlimited time and resources.

Unlike ordinary volumes which are printed in many editions, the books in this collection will be published in only one edition. The limit of that edition will be determined by the exact number of subscribers to the collection, and the books will be custom-printed and bound solely for those who subscribe. The collection will not be available through book dealers, nor will the volumes be sold individually.

Furthermore, the only people being invited to acquire this collection are established collectors of The Franklin Mint and American Express Cardmembers. No one else will ever be invited to subscribe. And there will never be another edition of "The 100 Greatest Books of All Time."

There is no need to send any payment now. Your subscription will be acknowledged and you will be notified when you can expect to receive the first volume.

A subscriber may discontinue his subscription at any time upon thirty days' notice. May I point out, however, that once your subscription is discontinued it can never be reinstated -- and your private library can therefore never be complete.

Because you have a collector's instinct and an appreciation of fine things, owning this private library has many rewards. There is, of course, the pleasure of great literature. Beyond that, the satisfaction of providing a cultural heirloom for your family -- and the ownership of what may well become a most valuable and sought-after collection.

Please remember that your application for "The 100 Greatest Books of All Time" must be postmarked by March 31st.

Sincerely,

RVO: 1tb

Robert Vincent O'Brien
Publisher

Another Franklin Mint letter selling its collection of “The 100 Greatest Books of All Time”

Dear Collector:

As an established Franklin Mint collector, you know how satisfying it is to collect things of beauty in precious metal.

In the accompanying letter, you will learn about another form of collecting -- one which can be equally rewarding. The collecting of fine books.

This letter is signed by the publisher of The Franklin Library, a new division of The Franklin Mint which we have established to revive the great tradition of publishing limited-edition collections of fine books in superb bindings.

The first such collection, "The 100 Greatest Books of All Time," is described in the enclosed prospectus. I bring it to your attention because I believe it may well be the most beautiful collection of books to be published in our lifetime.

"The 100 Greatest Books of All Time" is being offered by invitation only. Because you are a Franklin Mint collector, I think you may be particularly interested in collecting books of this quality and importance.

If you wish to become a subscriber, your application must be entered by March 31, 1974. I therefore suggest you give it your immediate attention.

Sincerely,

Charles Andes
President

CA:ltr

American Express Letter promoting Franklin Mint Collection

January 2, 1974

Dear American Express Cardmember:

What I believe will be the finest collection of books published in a lifetime is described for you in the accompanying prospectus from The Franklin Library. The Franklin Library is the publishing division of the world-famous Franklin Mint.

I am extremely pleased to tell you that arrangements have been concluded to make this unique collection available exclusively to American Express Cardmembers and established Franklin Mint collectors.

The collection, "The 100 Greatest Books of All Time," is being offered by invitation only. The books will be published and printed solely for those who become patrons. Therefore, it will be an exceptionally limited edition, a very rare acquisition and, in my opinion, the finest private library one could own.

If you wish to become a patron, your application must be entered by January 31, 1974. May I suggest that you give it your immediate attention.

Sincerely,

James A. Lancaster
Vice President, Card Division
American Express Company

JAL:1aa

Letter selling SUPER ORGANIZER purse

Dear Friend,

I hate a messy pocketbook. But I've always had to carry one. My handkerchief...my compact...credit cards...checkbook...all jumbled up in the bottom of my handbag, no matter how carefully I tried to keep them neat.

But for the last few weeks I've been carrying an entirely new kind of purse. The SUPER ORGANIZER. I designed it myself, here at Ambassador's headquarters. And the difference is amazing. No more mess...no more fumbling for things...I'm suddenly a well-organized woman again! And I love it.

The secret? Very simple. The SUPER ORGANIZER gives you a place for everything you carry...so you can find anything in just three seconds. Your sunglasses...your department store charge cards...your keys...or the picture of your children. Anything!

I'd like to send you one.

I'll send it to you on a 30-day no-risk trial, so you can see yourself just how lovely and useful it is.

But first let me show you everything that your SUPER ORGANIZER will do for you. We

start off with a "security" compartment

We call the first part of the bag the "security" compartment. It's the secret of how the SUPER ORGANIZER works. There's nothing like it in any other bag ever made. The front flap opens and -presto -- there are your credit cards, your checkbook, and a pen all ready for you.

Here's a good look at one of the features inside the security compartment.

Just imagine a trim little magazine with "pages" made up of tough, transparent pockets. You slip 16 -- or more -- credit cards, photos, or licenses into the pockets...and there they are! Always available, always ready.

For me, this is a wonderful feature, because I carry so much. I have three gasoline cards...a library card...my Arizona driver's license...a bank card...credit cards from three department stores...and lots of pictures of my children. They are all on display in my organizer, and I can find anything I want in a second or two.

And the organizer section can be removed to make its own little wallet, complete with currency compartment and snap-fastener. Whenever I go out in the evening or want to switch handbags, I simply remove the organizer and pop it into the purse I want to carry.

Next, there's a checkbook holder.

I like to carry a checkbook when I go shopping. And so I designed a checkbook holder right in the SUPER ORGANIZER. The front flap of the security compartment opens down to make a little "desk" for you to write your check on.

You can see this feature in the photo. You can see how it opens up, and how both the checkbook and the check register are right there together. That's important for me, because my husband gets upset when my checking account doesn't balance. With the register there, I never forget to record every check.

I designed the checkholder, by the way, to hold either the top-bound or side-bound checkbooks. Whichever you have, they'll fit. And, as you see here, the checkbook holder also can be removed for carrying in another purse.

Next feature -- a lovely, thinline pen in its own holder...so you always have something to sign those checks with. (See what I mean about being well organized?) You get the pen at no extra cost.

Finally, this whole compartment is closed firmly by a zipper. In designing the SUPER ORGANIZER, I had considered other ways of closing this section, but my daughter said, "If I'm going to carry checks and credit cards around in there, I want to keep them safe. And a zipper's the safest way to close anything." And so -- a zipper closes the security compartment.

Now...let's talk about the other compartments. I love a bag with lots of compartments, and so the SUPER ORGANIZER has plenty.

First off, there are two nice, big, roomy middle compartments. Each of them is closed with a zipper.

The first one carries my beauty aids. Make-up, comb and brush. Kleenex. Handkerchief. All stashed away nice and neat. The photographer put a scarf in it so you can see it at right.

The other compartment gets important papers, receipts, savings stamps, letters, and so on. (My daughter calls it "valuable junk.")

There's a side utility pocket built into this middle compartment. (The photographer can't figure out how to show it to you.) I keep my keycase there.

And that's important! I hate to stand out by my front door after an evening shopping trip, fumbling down somewhere in the bottom of my purse for my keys. Now I know exactly where they are.

Three more compartments around back

On the back of the SUPER ORGANIZER you'll find three more compartments -- open ones.

There's a big one that I designed so you could put a scarf and gloves into it. Another that's just right for cigarettes (if you smoke). And still another that I made to carry my glasses.

Straps are a problem...so I designed a special strap

We expect the SUPER ORGANIZER to be the most useful pocketbook you've ever owned. You'll carry it everywhere...and sometimes you'll load it as full as you can.

Well, we know that the strap is the weak point on most bags. It's the strap that gives first.

And so we've developed a "piggyback" strap. Here's what it looks like. Two straps sewn together. That gives super-strength. And it looks just great!

In addition, I made the strap adjustable, so you can use the SUPER ORGANIZER either as a shoulder bag or as a handbag, whichever you prefer.

As a final touch...your three initials

There's something nice about initials on a purse -- and so we supply yours at no cost at all. Here you see them, full size.

How can we sell the SUPER ORGANIZER for so little?

After I finished designing the SUPER ORGANIZER, I called in the people who supply us with our fine leathers and said, "Let's get to work." Well, I didn't like what they told me. We'd have to sell the SUPER ORGANIZER for \$30 to \$35. It would be a fine value at that price, but I had the idea that it ought to sell for less than half that amount.

So I turned to my husband, Murray. He knows leather better than anybody I've ever seen.

"Leather?" said Murray. "I know a vinyl we ought to use. It's beautiful, it's sturdy, and it's long-wearing, too. Won't scuff and scar like leather, either. And it costs half what leather costs."

Well, that's what we did. Made the SUPER ORGANIZER up in a vinyl that's absolutely terrific! Strong and beautiful on the outside, neat and easy to clean on the inside, with a faille grain vinyl lining.

And the price? Just \$12.98. (Plus a charge for shipping and handling.) I want you to see the SUPER ORGANIZER, handle it, wear it and enjoy it for thirty days. Then, if you like, send it back and I'll repay every cent.

But please -- as a favor to me -- get your order in right away. Our supply of these wonderful purses is limited...and I'd hate to disappoint you. Best time of all is right now, when you're thinking of it.

Cordially,

Joy Hall

Letter selling subscription to *Games* magazine

Dear Richard Hodgson,

Go on ... connect the dots ... and share the fun we had designing this puzzle just for you.

And that's what GAMES magazine is all about -- to fascinate you, tease you, involve you in something entirely different ... to help keep your wits sharp and your mind buzzing with fresh ideas ... to entertain and delight you for hours on end.

You see, **Richard Hodgson**, GAMES magazine isn't a magazine you just read. It's a magazine you **play**.

OPEN THE COVER AND DIVE IN!

Start with some puzzles from our 16-page **Pencilwise** section. Page after page of word games, number games, puzzles, riddles, anagrams, ciphers and logic games.

Try our **Eyeball Benders** -- where you guess the object from a photograph or just a piece of it ... **Beguilers** -- optical illusions that push your powers of observation to their uppermost limits -- or **Mappit** -- where we take a familiar shape and disguise it. (For instance, you probably can envision the outline of **Pennsylvania** -- but could you if it was upside down and backwards?)

Or take a chance with a **Wild Card** -- a bewildering (and always challenging) collection of brainteasers designed to drive you bananas. Plus ...

W
CROSSWORDS ... CROSSWORDS ... CROSS
R D
Some of our

readers just can't seem to get enough good ones -- so we carry several in every issue. There are right angle crosswords and double acrostics, kreuzwortratsel (a delightfully illustrated German version) and The World's Most Ornery Crossword Puzzle that contains two sets of clues -- one hard, one easy.

CONTESTS WE WANT YOU TO ENTER -- AND WIN!

If your competitive juices flow every time you see a contest, you'll want to enter the two terrific ones we have in every issue -- some submitted by our readers themselves -- that **everyone** has an opportunity to win.

And if you are a winner, you'll receive a valuable prize like a pinball machine, videocassette recorder, moped or camera. Runners-up get GAMES T-shirts. And everybody has a good time, win or not.

NEW GAMES ... OLD GAMES ... AND GAMES YOU MAKE UP

You'd expect us to have a chess corner and a backgammon column (and of course we do) -- but have you played **Wari**, the oldest game in recorded history ... **Senet**, the favorite board game of young King Tut ... or **Surakarta**, found literally scratched in the dust on the East Indian island of Java Every

issue brings you the rules and board layout -- as well as the fascinating history and romance -- of a bygone game.

Or get up to date and -- play **Pop Dice**, where every roll of the dice is another note in an original melody you compose ... **The Jungle Game**, an oriental board game where the object is to eat (that's right, eat!) as many of your opponent's pieces as you can before he eats yours ... and **Eleusis** a riotous card game that changes every time you play because you make up a new secret rule with each hand!

AND THE FUN'S NOT OVER YET!

What was the name of Tonto's horse who was the chief engineer of Star Trek's Enterprise? Try a trivia quiz and refresh your memory. Or do your own sleuthing from photo clues supplied in our popular **Photocrimes**.

In short become one of our 600,000 subscriber fanatics who can't wait for their next jam-packed issue to arrive. Like them, you'll soon be whipping out your copy on trains, busses and planes -- on coffeekbreaks and lunch hours, doing something challenging, rewarding and enjoyable by yourself or matching wits with your friends or family.

DON'T BE LEFT OUT OF THE GAME -- SUBSCRIBE TODAY!

Just take your pencil and check off "YES" to the attractive offer we're making to new subscribers.

So, send for the current issue and see for yourself if GAMES isn't the most exciting new magazine you've seen in a long, long time. Then, if it's not everything you expect (and more!) just write "cancel" on your bill.

Simply detach and mail the personal Reservation Form on the front of this letter today. We'll send you your first issue of this very special magazine to **play with** and enjoy, risk free!

Cordially,

Chip Block
Publisher

P.S. Incidentally, we **always** include the answers to all GAMES puzzles and teasers in the back of each issue. After all -- fair is fair!

Letter selling life insurance

Dear Friend of Old American:

I know that you have indicated in the past that you are interested in insurance. But now I want to ask you a pointed (and perhaps undiplomatic) question:

"Are you satisfied with what you have done about it?"

I'm sorry if that question seems blunt. However, you CAN take a positive step -- and you can do it right now:

You can apply for an OLD AMERICAN \$1,000 life insurance policy -- and keep it in force after your application has been approved.

This will provide \$1,000 for your family to help take care of funeral expenses and other bills there is just no way of stopping.

It can be mighty difficult for your family when you are gone. You have provided for them to the best of your ability all along the way. They have appreciated it. There is no reason why they shouldn't keep right on appreciating you when you are gone -- remembering that you at least gave them a chance to start out even with the board.

If you died tomorrow, there could be all kinds of bills:

- Doctor bills for final sickness
- Hospital bills for related expenses --
- Funeral services -- Burial lot and monument -- Unpaid taxes
- Regular unpaid monthly accounts

- and the list doesn't stop there!

Wouldn't it be comforting to your family if you had made arrangements in advance to help take care of these expenses?

To help you do this, we here at Old American want you to have this introductory rate for our \$1,000 life insurance policy:

THE FIRST MONTH'S COVERAGE FOR ONLY \$1.00

What you do next is turn to the application and fill it out -- and then mail it as soon as possible with your introductory payment of \$1.00.

When your application is approved, you will be insured for \$1,000 on the introductory term basis. Then, when your first regular premium is paid, your policy begins on the whole life plan and builds up cash values over the years.

You can use these cash values in a lot of different ways. If you have to borrow money, you can do so against your policy (at a reasonable rate of interest, too).

Or you could apply the cash value on a smaller paid-up life insurance policy.

Here is another thing that's important to you. You don't have to go see a doctor and take a medical examination. You do fill out a statement of health on the application -- and since the company only issues policies to people in good health, it does reserve the right to check out the statement should a claim come up in the first two policy years (but the company has this right only during those first two years). Preexisting conditions are not covered during the first two policy years, but are covered from then on. Like most other companies, we don't cover suicide within the first two years.

Now -- here is an added feature.

In the case of common carrier accidental death (which is always sudden and unexpected), the policy will pay an extra \$1,000 -- a total of \$2,000 altogether. Death need not occur immediately, but at any time within 60 days from the date of the accident.

Of course, defining this type of benefit is sometimes difficult, so that is why we would like to explain it here in language closely following the actual policy provisions.

The policy pays \$2,000 instead of \$1,000 if death is caused solely by accidental bodily injuries which are sustained while (as a fare-paying passenger) the insured is riding in, entering, or alighting from any conveyance engaged at that time as a licensed common carrier of passengers.

Of course, this additional benefits provision will not apply if such death is caused or contributed to by any mental or bodily sickness, disease, or infirmity; by war or any act incident to war; or while the policy is in force as paid-up or extended term insurance.

This is just one of the many features of your Old American policy that make it so valuable -- that will help fill your shoes and pay the bills when you are gone.

There is our story.

If this letter has seemed like a lot to read, it's because there is a lot to say.

But with it is a way for you to spare your family some of the tears and heartaches and sorrow that your death would cause.

You do know the value of insurance. You are interested in your family's welfare. So --

let me ask you once again -- are you satisfied that you have done enough?

Remember -- there is no such thing as a second chance after you are gone. What you do for your family, you must do now -- not tomorrow, not next week, not next year -- BUT TODAY!

That's why I hope you'll take the time to fill out your application and send it off today -- while you have this handy form in front of you.

You will always be glad you did.

Sincerely,

Joseph J. McGee
President

JM:dp Enc:
L997

P. S. Because we are from the "Show Me" state of Missouri, let us "Show You" that this policy is everything we say it is by making this money-back guarantee of your introductory term payment if you are not completely satisfied.

Letter selling Helene Curtis product to beauty salons

**Mary's Beauty Salon
1234 Main Street
Anytown, IL 60006**

Dear Salon Professional:

We are pleased to offer Mary's Beauty Salon a unique opportunity to try a unique product. For a limited time, you can get 3 free Quantum perms to use on your own clients in your Chicago area salon - with absolutely no obligation.

Last September our Professional Division introduced Quantum one of the most revolutionary examples of Helene Curtis wave-of-the-future technology. Already this remarkable perm is one of the most successful products to come out of our laboratories. Now we are inviting salon professionals, like you, to use Quantum yourself.

What makes Quantum so unique is that this one salon perm formula works wonders on these three hair types -- normal, tinted and frosted hair. And Quantum delivers the waves and styleability you want with one short 20-minute processing time --without a dryer.

Most importantly, Quantum can actually save Mary's Beauty Salon from stocking dozens of specialty perms for different hair types. And that can save money and shelf space.

Professionals in Chicago, all over Illinois, and coast to coast are having great results with Quantum. They are saying that Quantum is even better than they expected and are coming back for more.

We're making this offer so you, too, can have the opportunity to try Quantum on these three hair types. Then, we're sure you will be back for more, because your clients will certainly be.

All you do to get the 3 Free Quantum perms reserved for Mary's Beauty Salon is return the enclosed, personalized Free Perm Certificate in the postage paid reply envelope.

Or better yet, call toll free today. There is a minimal \$2.00 postage and handling charge (considerably less than our cost!) which you can enclose or charge to your VISA or MasterCard.

Please be sure to indicate your Helene Curtis distributor if you're already familiar with one. If not, select one that's convenient for you from the list of our authorized dealers on the back of the Certificate. We can't process your request unless you indicate a distributor.

We're enclosing a product brochure that gives you the full story on Quantum[®]. This brochure gives you the product specifications you need to know, a Quantum "Perfection" Chart and answers to the most-asked questions about Quantum. Then, you'll know all about Quantum and you can start using your FREE perms the day you get them.

And, to bring you up-to-date on what our Helene Curtis Professional Division is doing to help you ring up bigger profits, we're also enclosing an informative "Partners in Professionalism" booklet. It includes all the facts about how our exclusive "Hot Line" for salon professionals works -- and how you can get the most out of this Helene Curtis service.

We urge you to read and keep this valuable educational material. And, don't forget to act before the deadline date shown on your Certificate and get the 3 free Quantum waves (an \$8.95 normal value!) reserved for you -- before we are forced to release your perms to another salon.

Join the thousands of professionals who are making waves --and profits -- with Quantum. Mail your Free Perm Certificate today. Or call toll-free 1+800-323-9429 (in Illinois call toll-free 1+800-9421885). You have nothing to lose. The 3 free perms are yours for the asking -- absolutely free!

Your Partner in Professionalism,

Michael Goldman, President Helene
Curtis Professional Division

P.S. When you act now, we'll rush you your 3 free perms by mail. But that's not all! You'll get a "Partners in Professionalism" I.D. card featuring our toll-free "Hot Line" phone number. Plus, you'll also get a coupon for 4 more free Quantum waves!

Selling a “How-To” Guide

Dear Mr. Johnson:

They'll be doing it in the boardroom, the backroom, the mailroom, around the water cooler. After the next big meeting you plan, they'll be talking about you Mr. Johnson.

Planning a successful seminar, meeting or convention can give you important new visibility in your company. It can gain you recognition throughout your organization and industry as an executive who knows how to get things done -- how to do things right.

A successful meeting can give you a real leg up the ladder. And when you do it the professional way -- with the OFFICIAL MEETING FACILITIES GUIDE -- you'll be amazed at the time, money, effort, energy, work and worry you'll save for yourself, your secretary and your whole staff.

What do I mean when I say "the professional way?" Well, the OFFICIAL MEETING FACILITIES GUIDE comes to you twice a year from Ziff-Davis, publishers of the definitive Meetings & Conventions magazine for full-time professional meeting planners and the Official Hotel & Resort Guide, which has become the "bible" of top-flight travel professionals.

The OFFICIAL MEETING FACILITIES GUIDE gives you the same kind of information in the same way they demand. Accurate information. Authoritative information. Up-to-the-minute information. Instantly accessible and usable information.

The latest information on 1025 top meeting sites

In this lavishly illustrated 1034-page guide, you get complete descriptions of premier sites worldwide. To save you time, they're arranged geographically: The United States including Hawaii, followed by Canada, the Atlantic and Caribbean Islands, Mexico, Central America, South America, Europe, Africa, the Middle East and the Far East.

To make comparing properties easier, each half-page site listing has a consistent format. You get...

...The Basics. Name, number of rooms, address, telephone numbers, key personnel. Toll free numbers. Sales office numbers and addresses. Telex and cable addresses. Chain affiliations.

...Type and location. Each property is categorized: Conference center, convention/exhibit center, mid-town resort, suburban club, cruiseship. Then its exact location is pinpointed with reference to transportation availability and transfer costs.

...Accommodations. A general description of the property's architecture and decorative style is followed by a listing of the equipment and special features like balconies in individual rooms.

...Services, shops, dining, entertainment, recreational and amusement facilities. The highlights of on-site facilities are described in terms of ambience, cuisine, entree price ranges, types of entertainment and hours of operation.

...Principal Meeting Facilities. The number of meeting rooms available, their location and access, their structural features and conveniences. A chart includes data on specific rooms -- their dimensions, locations, floor surfaces, flexibility and capacities in varying usages and configurations.

...Meeting Equipment and Support Services. Details exactly and completely what equipment and services are provided by the hotel, free or at a charge -- and what you can obtain from local vendors. For instance:

PA systems. Podiums. Chairs. Blackboards. Easels. Tables. Corkboards. Lobby bulletin boards. Microphones. Portable stages. Lighted lecterns. Flannel boards. Reel and cassette recorders. Players.

Phonographs. Multilingual simultaneous translation equipment. CCTV equipment. Projectors. Screens. Typewriters. Duplicating machines. Trucks and vans. Pads, pens and pencils. Direction signs. Namecards.

Musicians. Entertainers. Electricians. AV operators. Photographers. Carpenters. Display builders. Sign painters. Painters. Plumbers. Decorators. Translators. Tour leaders. Registrars. The works!

...Rates. Group rates, seasonal rates, European and American Plan rates. Taxes. Checkout times. Credit cards. Direct billing arrangements. With the OFFICIAL MEETING FACILITIES GUIDE, you get everything you need to know about prices to make sound cost comparisons and cut down on-site inspections.

The easy way out that's also the best way out

The OFFICIAL MEETING FACILITIES GUIDE is more, much more, than a listing of sites and their amenities.

It gives you destination reports -- mini guidebooks that describe 80 appealing and popular meeting destination areas! It gives you convention center listings -- page-long, detailed descriptions of convention and exhibit centers in major cities. It gives you a directory of transportation executives and companies -- specialists who can speed your people to the meeting with the greatest comfort and convenience -- at the lowest possible cost.

With the OFFICIAL MEETING FACILITIES GUIDE, you have-- in one, big, handy, cross-referenced and indexed volume -- all the facts, figures and objective information you need to plan your next meeting the time-saving, money-saving, work-saving, worry-saving professional way!

Your secretary will thank you for ordering the OFFICIAL MEETING FACILITIES GUIDE. So will your staff and all the other meeting workers and speakers. So will all the attendees -- all the way up in your own organization and throughout your entire industry.

With the OFFICIAL MEETING FACILITIES GUIDE, you'll make even more of a name for yourself, Mr. Johnson!

And if you Join us today, we'll be glad to give you savings of 50 per cent on your first year's subscription.

That's right! Mail the enclosed card in the postpaid envelope today and get two issues (one year) -- of OFFICIAL MEETING FACILITIES GUIDE for just \$15. That's half the regular price -- like getting an extra thousand-plus pages of need-to-know information -free!

And there's no need to send money now. We'll be glad to bill your company later. But please place your order today. The sooner we hear from you, the sooner we can start helping you build a reputation as an executive who knows how to get things done -- and how to do things right!

Thank you.

Sincerely,

Name

Title

Great Fundraising Letters

Covenant House

Hello, my friends,

October, 1982

It was 1:30 in the morning of a warm, starry night when Craig stole out of the large, quiet house in suburban Maryland, down the long winding drive running through acres of manicured lawn to the waiting taxi.

At the airport the boy discovered there were no early morning flights to New York so he grabbed another cab to the bus terminal in Baltimore, just in time to hop a bus for the Big Apple. Craig arrived in New York City's mammoth Port Authority Bus Terminal at 6:00 A.M. He was barely 12.

At that hour in the morning even Times Square and 42nd Street are fairly quiet.

Not knowing what to do and trying to kill some time, Craig hopped into a cab. "Give me a tour," he ordered the driver. For the next hour Craig got an early morning ride around Manhattan from the George Washington Bridge to the Battery through Central Park, to the Bowery and Chinatown. The driver finally collected 40 dollars from the sleepy boy and dropped him off at a pay phone near the Empire State Building on 34th Street.

"Can you give me the number of a good hotel where I can stay until I get a job," Craig inquired rather plaintively of the operator, adding that he was on his own and had no place to go.

God had His eye on this kid. The briskly professional voice of the operator changed magically into that of a warm, concerned adult. "Listen, kid. Do exactly what I say. Get another taxi and go to 460 West 41st Street. There's a place there called UNDER 21 and they'll be able to help you. Don't go anywhere else and don't go with anybody else!"

Craig, suddenly very much alone and scared, did exactly that.

Now most of my kids are street kids. Good kids, but they know things nobody should ever have had to know. Most of my kids have had to survive in ways they're not exactly proud of.

Most of them are very skilled in the theory and practice of survival in their Times Square jungle.

So I couldn't blame them very much for salivating hungrily when this 12-year-old lamb walked in our front door about 9:00 A.M. on Tuesday. I mean, a tiger is a tiger, right?

I mean a wolf doesn't exactly feel affection for the possum that he had for lunch. Gratitude, maybe, but not affection. Maybe someday the lion will lie down with the lamb but until that day arrives my staff at Covenant House keep a special and very protective eye out for the lambs that come to us.

One hundred pairs of eyes lit up at the sight of the expensive matched luggage, the carefully understated designer clothes, the Gucci shoes. A top-of-the-line Sony Walkman radio was plugged into Craig's head. It took Clarence Coles, our experienced Supervisor on duty, about five seconds to size up the situation. Settle down, Clarence warned an assorted gaggle of wolves, tigers and lions that had immediately encircled their prey, offering instant friendship and an in-depth tour of 42nd Street. (Fortydeuce is a blast, man!)

Don't let this kid out of your sight for a moment, Clarence warned Pat Atkinson, a member of our Covenant Community from North Dakota, and one of our staff on duty that morning. Be like glue to this kid.

Craig was a really neat kid, about five feet high, with short brown hair and very alive friendly brown eyes. Pat whisked him, all 90 pounds worth, upstairs to the floor where we keep our younger, more vulnerable kids.

Craig drew another admiring crowd there. He obligingly opened his matching suitcases and showed them his "extras": 250 dollars in cash, an AC/DC portable color T.V., a Canon AE-1 camera and a complete wardrobe of designer clothes. Pat sighed, gathered Craig's things together and locked everything up tight. Let's talk, he said.

It turned out that Craig had been planning on running away from his home in Southern Maryland for about 3 weeks. The night he finally left home he scrawled a hurting and thoughtless note (a little kid kind of note) on a page he had ripped from a Mercedes-Benz catalog his Mother had given him to choose the kind of car he would receive when he got his driver's license. On the torn photograph of a 45,000 dollar car Craig had written: "I hate this car as much as I hate you."

By now, Pat and Craig were getting along real well. (Pat has a great talent for getting through to kids like Craig.) A few well chosen examples of what happens to 12-year-old unstreetwise kids in Times Square had left Craig silent and shaken. So when Pat suggested that they call his Mother and let her know that Craig was alright, Craig liked the idea a lot. His face lit up momentarily and then fell quickly: "My Mother isn't home very much," he said quietly. "You can always talk to the maid, I guess."

Pat called the boy's home.

The maid didn't know where his Mother was and volunteered that Craig's Father was yachting off Malibu. Pat talked to the gardener who wasn't much help either. The chauffeur referred Pat to the housekeeper who thought she could locate the Mother. Thirty minutes later, frantic and crying with relief, Craig's Mother called UNDER 21. We then began the happy process of getting an equally relieved Craig back home to parents who wanted him back very much and where he wanted to be.

On their way over to the Bus Terminal, Pat and Craig stopped in our main lounge to say goodbye to his host of newfound friends. My by-now-resigned lions and tigers and wolves cast a last wistful look at the color T.V. and the Walkman radio and the 600 dollar camera, and protectively allowed that they were real glad the kid was going to make it home O.K. Pat put Craig on a nonstop bus to Baltimore. He was back home, safe, by 10:00 P.M. --total elapsed time about 21 hours -- and called Pat right away to let him know that things were O.K. "You've got a great place there," he said. "I guess I was pretty lucky, huh?"

I never really believed in luck very much. I believe in God watching out for little kids, rich or poor, and in kind people -- like that telephone operator -- who took the time to help a kid, and in all of

you who care about children and are the real reason why Craig got home alright, unbrutalized, unviolated, unhurt, and with his dignity and his faith in the goodness of people intact.

We don't get many kids like Craig, of course, which is why I'm telling you his story. Craig is only one of the more than 15,000 kids who will come to our UNDER 21 centers this year. For most of them the story will not have a happy ending.

Rich or poor, good or bad, we try very hard to love each one of them, to keep that promise we make to every kid that walks through our doors -- the promise the prophet Ezekiel talks about in his eighth Chapter: "I bound myself by oath, I made a covenant with you . . . and you became mine."

We're not sentimental about it. Hard noses and soft hearts is what I tell my staff.

These past few months have been very rough for a lot of kids, and it's been very rough for my staff, also. We really do need your prayers, and your financial support. When you pray for your own kids, and families, pray for me and my kids, too.

We pray for you all the time.

Peace,

Letter from National Trust for Historic Preservation raising money to repair and preserve historic Drayton Hall

Dear Friend,

I think this is important.

George Washington was two years old when John Drayton, a member of the King's Council for the Colony of South Carolina, broke ground for a two-story brick mansion on the Ashley River, 12 miles upstream from Charleston. It stood sturdily through the Revolutionary War and the War of 1812, and is one of the few great Carolina houses to escape the ravages of the Civil War.

And although Drayton Hall has stood the tests of time since 1738 and is celebrated as one of the great architectural and historical treasures of America, its survival is threatened. Deterioration and vandalism have taken a heavy toll and extensive preservation is urgently required.

Drayton Hall was purchased by the National Trust as the only means of saving it from development. It was the Drayton family's wish that the property they cherished for seven generations pass directly from the family to an organization that would preserve the house for the public benefit. Very substantial funds -- up to \$2,000,000 -- must now be expended for preservation and to create an endowment which would insure the proper long-range support of the property.

If we succeed in raising half this sum, we can request an equal amount of federal funds for this vital work: for every dollar you contribute we will be able to get a matching dollar.

If you join us in this cause, you will be invited to attend a preview of Drayton Hall this Spring. Lunch will be provided at the Plantation followed by a reception at the Russell House, the headquarters of the Historic Charleston Foundation. There we will celebrate the rescue of Drayton Hall and mark the completion of our Twenty-fifth Anniversary as the only non-governmental organization chartered by Congress to safeguard America's cultural and historical heritage.

The invitation list will include our five Honorary Members, Mrs. Nixon, Mrs. Johnson, Mrs. Onassis, Mrs. Eisenhower and Mrs. Truman. The Secretary of the Interior and members of Congress will be invited, as will eminent architects, historians and preservationists.

A specially commissioned medallion will be struck to honor this significant milestone in the history of preservation, and each guest attending will receive a serially numbered copy. More about the medallions later. Let me now tell you how you can help to save Drayton Hall and --- at the same time --make what I believe is an excellent investment.

Prior to accepting the presidency of the National Trust for Historic Preservation, I was curator of the American Wing of the Metropolitan Museum of Art in New York. Among the vast treasures of that great museum is a large collection of European eighteenth-century hinged boxes. Some are fashioned from precious metals studded with jewels; others are enamelled silver or copper. A few are Limoges porcelain from France -- an ideal medium for multicolor decoration.

Last winter we began searching for a suitable medium to raise funds for Drayton Hall, and to mark our first quarter-century. We considered a wide range of limited editions. None seemed exactly right. Our qualifications were extremely demanding. We insisted on an edition of the finest quality, a high

level of aesthetics, a genuine possibility for appreciation, and the widest possible appeal among those who cherish our history and cultural traditions.

Then one day I remembered the porcelain boxes.

We visited Tiffany and Cartier in New York and obtained the names of their finest resources before we commissioned the design of the porcelain boxes we are pleased to be offering you today.

The National Trust Collection of Fine Porcelain Boxes consists of five extraordinary examples celebrating some of our most distinguished properties: Cliveden, Woodlawn, Shadows-on-the-Teche, Lyndhurst, and Decatur House.

In the course of my letter I will provide you with more information on these boxes --- sufficient, I believe, to enable you to decide whether you wish to purchase them for aesthetic, charitable, or investment reasons. Or, very possibly, all three.

I mentioned earlier that our requirements were extremely stringent --- that among them was the insistence on a very high level of aesthetics. It was our feeling that nothing less would be suitable in portraying properties of the National Trust. We feel we have been true to our dedication.

We selected for this project the finest of the few craftsmen in the world capable of meeting our standards: the famous and venerable Porcelaine de Paris.

Each box is different in shape, made from models over 100 years old, and is decorated in exquisite detail from original oils, watercolors, and design motifs found within our Trust properties. The artists include E. L. Henry, Edward Savage (1789), Adrian Persac (1861), John Robert Murray (1824), Alonzo Chapel (1863), Alexander Jackson Davis (1838), Currier & Ives (1875).

Of course, fine art cannot be transferred directly to porcelain but must be repainted for the medium by highly skilled artists. Two were selected for this delicate assignment, each with 25 years of experience at Porcelaine de Paris. After you inspect the boxes, you will recognize why both have been named "Best Worker of France," an extraordinary award given but once every three years to a handful of workers in the entire nation. These artists were apprenticed to a man who was, himself, a "Best Worker of France." He, in turn, learned the art of miniature painting from his father.

The secret of making porcelain was guarded by its Chinese originators for 1200 years. It was not until 1709 that an alchemist in Meissen discovered the Chinese formula, but he kept it only 10 years. During this short span, artisans in Meissen developed porcelain as an art form, and when other European centers learned the secret, they contributed to the state of the art.

Paris was one of these centers, and outstanding among its many factories was Porcelaine de Paris, established by Jean Baptiste Locre in 1773 --- the year of our Boston Tea Party. It has been, since 1860, the sole surviving porcelain factory in the City of Paris.

Why, you may ask, was this extraordinary effort made to produce museum-quality art objects? Beyond our concern for beauty and quality we also wished to offer works with the greatest possible chance for appreciation. It was our clear purpose to produce porcelain of heirloom quality. While there is, of course, no absolute guarantee that these boxes will increase in value, it has become abundantly clear in recent years that the greatest increase among collector's items is obtained by limited editions with specific characteristics:

- The artistic merit and total aesthetic value must be exceptionally high.
- The craftsmanship and quality of manufacture must be impeccable. - The quality of materials used should simply be the best obtainable.
- The issue must be officially sanctioned or underwritten by an authorized source.
- The size of the edition must be strictly limited: it must not exceed 10,000 and, if it is to become truly rare within a reasonable period of time, it should be smaller. (Our edition is limited to 2,500.)

It is my opinion that these boxes meet our exacting requirements in every respect, and we commend them to your consideration.

For your information, antique porcelain boxes, especially those from the Eighteenth century, are bringing extremely high prices as collectors vie for the choicest pieces available. In the past five years, prices have more than tripled. At one recent Sotheby Parke Bernet auction, a 1745 gold-mounted porcelain box from Meissen fetched \$2,400, and at another auction, 11 boxes were knocked down at prices ranging from \$175 to \$30,000 each. And a New York dealer is currently asking \$36,000 for a very rare French porcelain box.

The National Trust Collection is being offered first to members and friends who have demonstrated a clear interest in historic preservation. The edition is strictly limited to 2,500. Each set is serially numbered. Only one set will be available to each subscriber. Orders will be filled in the exact sequence in which they are received. (Should we offer a second series of boxes at some future date, the first opportunity to purchase a set bearing the same serial number will be reserved for you.)

The first set will be presented to the Smithsonian Institution for its permanent collection. The last set will remain on display here in our headquarters. The remaining 2,498 sets of five boxes will be available for sale at \$600 the set. Upon completion of sale, the litho plates used to prepare the series will be defaced, thus assuring protection to all subscribers.

Important tax information: Due to the non-profit, tax-exempt status of the National Trust 66 2/3% of the \$600.00 purchase price (or, \$400.00) is deductible for income tax purposes.

The enclosed folder printed in four colors approximates the amazing depth and value of the 16 different colors used in the production of these pieces. Please examine it closely.

If you agree that these boxes are outstanding, that prospects for their appreciation are indeed bright, and that our work to save Drayton Hall and preserve America's heritage is worthy of your support --- then I urge you to act promptly.

Send us your order today with your check for \$600 to purchase your set of The National Trust Collection of Fine Porcelain Boxes. Your payment will be acknowledged and you will be informed of your number in the limited edition. For those who appreciate low numbers, please remember: assignment will be made strictly in order of receipt.

In consideration of your full payment in advance, you will receive a .999 fine silver medallion struck to commemorate our Twenty-fifth Anniversary and the rescue of Drayton Hall.

If you prefer, you may purchase the first two boxes in the set now for \$250 and the remaining three for \$125 each. You will be billed prior to each monthly shipment. With your final box you will receive the serially numbered limited edition medallion in bronze.

Because these boxes are hand-crafted and your serial number is fired into the porcelain, please allow 30 to 60 days for delivery from the date you receive your acknowledgement.

You will have two weeks following receipt of the National Trust Collection to make your own independent appraisal and decide if you wish to keep it. If you decide against The Collection, simply return it insured. Your payment will be refunded in full and there will be no further obligation.

If you decide to keep The Collection, you will be elected (or re-elected) a Sustaining Member of the National Trust. Your name, as the original purchaser, will be entered in a special bound volume which will be maintained in the National Trust Archives.

And, of course, you will be a guest of honor this Spring at Drayton Hall when we salute our first 25 years with the rescue of this magnificent property. It will be a memorable gathering.

Please let me hear from you promptly. I would like you to have the pleasure of examining The National Trust Collection at the earliest date. By agreeing to examine it, you risk only the time it takes you to decide whether or not you share our high opinion of these unique boxes.

Won't you place your order now?

Sincerely,

James Biddle
President

P.S. Please consult the Order Card for an illustration of the medallion commemorating the rescue of Drayton Hall and the Twenty-fifth Anniversary of the National Trust. It will be struck in .999 fine silver expressly for those subscribers who elect to make full payment for their subscription at this time.

Letter raising money to pay for lodging of family members when they need to rush seriously ill child to the hospital

Tom Smith
RFD 3
Top Ledge Road
West Redding CT 06901

Dear Tom,

Cancer took Chris Woods a year ago Christmas. She was 16...a brave young lady whose courage simply couldn't overcome her disease.

Today there's a special living memorial for her...The Christina L. Woods Memorial Fund.

When families have to rush seriously ill children to St. Joseph's Hospital in Phoenix, they often forget cash or credit cards in their haste. As a result, they find themselves with no place to stay, and no means of paying. Some simply can't afford any place.

So Chris' fund pays for their lodging up to one week. It's an ongoing fund with just one purpose: to help people out when they really need it...at a time of tremendous stress and worry.

No one is ever asked to pay back.

The fund is running low. I wonder if you'll help us replenish it? If you could send \$30, or \$50 or \$100 or any amount at all it would be much appreciated, and well used.

We've arranged for some of these people to stay in private homes for just \$15 a night. That stretches the money further, and enables us to help still more people.

Think of it this way...each \$15 you can give will be one night for a family, compliments of you, and Chris.

It's a worthwhile thing to do. And a fitting memorial for Chris. She would have liked the idea of helping other people this way.

Please send what you can. Every penny goes in the fund. Nothing is used for any other purpose.

Thanks,

Bob Westenberg
Fund Administrator

P.S. Please make checks payable to Christina L. Woods Memorial Fund.

National Federation for the Blind

Dear Friend,

Lisa wants you to have this shiny penny.

I hope you'll keep it as a very important reminder of her urgent, compelling need.

The penny tells the story of each blind child's hope... the story of every blind person's search for the understanding which leads to freedom.

Because people like you care about us, we've come a long way since the tin cup days. We thank you sincerely for the positive role you play in our lives... and hope, you'll never stop your support.

I think you understand the truth about us:

- BLIND people can waterski, bowl, dance!
- BLIND people can cook, garden, repair their children's toys or the kitchen sink!
- BLIND people can go to college, vote, participate in community affairs!
- BLIND people can be secretaries, lawyers, machinists, farmers, nurses aides!
- BLIND people can do normal, productive, interesting things!
- BLIND PEOPLE CAN SUCCEED IF THEY CAN GET SOMEONE TO GIVE THEM A CHANCE. That's why we still need your continued support.

Sad to say, there's still many miles to go for thousands of blind people who struggle against the current. Our blindness is grossly misunderstood, by friends and neighbors, even family. Sometimes it hurts to be blind.

Well-meaning people put us down on a daily basis. Intelligent people show prejudice they would be ashamed to admit.

Some people wonder if we get married, make love, bear children. We have difficulty with adoptions, restaurants, passports, train and plane rides, insurance. Saddest of all 70% of us have no jobs.

In the meantime, we must count on people like you, almost for our very existence. Your right attitude, your open-mindedness, and your regular financial support can help us bring about better lives for blind men, women and children. Please agree to help us!

Only kind people who understand our urgent needs, who give generously, will make the difference in the length of time it will take those of us who are blind to be accepted as normal human beings in society.

Please hold the penny in your hand.

Remember, it's not what the penny is worth which gives us blind people a break. A couple dozen pennies, a few nickels and dimes in a blind man's cup hardly buy a loaf of bread anymore.

What's important to us blind people is the penny's one word message: LIBERTY!

I'm sure you'll agree LIBERTY means FREEDOM and EQUALITY for all Americans, sighted and blind alike.

What we blind citizens want is LIBERTY! What we want is FREEDOM! Freedom from dependency and welfare programs. We don't want handouts... pennies thrown in a tin cup with pity. We want the chance to pay our own way... do an honest day's work for an honest living.

What we blind citizens want is EQUALITY! The biggest problem we face is not the lack of eyesight but the lack of understanding. Lack of understanding leads to lack of opportunity and the 70% unemployment rate.

Blindness affects only our eyes not our competence, intelligence, skills, aptitudes or ability. We know from experience our blindness need not be a handicap as far as any aspect of life is concerned.

We know how to handle our blindness. It is inconvenient, but, not incapacitating. We are confident in our abilities to perform many of the jobs in our community and perform them well. BUT, WE NEED A CHANCE TO DEMONSTRATE OUR SKILLS!

We'll prove with proper training, we can show superior performance on the job. Sighted people will exchange their fear and their pity for understanding and acceptance. They'll recognize us as friends, neighbors and co-workers they want to know and love, to live and work with, recreate and share with.

A few years back some of us blind people got smart. We decided to act on the penny's message -to make LIBERTY work for us. We pulled ourselves up from the sitting position and grouped together to form the largest nationwide organization of blind people, the NATIONAL FEDERATION OF THE BLIND.

We blind leaders are more determined than ever to find life-fulfilling opportunities for all blind people and especially for blind children who deserve better lives than some of us have known. We can't do it alone. We need your help more than ever before. We need it desperately right now.

Your gift makes it possible for us to assist a young blind student through law school, inform blind persons of their rights and responsibilities under the law, counsel and inform a young mother who learns her newly-born child is blind, assist a blind senior citizen cut through red tape to receive Social Security benefits, and many other direct services.

With your contribution we also work to wipe out old-fashioned attitudes which destroy rather than build. Radio, TV, films, speeches, newspapers, magazines and the mail shout the truth about the abilities of blind people... because you help!

The truth about blindness can be heard in Congress, on the street, in homes, factories, and stores... wherever people are present to hear it. Someday, hopefully soon, because you care enough to help spread the word, blind people will get their chance and be treated as equals.

Your generous gift today can help:

BLIND students receive scholarships for college educations
BLIND parents find jobs which pay at least the minimum wage
BLIND workers learn to use talking typewriters and computers
BLIND people receive articles in Braille, on cassette tapes, and records
BLIND persons obtain watches, travel canes, talking clocks and calculators, adapted tools at or below cost
BLIND individuals attend leadership seminars at the National Center for The Blind

Please don't delay! Send \$55.00, \$27.50, \$17.25, \$11.50, \$8.25, or as much as you can share with us - the NATIONAL FEDERATION OF THE BLIND. I've enclosed a special envelope for your taxdeductible gift which goes directly to our bank in Maryland.

The message on the penny is our challenge! We blind leaders won't rest until all blind people, men, women, and children enjoy true FREEDOM and EQUALITY.

There's another message on the penny! IN GOD WE TRUST! We pray He'll inspire you to have faith in our abilities. We blind people want and need your help in our struggle for LIBERTY. Thank you in advance for your most generous gift ever.

Blind kids
really need
your help
right now,
dear friend!

Sincerely,

Ralph W. Sanders
Finance Chairman

RWS:pnc

P.S. I sincerely hope you'll keep the penny Lisa sent you as a symbol of your commitment to help us blind people in America find FREEDOM and EQUALITY. Blind children especially need the opportunities your gift provides. Please send it as soon as possible!

Fundraising letter from Miami University

April, 1974

Just the right instant:

When Eddie

Rickenbacker was adrift on that raft in the Pacific, without food or water and all but dead, a ship sailed by in the east. Those on the raft could see the ship, but it was far away. From shipboard they were but a tiny speck on a broad, broad sea.

And the sun was setting on their 22nd - and probably last - day.

Each wave would lift the raft for just an instant, then fall. But there were times during the minute or so while it crossed before the setting sun - when, if someone on the ship had glanced toward it for just one lifted instant, he would have seen, in silhouette, the men on the raft.

Someone glanced!

We know about that instant because someone did look; saw; and acted. So seven lives continued and contributed greatly to the world in the future. Without the look, that moment would have passed unknown.

Now I don't want to seem to overstate the effect of The Miami University Fund on future lives. But honestly, it works just that way.

For one student after another, some Fund action changes lives for the better. Sometimes they know. They tell us. Often no one knows. They can't. A library book opens a mind without the slightest thought of the Fund, but someone's money put it there. A teacher, his technique improved because of a gift from whoknows-who, sparks a student's life-long interest. Miami's Institute of Environmental Sciences, now making real changes in real communities, began with a study paid for with undesignated Fund dollars. Whose check did that?

Somebody's. Waves of checks, really. Through the Fund, small gifts combine to do great things.

Nothing at Miami today is as desperate as Rickenbacker was on the raft. But the opportunities ahead are just as broad, the value to the future just as great, when someone looks; sees; and acts ... with a gift that lifts the student at just the right instant.

Is the chance worth the glance?

Now?*

JED/dgd

John E. Dolibois, Vice President

*A response from you now - with contribution, pledge, or even a "no" - will save Miami the cost of follow-up mailings for this 1974 fund effort. Thank you!

Letter to raise funds for the Illinois Republican Party

Dear Fellow Republican:

Must "demonstration" be a monopoly of the New Left?

Some of us, members of the United Republican Fund, have an answer. It is:

"Not by a damn sight!"

Our members are proud to consider themselves "activists" in an old-fashioned, uniquely American way. We've been demonstrating, many of us, since before most of today's young radicals were born.

Ours is a different kind of demonstration ...

... not with bricks or fire bombs, but with words, work, ideas, and dollars.

... not for revolution, anarchy, and chaos, but for responsible government, two-party government, and orderly change.

In short, we have been demonstrating since 1934 for the things you and I believe in.

Our brand of responsible "activism" seldom makes the headlines or the 10:00 O'clock news. But ...

... it has helped elect men like Dwight Eisenhower, Richard Nixon, and Everett McKinley Dirksen. It has helped elect Republican governors, congressmen, and legislators. It has helped keep Illinois a two-party state — despite the stranglehold of the Democratic machine in Cook County.

Our kind of "activism" is a lot older than the Fund's 36-year history.

It is as old as the Republic itself. In fact, we believe it is one of the things that makes possible an orderly government in a society of free men.

Today, this kind of orderly government, shaped by responsible debate of concerned citizens, is threatened as never before:

1. It is threatened, all-too-obviously, by those who believe in debate by rocks and obscenities hurled across a barricade, in a "dissent" or arson and dynamite, or simply in "freedom" without responsibility.
2. It is threatened, less obviously, by politicians whose unthinking, unquestioning radicalism makes them unwitting dupes of "the new politics."

3. It is threatened most of all by those who believe as we do in orderly government but who are just too uncaring to demonstrate these beliefs.

In times like these, I think you will agree, the responsible citizen has something more than the right to demonstrate his beliefs.

He has a positive obligation to do so.

That, really, is what the United Republican Fund is all about. It is one key reason why our majority is no longer a silent one.

It is a proven, effective way for you to add your views to many views, your voice to many voices, your dollars to many dollars — and to play an active, informed role in the way your country and your state are governed.

If this kind of activism sounds like the kind you'd be proud to share in, we would be proud to count you as one of our members.

How much does it cost to enroll in this distinguished company of Republican activists? You may be surprised to learn that your annual membership dues are entirely up to you.

In total; this year, our members will share in the task of making over \$1,000,000 available to Republican national, state and county committees — plus candidates whose job is to demonstrate in your behalf.

How much of this total you wish to assume is a question you alone can decide. But perhaps these brief facts will help you in reaching a decision:

1. Your dues as a URF member will work harder than any other contribution you can make at every level — national, state, and local.
2. Your dollars will go to support the campaign of not just one candidate in one district but to every Republican candidate in Illinois.
3. The earlier you make your contribution the more effective you will make the efforts of every candidate who is working and speaking for you.

Finally, here is one more vital fact to consider.

Your membership dues, whatever the rate you assign yourself, will be something more than a contribution toward a stronger party and a stronger demonstration by your party's candidates for the things you believe in.

They will also be a contribution -- perhaps a vital one — to making your state and your country a better place to live ... because that is really what is at stake today!

So make your personal dues check just as generous as you can, and mail it today.

We will be pleased indeed to welcome you as an activist in an ongoing demonstration for responsible government.

Sincerely yours,

THE UNITED REPUBLICAN FUND

William Harrison Fetridge,
President

Letter raising funds for the Truman Library

Dear Nominee:

Your name is on a list of a selected group of especially aware people to whom we are extending an invitation.

By this letter, we are inviting you to become an Honorary Fellow of the Truman Library Institute.

Please let us know within 14 days, by return of the enclosed card, whether you wish to accept or decline this designation.

In accepting, you will be joining such distinguished Americans as Arthur Schlesinger, Jr., I. W. Abel, Arthur Goldberg, David E. Lilienthal, Hubert Humphrey, Clark Clifford, Georgia Neese Clark Gray, William H. Hastie, and many others in helping to make the Truman Library a vital part of America's political heritage.

Your tax-deductible annual dues of twenty-five dollars will make it possible for students, scholars, and authors from everywhere to come to Independence, Missouri, and avail themselves of the incredibly rich resource materials the Library contains.

At this crucial point in our history, when our nation is groping for rededication to honesty, integrity, and credibility in government, you will be making a significant contribution to keeping alive the spirit of Harry Truman.

As time passes, President Truman's place in history is rising. To the eminence of Washington, Jefferson, Jackson, and Lincoln, historians now add as great American Presidents not only Theodore Roosevelt, Woodrow Wilson, and Franklin Roosevelt, but also the name of Harry Truman of Independence, Missouri.

Mr. Truman made no attempt to shroud himself in the grandeur of the office of the President of the United States. He remained as unpretentious after he became President as he was throughout his career.

But he called the shots as he saw them. He had a deep reverence for history, and placed his respect for the office of President far above his own ego needs. He made outstanding appointments to high level positions and trusted them to do their jobs.

And he steered the nation with a steady hand through the dramatic days of winding up World War II . . . formation of the United Nations . . . quick recognition and warm support of the newly declared State of Israel . . . the Marshall Plan for rebuilding Western Europe . . . his 1948 "Whistle Stop" campaign and his stunning upset victory over Thomas E. Dewey in the face of seemingly impossible odds . . . the Berlin Airlift . . . bold American leadership of the United Nations' response to the invasion of South Korea by North Korea.

On his desk sat a homely sign given to him by an admirer. Its words have since passed into history, indelibly associated with President Truman's strong sense of personal responsibility for the actions of his subordinates: "The buck stops here."

When President Truman retired, he wished to preserve the papers and other historical material of his administration and make them available to all the people in a place suited for study and research. In addition, gifts from heads of state and ordinary citizens, as well as other items associated with him and his career, filled many rooms and needed a large museum facility in which to be properly displayed.

To realize this dream, The Harry S. Truman Library and Museum was built in Independence with funds contributed by thousands of individuals and organizations throughout the United States. The building and its contents were then donated to the U.S. Government. It is administered by the National Archives and Records Service as an integral part of the nation's record-keeping system.

But this does not provide any funds for encouraging research and authorship and for financing additional acquisitions, two essentials to the continuing vitality of the Library in the stream of American history and culture.

So the Truman Library Institute was formed to provide funds for these worthwhile objectives.

About two hundred fifty deserving students, scholars and authors have been able to come to the Library for research through grants-in-aid by the Library Institute for travel and living expenses. From these and other researchers have come hundreds of graduate papers and over 80 published books. But more funds are needed to continue and expand this program.

As an Honorary Fellow, you will receive recognition and appreciation for your support in the following:

1. An individually inscribed annual membership card, permitting free admission to the museum of the Library for you and your family accompanying you. Approximately three million people have visited the museum. Appointments may be made for a guided tour of the exhibit galleries and behind the scenes in the research area.
2. The Library Institute Newsletter, "Whistle Stop," published throughout the year to keep the Honorary Fellows informed of the fruits of their support.
3. A three-inch, half-pound, solid bronze Truman presidential medallion, obtainable only from the United States Mint, the Truman Library, collectors, and rare coin dealers.
4. Your name recorded in a leatherbound Register of Honorary Fellows, as one of the exhibits viewed by the millions of Americans who will visit the Library museum for generations to come.
5. Unexpected little privileges of Fellowship from time to time will include invitations to special programs and addresses and to receptions at the openings of new exhibits, or the printed programs of a Truman memorial occasion which you cannot personally attend.

But, of course, far more important to you than any of these tokens of appreciation will be simply the inner satisfaction you will have in keeping the Truman spirit alive and enriching our political process with a better understanding of his contributions to the American democratic tradition.

We do hope you will accept this invitation. It will mean a great deal to us if you do so, and we are certain it will mean a great deal to you.

But whether you wish to accept this invitation to become an Honorary Fellow or not, please let us know within 14 days. We have contracted for a special clerical task force which will be available for processing new memberships, and your prompt reply will help them complete their tasks within the time allotted. Thank you for the courtesy of your reply.

Sincerely yours,

W. Averell Harriman

John W. Snyder

P.S. For those whose good fortune or achievement permit them to contribute \$100, we have created a special category, Honorary Associates. New members in this category will receive, in addition to all of the privileges of Honorary Fellowship listed above, (1) an exact replica of the famous sign, "The Buck Stops Here," that sat on Mr. Truman's desk in the Oval Office of the White House, and (2) "The Man From Missouri," a little book of memorable words, wisdom, and wit of Mr. Truman, culled from his speeches, letters and remarks.

Champaign County Council on Alcoholism

There's a lonely man ...

tonight. He's quietly resting in a clean hospital bed. He has the best of medical and psychiatric care -- all from professional volunteers.

No more D.T.'s. No more hemorrhage. No more of that cold, hollow, empty feeling of fear and futility. He's thinking thoughts that speak of gratitude to man and thankfulness to God. There's another lonely man ...

tonight. He's quietly sitting on a dirty stool at a foul-smelling bar. His home, his love, his all ... are gone. And soon can be his life.

Ahead are D.T.'s. Convulsions. A final gutter - peace.

Both are Alcoholics, one we got to in time. The other desperately needs a life-line ... to pull him out of his personal hell.

Once before we asked you for the kindness and understanding which would help us reach the second man in time.

So far ... we haven't heard. And we're seriously short of our goal of only \$6,000. And we can't qualify for United Fund for another year.

May we ask again for your help? May we ask for \$100, \$50, \$25, \$10 -- any amount -- from you.

Your contribution could tilt the scales so one human life moves on to dignity and thankfulness. Instead of ... Well-I-I ...

W. Kenneth Porter

President

P.S. The envelope will bring your check quickly. Please?

New York Zoological Society

Dear Member-Elect:

Do zoofers have more fun?

Yes, I certainly believe we do. My name is Howard Phipps, Jr. I am President of the New York Zoological Society, and if you join our 000,000 members today, I can promise you not one, but three, very special and unusual kinds of enjoyment.

First of all, your membership is the best entertainment value in the tri-state area. One membership buys your whole family unlimited free admissions to both the Bronx Zoo and the New York Aquarium at Coney Island. You get 10 tickets for free parking at the Zoo and Aquarium. Twenty tickets for free animal rides, Safari, Skyfari and Bengal Express rides and free admissions to the Children's Zoo where your youngsters have a chance to get acquainted with more than 200 animals in their native habitats.

But that's only the beginning of the fun you'll have when you start to zooper with us!

- As a zooper, you can give children's parties at the Zoo -- parties with ice cream and birthday cake, zoo-veners and "Please Touch" animal demonstrations.
- As a zooper, you'll be invited to the Society's Annual Meeting in Lincoln Center, where you'll be first to see fabulous wild animal and marine exhibits.
- As a zooper, you'll get four free tickets to the gala Spring Garden Party, where you'll sip punch with your fellow members and see the newest animals in the Zoo.
- As a zooper, you'll have weekend use of the Zoo's private staff dining room -- a zooper place to meet and eat any time of the year.

The fun of learning and growing

Part of the fun of zoopering is your new opportunity to meet and make friends with other people in the area who care as much as you do about the protection and preservation of wildlife, environmental research and conservation education.

Another part -- and a large part -- of the value of membership is your whole family's new chance to learn and grow.

When you join the New York Zoological Society, you're welcome to members-only previews of all our new exhibits. You'll have first chance to get tickets to our annual film-lecture program given by world-famous zoologists. You and the family will be invited to join us on daytrips to nearby wildlife preserves and longer tours to wilderness areas like the Galapagos Islands, conducted by New York Zoological Society scientists.

But that's not all!

You'll receive one year (six issues) of ANIMAL KINGDOM Magazine, the excitingly-written, wonderfully-photographed magazine that tells you more about wildlife and wildlife preservation than you can find anywhere else!

As beautiful as Smithsonian...as informative as Natural History...as up-to-the-minute as Science 83, this extraordinary members-only publication comes to you from the cutting edge of scientific discovery. It takes you and your whole family to the frontiers of the future!

The excitement of shaping the future

Entertainment is one good reason for joining the New York Zoological Society today. The learning opportunity is another. But the greatest satisfaction of all is knowing that you are doing something to make the world a better place to live.

The New York Zoological Society is a private, non-profit organization chartered in 1895 to conduct zoological research and promote environmental education. Our four components are the Bronx Zoo, the New York Aquarium, the Osborn Laboratories of Marine Science and the Animal Research and Conservation Center.

As a member, you'll be making an important contribution to the largest urban zoo in America and one of the world's major centers of zoological and environmental research. You'll be aiding scientists in pioneering work on animal behavior, animal husbandry and zoo animal habitats. You'll be supporting new animal breeding programs to save rare and exotic animals from extinction. You'll be providing a home where more than 3,500 animals can live, breed and raise their families in safety.

You'll be helping the New York Aquarium at Coney Island, where more than 14,000 aquatic creatures live in replicas of their natural habitats. Aquarium education programs are national models, and the collection is the basis for important new work being done at our third facility, the respected and renowned Osborn Laboratories.

You'll be helping the Osborn Laboratories, where scientists focus on a wide range of problems in the basic and applied sciences. The effects of pollutants on marine organisms. Analysis of the marine food chain. The role of disease processes in the ecology of the sea. The effect of man's intrusion into the aquatic environment.

You'll be helping the Animal Research and Conservation Center. From our local facilities, Society scientists go out around the world to demonstrate the need for wildlife refuges...provide basic wildlife information...and suggest the direction of prudent land development.

Closer to home, you'll be helping more than 2,200,000 people who come to the Bronx Zoo and Aquarium every year for education and recreation. You'll be helping more than 350,000 school children who come to augment their classroom experience. You'll be helping more than 850 men and women earn their livings or get their first work experience. The Zoo is the largest employer of youth in the Bronx.

Zoofering is fun -- good, clean, healthy family fun! And it's not as frivolous as it sounds. As a Family Member of the New York Zoological Society, you are supporting education and scientific research...making your voice heard about ecology and the environment...taking action to help create a better world for your children and theirs.

Come zoofer with us today!
Get your members-only Z shirt free!

So join for the fun of it, the learning of it, the importance of it! Join one of the area's most distinguished groups of local leaders as a Family Member today!

Your annual dues as a Family Member are only \$35 for all those valuable benefits. So mail the enclosed acceptance card in the post-paid envelope right away. There's no need to send any money; we'll bill you later if you prefer.

When you receive your permanent membership card, bring it with the enclosed zoofer ticket to the zoofer kiosk at the Zoo. You've parked free. You've entered free. Now you can get your members-only designer Z shirt free! It's a \$10 value, but with the zoofer ticket and your card, you can buy one for \$5 and get a second one absolutely free!

The sooner you join, the sooner you can zoofer in your Z shirt! So be one of the very first people in the tri-state area to sport the fun fashion of the year. Come now! Join now! Zoofer with the zoofers of the New York Zoological Society now!

Thank you -- and welcome!

Sincerely,

Howard Phipps, Jr.
President

Letter signed by the baseball great Ernie Banks to raise money for Chicago YMCA

Dear Concerned Citizen:

No fast ball, high and inside, could come close to producing the terror most of us felt during the grim weekend of April 4-7. Except for the work of 77 remarkable young men, the fire bombs and gunfire that ravaged a number of ghetto neighborhoods might have spread throughout the city and into the suburbs.

Few roaring cheers in the ball park have pleased me as much as the news that several powerful youth gangs were working on the side of the law in keeping the looting and burning from spreading.

The leaders in these gangs, some 200 of them throughout the city, have been working closely with the dedicated 77 young professionals who carry on the work of the Youth Action program.

Most of these young men in Youth Action are not far removed from their own recent pasts as gang leaders or members. Now, though they've turned away from violence to more constructive ways of problem solving, they are still accepted and respected by the young people they're trying to help.

Wise in the ways of the gang; they mix with the members and control violence at the source, in the dark streets and alleys of the slum neighborhoods which many of them still call their own.

Serious trouble in the inner city is often being prevented right now because the gang leaders trust the Youth Action workers enough to tip them off when the lid is about to blow. As one of them said, "There's no percentage in having my own 'hood burned down, and maybe my own people shot up !"

Not long ago John W. Gardner, former Secretary of Health, Education and Welfare, asked voluntary agencies here in Chicago to help. He asked them to work with neighborhood people in a closer way than the government can hope to do. That's just what Youth Action has done.

In a voluntary, combined attack, the YMCA of Metropolitan Chicago, working with the Chicago Boys Clubs, Chicago Youth Centers, and the Hull House Association, is dealing first-hand with the explosive problems of the inner city streets. The YMCA provides nearly two-thirds of the total effort of Youth Action.

And this is just one of the many, many ways the YMCA is providing you and me with preventive social services. Some of these services, such as unique educational opportunities, job training for dropouts, and certain camping programs, generate part of their own funds. But in addition to these and other sources of financing, the YMCA's share of Youth Action, at its present level, is about \$500,000 which it must raise this year. As tension increases, a million dollars might not be enough.

We're all "concerned citizens" these days. Willingness to help all we can now could mean saving millions in money, and possibly our homes and businesses as well as saving potentially useful lives.

The other day I was talking with a very down-to-earth business man who rather impatiently accused the YMCA of not letting enough people know about its many programs to reduce the boiling point of the inner city.

He mentioned the extensive camp programs, many of them for boys and girls who had never seen a camp, had never even been in the country. He was especially high in his praise for the Central YMCA's dropout high school. He paid tribute to the Y's "open door" Community College where some of the toughest gang leaders are getting a last-chance education. Many of these former delinquents are returning to their neighborhoods and encouraging others by their own example to rise above their problems and solve them constructively.

In case we have made the mistake of not letting you know about these things before, we invite you now to join in this crusade to prevent a recurrence of the ghastly events of early April. We need both your interest and your generous gift of money. And if you have even a few hours a week to spare, let us show you how you can help as a volunteer.

Right now, before you're reminded by another frightening newscast or smoke clouds rising skyward, won't you walk to your desk and write a check to the YMCA of Metropolitan Chicago? It's one positive way you can share in this urgent business of saving lives and perhaps even our city.

You'll sleep more soundly than ever with the reassurance and satisfaction that comes from doing the right thing before time runs out.

Sincerely,

Ernie Banks
Member, the Board of Managers
YMCA of Metropolitan Chicago

Fundraising letter from Nature Conservancy

Dear Investor,

The devil we'd like you to join in a realty deal with us is the she--devil in "Anna Christie," Eugene O'Neill's great old play. Poor Anna's father, seadog Christopher Christopherson, knew who had dashed their hopes: "Dat ole daval, sea, sooner, later, she swallow dem up." (Act II.)

Now. Here's how you join us and dat ole daval in a fantastic real estate deal: a string of 18 barrier islands protects the east shore of Virginia's Delmarva Peninsula, the finger of land that forms an outer edge of Chesapeake Bay. Lovely beaches, millions of birds, glorious scenery.

"Ah!" said our 19th-century, entrepreneurial ancestors. "It's Beulah land!" So they built hunting lodges, then big resort hotels, even a town called Broadwater. Coney Island, Miami Beach -- you name it -- were on their way....

Enter the daval, swallowing. Broadwater is under the Atlantic. Hurricanes and waves splintered the hotels. The sea keeps patting up a sand spit here, gulping down a dune there, growing salt marshes, spawning fish. Perfect places to lay an egg, raise a fox kit, have a fawn. But the developers' hopes and prices sank.

So we bought 13 of these islands. They're now the Virginia Coast Reserve: owned, protected and managed for the sea and its rich progeny by The Nature Conservancy.

Share the deal with us, won't you?

The islands cost four and a half million. But you can buy a bit of them -- and 2,812 other parcels of land, just as wild and splendid -- for less than you'd spend on half a barrel of light crude, delivered direct to your tank or crankcase from OPEC. Just \$10. Tax deductible. Doesn't that suggest it's time you knew us, if you don't already?

The Nature Conservancy is a non-profit conservation organization -- with a difference. Like most conservation groups, and I hope like you, we feel it's urgent to preserve what we can of the world's natural balance before human kind wobbles it too far.

But we don't sue or picket or preach. We simply do our best to locate, scientifically, those spots on earth where something wild and rare and beautiful is thriving, or hanging on precariously.

Then we buy them.

We're good at it. In just over three decades we've acquired -- by purchase, gift, easement and various horse trades -- Rhode Island, twice over: some 1,800,000 acres, scattered over 2,800 spots, from Panama to every one of our 50 states to Canada and back to the Caribbean.

Our taste, like nature's, is catholic. Recently we've acquired and protected eleven islands in the Potomac River, and two off California: huge Santa Cruz, and little Castle Rock -- 14 acres that serve as airport and motel for 100,000 birds, as well as a hauling-out site for seals and sea lions. We got

AMTRAK to agree not to tamper with 4 miles of right of way near Kalamazoo which contain 15 threatened or rare plants. Want a rare plant site? Yours, for \$10.

We outbid several land developers at an outdoor auction to buy 145 lovely, wild acres just 55 miles southwest of Chicago. For a dollar a year, a big paper company agreed to protect a golden eagle nesting spot it owns in the Adirondacks. A utility, at our request, detoured a power line around a sanctuary in the Big Thicket area in Texas -- then gave us their right of way. We've bought a few Oregon acres to save a tiny butterfly; thousands of Texas marsh acres -- winter refuge for arctic peregrine falcons and whooping cranes. Save a crane. \$10.

Do we keep all that property? No. We deed or lease or sell much of it to various government bodies and educational institutions which can promise (with appropriate legalities) to preserve it, as is, with public access, for all caring people. But we also administer much of it ourselves and maintain 720 natural area sanctuaries, with or without partners. You can be a stewardship partner. For \$10.

We have some 300 expert employees, from canny lawyers to Ph.D. ecologists, with offices in San Francisco, Minneapolis, Boston and Arlington, Virginia. There are 35 active Nature Conservancy chapters in 29 states. Look in your phone book, or call me: (703) 841-5388. I'll tell you if you're near enough to drop in on a chapter for a warm welcome, or to visit one of our sanctuaries, for soul warming. Tell your friends it's yours, for \$10.

I know you're near enough to several of our properties, wherever you live or vacation in the U.S.A., to get to them easily. Take the family, a date, or a child if you have one handy. (The wild land will still be there when the child grows up.)

Look for such things as Henderson's fawn lily, black-crowned night herons, the beaked dodder, twig-rush, cinnamon teal, Table Rock (can't miss it; towers 700 feet over the Rogue River). Every one is rare or threatened. But it's safe under our wing.

That jaunt will heighten your interest in other Nature Conservancy programs. For example, we're well along on an enormous, on-going inventory of the "natural elements" in 29 states. These "State Natural Heritage Programs" help the states (and all conservationists) identify their unique or invaluable and rare plants, locales, animals, birds, bugs, whatever natural resources or wonders need help.

Another example:

We have to date raised \$29,000,000 for the Land Preservation Fund. And because we can stretch a dollar like you wouldn't believe, we expect that revolving \$29,000,000 to protect \$200,000,000 worth of land in the next decade. Watch us stretch your \$10.

But if we're wallowing in \$29,000,000, why do we need you? Because you'll be one of about 134,000 of us, and that's a pile of tens. Because we urgently need your informed interest in our work. We need your curious ear and intelligent voice.

We'd like to hear your ideas, use your volunteer services when you have time, know that you're with us.

To keep in touch, we'll send you THE NATURE CONSERVANCY NEWS every other month. It's a compact (no ads, 32 pages), strikingly illustrated magazine. Every issue has several well informed

articles on some aspect of the lands we're working to save: from the ecology of America's deserts to what goes on in a rain forest. (Lots.)

These issues describe our newest projects, invite you to join any of our well-led tours of the properties, keep you up-to-date on your fellow members. You'll also receive bulletins about our projects in your area, chapter meetings and so on. We won't send you a lot to read. We will give you many opportunities to have some adventures, meet some bright and friendly people -- and buy land, with us.

Please join us, right now. Like this:

Tick and initial the "Membership Application" form that's right in front of you. Remove, sign and pocket the attached Interim Membership card. Mail the form with or without your \$10 check (Glad to bill you later, but be sure to write "Tax deductible" on your check stub).

That's it, you're in. Put the oak leaf sign on your bumper, boat, bike, poolside. Quite a few people who count will recognize it and smile benignly. Watch for your welcoming kit in a few weeks: your permanent membership card, and a handsome decal. And shortly, your first issue of THE NATURE CONSERVANCY NEWS. You're automatically a member of a Nature Conservancy chapter in your state if we have one. (If we don't yet -- there's an idea for you.)

Welcome, Dear Fellow Conservationist. You've just made a devilish good bet that we may still save our ark.

Thank you.

Sincerely,

Nancy C. MacKinnon
Membership Director

NCM/cv

Letter to raise money for repairing and maintaining a church organ

Nothing gives like a church organ.

It gives joy at weddings; strength at funerals; family greetings at baptism. It gives wings to worship; power to praise; humility to thanksgiving. It gives rest to the weary; welcome to strangers; binding ties to friends.

It gives to congregations of sons who follow fathers and then give way to sons and sons again. It finally gives itself.

For over five generations the present church organ at First Baptist has given, freely, generously, bounteously without stint.

Think of an organ's gifts, as you have received them; as your children will in days to come.

Then give to a church organ, like a church organ, ... freely, generously,
bounteously ... without stint,

David E. Detrick
Chairman, Board of Trustees

Mrs J. H. Hornbeck
Chairman, Organ Committee

More Model Marketing Letters

(Not classics perhaps, but practical for everyday use)

A creative way for a realtor to start a letter

Like to locate your offices where you will enjoy: -

geographic convenience

- splendid features and services -

within-the-building parking -

banking and dining

Phone me at 775-9255. Let's talk about what you need and want ... and 2000 M Street.

Cordially,

Steve Corey

P.S. Just in case you are even busier than usual, I have given you the final summarizing

paragraph first. When you have the time, here's the rest:

Market research survey request to a busy doctor

Dear [Doctor]:

Last week I was in to see my personal physician. Emergency surgery detained him at the hospital and his waiting room looked as if it were six chairs short.

[Doctor], we understand how busy you are. Our goal is to provide you with educational information and products that relate to your patients' needs. In order to do a better job, we are asking for a moment of your time.

Will you please answer the two questions on the reverse side of the enclosed check?

This will help us get important information in the hands of physicians who need it but not burden physicians who have no need for it. The dollar check is not meant as payment for your time, [Doctor] we know your time is more valuable than that. The real pay-back will come in professional services that this survey will enable us to offer to you.

The response thus far has been excellent, but we need your response if this type of information is important to you and your patients. Won't you take a moment to provide us with this information?

Thank you very much for your help. Sincerely,

J.B. Martin
Director Fairview Medical Research

Letter from realtor designed to generate leads and inquiries

Dear Mrs. Smith:

Suppose . . .

Just suppose...that five years ago you had bought some well-located land. Think how different your life could be today... !

Perhaps buying that land would have been the first step toward owning a new home of your own. Right now you and your family could be enjoying comfortable, convenient suburban living...far away from the noise and cares of the city, but within minutes of new shopping centers, schools, and churches.

Even if you hadn't built on that land in the last five years, today it might be worth twice what you paid for it. It's a fact--property I sold in the Fifties is now selling for double the purchase price. No wonder there isn't any better investment than well-located land. It doesn't depreciate like an automobile, its value doesn't fluctuate up and down like stocks and bonds.

But notice that I'm talking about well-located land. If land is going to make a good homesite or be a good investment, there are a lot of things the buyer must consider. That's why I think you'll find the folder I'm enclosing so interesting. It gives specific questions you should ask yourself about buying land. The folder also points out the advantages of choosing a homesite now...even if you don't plan on building until later.

When you're interested in land, you can always trust Bartlett -- the oldest and largest creator of choice communities in Chicagoland. I have a wide selection of desirable property available, at a wide variety of prices. With as little as \$170 down, you can afford a Bartlett homesite now!

Isn't it time you start thinking seriously about becoming a property owner? Simply check the kind of property you're interested in on the enclosed postage-free Reply Card -- and mail it today. We'll phone you with complete information. Naturally, there is no obligation, and no salesmen will visit you without your invitation.

Better mail that card now -- it can mean a happy and secure future for you and your family!

Cordially yours

ROBERT BARTLETT

RB: jfk

Letter selling membership in an association

Dear Pilot:

Welcome to the world of flying!

As a pilot, I know what a heady feeling it is when you first solo -- there's nothing like it!

And now that you've experienced some flying time ... I'm able and most pleased to invite you to enjoy another great flying experience: membership in the AIRCRAFT OWNERS AND PILOTS ASSOCIATION (AOPA) -- the world's largest and most influential organization for pilots.

You may have already heard about us -- for AOPA is made up of more than 255,000 pilots all over the country as concerned and conscientious about flying as you are. But you may not have heard about all we have to offer you as a pilot.

With AOPA, You're
Flying Smart!

As an AOPA member, you're entitled to Big Benefits that help you get the most out of your flying experience. We offer publications to keep you informed about the world of flying, new developments, trends, etc. We offer informational services covering personal assistance on everything from flight routings, both domestic and international, to questions about FARs and your general flight operation. Plus, we offer insurance and many discount opportunities. Add it all up, and that's "flying smart" ... being informed and well covered!

To show you what I mean, here's what you'll find coming your way when you join:

- AOPA PILOT-- The colorful monthly magazine exclusively for AOPA members ... with fascinating articles ... practical flying know--how ... facts on new developments ... aircraft ... equipment ... FAA rules and regs ... tips on pilot proficiency ... safety skills ... less expensive and more enjoyable flying ... pages more!
- AOPA NEWSLETTER -- Crammed with "behind-the-headlines" aviation news ... facts and figures on trends, industry happenings, airport procedures, safety innovations, more.
- AUTOMATIC ACCIDENT INSURANCE --a \$700 Flying-only Group Personal Accident Insurance policy ... increases \$100 for each year of continuous AOPA membership ... and additional coverage is available at advantageous rates.

Most importantly, with increasing government regulation of airspace and airports, AOPA acts as your "Washington Watchdog" -- giving you active representation to protect your flying interests. The AOPA policy team provides testimony on "the Hill" at Congressional, FAA and FCC hearings ... whatever it takes in Washington to protect your rights as a general aviation pilot, we're there! While it may seem intangible, this service is vital to your future as a pilot!

FREE GIFT WHEN YOU JOIN!

By now you can tell that AOPA is specifically designed with your flying needs in mind -- and here's another example: When you join we'll send you one of these valuable gifts -- free. Each is uniquely useful for pilots...and your choice comes to you with our compliments to say, "Welcome to AOPA.!"

Choose either ...

The Aviator's Catalog -- Great to have at this stage of your flying - the perfect choice to introduce you to everything in aviation. This valuable sourcebook will help clear up questions that are buzzing around your head right now -- questions every student pilot needs answers to. Do you have questions about pilot certificates? Medicals? Ballooning? Buying an airplane? Weather? All you need to do is flip the pages of The Aviator's Catalog to find the answers. A \$16.95 value ... yours FREE when you join.

or ...

Aero Flex-Lite -- a lightweight, compact flashlight that clips securely to your pocket, sun visor or a panel -- leaves both hands free for cockpit duties. The flexible neck lets you focus a pinpoint beam of light wherever you need it. Great for night flying. A \$10 value - - yours free when you join.

Find out more in the enclosed brochure ... then make your selection on the application. Besides your free gift, when you become a member you'll receive your golden AOPA WINGS ... an eye-catching pin to wear with pride. You'll also receive WINGS decals for your plane and car ... and AOPA's Air-Aid - - our unique navigational tool that fits in your shirt pocket.

AOPA WORKS FOR YOU!

Most of us on the AOPA staff are pilots, too. So we know what your needs are as a pilot for information and services. When it comes right down to it, AOPA is a group of pilots working for other pilots ... it's that simple. That's why you'll find useful services such as ...

- ... Personal Pilot Inquiry Service -- fast, expert help on your specific flying questions or problems. From medical certification to FAA regulations to aircraft use and maintenance, all you have to do is ask!
- ... Free Domestic Flight Routing -- Just tell us where you're going, stopovers, restrictions and special requirements, and we'll send you a routing in an easy-to-follow format you can use enroute as your flight log.
- ... Legal Assistance -- We hope you won't need this, but if you do, we'll provide legal guidance about aviation law for your own attorney ... or give you names of AOPA member attorneys near you who handle aviation law matters.

When you become a member, you'll also receive your choice of one of these exclusive AOPA publications -- as part of your regular member benefits:

AOPA'S AIRPORTS U.S.A.: Lists, locates and describes more than 13,500 airports, heliports and seaplane bases in the U.S ... elevations ... runways ... repair facilities ... lighting ... phone numbers ... NDB frequencies ... instrument approaches ... identifiers ... fuels. Plus: more than 2,100 airport diagrams!

AOPA HANDBOOK FOR PILOTS: 400 pages filled with useful information on federal regs ... performance and conversion tables ... emergency procedures ... Enroute Flight Advisory Service ... Flight Service phone numbers ... survival techniques ... loads more!

AOPA'S 1982 PILOT APPOINTMENT CALENDAR (1982 Optional Selection): for the pilot on the go! Twelve of the best photos from the AOPA PILOT bound into a sturdy calendar/notebook. Easy-to-carry format lets you take the Calendar wherever you go. Writing space on each date. Beautiful full color reproduction on high quality paper makes the photos suitable for framing. 7"x8".

Extra selections are available to you at special member-only savings. And each year when you renew your membership in AOPA, you'll again have the opportunity to make your free book selection.

AOPA SAVES YOU MONEY TOO!

In these days of rising inflation, it's hard to hang on to a dollar! That's why we try to help you save by arranging for discounts wherever possible ... for armchair or actual travel. For instance, here are some of the discounts you're eligible for as an AOPA member ...

*** Aviation Trading Post and Av Books -- Special offerings of aviation related products and publications, at member-only prices.

*** Car Rental Discounts -- At HERTZ, AVIS and NATIONAL that can save you your membership dues with your very next rental.

*** Low-Cost Tours -- Low-cost group travel vacations to virtually any country in the world!

AOPA ... 30 MAXI-BENEFITS ...

As you can tell by now, AOPA is a well-rounded association ... run by and for pilots! AOPA was designed with you, the pilot, in mind ... and has the experience and proven ability to put you in touch with all facets of general aviation. It's simple: AOPA works for you!

... FOR 29 MINI-BUCKS!

All this for a low \$29* a year now \$29 is minimal compared to the investment you've made in effort a expense to get into flying ... and yet \$29 is a big investment in your future flying pleasure!

So act now!

All you need to do is complete the enclosed application form and mail it back today. We've even paid the postage ... so you won't lose any time before you can take advantage of all the benefits of being an AOPA member. I'll be waiting to welcome you to AOPA!

Sincerely,

Harmon O. Pritchard
Senior Vice President

P.S. Don't forget to check the FREE gift you prefer: the Aviator's Catalog or the Flex-Lite! You'll also receive your golden WINGS pin, a complete membership kit and the next issues of the AOPA PILOT.

Recruitment letter from the Marine Corps

Dear Sir:

It's the tough choice -- the Marine Corps. We're a small, elite branch of the Service. We aren't for everyone.

Saying yes to the Marines means choosing hard training and challenge. It also means saying yes to some great benefits. These stamps are your way to say yes to the Marines. You just affix the stamp of your choice to the enclosed reply card. Because we're the tough choice, we'll understand if you say no.

But ... before you make the decision, take a good look at the Marine Corps. What makes it the elite Corps? What can you gain on the tough team?

The Marines offer you the same great benefits as the other military services: skill training for a better job -- in or out of the Marines; good salary; promotions; free housing and food; medical and dental care; a chance to go on to higher education. But there's something extra for you as a Marine.

That extra is a pride and spirit unique to the Corps. Our training is rugged. Our recruiting is selective. We want the best; we train you to be the best. We don't make a lot of promises. What we do promise is challenge and hard work ... plus the prestige and recognition that come with the uniform.

We have a poster we'd like to send you. If the Marine spirit grabs your imagination, you won't want to miss getting your copy.

We're getting a lot of requests for it. To make sure you receive your copy, let us hear from you soon. When we send you your booklet on Marine Corps programs, we'll send your poster along. There's no obligation. Affix the yes stamp to the enclosed postage-paid reply card. Find out if you qualify to be one of the few, the proud, the Marines ... today.

Sincerely,

Jerry Hudak
Major, U.S. Marine Corps

JH/wfp

P.S. Occasionally the lists we use contain names that are inappropriate for our recruiting message. If this is so in your case, we apologize, and ask for your understanding. Perhaps you would pass this along to a friend who might be interested in what we offer.

October 9, 1984

Mr. & Mrs. John Jones
220 West Pine Street
Platteville, WI 53818

Highly targeted letter promoting grocery store

This letter is tailored to a particular list - in this case, those who just got married Dear

Mr. & Mrs. Jones:

We are delighted to hear the good news of your recent marriage! All the friendly personnel at DICK'S would like to add their congratulations to your many others.

To help you begin this new phase of your life, we'd like to extend a special invitation to visit our home owned super market. To briefly acquaint you with DICK'S:

1. Our meat department features meats with "T.V.T." -- Top Value Trim, trimmed at our market, not your table. . .for proven better meat value. Choose between Dick's and Lean and Tender and U.S. Choice Beef.
2. If you like salads, and who doesn't, our produce department boasts the largest selection of fresh fruits and vegetables around.
3. The best of "what comes naturally in Wisconsin," plus a complete frozen food, fowl, and fish selection is available in our dairy-frozen food department.
4. Our grocery department features the BEST in fine foods at DICK'S everyday low prices. Please compare; you'll find them lowest.
5. Our bakery contains home baked goodness of unexcelled quality and variety at reasonable prices.

We would enjoy serving you and showing you that it pays to shop DICK'S where reasonable prices are always in effect. Enclosed you will find six coupons which we hope you will use during the next three weeks. Please bring them with you to our store and ask for me, for I would appreciate the opportunity of meeting you.

Sincerely,

[Name]
Store Manager

Letter promoting deli

Offers free sandwich and membership in "Taster's Club"

August 15, 1984

Richard Squires County
Executive 1125 Atlantic
Avenue Atlantic City, NJ
08401

WHOEVER SAID THERE'S NO SUCH THING
AS A FREE LUNCH DIDN'T KNOW ABOUT THIS LETTER.

Good morning...

Let me introduce myself.

My name is Norman Gordon. I own the just-opened Alley Deli in Gordon's Alley.

And if you're wondering whatever happened to the good old-fashioned (and delicious) deli sandwich...it's back. Right here!

I've enclosed a copy of our menu. And I'm so proud of the excellent quality and superb taste of everything we have, I would like you to be a charter member of our TASTER'S CLUB.

It's a great organization. No dues. No meetings. All you have to do is eat and enjoy.

Your only requirement is to accept one free lunch from me. Whoever said there's no such thing as a free lunch?

There is.

For you.

I'll call you in a few days. Pick and choose what you want from the enclosed menu. And I'll have it delivered to you a short time after you call.

Enjoy!

NORMAN GORDON

Lead generation letter aimed at identifying those interested in home security

Mr. Jack Hasten
615 North 10th
Monmouth, IL 61462

Dear Mr. Hasten:

You may not realize it, but you already have half of a security system to protect your home against such hazards as fire, smoke and burglary.

It's your telephone.

But a telephone by itself only provides protection when there's someone handy to make a call. That's why General Telephone has devoted a lot of effort to develop total security systems for homes and businesses -- systems which function whether or not there is someone to dial the phone when an emergency happens.

We call this our Phone Alarm System.

While each system is individually tailored to the specific needs of a home or business, the heart of the Phone Alarm System is an automatic telephone alarm dialer. This little machine, which can be attached to your existing phone lines, automatically calls the police, fire department, a neighbor or any other telephone numbers that fit your needs.

The Phone Alarm System can also provide many other important services to help you protect your home -- the specific services you need. In some cases, you may prefer that it silently dial the police or a neighbor; in others, you may want it to trigger a loud alarm to alert everyone that some emergency has occurred.

That's one of the unique features of a General Telephone security system -- it is tailored to fit your specific needs. We've analyzed all of the security devices available and identified those most efficient for each task.

Because we know each home is different, we don't offer any standard security "package." Instead, each Phone Alarm System is individually designed to provide the exact types of protection you require, where you require it.

In fact, we have a variety of different devices to detect movement, smoke, heat, changes in temperature, etc. Some are relatively simple, others highly complicated. But each has been selected after careful study because we've found it is the best of its kind for a given situation.

We don't expect you to know which devices best fit your needs. That's a job for specialists. And we have specialists on our staff to fully analyze your needs and create the best possible security system for you.

There are, of course, lots of different security devices and systems on the market. But we honestly feel we have something extra to offer -- the added security you'll have in knowing your system is maintained by

always-available local telephone service personnel who have been specially trained to keep your system in top working order.

If you'll call Mrs. Rashid toll-free at 800-322-3596, she'll arrange to have one of our security specialists survey your requirements at a time most convenient for you. Or, if you prefer, you can just return the enclosed postcard and we'll call you to arrange an appointment.

There's no obligation on your part. We offer this complete analysis of your requirements and the preparation of a suggested security plan as one of our important public services.

We'll look forward to serving you.

Sincerely,

ED M. COUGHLIN
Area Sales Manager

EMC MS
Enclosures

Fulfillment letter to those who ordered a free home security checklist

Offers free consultation

Mr. John Q. Jones 1234
Downtown Street
Anytown, State 00000

Dear Mr. Jones:

Here's the Westinghouse Security Checklist you requested. It isn't big and complicated, but the information it contains can be priceless.

I'd like to urge you to not only study the suggestions it offers, but discuss them with the entire Jones family. A few minutes spent in planning today is one of the best investments you can make and, if my personal experience is typical, I'm sure you'll appreciate the peace of mind such a family conference will bring.

Even though I'm in the security business, I've found every member of my family feels a newfound confidence ever time we run down our checklist and hold our regularly scheduled fire drills.

While this Checklist doesn't mention the services offered by Westinghouse Security Systems, I hope you'll permit me the liberty of telling you a bit about what we've done to develop a total security package for concerned homeowners like yourself in the Anytown area.

We don't have any packaged security plan to offer. We feel every home and every family is unique and deserves a system tailored to its specific needs. What we have done is to utilize Westinghouse leadership in Space Age technology and wide experience in military, industrial and commercial security systems to create modules which can be linked together to provide a total security package for any home.

And we've added one other special feature -- the human element -- which is too often overlooked in less advanced home security systems.

Right now, a staff of highly trained security specialists are monitoring special Space Age control panels in a Westinghouse Communications Center not far from your home in Anytown. These panels are linked to the homes of your Philadelphia area neighbors who are already protected by a Westinghouse Home Security System.

When an emergency occurs, a coded message is instantly transmitted to the Communications Center and a skilled specialist personally summons whatever aid is required -- no tape-recorded messages or possibly confusing signals, but live personal response to emergencies 24 hours every day.

And you don't have to count on just the ever-watchful automatic sensing devices of a Westinghouse Home Security System which are constantly alert whether or not anyone is at home. You can speak directly to the specialist at the Communications Center anytime, day or night, by simply pushing a special button on a control panel in your home.

All in all, we feel we have a total security system which can be custom tailored to protect any home against the threats of burglary, fire, accidents and other emergencies.

Those words, "custom tailored," are most important.
And that's a job for a security specialist.

We don't expect any homeowner to be a security specialist. That's why we have a staff of highly trained security experts -- not just salesmen, but men and women who have received special training and are continually updated on the very latest security techniques and equipment. We make sure they have the technical knowledge to not only recommend protection devices but to fully analyze each homeowner's specific requirements and prepare a total plan which is not only complete but which combines advanced techniques to provide a maximum security system for a minimum investment.

If you'd like to know more about how a Westinghouse Home Security System can protect you, your family, your home and your valued possessions, I'd be pleased to have one of our security specialists prepare a special analysis for you.

This is a free service we offer and there is no obligation on your part other than to provide the information the specialist will need to make sure the custom tailored system he or she recommends will meet your specific requirements.

I'm enclosing a postage-paid request card for your use. I'll see that it gets to a Westinghouse security specialist who is familiar with the existing protection services and any special requirements which may be unique to your area. He or she will then call to arrange an appointment at a time most convenient for you.

Once again I want to assure you there is no obligation. Meanwhile, I hope you'll study the enclosed Westinghouse Security Checklist and take the first steps to protect your family against the ever present threats of fire and burglary.

Sincerely,

Name
Title

Postcard from printer checking on prospect he had not heard back from

DID YOU MISS IT THE FIRST TIME BY?

It's just possible that you may have missed Champion's printing/pricer/handbook. You requested it. We sent one. We're enclosing another. Just in case the original somehow went astray.

Speaking of that -- you may be interested in knowing that low prices and solid, commercial quality is not the whole story at Champion.

Orders rarely go astray. Jobs are processed and shipped promptly without a hitch. It's one thing to be low-priced. We are.
It's one thing to do quality work. We do.

It's another to run an efficient operation where promptness counts.
That's us, too.

We invite you to peruse our pricer and try us out. We are now dealing with hundreds of top companies throughout the U.S.A. If we're not already serving you, we'd like to.

Cordially,

John Hrebenyar
President

JH:sm

Lead and inquiry generation letter for loan program

Dear Homeowner:

Wham!!

That's the sound of a taxpayer being hit between the eyes with the annual property tax bill.

This is the time of year when we dig deep into our pockets to pay the tax. Even as we pay it, we know we'll get another one next year --- probably even higher. Wham!

But this year's blow can be cushioned, and next year's won't even be felt, if you put us to work for you. We'll lend you the money for this year's taxes and set up a monthly escrow program for next year's. No problem, because your mortgage loan is with us.

Here's how it works:

1. You call us or drop in. If you already have your tax bill, tell us the amount; if you don't have it yet, we'll prearrange a loan so the money will be there when the bill comes in.
2. For this year's tax, there'll be a small increase in your payments, to cover the new loan.
3. For next year's tax, you won't have to worry about suddenly having to come up with a big lump sum, because you'll already have provided for the tax with our easy monthly escrow program. When you get your tax bill, it already will have been paid.

You needn't fill out a million papers to get this going. You can drop off the bottom portion of this letter next time you're in any of our offices; or you can mail it in the envelope I've enclosed; or you can phone us in Palm Beach County at 845-3200 and in Martin County at 283-5200. I do suggest you not wait too long, because much as we all dislike tax bills, they have to be paid, and delays cause penalties making the tax bite even greater.

I'm delighted to be able to offer you this service. I hope you'll take advantage of it and end forever the annual "Wham!" of your property tax bill.

Sincerely,

Pat J. Snow, Jr. Senior
Vice President

P.S. Once Community Federal is handling your tax bill, you'll be able to cover most annual increases by simply adjusting next year's amount. We're your savings and loan and we intend to prove it every day!

RETURN THIS PORTION IN THE ENCLOSED ENVELOPE, OR PHONE: PALM
BEACH COUNTY --- 845-3200. MARTIN COUNTY --- 283-5200.

To: Community Federal Savings and Loan

Tell me more about paying my property tax bill through a loan added to my monthly mortgage payments. I also want to know more about setting up monthly escrow payments for future years' tax bills.

Name

Address

City _____ State _____ Zip _____

Phone No. _____ Loan number, if you know it

Dollar amount of current tax bill: \$

(if unknown, enter question mark above)

A convenient time to reach me by phone is:

Fulfillment letter to those who ordered free report

Includes sales pitch

Dear Gardening Friend,

Thank you for your interest in our TROY-BILT Roto Tiller-Power Composters...and for requesting a copy of our important New Report enclosed.

It should answer any questions you have about most other gardening machines as compared to all our 1978 TROY-BILT Roto Tiller models.

If after reading through this material, you find you still have questions, please feel free to write or call me TOLL FREE at

1-800-833-6990.

I, or one of the folks who works with me, can advise you on most every type of gardening machine available...and, we will do our best to see that you are well-equipped for the coming gardening season.

Meanwhile...here at the Tiller Factory the big rush of Spring orders has already begun. We're not sure why, but it seems this year more than ever before, serious gardeners everywhere are deciding to own Troy-Bilts. Already we are sold out through the beginning of next month, and orders are still coming in faster than we can fill them.

One reason for this great rush is, of course, our Direct-from-Factory OFF-SEASON SAVINGS Plan in effect right now through the end of March. You can save at least \$60.00 or more off the current list price of all Troy-Bilt models -- plus an additional 10% off any attachments ordered with your Tiller.

Then, starting April 1st and on through May and June, there are no discounts.

So, in order to receive your Tiller in time for groundbreaking and planting this Spring...and at considerable savings off the current list price (for exactly how much, please see my chart enclosed)...

You must mail or phone your order to me no later than Midnight, March 31st.

Also starting April 1st, prices of all Troy-Bilt "Horse" models will go up by as much as \$32.00 -about 5%.

As you know, last year was another bad one for inflation. Though beef and a few other things went down, overall the price of a marketbasket full of groceries (especially fresh vegetables and fruits) continued to climb.

And then last summer much the same thing happened with many of the raw materials and parts that go into making our Troy-Bilts. First, engines went up 6%...then cast iron up 7%...sheet metal 5%...and, on it went.

So, though we have already held off far longer than recommended by our accountants, we now have no choice but to raise prices on all Troy-Bilt "Horse" models (which being larger, have more cast iron, more costly engines, etc. than our smaller "Pony") just to keep up with inflation.

That's why it's so very important -- doubly important (because of the price rise and the OFF-SEASON SAVINGS now in effect) -- that if you are planning on getting a Troy-Bilt at all during the coming gardening season, you let me know before the March 31st deadline.

As Little As 20% Deposit Guarantees Your "Double Savings" [as much as \$105.60]...Plus, Delivery in Time for Gardening and Planting This Spring!

You can, if you wish, send payment in full by check or money order, or charge your Tiller to your VISA/Bank-Americard, Chargex, or Master Charge card.

Or, if you prefer, you need enclose only 20% deposit with your order, and then pay the balance shortly before delivery (check or charge apply here, too). Whichever way you decide will be "okay" with us.

So, please do -- quickly -- look through the enclosed information and Report. You'll find a complete explanation of our unique no-time-limit promise to you...our low-cost service...and why we say you're even more important to us after the sale than before. You'll be able to decide soon enough whether one of our much different (and, we believe, better) TROY-BILT gardening machines is right for you.

Over 300,000 -- better than 80% -- of all rear-end tillers owned in America are now TROY-BILTS...So, now, won't you let us build one for you?

Thank you very much... and
I hope to hear from you soon.

Sincerely,

Dean Leith, Jr., Sales Manager for Troy-Bilt
Roto Tiller-Power Composters 102nd Street
and Ninth Ave., Troy, N.Y.

P.S. Please remember—

By ordering now — before the March 31st "Double Deadline" — you'll save...

- x Up to \$32.00 off the new list prices that take effect on April 1st.
- x At least \$64.50 per machine while our 10% Off-Season Savings are still in effect.
- x A total double savings of as much as \$105.60 (depending on which model you choose)-if you can decide and let me know before the March 31st deadline.

D. L.

Lead generation letter from one of America's biggest list companies
Offers free booklet

How long has it been since you
took a good, hard look at the tools
your salesmen are using?

Perhaps you already have every possible sales aid • • • and your salesmen are using these tools efficiently to produce ever increasing business for your company.

But if you're like most of the business executives we've met, chances are you're continually looking for new ways to improve the output of your sales force.

We'd like to offer you some helpful ideas. They're featured in a handy booklet called "Getting More Leads for Your Salesmen." The enclosed folder tells the background of this helpful booklet.

To receive the copy we've reserved for you, just fill out the enclosed postage-paid reply card and drop it in the mail. We'll see that your copy of "Getting More Leads for Your Salesmen" is on its way to you by return mail.

We'll be looking forward to hearing from you.

Sincerely yours,
R. R. DONNELLEY & SONS COMPANY

Sample invitation designed to bring traffic into store or dealership

NOTE: This is designed to look like a wedding invitation or invitation to a prestigious event.

You are cordially invited

to the

Annual Lexus Driving Exposition

You can test drive all our 2007 models on our specially designed driving course.

*Then cap off this extraordinary experience with
free golf tips from PGA pro [Big Name] or
a luxurious spa treatment.*

*September 9, 2006 9
a.m. to 6:00 p.m.*

Free wine and cheese reception at 4:00 p.m.

Lead generation letter to business executive

[Name]
[Street]
[City, State, Zip]

[Date]

Dear []:

If I could show how I can save you 20% over what you are paying now for your printing, would you be interested in meeting with me?

If your answer is yes, please return the enclosed reply card and I will call to set up a meeting.

The reason I am confident we can cut 20% off what you are paying now for your printing is because I know exactly what our competitors are charging. Please be assured that our lower prices in no way mean lower quality. Quite the opposite.

Because we have just refitted our entire plant with brand new state-of the art web presses, your printing will be crisp and clear. In fact, if you ever find a problem with the quality of our printing, we'll print it again for you at no charge.

I am very much hoping you will give us a chance to bid on your business. I am

anxious to receive your answer by return mail in the next few days.

Sincerely,

John Q. Sample
Vice President of Customer Service
Brand X Printing

P.S. The companies we've been meeting with are stunned by how low our prices are. As a result, our printing press schedule is nearly full. So it's important we meet soon, within the next week if possible, before we are completely booked.

If you are not able to meet with me, I will be very happy to meet with the person who makes the decisions about your printing. In that case, please just write the name of the person I should talk with on the enclosed reply card and mail it back to me. You can also call me at 1.800. _____ or on my cell phone at: _____. And my email address is _____. Also, I have a Blackberry with me at all times, so I receive and answer my emails immediately. Thank you so much.

Sample letter to referred lead

[Name]
[Street]
[City, State, Zip]

[Date]

Dear [Name],

I was talking with your friend Steve Jones yesterday and he mentioned to me that you might need life insurance.

Steve and I are long-time friends. He is also a life insurance policyholder of mine and has been for more than 10 years.

I would very much welcome meeting with you to discuss your insurance situation.

Even if you own some life insurance already, I would like to talk with you about some recent changes in the tax law that affect life insurance—changes that might require you to restructure some of your affairs to avoid a large additional tax bite that you might not be anticipating.

We also have some very interesting new products that might allow you to protect your estate and shelter a significant portion of your assets from being taken by the IRS.

I would very much like to meet with you at your convenience, but the sooner the better.

I can be reached anytime, either at my office number, which is or on my cell phone, which is .

If I don't hear from you in the next few days, I hope you won't mind if I give you a call to see if we can schedule a meeting.

Sincerely,

[Name]
Brand X Life Insurance

Letter to existing customer asking for three referral names

[Name]
[Street]
[City, State, Zip]

Dear [Name]:

I am writing to ask a favor from you.

I count you among our most loyal clients and dearest friends. I am hoping you might give me the names of three friends or people you know who would benefit from [Company Name's] [category] services.

As you know, we don't spend money on advertising. Instead, we depend almost entirely on our satisfied clients and customers referring their friends to us. This keeps our marketing costs to a minimum. This is one way we keep our prices low.

I know how much you like football. So I'm enclosing two tickets to the New York Giants -Dallas Cowboys game on [Date] as my way to say thank you, both for your business and for taking the time to give me the names, addresses and phone numbers of up to three people I should contact who need our [category] service.

Don't worry. We won't pressure your referrals to buy anything from us at all. I'll just send them some information, including a free subscription to our monthly newsletter. I just want to let your friends know we're here.

Please just fill out the enclosed Referral Form for me and drop it in the mail.

Thank you so much for your help.

Sincerely,

[Name]
[Title]

P.S. For your convenience, I have enclosed a pre-addressed, postage-paid reply envelope which you can use to return your completed Referral Form. If you can't use the football tickets, please just put them in the return envelope along with your Referral Form.

Referral Form

From: [Customer Name]

Name

Phone

Phone 2

Email

Adress

Name

Phone

Phone 2

Email

Adress

Name

Phone

Phone 2

Email

Adress

Remember . . .

[Company's] sales come almost entirely by way of referrals from our happy clients.

This helps keep your costs low because we don't spend money on advertising.

Thank you for helping to build our business!

Letter to referred lead for consumer service

[Date]

Dear Mrs. Smith,

Your neighbor, Jeanne Cunningham, is a longtime client of Acme Pest Control. She suggested I contact you to let you know what we have been doing for her . . . *** Fill in some impressive achievements ***

Because Mrs. Cunningham spoke so highly of you, I would like to meet you, inspect your home and provide a free assessment of the possible pest situation in your home that you might not be aware of. Don't worry, I am not pressuring you to buy our service.

I would just like to meet you, tell you what we do, and give you a free assessment of the possible pest situation in your home.

I am also enrolling you in a free subscription to our monthly *Acme Pest Control Newsletter* which is packed with valuable information on the pests that infest many of the homes in Great Falls, Virginia, largely unknown to the people living in these homes. These pests carry disease, intensify allergies and can permanently damage the structure of homes and significantly reduce home values.

To schedule your free assessment of the possible invisible pest situation in your home, please just return the enclosed postage-paid reply postcard, and I'll be in touch with you to schedule your home assessment.

Meanwhile, I will go ahead and enroll you in a free subscription to the monthly *Acme Pest Control Newsletter* unless you tell me not to.

Thank you so much for your time. I will look for your reply postcard to arrive on my desk in the next few days.

Sincerely,

Richard Burr
Chairman, Acme Pest Control, Inc.

P.S. You might want to schedule your free home assessment as soon as possible because, this month only, we are offering 50% off on your first pest extermination exclusively for first-time customers. This offer expires on July 31st. I encourage you to ask Mrs. Cunningham about her experience with Acme Pest Control.

Postcard Reply

From: Mrs. Jill Smith

Richard,

Please contact me within the next 48 hours to schedule my free Pest Situation Home Assessment.

My phone number is _____

My email address is _____

To schedule my free assessment, I prefer you contact me by: Phone Email

I'm not ready to see you now. But please contact me in about ----- weeks Months

Please enroll me in my free subscription to your monthly *ACME Pest Control Newsletter*.

Sample business-to-business lead generation letter

[Name]
[Street]
[City, State, Zip]

Dear [Name of Company President],

My name is Ben Hart and I own a Marketing Consulting Company. I

have a new book out titled *Automatic Marketing*.

If you would like to receive a free copy, I'll be glad to send it to you. Please just drop the enclosed Post Card Reply in the mailbox, and I'll send it off to you right away.

I think you will find that this book might be very helpful to you in improving all your marketing and sales efforts. I've enclosed a flier on the book, some reviews, as well as some comments from other business owners on how helpful the book has been to them . . . even though it's only been in bookstores a few weeks.

Why am I sending you this book free?

The reason is a pretty simple one. I'm thinking that if you ever need marketing help, you will think of my company. I've attached one of my business cards which I hope you will keep. Check out my website, www.DirectMailCopywriters.com.

Feel free to call me anytime. Perhaps we can have lunch.

If you don't need marketing help right now, that's fine too. I would still like to send you the book. I just want you to know we're here and to give you a sense of what we do at Ben Hart & Associates and [DirectMailCopywriters.com](http://www.DirectMailCopywriters.com). I look forward to receiving your Post Card Reply by return mail in the next few days.

Sincerely,

Ben Hart

P.S. Please don't forget to drop your Post Card Reply in the mail today before you go onto something else and possibly forget. As soon as I receive it, I'll send you a signed copy of my new book, *Automatic*

Marketing. I'm confident you will find it useful.

Free Marketing Book Reply

From: [Prospect's Name]
[Address]

Sure Ben, please send me a free signed copy of your new book, *Automatic Marketing*, which shows how I can automate my marketing, eliminate the need for selling and grow my business geometrically by systematizing my marketing.

And please let me know your needs by marking one of the boxes below:

Yes, I would like to talk with you further about how you might be able to help improve my company's marketing. Please call me, or my assistant, to schedule a meeting.

No, I don't need marketing help right now. But please put me on your mailing list for receiving the free marketing secrets and tips you send monthly to your clients. I would also like to receive the schedule for your *Target Marketing Boot Camps* and direct marketing coaching programs that you hold throughout the year.

My Email Address is _____

My Assistant's Name is _____

Don't send me your book. Please never contact me again.

Sample “bring-me-two-customers” offer

Dear [Customer Name],

You have been such a great customer of [service business] over the years.

To show you how much we appreciate your patronage, I would like to give you your next [service] free.

In addition, whenever you bring two new customers with you to receive [service], your [service] will be free.

We don't spend much on advertising. We have found that our best marketing strategy is referrals by our happy customers. You might be referring new customers to us anyway, and not getting any credit for that.

So now here's a way you can continue to get free service, forever.

Again, thank you so much for your business. I also welcome any suggestions you might have on how we can improve our service and make your experience with our company an even more pleasant one.

I look forward to seeing you again soon.

[Name]
[President]

Sample “Free Steak” lead generation letter

A free [Restaurant Name] steak is waiting for you.

Dear Steak Lover,

I am looking forward to giving you a free [Restaurant Name] steak.

To get your free steak, just bring a guest to dinner with you Monday, Tuesday or Wednesday evening before [date] when this offer expires.

Most people don't eat dinner by themselves anyway. So I can't imagine a die-hard steak lover like you passing up this chance to get a free award-winning [Restaurant Name] steak.

And you'll have your choice of any steak on the menu -- including the New York Strip, the Rib Eye, the Porterhouse, or perhaps a Filet Mignon.

As you probably know, [Restaurant Name] has the best steaks in the [city] region. In fact, we've been serving the best steaks in state right here on [address] since 1962.

As long as your guest buys an entrée, your steak is free. So basically, you will be getting two of our best steaks, or a steak and another entrée, for the price of one.

Why are we doing this?

Because we have found that this is a great way to introduce people in the [city] area to [Restaurant Name] and our incredible steaks. So just bring this letter with you when you arrive on a Monday, Tuesday or Wednesday, and before [date] and take advantage of this free-steak offer.

I'm not sure when or if we'll make this offer again. So now's the time to make the trip to [Restaurant Name]. I look forward to greeting you personally when you arrive.

Sincerely,

[Name]

Owner, [Restaurant Name]

P.S. Don't forget to bring this letter with you so you can get your free steak.

Sample use of survey to generate qualified leads for an expensive service

(This for a personal health management concierge service)

The Quality of Health Care in America National Research Survey

Conducted for the Benefit of Congress, the White House and the American People by Pinnacle Care International

[xxDatexx]

XXXXXXXXXXXXXX
XXXXXXXXXXXXXX
XXXXXXXXXXXXXX
XXXXXXXXXXXXXX

Dear [Title/Last Name],

You have been specially selected to participate in a large National Research Survey concerning the quality of your healthcare and your perceptions of the overall quality of healthcare in America.

You were selected to participate because your past activities indicate that you are well informed on current events and that you share our concern that you, along with just about every other American, are not getting the quality of healthcare you deserve and are paying for.

Healthcare costs now consume one-seventh of the entire U.S. economy.

This means that one dollar out of every seven dollars earned in America is going toward paying for healthcare.

Do you feel you are getting the healthcare you are paying for?

This survey is being conducted by Pinnacle Care which specializes in making sure our members always have immediate access to the very best health care America has to offer, 24/7.

But I am not writing to talk to you about Pinnacle Care’s services.

I can tell you more about those at another time if you are interested.

I am writing you today because I am hoping you will participate in this important survey.

The results of this survey will be compiled into a report and distributed to Congress, President Bush and his senior advisors.

All participants in this survey will also receive a copy of the final survey report. In addition, as my way to thank you for taking a few minutes of your valuable time to complete this survey, you will receive:

- 1) A free copy of Pinnacle Care’s *Guide to Getting the Best Health Care* (40 pages); and

2) A free SPECIAL REPORT on ***What You Need To Know Now About Medicare*** (20 pages).

I expect the results of this survey to receive the focused attention of America's political leaders and policymakers, as well as significant media coverage, because the quality of health care in America has become such a major issue on the minds of voters.

This survey's findings will also be of great assistance to leaders of America's healthcare and insurance providers.

Most importantly, this survey, and your participation, will help Pinnacle Care's Patient Advocates make sure you have direct and immediate access to the very best doctors and healthcare, when you need it, 24/7.

I look forward to receiving your completed survey by return mail in the next few days. Your
partner for better health care,

Bart Herbert
Founder and Chief Executive Officer
Pinnacle Care
www.PinnacleCare.com

P.S. I think you will especially like the ***Guide To Getting The Best Healthcare*** I want to deliver to you free right away as my way of thanking you for participating in this survey.

Some potentially life-saving topics covered in this ***Guide*** include, "How to Avoid Deadly Medical Errors," "How To Ask The Right Questions of Your Doctor," "How To Make Sure You Are Getting the Very Best Treatment Available in the Event of a Medical Crisis," "The 10 Things You Must Know Before You Visit Your Doctor," and "How To Stay Informed of the Latest Medical Treatments and Breakthroughs That Can Save Your Life."

As soon as I receive your completed survey, I will rush you this potentially life-saving ***Guide*** along with your free ***Special Report on What You Need to Know About Medicare.***

I recommend that you not spend too much time thinking about each survey question. Your answers will be most helpful if they are your first instinctive response to each question. Completing this survey should only take you about six minutes.

Thank you so much for your help and participation in this important survey project that can change the way health care is delivered in America.

The Quality of Health Care in America National Research Survey

*Conducted for the Benefit of Congress, the White House and
the American People by Pinnacle Care International*

Survey Registered To:

xxxNamexxxxxxxxxx
xxxxxxAddressxxxxx

Survey Due By: [xxxDatexxx]

Your U.S. Representative:

XXXXXXXXXXXXXXXXXXXXX

Your U.S. Senators:

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX

IMPORTANT:

[Title/Last Name],

Please keep in mind that surveys received after [XXdateXX] might not be included in the survey report Pinnacle Care is submitting to Congress, the White House and leaders of the healthcare and health insurance industry.

Your individual answers will be held in the strictest confidence.

Your answers will not be shared with any other company, government agency, insurer or healthcare provider. Only the overall survey results will be made available to Congress, the White House and those who are setting healthcare policy in America. Your name, address, individual answers and personal information you supply in this survey will not be sold or distributed in any way.

All the information you supply here will remain confidential.

This survey will be analyzed and compiled by public opinion survey professionals so as to yield the most accurate results.

INSTRUCTONS:

Please read the questions and mark the answers that come closest to reflecting your views. The more questions you answer, the more helpful your survey will be in improving healthcare delivery in America and for you and your family. Please answer only the questions you're able to answer. Thank you for participating.

1) Given that one out of every seven dollars earned in America is spent on healthcare, how satisfied are you with the overall quality of healthcare in America?

Very Satisfied Generally Satisfied Not Satisfied

Undecided

2) How concerned are you about the overall quality of the healthcare you and/or your family are now receiving?

Very Concerned Concerned Not Concerned

3) Do you generally see the same doctor for you check-ups and treatments?

Yes, I have a doctor I like and trust I use a variety of doctors I rarely see a doctor.

4) In general, would you like to see more government control and regulation or less government control and regulation over health care in America? Or would you like to leave it about as it is now?

Overall, I would like to see more government control and regulation of health care Overall, I would like to see less government control and regulation of health care I would leave it about as it is now

Not Sure

5) In general, who do you trust more to deliver healthcare in America, the government or insurance companies and healthcare providers (doctors, nurses, hospitals, clinics, HMOs, etc)?

I trust government more
 I trust insurance companies and healthcare providers more I trust them about the same

6) It takes about [##] years for the Food and Drug Administration (FDA) to approve a new treatment or medicine.

In general, would you like to see the FDA approve new medicines and treatments more quickly? Or do you think the FDA is generally correct to be very cautious before allowing new medicines on the market, even if potentially life-saving?

I would like to see the Food and Drug Administration act faster in approving new, potentially life-saving medicines and treatments, even if we don't know all the possible side-effects.

I think the FDA is right to be very cautious in approving new medicines and treatments, even if potentially life-saving. We need to understand all the possible side-effects.

I am undecided

7) How difficult do you find it to navigate the healthcare system today?

Very Difficult Difficult Not Difficult 8)

How important to you is the Medicare program?

Absolutely Essential Very Important Important Not Important

9) Would you like to see Medicare transition into becoming more of a “means-tested” program for those who cannot afford private health coverage?

Yes No Undecided

10) Do you currently have health insurance?

11) Approximately how much do you spend each year on health insurance for you and your family? About \$ _____ per year.

12) Approximately how much do you spend on medical care per year, excluding the health insurance premiums you might be paying?

About \$ _____ per year.

13) Approximately how much do you spend on vitamins and supplements each month? About \$

_____ per month

14) Would you like to see Congress make all your medical, health insurance, and prescription drug costs tax-deductible?

Yes No Undecided

15) In your judgment, what is the overall condition of your health?

Excellent Good Fair Poor

16) Do you have any significant health issues or problems that concern you?

Yes No

If "Yes," please describe in the space below.

[Put enough space to write answer here]

17) Are there any significant health issues or problems in your immediate family that especially concern you?

Yes No

If "Yes." please describe in the space below.

[Put enough space here]

18) Approximately how many days per week do you exercise?

Three days or more per week

About two days per week

I exercise irregularly

I rarely exercise

19) When you exercise, do you focus more on aerobic exercise for your heart and cardiovascular system, or more on strength development, or a combination?

I focus more on aerobic exercise for my heart and cardiovascular system

I focus more on strength development, such as weights and muscle resistance machines I do both.

Other _____

I don't exercise regularly

20) Do you subscribe to any health-related publications?

Yes No

If "Yes," please list the health related publication(s) you read in the space below: [Put space to write here]

21) What is your height? _____ 21) What is your weight? _____

22) In what range does your annual income fall in?

Under \$20,000 per year

Between \$20,000 and \$40,000

Between \$40,000 and \$60,000

Between \$60,000 and \$100,000

Between \$100,000 and \$200,000

Between \$200,000 and \$400,000

Over \$400,000

23) What is your age range?

Under the age of 40 40-50 51~0 61-70 71-80 Over 80

24) How extensively do you travel?

Very extensively Frequently A few times a year About once a year Rarely

25) Are you a homeowner?

Yes No

26) Do you have a second home?

Yes No

27) What is your marital status?

Married Divorced Separated Widowed

If you are married, what is your the name of your spouse? _____

28) Do you vote regularly in elections?

Yes No

29) What is your email address? -----so you can receive your **Guide To Getting The Best Healthcare, What You Need To Know About Medicare** and other important reports from Pinnacle Care concerning new treatments and medical research breakthroughs for treating life-threatening illnesses.

(Please print your email address clearly)

30) Day Phone

Night Phone-----Mobil=

Follow-up letter emphasizing the guarantee

Dear [Name]:

Last week I wrote to you about the brand new gizmo we've developed.

I'm dropping you this quick note to emphasize the 24-month unconditional guarantee that goes with this gizmo. If anything goes wrong with the gizmo during the next 24 months, we'll fix it immediately and at no cost to you.

But more than that, if you decide over the next 90 days that the gizmo is not what you were looking for or expecting, or if you are unhappy with the gizmo for any reason whatsoever, we will come in and remove the gizmo at our expense and give you a full refund on your money.

I hope this guarantee demonstrates how strongly we stand behind the new gizmo. And I hope this guarantee serves as an inducement for you to try the gizmo.

I am confident you will be very glad you did. Please feel free to call me at [number] at any time if you have any questions.

In a few days, I will give you a call to see when we might be able to install the gizmo for your risk-free 90-day trial.

Sincerely,

[Name]
[Title]

Use of attention-getting device or creative packaging to get a meeting with a busy corporate executive

Dear Mr. Smith:

I have taken the very usual step of enclosing a \$1 bill in a clear plastic envelope for a reason.

I had to think of a way to get your attention for my letter, to make sure my letter stood out in the enormous pile of mail you must receive everyday.

I would never do something this gimmicky if I were not writing to you about an important matter to you and your company.

But I am a marketing professional. That's how I make my living.

And I have found, after more than 19 years of experience, that enclosing a \$1 bill with my letter, especially if it arrives in a clear plastic envelope, almost always increases response to my sales and marketing letters by 50% or more.

Mr. Smith, I believe I have a way to significantly improve your marketing, perhaps improve your return on investment on all your marketing efforts by 50% or more if you will give me a few minutes of your time.

I would like to come in and meet with you to talk about your marketing.

I have scores of methods and techniques that I use, besides enclosing \$1 bills with my letters, that will ensure your letters and your marketing materials are opened and read by your target audience. In the next few days, I will call your secretary, Linda Johnson, to see if I can meet with you in the next week or two.

My hope is that you will let Ms. Johnson know so she will expect my call. Alternatively, you may have her call me to schedule the appointment.

My direct office number is

If she can't reach me there, my cell phone number is

I look forward to speaking with you soon.

Sincerely,

[Name]

[Position]

Letter inviting prospect to seminar

Target Marketing Boot Camp

A program of the DirectMarketingInstitute.com

December 9-10, 2005 Washington, D.C.

November 2, 2005

Dear Mr. Smith:

I am writing to invite you to participate in my *Target Marketing Boot Camp* next month because I know that you are a motivated entrepreneur who is willing to do what it takes to double your sales within 90 days.

My name is Ben Hart. My marketing letters and systems have generated more than \$500 million in sales and donation over the last two decades.

Now I want to teach you what I've learned in 20 years of direct marketing -- secrets and strategies that I guarantee will double your sales over the next three months, or I'll refund your Boot Camp tuition in full, plus give you an additional \$150 for wasting your time.

Please understand before you enroll, however, that this Boot Camp is intense and not for the faint of heart. Only enroll if you are highly motivated to succeed, which I know you are.

Marketing secrets, tips, concepts, methods and systems will come at you in rapid fire fashion, and will inject instant rocket-fuel into your business. But it will be well worth it if you are committed to success.

I think the most important concept you'll learn at this Boot Camp is that marketing is not the same as sales.

Sales are the end result of your marketing. Marketing is

the system you set up that creates sales.

Marketing is the process of finding leads, sifting and sorting those leads to find the most qualified leads, and finally finding those who want to buy what you have to sell.

If you've set up your marketing correctly, you will actually never need to worry about closing a sale. Sales will close themselves.

At this Boot Camp, you will learn how to build an automatic, robotic marketing system that actually finds leads, reels them in, sifts and sorts them and sells your product or service for you, even while you sleep.

This is how your marketing system, if set up properly, can leverage your time 1,000-fold so that that you can close 1,000-times more sales -- all without actually selling. This, in summary, is how to grow your business immediately, geometrically and exponentially.

For example, you will learn . . .

- 9 How to set up a system that will generate an avalanche of super-hot leads and referrals automatically
- 9 A nine-step proven formula for writing great sales letters
- 9 How to write direct response print and radio ads guaranteed to produce as much business as you want
- 9 How to construct irresistible offers that no intelligent person can refuse
- 9 How to super-charge your guarantee so that your prospect can't help but say "yes"
- 9 The five secrets to using Google AdWords and Overture to generate super leads and sales very cost-effectively

- 9 The 12 basic weapons in your marketing arsenal, and how to deploy them
- 9 What to say in your sales and lead generation letters
- 9 How to win the competition for attention

- 9 The difference between Business-to-Business marketing and marketing to consumers
- 9 How to make sure prospects call you and not your competition
- 9 Nine ways to get your sales and lead-generation letters through the secretary and to the decision-maker

- 9 How to determine how much to charge for your product or service
- 9 Six principles for creating websites that sell

- 9 The one simple step you can take right now to instantly increase your profit by 40%
- 9 How to develop your email list of prospects and customers
- 9 How to conduct cost-effective

internet advertising

- 9 11 steps to ensure your website is listed #1 in your field by search engines 9 How to dominate any market you enter
- 9 How to systematize relationship-building with your customers that locks out competition
- 9 How to avoid the “commoditization trap”
- 9 How to precisely measure the cost-effectiveness of your marketing 9 How to Market Yourself
- 9 What to do if you only have \$650 to spend to start your marketing campaign (this is a very valuable exercise to go through even if you’re a big company).

Participants in the BOOT CAMP will also receive many bonus benefits worth thousands of dollars, including . . .

- 1) An official BOOT CAMP three-ring loose-leaf binder to keep all the handouts, worksheets and study materials you’ll be collecting throughout the two days
- 2) 37 proven sales, lead-generation and referral letters you can steal and adapt for your purposes.
- 3) Copies of the five greatest sales letters of all time.
- 4) Free signed copies of my two books, *How to Write Blockbuster Sales Letters* and *Automatic Marketing: How to make selling automatic, robotic and hands-free*.
- 5) A CERTIFICATE OF COMPLETION suitable for framing, for those who complete the program.
- 6) A free CD recording of the two-day boot camp so you can review the material again from the comfort of your home or when you are driving in your car.

I think one of the great side benefits of this Boot Camp is the opportunity for you to network and brainstorm with other highly motivated, successful entrepreneurs.

I agree with the saying that “birds of a feather flock together” . . . because that’s what certainly happens at these Boot Camps.

You will form relationships and friendships with other wonderful entrepreneurs that will last a lifetime.

My Super-Charged Guarantee
Full refund + \$150 If Not Satisfied

And I hope you will take special note of this unheard of guarantee.

If you decide during the lunch period of the first day that this Boot Camp is not useful to you, I will refund your money in full . . . plus I'll give you another \$150 for your trouble.

So this Boot Camp better be good and better be valuable to you, or I stand to lose a lot of money. The reason I can offer such an unheard of guarantee is because no one has ever asked for a refund.

I used to worry about offering such a guarantee.

I worried that some might take advantage just to make a quick \$150. However, I have found that everyone who attends these Boot Camps are decent hard-working business people and entrepreneurs with integrity who are serious about improving their marketing.

A guarantee like this requires a bit of a cast-iron stomach. But I also believe that anyone who can't stand behind their product or service with a super-charged guarantee like this should not be in business.

So I hope to see you in Washington, D.C., December 9th and 10th. I promise it will be well worth your time. I very much look forward to meeting you.

Your partner in successful marketing,

Ben Hart
Author of *How to Write Blockbuster Sales Letters*,
Automatic Marketing and many other books

P.S. Remember, if you bring two others who are serious about improving their marketing, you attend free. And if you register today, you (or they) **save \$340 each** off the regular Boot Camp tuition.

P.P.S. If you have any questions, please feel free to email me at lovesdirectmail@aol.com or call me on my cell phone at **703-759-0289**. Better yet, enroll today so you can save \$340 . . . or come free if you bring two others.

Letter to win former customer back to your business

Dear [Name],

I haven't seen you in our store for a while. We miss you. I

hope you and your family are doing well.

I would like to give you a free [item of high-perceived value, but low true cost] if you come in to our store before Wednesday.

We have an entire new line of [product] you should look at. When you come in, please be sure to ask for me so I can come out of the back room to say hello.

We very much value your business. You are important to us. I

look forward to seeing you before Wednesday.

Sincerely,

[Name]

Owner

P.S. In addition to the free [gift] you'll receive if you come in before Wednesday, I've enclosed a book of

coupons that will give you 10% to 50% off many name-brand items in the store. These coupons are valid until [date].

New product mass-market sales letter

**You can have a website in 30 minutes . . .
and your first e-commerce customers today!**

**Give the [Company] online website builder a free test-drive for 10 days.
It's designed **for people who have zero website building experience.****

Dear Entrepreneur,

So your business needs a website.

So now you've either got to pay a website designer \$2,000 . . . \$5,000 or more.

Or you can design and build your own with [Company's] online website builder for \$29 a month. It's super easy. You need no technical expertise or programming knowledge. You do not need to know HTML or any other code.

And there's no software to download.

If you know how to use Microsoft Word, you can now build your website yourself. And

you can try it for free for 10 days.

In fact, if you don't want to bother building your site yourself, you can hire one of [company's] expert website designers to build it for you for just \$249.

But I recommend trying to build it yourself. I'll bet you'll have your site up and running within 30 minutes. You'll find it's tons of fun. And it will look like a pro designed it.

We can even get your domain name for you if you don't have one already.

And if you run into any trouble building your site, the friendly experts in customer service will walk you through the process. They are available for you seven days a week, waiting for your call.

And they're not going to get snippy or snotty with you just because you don't know anything about how to build websites -- because you're just like almost all our other customers who had also never built a website until they tried this amazingly easy-to-use and simple do-it-yourself online website building tool.

We have thousands of templates you can choose from to fit every type of business.

Or, if you are a little more ambitious, you can customize your site yourself. Again, customer service will show you how. Or you can always hire one of our designers (super cheap) to do any complicated stuff you want done. But you probably won't need to.

So give the [Company] online website builder a free test drive for 10 days.

After that, you'll pay \$29 per month for a highly professional-looking 10 page site. Or you can upgrade if you need more pages and more capacity.

You can have a shopping cart, a product catalogue, a complete storefront and credit card processing today – everything you need to run an online business. You'll have customers today.

Just go to [www.~ to start your test drive.

In 30 minutes you'll have a professional website that's ready to take orders and do business. You'll amaze yourself at what you can do.

And you'll have a blast with your new skill. You'll be able to change and update your site at will, and you'll never be held hostage by your web guy again.

Welcome to the 21 st Century way of doing business.

Sincerely, [Name]

[Title]

P.S. You'll find us at [www._____].

Remember, your 10-day test drive of the super~asy [Company] do-it yourself online website builder is free. No programming experience needed. Once you have your professional-looking website up and running, you'll pay just \$29 per month. And our website design experts are on call for you seven-days a week whenever you need help.

Starting the sales process with a letter of introduction

Dear Ms. Smith:

I'm writing to introduce myself to you.

My name is [Name], and I am the new Vice President of Sales for [Company].

I would very much like to stop by next week to say hello and to show you a new [product] we've developed that I'm confident will significantly streamline your [whatsis] and cut your [whatsis] costs by at least 20% with fewer breakdowns and mechanical problems.

I will call next week to see if I can stop by your office, even if you're only available for ten minutes.

In the meantime, if you need any assistance with anything, please don't hesitate to call me at [Number.] If

I'm not at my desk, please feel free to call me on my cell: [Number]. Sincerely,

[Name]

Vice President for Sales

Letter designed to secure a meeting with the owner of a business by alerting him to a costly problem at his company

Dear Mr. Jones:

I am writing to alert you to some inefficiencies in the way your company has been ordering direct mail services from us that are costing you and your clients a lot of money.

I would like to bring by some new formats we've developed that would allow you to double the personalization in your marketing letters, while at the same time bringing down your overall cost.

I'm thinking your account managers might not be aware of these new formats and capabilities we now have available that [Competitor X, Competitor Y and Competitor Z] are now using to great advantage.

I would welcome the opportunity to come by your office and show you exactly what I'm talking about.

Perhaps it would be a good idea to bring your account managers to the meeting, since they are the ones making the day-to-day decisions on the mailing formats you are selecting.

Our other clients -- including X, Y, and Z [best to list competitors] -- are reporting a 50 percent increase in response rates with the correct use of these formats that I'd like to show you.

I would very much like to come by on Wednesday if at all possible. I will call your assistant, [Name], to see when you might be able to fit me into your schedule. But I think the sooner we meet the better so you can start saving money while boosting your response rates to your mailings right away.

Here are my phone numbers in case you'd like to call me for any reason. My office number is []. My cell phone number is [_____].

I look forward to seeing you soon, I hope on Wednesday.

Sincerely,

[Name]

[Title]

Letter guaranteed to land you a job in the profession of your choice

Dear Mr. Smith:

I am hoping to work for you for free.

My name is Tom Jones and I just graduated from [Name of College].

I would very much like to work for free because I want to learn about banking. I also know that I have a lot to learn before I will be of much value to you and [Name of Bank]. But I'm a hard worker, a fast learner and I've always wanted to work in banking.

I promise to work ten hour days, to do exactly what you tell me to do, and to learn as much as I can about how banks work in the real world.

It's one thing to learn about banking in the classroom, quite another to see how they operate in real life and real situations. I'm not one of those college graduates who thinks he knows everything. I know I'm just starting my true education in what I hope will be my lifelong profession. I also know you are one of the very best in this industry. I want to learn from the best, and also be of service to you.

Of course, I hope to get paid for my work at some point. But I don't expect to be paid yet, not until I am confident I am delivering true value to my employer and o your clients.

If you don't mind, I would like to call your assistant, [Name], in the next few days to see if I can set up an appointment to meet with you at your convenience.

If you would like to call me, I can be reached on my cell phone. My cell phone number is: _____]. Or you can email me at: ≈_____].

I can meet with you at any time.

Sincerely,

[Name]

Letter seeking to buy property at a bargain price

David Jones

612 Smithwood Ave.
Fort Worth, Texas 76107

Re: Proposal to buy your property at xxxxxxxxxxxxxxxx

Mail Date]

XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXX

Dear [Title/Last Name],

My name is David Jones. I am an investor in real estate, and I am interested in buying your property if I can get the right price.

Here is what you will receive from me:

- An instant sale and fair price tomorrow. I pay cash.
- No real estate agent who takes a hefty commission.
- No marketing cost (no ads, no fliers, no signs, no open houses).
- No banks to deal with. No lawyers. No waits.
- No repairs required, no appraisal needed. No potential buyer loans falling through at the last minute.

Here's what I receive in return:

- 1) I'm able to protect some of my cash from the IRS.
- 2) I make a fair profit in exchange for giving you the instant no-hassle sale.

What this means is that you will not sell the house for quite as much as if you went through the usual marketing channels of using realtors and if you are willing to wait for six months, or a year, for the very best price you can get.

But also keep in mind that, if you use the traditional selling method, everyone takes their cut along the way: realtors, banks, lawyers -- not to mention all the cost of advertising and the time you will spend holding open houses on the weekends and showing the house.

If you use the traditional selling method, banks will also require buyers to have the house inspected and appraised. And buyers who are paying top-dollar will demand that you make all repairs. Your house

will need a new coat of paint. And your house will need to be immaculate all the time for the next six month or a year until you make the sale if you sell through the traditional route.

With me, you won't receive the absolute top dollar as your sale price because I'm an investor.

What you will receive is a fair price and an instant no-hassle sale. You can have the cash for the house in your hands the same day you call me.

But what will make this transaction work for me is that this must be no-hassle for me as well.

I know what I want to pay for your house. I'm not interested in negotiating because that represents hassle and therefore cost for me.

I know what you will likely get for your house if you go through all the traditional selling channels. So I know what I am willing to pay right now.

For this to be worthwhile at all for me, I must make a fair profit on this transaction in exchange for making your life simple and for delivering instant cash to you for your property the day you call me.

If this new way of selling property sounds like a deal you are interested in, please fill out the enclosed reply form and mail it back to me today. Or give me a call. I can be reached at:

(817) 626-8990

You can also email me at [email address]

But please read my letter again carefully before you call. No point in wasting either of our time. I am only interested in doing business exactly along the lines I've described here. And that's hassle-free for you . . . and hassle-free for me.

Sincerely,

David Jones
Real Estate Investor
[email address]

P.S. I have \$720,000 is cash on hand to invest in speculative residential properties. The phone calls are already coming in steadily in answer to this letter from people who want to sell their property hasslefree.

I expect all my available cash to be fully invested in new properties within 10 days. So I encourage you not to wait, but to call me now, or mail me the enclosed reply form if you are interested in making a quick sale.
Thanks.

Property Sale Reply

Dear David,

I am interested in learning what you are willing to pay for my property right now -- no-hassle for either of us.

I understand I can have cash in hand for my property the day I call you.

I realize that you are not offering the absolute top price for my property as I might (or might not) get if I went through the usual selling-channels of hiring a realtor, was willing to wait six months or a year, made all the repairs, repainted everything, kept the property immaculate all the time for showing, hassled with banks and lawyers, spent a lot of time haggling over price, worried about the buyer's loan falling through, etc. But I also understand you will give me a fair price.

I'm interested in not wasting either of our time. Please contact me at:
Day Phone:

Night Phone

Mobile Phone

Email

[Name of Owner]
[Owner address]

A highly successful letter that sold a \$4,500 seminar

Bob Stone

1630 Sheridan Road #88 * Wilmette, Illinois 60091

Dear Colleague:

If you accept this proposal, it will cost your firm \$4,500. Not an insignificant sum. And there's more. If you accept this proposal, you or your designate will commit to a series of 14-hour days on a college campus.

So much for the agony: Now for the ecstasy!

If you accept this proposal, you or your designate will be one of 35 nationwide who will be eligible to receive certification as a PROFESSIONAL DIRECT MARKETER (PDM). This certification will come from the University of Missouri-Kansas City -- the first university in the nation to establish a Direct Marketing Center.

The significance of being certified probably won't strike home at first. For the opportunity never existed until now. But to put certification into perspective, it's comparable to an accountant studying for CPA certification. Or, an insurance executive going back to college to become a chartered life underwriter (CLU).

CPS, CLU, PDM. Each certification tells the world the possessor is at the top of a chosen profession.

But you might rightly point out, "I've been to college. That's behind me. And I'm a professional." Right on all counts! That's precisely why I'm writing you.

Take college background. If your experience is anything like mine, your major was in marketing. And what did marketing texts teach us about direct marketing? Nothing. Oh, there may have been a page or two about "sales letter writing." Maybe.

Contrast our college background and that of some of your people with collegiate marketing curriculums today. Over 160 colleges and universities teach one or more courses in direct marketing. Graduate programs at UMKC, Northwestern University, University of Cincinnati and others. Hundreds are entering the direct marketing profession with foreknowledge we never had.

The first day on the job, these "kids" sit down with an incredible body of knowledge. Databases. Market segmentation. Socio-economic influences. Positioning. Pricing models. Operations research. Lifetime value. Theories of productivity. Statistical theory. Quantitative methods. Consumer behavior. -- And more.

All these students are computer smart. Their PCs are to them what our slide rules were to us.

As one who has the privilege of teaching Direct Marketing at UMKC and Northwestern University, I've seen the advantages of a combination of academic theory and practical skills. They're inseparable. I've learned, without doubt, that degree of skills is in direct ratio to acquired knowledge.

The bottom line is that after only a few years I'm maintaining a lively correspondence with former students. The letterheads on which they write speak volumes. **L.L. Bean, Hewlett-Packard, Spiegel, Allstate, Mayo Clinic, AT&T.** Their acquired knowledge has paid off. Big.

But what about professionals? You. Me. Our brethren?

What are our avenue of continuing education? Chances are, like me, you've attended one-day, two-day seminars. You may have even enrolled in continuing education programs over several weeks. Most of these programs are excellent.

But the lasting impact might be compared to taking a cortisone shot to relieve the current problem as contrasted to a life-long infusion of healthy knowledge. The difference: night and day.

Now, for the first time, college education is available for the professional. End result: **certification.**

Actually, there is strong precedent to recommend the UMKC Professional Direct Marketing Certification Program. It's in exactly the same mode as programs conducted at Harvard, Stanford, and Northwestern's Kellogg School. America's major corporations send their brightest to the on-campus management programs of these distinguished universities.

Here are the specific dates for the on-campus course work:

[Dates]

Classes will begin each day at 8:00 a.m. and conclude at 10:00 p.m. (Remember, I warned you about those 14-hour days!) But the pros get a break on Fridays: classes conclude at 4:00 p.m.

Over the three one-week periods, participants will be graded on three examinations. Plus -- they will be evaluated by their peers for excellence in team assignments. A minimum of 85 percent attendance is mandatory.

There are just two other requirements:

- 1) To be eligible, you or your designate must have two or more years experience as a direct marketer and
- 2) the enrollee must have completed a degree at an accredited college or university. (Special consideration will be given to applicants for not fulfilling the college degree requirement, provided they have a minimum of seven years of work experience.) That's it.

A word about UMKC.

University Missouri-Kansas City School of Business -- world-renowned -- is enshrined in a beautiful tree-lined campus in the cultural center of Kansas City, Missouri. The number of UMKC students and faculty who have moved on to become Fulbright Scholars is legend.

Classes in the Professional Certification in Direct Marketing program will be held in the magnificent new \$8 million Henry W. Bloch School of Business and Public Administration. State-of-the-art in every way, including satellite communication.

Knowing that the 35 students in residence will all be mature professionals, the administration of UMKC has made some important concessions:

- **Housing.** PDM students won't be subjected to bare-bones college dormitories. Instead, they will be housed at the Residence Inn Kitchenette Apartments, just a few blocks off campus. (The group can have their own "beer busts" -- if they're up to it!)
- **Breakfast** will be provided with housing. Casual lunches will be provided at the Henry Bloch School.
- **PDM** students will have full access to the famed UMKC library, housing what many believe to be the most complete library of direct marketing books, tapes, videocassettes in the world.
- **And** for exercise buffs, UMKC will provide a free membership in the new multi-million dollar Swinny Recreation Center. The center is just across from the Block School.

About the curriculum.

The curriculum will enhance all aspects of the direct marketing [discipline. Strategy. System. Planning. Communication. Evaluation.](#) There will be independent research, field study and team project development during the intervening time prior to Week Two and Week Three.

For a detailed outline of the on-campus curriculum, see the separate sheet enclosed. It's all one could dream of -- and more. I guarantee it.

About the faculty.

The UMKC faculty is the priceless ingredient that makes the Professional Direct Marketing certification program possible. The faculty is distinguished.

Among the faculty who will instruct is William B. Eddy, the Interim Dean of the business school. Then there's Richard A. Hamilton, Associate Professor of Direct Marketing, along with professors of finance, of quantitative analysis, of business operations, of organizational behavior, of operations management. A core of 49 professors in all. And most with Ph.D. after their names.

This group will be reinforced by direct marketing professionals with extensive teaching experience. **Martin Baier**, for one, who pioneered the Direct Marketing Center at UMKC. And I will complete the faculty by teaching various aspects of direct marketing. (I'm thrilled to be asked.)

Why I am so excited.

Excited really isn't a strong enough word to describe how I feel about the Professional Direct Marketing Program. **Enthralled** comes closer. Enthralled that for the first time in our exciting history full-scale college education is available to professionals. Enthralled that for the first time in history certification (PDM) is available.

Because I believe so strongly in what this program will do for our profession, I made an unusual request of the UMKC administration. I asked if I could be personally responsible for 17 of the 35 students to be accepted nationwide. To my complete delight, the response was "**permission granted.**"

The bottom line is -- I want your firm to be one of the 17 accepted. A challenge to you or your designate.

Because of your experience and your stature, you may choose to forego the college experience in deference to a designate of your choice. This would be the person in your organization who you single out to be capable of a quantum leap in knowledge and skills.

There is just one thing. To be accepted, your designate must meet both the academic and experience requirements set forth. And this person must be personally sponsored by you.

How to lock-up an enrollment.

\$500 will lock up an enrollment. (But as the S&L's put it -- "Certain restrictions apply.") After 35 applications are received, additional applications will be put on a waiting list. Unfortunately, there will be no exceptions to the maximum class size of 35.

Because I am personally responsible for 17 of the 35 applications, I want to maintain tight control. To accomplish this, I've enclosed a stamped envelope addressed to me at my study at home. I'd appreciate having your decision as quickly as possible.

I'll put your application through the moment I receive it. For sure. Sending the application is guarantees a once-in-a-lifetime experience that will pay off for decades to come!

Sincerely,

Bob Stone

P.S. Let me give you my unlisted phone number. It is xxxxxxx. You can reserve by phone if you wish.

Letter selling exhibit space at trade show

[Mail Date]

XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

Dear []:

Because you are among the leading [florists/bakers/category of companies] in the Washington, D.C., area, you will certainly want to showcase your [products and services] at The Metropolitan Cooking & Entertaining Show.

This letter of invitation is only being sent to owners and executives of a select group of companies in the cooking and entertaining industry that are leaders in their area of specialty; and that we feel will contribute to making this the largest, most successful and fun cooking and entertaining show ever seen in the Greater Washington, D.C. Metropolitan Area.

The Metropolitan Cooking & Entertaining Show is being held at The Washington Convention Center on November 3-5, 2006.

Though the show might seem like a long way off, the prime exhibit spaces are already filling up and will soon be gone.

So I strongly encourage you to reserve your exhibit space immediately if you would like to take part in a spectacular event that will allow you to exhibit your company's [category of services] to more than 10,000 of Washington, D.C.'s most affluent buyers of cooking and entertaining products and services.

In summary, you will be advertising, marketing, and showing your [category of services] to 10,000 of your most likely buyers for three full days.

This show is sure to be covered extensively by the news media and is specifically timed to coincide with the start of the holiday entertaining season, the 65 days from Thanksgiving through New Year's Eve, when 72 percent of the year's cooking and entertaining dollars will be spent.

I have enclosed a map of the exhibit area, with each booth space labeled, so that you can select your preferred space. I have also enclosed your Exhibit Space Reservation Form so you can lock in your place on the exhibit floor.

We are taking exhibit booth reservations on a first-come, first-serve basis. So I also ask that you list your 2nd and 3rd back-up selections in the event that your first choice is taken.

The Exhibit Space registration deadline is [date].

But I strongly encourage you to reserve your space today -- or the next few days at the latest -- to make sure your preferred spots aren't taken, and to make sure your Exhibit Booth is set up in the most advantageous location.

If you need help with your selection of space, please feel free to call me at #####.

I'll be very happy to tell you where I think the prime locations are on the Exhibit Floor -- that is, where your exhibit will be seen by the greatest number of potential buyers of your products and services.

The reason for such an early registration deadline is that the logistics of putting on the kind of memorable extravaganza we're planning are extensive. We need all the pieces in place as soon as possible, including knowing exactly which companies will have exhibits.

The Metropolitan Cooking & Entertainment Show is sure to be this year's premier gathering for cooking and entertaining enthusiasts of all ages across the Greater Washington Metropolitan Area.

You will never have a more cost-effective way to reach your market and sell your [category of services] to affluent people in the Washington, D.C., area who love to cook, entertain and throw parties.

This will be an unique experience for both exhibitors and attendees.

The festive atmosphere will feature more than 100 specially selected exhibitors and an exciting line-up of special events, speakers and demonstrations that promise to inspire both amateur and professional chefs and party organizers.

Exciting Features and Events

Here are just a few of the exciting features you'll find at the show:

- 9 A cooking demonstration stage where you will see some of America's most famous chefs preparing their best creations.
- 9 A non-cooking demonstration stage for showing table settings, flower arrangements, cake decorating, party planning, bar tending and more.
- 9 A wine tasting area. 9 A food tasting area.
- 9 The Capitol Cook-off that will include amateur chefs, well-known political figures and celebrities.
- 9 A store featuring hundreds of unique, novel and hard-to-find cooking and entertaining products.
- 9 A special area for kids that will provide supervision, so parents can have fun without worry.
- 9 Two VIP receptions for our exhibitors and celebrities. [I added this]. I'm

sure many of our exhibitors will also be sponsoring their own special receptions.

The Exhibitors

Companies that will exhibit at the Metropolitan Cooking & Entertaining Show include, but are not limited to:

- Bakeries
- Book Publishers
- Breweries Caterers
- Entertainers
- Event and Party Planners
- Florists
- Kitchen designers and planners
- Manufacturers, distributors and
retailers of:
 - Bakeware
 - Beverages
 - Cookware
 - Cutlery
- Food and specialty food products
- Kitchen appliances, large and small
- Kitchen equipment and supplies

Plus . . .

- Media
- Magazines Party
- Suppliers Personal
- Chefs Rental
- Companies
- Restaurants
- Stationers Vineyards

Booming Industry, Limitless Opportunity

Cooking and entertaining is getting more and more popular every year.

The Food Network Now reaches into 80 million households and features more than 60 shows on cooking and entertaining.

More than 2,000,000 people now subscribe to *Gourmet*, *Bon Appetite*, *Fine Cooking* and *Food and Wine* magazines.

Williams Sonoma now has more than 200 stores and last year had more than \$3 billion in sales. Other specialty and gourmet stores are now springing up everywhere to capitalize on the cooking and entertaining craze.

Pr•cin~

Exhibit space is \$12.00 per square foot. The minimum space size is 180 square feet. Custom sponsorship opportunities are also available.

Your primary competitors will surely have their exhibits in full display at the show. In fact, I fully expect that every major company in the cooking and entertaining industry in the Greater Washington, D.C. Area will be in attendance.

You should not miss this chance to show what your company can offer to 10,000 affluent cooking and entertaining enthusiasts who are looking to buy exactly what you are selling.

Plus, you'll have a whole lot of fun, as this will be one great party.

I look forward to receiving your Exhibit Space Reservation Form by return mail in the next few days.

Please use the postage-paid reply envelope I've provided to ensure the most rapid processing of your Exhibit Space Reservation Form.

If you have any questions, please feel free to email me at _____ or call me at _____.

Sincerely,

Denise Medved
President
The Metropolitan Cooking & Entertainment Show

P.S. [Title/Last Name], your Exhibit Space Reservation Form must arrive n~ later than [date].

In fact, I expect all exhibit space to be sold well before this final deadline date. The best locations are being snatched up right now, even as you read this letter. So I strongly encourage you to reserve your space right away -- today -- so you don't risk missing out on this marketing opportunity of a lifetime to showcase your [category of services] precisely to those affluent people in the Washington, D.C., area who are looking to buy your [category of services].

To reserve your Exhibit space immediately -- and to avoid any possible delays caused by the postal service -- I can also reserve by phone by calling me at _____.

Or you can reserve your Exhibit space online by going to www.website.com.

Do this right now, while it's on your mind, before you put my letter aside and possibly forget.

Letter selling vacation spot

October 21, 1976

Mr. R. Hodgson
Box 46 Westtown
PA 19395

Dear Mr. Hodgson,

This year when you "THINK SNOW," think Skifari Country in Alberta's fabled Canadian Rockies.

It doesn't matter if you're a hotshot or a novice, there's a fantastic experience waiting for you. All-inclusive Skifari packages put it all together - and they're packed with value.

A full week's skiing in magnificent Banff/Lake Louise with three great ski areas is yours from \$117 (up to \$174 in high season). If you're a cross-country skier, it's even more economical -- from \$74 to \$122. At spectacular Jasper, prices start at \$131 (all prices per person, 2 to a room, airfare extra).

A long way to go for a week's skiing? Not a bit! Skifari Country is an easy Air Canada flight away from Chicago. Then a comfortable coach or your own skierized rental car to the slopes.

For the ultimate skiing thrill, the guided helicopter skiing option takes you up to deep, dry virgin powder high on the glaciers. Breathtaking!

A great thing about a Skifari holiday is the CHOICE: you choose when (there's dependable snow right into May)...and where (there's a wide choice of ski areas and accommodation)...how long and how much.

Get the complete story on Air Canada's Skifari Country. It's free, and it's yours if you simply drop the enclosed card in the mall. Do it today.

Ski your heart out!

George Tawse-Smith,
Director of Marketing

A brilliant “lapsed member” letter

DID I LOSE A LETTER FROM YOU?

Every day the mailman delivers hundreds of letters to our Melbourne office.

Once in a while a letter is lost. Falls off the desk. Tucked into the wrong pile. Or ... simply, not delivered. And then someone will call us and ask, "Why didn't my Presidential Card arrive in the mail?" Or, "I wrote to you three weeks ago and I'm still waiting for my Presidential Card to come." Frustration.

We can understand how that can happen with new members. (We can understand, but constantly upgrade our systems to minimize errors.)

But we are positively, absolutely, uncontrollably perplexed when it happens to a valued member of the past.

That's you.

THE REASON FOR OUR CONCERN: YOUR PRESIDENTIAL CARD EXPIRED AT THE END OF LAST MONTH AND WE DID NOT RECEIVE YOUR RENEWAL MEMBERSHIP FEE.

That happens, of course. There are vacations. There is the first-things-first approach where you deal with emergencies and must-do decisions at once. Everything else waits. Our concern is that sometime within the next few days you will go to the movies. Or dine at a favourite restaurant. Or be called away suddenly on a trip.

And find yourself paying too much money for your entertainment, meal or hotel room.

The many reasons you joined The Presidential Card club in the beginning are still there. Only more so.

Today there are more than 500 establishments that honour the Presidential Card throughout Australia. Your membership renewal lets you continue to save up to 50% off the regular price of hotel and motel rooms, restaurant meals, movie tickets, amusement centres, rental cars ... and more.

You know from past experience your annual membership fee comes back to you the first few times you use your Presidential Card - (the ONLY travel and entertainment card that saves you money every time you use it).

As valuable as your Presidential Card was for you in the past, it becomes even more so in the future - with more places to go, visit, stay and dine.

Return the enclosed invoice with your cheque, thus enabling you to get full use of your renewal Presidential Card, which was forwarded to you at the beginning of last month.

Sincerely,

TONY INGLETON
Club President

PS. If someone told you the new membership rate increased to \$40.00, they are correct. But as a re-subscriber, you may re-enroll for your last membership rate of only \$35.00

PPS. We've enclosed an order form and postage reply paid envelope, just to make sure your answer comes directly to us.

Breaking the ice with a thoughtful gift

Mr. R. H. Hutchings
Marketing Development
Program Manager Office
Products Division IBM
Parson's Pond Drive
Franklin Lakes, New Jersey 07417

Dear Bob:

I remember two things about my grandfather. One was his smile and the other was his pocket watch. I don't know which he valued most.

"A smile," he once told me, "can bring you every important thing in the world. Love and friendship. Kindness and joy. And even forgiveness."

So he always smiled.

"And time," he'd say, pulling out his pocket watch, "is the greatest gift of all because each new minute is another chance to do something better."

So he valued time and taught me to value it, too.

That's why I'm writing.

When I was in your office, I could see you had a smile of your own ... and one that I'm sure will get you through. But I didn't see a pocket watch so I thought I'd send you one.

It might help you remember that in your effort to do things better for IBM, there's a company in Dayton that would like to help.

As much and as soon as we can.

VM/ch
encl.

Sincerely,
Vic Marino
Senior Vice President
Client Services

Business-to-business letter selling MERLIN phone system

Dear Mr. Smith:

Meet the MERLIN™ Communications System. The first self-programmable phone system designed and manufactured by AT&T expressly for small businesses like yours.

We believe it is absolutely the finest, smartest phone system available to small businesses, today.

The MERLIN System is so simple, anyone can take calls. Put them on hold. And transfer them with just a touch. It doesn't require an operator. Or a receptionist. Or a secretary.

The MERLIN System has built-in smarts. Like one-button dialing of your important numbers. It provides an intercom, pages, sets up conference calls and even remembers busy numbers--so you can redial them with one touch.

The MERLIN System has big business system features that can save time and increase productivity. And each phone can easily be custom programmed or reprogrammed to meet individual needs.

When you want to upgrade the System with additional capabilities, just insert a cartridge into the control unit. Nothing could be easier.

Phones can be moved or shifted easily anywhere within the System. And the MERLIN System can grow as your business grows because the entire System is modular. When you need an additional phone--just plug it in.

The MERLIN System is made to exacting standards.

No other system offers you the same features, the same easy flexibility and the same simple self-programmability. And no other company builds a business phone system like AT&T.

And yet, AT&T's MERLIN System is surprisingly affordable.

No other communications company has our expertise. Or our more than 100 years of experience. Or a service force as dedicated to your business as ours.

To learn more about the MERLIN Communications System please read the enclosed brochure. Then call the specialists at the Small Business Connection of AT&T Information Systems. They'll answer all your questions. The number is 1 800 247-7000 Ext. 124.

Before you make a decision on business phones, get acquainted with the MERLIN System.

AT&T Information Systems. When you've got to be right.

Yours truly,

Robert Hansen

Sales Manager

P.S. If you're planning a business move or expansion in the near future -- you can reserve a MERLIN System now. And have it designed to fit your specific needs -- so it's ready when you're ready. Call and ask how you can reserve the MERLIN System.

cc: Bronson:fb

Brilliant use of having a happy client sign a letter for you to promote your service

Great for realtors, financial advisors, attorneys, doctors and countless other services Dear

Fellow Small-Business Executive,

Running this business has given me some painful lessons on when to be demanding and when to let up a bit -- but I never got over being irritated by our lawyer's condescending manner. Not one lawyer, but several over a period of years.

That list at the top of the page comes from my own sad experience, as well as from the complaints of most of my friends. Medium to small companies, it seems, often encounter the same difficulties with outside professional help -- lack of genuine interest.

That's why I offered to write a short letter for the counselor we lucked into -- a supremely dedicated woman who actually uses her mind and her ears, as well as her legal background.

All lawyers study the same books, take the same courses and pass the same bar exam before they can hang out their shingles. Professional growth from then on in is as much a matter of personal application and ability as it is of powerful contacts.

For my money the best lawyer is the one who helps my company grow by understanding and executing our needs. Just because we're not involved in daily litigation, with consequent legal fees in the tens of thousands every year, doesn't mean our contracts and miscellaneous requirements aren't vital to our company. Chances are you're in exactly the same situation.

So, if you'd like to find a counselor who is sensitive to your needs, why not contact ours? She won't take you on unless she feels she can do an outstanding job for you. And she won't accept more business than she can handle by her standards -- which are very high. In fact, if I thought for a minute that she'd permit herself to be swamped I'd never have Volunteered to write this letter! I'm not that stupid.

But if you're fortunate enough to become her client I think you, too, will be very pleased with the results. So, fill out the coupon below and -- Good Luck.

Very truly yours,
Ingham Hall, Ltd.

A. Adams Emerson,

AAE:pg

President

-----Please Clip Here-----

Esq.
_____, New York, N.Y. 10017

Please call me. I would Like to discuss, with absolutely no obligation, the possibility of retaining your services as my counsel.

Call my Office _____
(number)

Call my home _____
(number)

Between _____
(time)

& _____
(time)

on _____
(date)

Name

(please print)

Company

Street _____

City _____ State _____