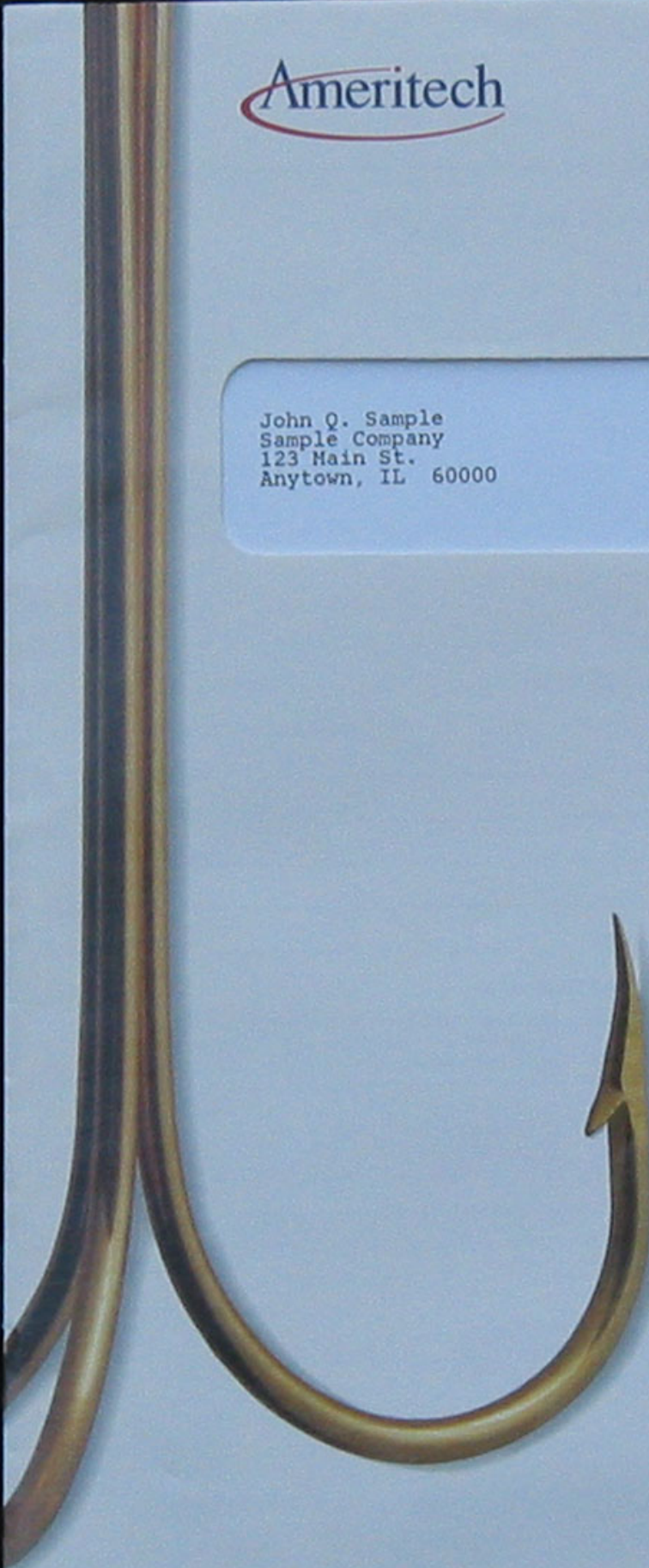
The Ameritech logo features the word "Ameritech" in a blue serif font, with a red swoosh underline that starts under the 'A' and ends under the 'h'.

BULK RATE
U.S. POSTAGE
PAID
AMERITECH
MAIL BUSINESS SERVICES

John Q. Sample
Sample Company
123 Main St.
Anytown, IL 60000

A large, detailed illustration of a fishing hook, likely made of brass or a similar metal, is positioned vertically on the left side of the envelope. The hook's shaft is on the left, and the curved point is on the right, pointing upwards. The hook is rendered with realistic shading and highlights, giving it a three-dimensional appearance.

Open up
to a big idea
for catching
more customers.

And get in on
a \$23.00 savings.

(See details inside.)

Ameritech

BULK RATE
U.S. POSTAGE
PAID
AMERITECH

Okay, I'm hooked.

Sign me up for a one month trial of Ameritech Voice Mail. I'll save \$23.00 (\$15.00 installation, \$8.00 monthly service) and pay up to \$1.85. Thereafter, I'll pay up to \$9.55 a month for Voice Mail.*

John Q. Sample
Sample Company
123 Main St.
Anytown, IL 60000

Offer Expires
April 10, 1994

VN-5-RI

Signature: _____ Date: _____

Phone Number: (____) _____

Please make any corrections below.

Name: _____

Title: _____

Company: _____

1000 West Ameritech Center Drive
Norton Station, IL 60195-1025

Timothy J. Cawley
Vice President of Marketing
Small Business Services

00 Inv
6ed 04
value
1 three
trouma
21 three
+ Call V
Tracof
- 06 000
Phone 1025

5528

Ameritech

Now save \$23.00 when you try Voice Mail service for one month, and never let another call get away.

Dear Ameritech Small Business Services Customer:

As a way of doing business, answering machines are a thing of the past. There's a better way to do business - Voice Mail service from Ameritech. And we think you'll be hooked once you try it.

So right now, we'll waive the installation fee of \$15.00, and we'll give you the Voice MailBox free for the first month - an \$8.00 value. That adds up to \$23.00 in savings. You'll only pay up to \$1.85* for additional services which will help you get the most out of Ameritech Voice Mail service.

At just \$9.55 a month! from then on, you'll be spending less for Voice Mail than what a daily newspaper costs. And only Voice Mail can:

- Answer calls when you're on the line**
- Answer two or more calls at the same time

Voice Mail is the answering technology you can always rely on - day in and day out - 24 hours a day. There's no equipment to turn on or maintain. And Voice Mail is there for you even if the power goes out in your office.

Don't let another call get away - by letting this offer get away. Call Ameritech small business services at 1-800-445-5628 today. Because your success is on the line.

Sincerely,

Tim Cawley

Timothy J. Cawley
Vice President of Marketing, Small Business Services

P.S. You'll save \$23.00 if you respond by April 10.



small business services
Because your success is on the line.

* These Ameritech services allow users right to provide you with the full range of features - Message Return (30 seconds per message), Standard Mail (unlimited calls to Voice Mail, Basic Mail, Transfer (30 seconds per message), search your calls to Voice Mail when you're on the phone and Message Waiting Tone (30 seconds per message). Activities that you have messages waiting will be interrupted. All times are subject to change without notice. You will receive the most value from your Voice Mail by using all these services. For details on these services, you may wish to contact us at 1-800-445-5628.
** Local call charges may apply to calls you make to access your Voice Mail.
*** If you have Call Waiting and Voice Mail, your Call Waiting will continue to alert you of additional incoming calls. These calls will not be sent to Voice Mail.

VN-5-RI

Open up to a big idea for catching more customers.

And get in on a \$23.00 savings.

(See details inside.)

If this is your answering machine



This is Ameritech Voice Mail.

SCIENTIFIC
AMERICAN
LIBRARY

PO Box 646, Hoboken, New Jersey 07030

BULK RATE
U.S. POSTAGE
PAID
HOBOKEN, N.J.
PERMIT NO. 6011

*FROM THE EDITORS OF THE
SCIENTIFIC AMERICAN LIBRARY*

THE ULTIMATE RECREATION
FOR THE RESTLESS INTELLECT,
AND AN UNUSUAL FREE GIFT
INSIDE.

MR DAVID W FERRIS
225 W 14TH STREET
APT 5A
NEW YORK NY 10011

GEP

SCIENTIFIC
AMERICAN
LIBRARY

PO Box 646, Holmes, Pennsylvania 19041

BULK RATE
U.S. POSTAGE
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MICHAEL, WISC.
PERMIT NO. 6011

FROM THE EDITORS OF THE
SCIENTIFIC AMERICAN LIBRARY

THE ULTIMATE RECREATION
FOR THE RESTLESS INTELLECT.
AND AN UNUSUAL FREE GIFT
INSIDE.

SCIENTIFIC AMERICAN LIBRARY

PO Box 646, Holmes, Pennsylvania 19041

Dear Friend of the Sciences:

For those of us who possess a restless intellect, the ultimate recreation comes in time spent gaining a deeper understanding of the world in us and around us:

- the workings of the human brain and of the latest digital machines designed to emulate it
- the history of life on earth and the continuing evolution of the planet itself
- and the living machinery of the cell and the origin of the entire universe.

What better way, then, to spend your leisure hours learning about these and other fascinating topics than with the most important scientists of our time — the men and women whose personal contributions have helped to unravel the mysteries of the world.

We are proud to say that the SCIENTIFIC AMERICAN LIBRARY offers you this unique opportunity.

Created out of the remarkable collaboration of preeminent scientists and editors that has distinguished Scientific American itself, the SCIENTIFIC AMERICAN LIBRARY is an... that explores the fundamentals of...

Each volume in our Library offers... made a significant contribution to... important, has proven extraordinary... for the uninitiated as well as the...

As the riddles of the universe are... of atoms to the space outside our... photographs, charts and diagrams i... beholder with exceptional clarity.

Each volume is impeccably printed... opens flat to pages that can be ga... ment and wonder, or years of refer...

According to John Gribbin of *Observer*

"A beautiful series, which co...

SCIENTIFIC AMERICAN LIBRARY

THE ULTIMATE RECREATION
FOR THE RESTLESS INTELLECT.



Bulk Rate
U.S. POSTAGE
PAID
Newark, N.J.
Permit No. 4000



Mr. John Q. Sample
123 Main Street
Anytown, USA 10000

**IT'S PACKED &
WAITING WITH \$10 FOR YOU.**



Bulk Rate
U.S. POSTAGE
PAID
Newark, N.J.
Permit No. 4000

IT'S PACKED &
WAITING WITH \$10 FOR YOU.

Constance Lynch
Vice President

CHASE INTRODUCES THE
BANKING SURVIVAL KIT.
WE'VE MADE CHECKING
A SMART DEAL
INSTEAD OF AN ORDEAL.

Mr. John Q. Sample
123 Main Street
Anytown, USA 10000

24A

Dear Mr. Sample:

Some banks are timid about people like you who are just starting out. Because while you may be long on ambition, you may also be short on money.

We also think it is high time a bank treated you like an important customer and gave you a smart deal, instead of a hard time just because you haven't made your fortune yet. So we created the Chase Banking Survival Kit.

And in fact, we created the Chase Banking Survival Kit around the most powerful, yet low-cost checking account we've ever pioneered -- Chase Smart Checking.

Smart Checking lets you write up to 8 checks a month for only \$3 no matter whether your balance takes the high or low road. And in the event that you have to write nine or more checks in a month, you can. Then your fee will be only \$6 per month plus 25 cents for each check after your eighth in a month.

When you're out running around and you run out of cash, you'll see how Smart Checking can save the day -- or night. Our 24 Hour Bank machines give you unlimited free access to your account. Chances are there's an automatic teller machine wherever your active lifestyle takes you, since we have Chase 24 Hour Bank machines around New York. And you cover 1900 NYCE[®] machines in New York, New Jersey and Connecticut and 8400 Plus System[®] machines around the c

But you'll find that there's more to our Banking S Kit than the smartest checking account we've ever offer ll of our ATM locati prepared if you've ne

(over, p

ACT BY AUG. 29
AND YOU'LL BE
\$10 SMARTER.

Now we'll reward you for making the smart move -- to your nearest Chase branch. All you have to do is drop by and open a Smart Checking account with your \$10.00 coupon and initial deposit of as little as \$1 by Aug. 29. We'll start you out by adding \$10 to your Smart Checking account -- or any other Chase Checking Account you open. Just come in to any of the 228 Chase locations you'll find on the enclosed map.



IT'S YOURS
FOR KEEPS.

USE THIS COUPON TO OPEN A CHASE SMART CHECKING ACCOUNT AND WE'LL GIVE YOU A BANKING SURVIVAL KIT.

At Chase, we know we need to offer you more than checks, a check register and checkbook to create a checking account that helps you make it out in the real world.

You need information -- the kind of information you'll find in your Banking Survival Kit from Chase.



\$10 OPENING BONUS
IF YOU COME IN BY
AUG. 29.

For starters, we give you a brochure that will walk you through the basics of using a checking account. You'll also get a handy pocket reference to locate our 24 Hour Bank locations, so you'll never be far from your money. And we'll top it all off with an informative guide to other Chase banking services that are available when you're ready for them... such as our Regular and Investment Checking Accounts, Money Market Savings Accounts, Chase Money Card, and Chase Bank by Phone and Direct Deposit plans.

FIND YOUR



Please detach, complete reverse side, and bring this coupon to your nearest Chase branch.



WALK OUT WITH YOUR BANKING SURVIVAL KIT WHILE SUPPLIES LAST. WE'LL ALSO START YOUR CHASE 24 HOUR BANK CARD ON ITS WAY TO YOU.

11A



DATED MATERIAL

**OPEN
IMMEDIATELY**



ACT FAST, OFFER ENDS JULY 1, 1995.
Get Ameritech's new FlexLine and save at least \$40* on installation, so you can handle more calls when business is hot and save money when it's not.

Dear Ameritech Small Business Customer:

We've introduced the year's hottest new money-saving idea for small businesses, and we want to be certain you don't miss out on it.

Act now and you can still **save at least \$40** on installation with Ameritech® FlexLine - the new lower cost extra phone line that lets you handle more calls when business is hot, and saves you money when it's not.

But you only have a few days left to get this special introductory offer. **You must respond by the July 1, 1995 deadline. Call 1-800-661-0991 now to order FlexLine.**

With FlexLine, you can:

- Save up to 50% on the monthly fee compared to a regular business line while paying a small per-minute charge for usage.†
- Handle overflow calls during peak business periods and save money when business is slower.
- Cut the cost of operating fax machines, modems and credit card verifications that you use only occasionally.
- Switch to a regular business line for free at any time if you ever start spending more for FlexLine than a regular line.

So make sure you always have the extra line you need at a value you demand. And don't miss an opportunity to save with the special offer on installation. Call Ameritech Small Business Service today at **1-800-661-0991** and order FlexLine, the hot new way to help you get the most cost-effective phone service possible.

Sincerely,

Tim Cawley
Vice President
Small Business Services

P.S. Only a short time left to save at least \$40 on FlexLine installation. Call before the offer expires on July 1, 1995.

*Includes service order and line connection charge. Not available to customers with Centrex or PBX systems. Only one overflow and one dedicated stand-alone FlexLine per business account. Other restrictions may apply. FlexLine may require that you alter your telephone equipment to accommodate an extra line.

†Monthly fee savings vary by state. FlexLine usage rates are \$.05 per minute for all inbound and outbound local calls.

Small Business Services

BLOCKBUSTER

Marketing Department
1201 Elm Street, 21st Floor
Dallas, TX 75270

now entering
the **ultimate**
gaming
zone

valuable coupons inside

*It's happening only at
these participating locations:*

*54th & Division
5440 S. Division, Kentwood*

54th & Cottonwood

POSTAGE
U.S. POSTAGE
PAID
BLOCKBUSTER
INC.

Sample Sample
123 Anystreet
Anytown, US 99999

EPO

BLOCKBUSTER

Marketing Department
599 East Street, 11th Floor
Dallas, TX 75270

now entering
the ultimate
gaming
zone

valuable coupons inside

Sample Sample
123 Anywhere
Anytown, US 99999

FPO



rent

> Go crazy for a whole week when you rent games at BLOCKBUSTER®!

Rated 4 for Great and Great, Rated Really Good

Rated 1 for Worst

Rated 3 for Average

PlayStation 2

STAR WARS

PlayStation 2

> Score advice for game category

Free game rental

with new game purchase of \$49.99

BLOCKBUSTER

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PAID
BLOCKBUSTER INC.

zip, nada, zilch. cause BLOCKBUSTER® is now a game, you can be sure we're hottest... and lots of copies. expires January 12, 2003.



56102P00058

Free \$5 BLOCKBUSTER GiftCard™ when you trade in any eligible game

BLOCKBUSTER

for anything... popcorn or candy or soda... oh my! Or rent it for something to do while you give your a rest. Offer expires January 12, 2003.



52101H0500

Grand Opening

PS2/Xbox Gamer's Package

With this coupon, purchase one (1) game system (either PS2 console or Xbox console 1999), one (1) new game, one (1) Blockbuster Game Pak, one (1) movie, and one (1) exclusive participating BLOCKBUSTER store in Grand Rapids, Michigan. Membership rules apply for rental. Limit one (1) offer per customer. Offer good while supplies last, no cashback will be given. Repurchase or replacement may not be substituted for cash, and may not redeem multiple coupons during same visit. Void if lost or stolen. Microsoft reserves all applicable laws. Cash redemption value 1/1/00.

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GamerCube Gamer's Package

With this coupon, purchase one (1) Nintendo GameCube console (game system), one (1) new game, one (1) Blockbuster Game Pak, one (1) movie, and one (1) exclusive BLOCKBUSTER store in Grand Rapids, Michigan. Membership rules apply for rental. Limit one (1) offer per customer. Offer good while supplies last, no cashback will be given. Repurchase or replacement may not be substituted for cash, and may not redeem multiple coupons during same visit. Void if lost or stolen. Blockbuster reserves all applicable laws. Cash redemption value 1/1/00.

TM, ® and the Nintendo GameCube logo are trademarks of Nintendo, Inc. © 2002 Nintendo. BLOCKBUSTER name, design and related marks are trademarks of Blockbuster Inc. © 2002 Blockbuster Inc. All rights reserved. Expires January 12, 2003.

Ameritech

BULK RATE
U.S. POSTAGE
PAID
AMERITECH
SMALL BUSINESS SERVICES



Get one month of free service when you share your success with Success 800.

Ameritech

3000 West Ameritech Center Drive
Hoffman Estates, IL 60190-1025

Timothy J. Cawley,
Vice President of Marketing,
Small Business Services

Help yourself to one free month of Success 800™ by helping us sign up another small business.

Dear Ameritech Success 800 Customer:

It's said that success breeds success. Here's proof.

Just talk to other small businesses and tell them what you've already discovered about Success 800. Because now you can talk yourself into a free month of Success 800 service and treat them to a money-saving deal.

For every new customer you refer who orders Success 800, you'll get a month of free service. That includes up to \$100 of phone usage and a waiver of the monthly fee. And there's no limit to the number of months you can get free.

Plus, when you give us the names of other small businesses, they will receive free installation when they order Success 800 — a savings of \$8 to \$40.

What can you say to them about Success 800? Well, share what you already know:

- Per minute rates up to 30% lower than the competition.*
- 60 minutes of calls each month — FREE! Other 800 service providers don't offer that.
- Free listings in Ameritech PagesPlus® White and Yellow Page Directories.

This offer expires June 30, 1995. So share your success with Success 800. And use the enclosed pen to let us know about some small business owners you've talked to who would find Success 800 to be a valuable business tool.

It's another way we're making Success 800 even more successful for your business.

Sincerely,

Tim Cawley
Vice President,
Small Business Services

P.S. You can get an unlimited number of free months of Success 800 service — the more people you talk to who sign up, the more you can save. So fill in the enclosed reply card and mail it today.

*Compared to major 800 service providers for calls originating in your metropolitan area. Thirty minutes of 800 calls are included in your monthly service charge.

Small Business Services

Small Business Services

HERE ARE OTHER SMALL BUSINESSES THAT WOULD BENEFIT FROM SUCCESS 800.

Ameritech, I've talked to these people about Success 800 service. Now it's your turn. I'll save up to \$100 for each one who signs up for Success 800. Offer expires June 30, 1995.

- | | | |
|------------------|--------------|-----------------------|
| 1. Business Name | Contact Name | Business Phone Number |
| 2. Business Name | Contact Name | Business Phone Number |
| 3. Business Name | Contact Name | Business Phone Number |

If you have more than three names, please write the additional names on a sheet of paper and mail along with this card in the enclosed envelope.

Ameritech

©1995 Ameritech. All Rights Reserved.

BULK RATE U.S. POSTAGE PERMIT NO. 696



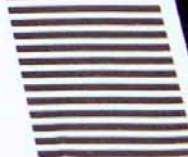
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NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 696 POST OFFICE 146

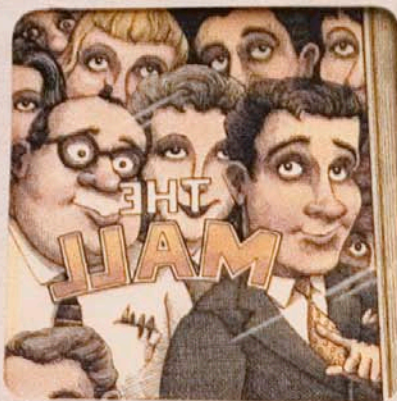
POSTAGE TO BE PAID BY ADDRESSEE

Ameritech Client Services
3435 East Broadway
Suite 301
Tucson, AZ 85716



CompuServe®
5000 Arlington Centre Blvd.
P.O. Box 20212
Columbus, OH 43220

BULK RATE
U.S. POSTAGE
PAID
COMPU SERVE
COLUMBUS, OHIO



Could we
interest you
in an extra
375,000
eager customers?

Open up your business with The Electronic Mall™



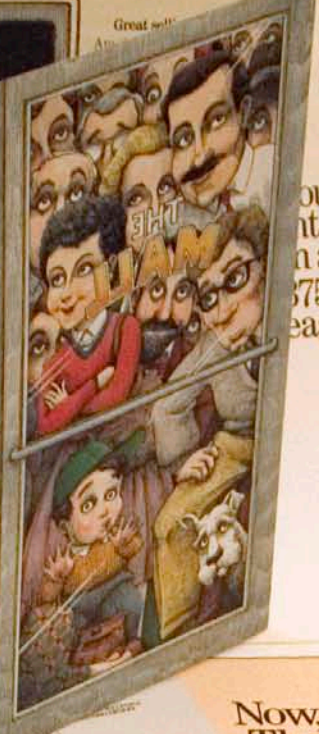
Great with
The ELECTRONIC MALL

advertising
opportunities. Our
highlight
What
interest
It's
be (beca
advertis
the year)
rather
a single
You sh
Electron
order o
phone o
Electron

what
should, so
city.

And
did not
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\$15, 24

able \$40—
ing more
Mall as
outside



ould we
nterest you
n an extra
\$75,000
eager customers?

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 67 COLUMBUS, OHIO

POSTAGE WILL BE PAID BY ADDRESSEE

CompuServe Information Services,
Attention: Department 820
The Electronic Mall™
5000 Arlington Centre Blvd.
P.O. Box 20212
Columbus, OH 43220



ESTABLISHED INCORPORATED
5000 ARLINGTON CENTRE BLVD.
P.O. BOX 20212
COLUMBUS, OH 43220

Over 375,000 eager customers are buying
From direct marketers of all kinds
in The Electronic Mall.

Find out how your business can reach them --
with your **FREE Mini-Proposal!**

Dear Direct Marketers:

Over 375,000 customers shop at The Electronic Mall -- without ever leaving their homes.

Millions of all kinds have sold nationwide at The Electronic Mall -- without adding a single outlet.

Businesses of all sizes advertise all year in The Electronic Mall -- for less than the cost of a single national magazine ad!

What is The Electronic Mall and why is it so successful?

An industry spokesperson called The Electronic Mall "a natural extension of the boom in direct marketing." Through The Electronic Mall, you can reach a desirable market of 375,000 highly educated, acquisitive people with median incomes of over \$47,000 a year -- who don't mind spending it! And 10,000 new names are added per month.

Prospects can enter The Electronic Mall 24 hours a day, 365 days a year, through their personal computers. With the press of a key, they can browse through the entire Mall or search for a specific product or service that you're offering.

Extensive listings ("menus") make it simple for customers to find out what you have to offer, and what your special items, promotions or prices are. And you can fulfill orders or requests for information just as you would any telephone or mail request.

The Electronic Mall makes it easy
for people to buy...and for you to sell.

The Electronic Mall is available through CompuServe, the nation's largest consumer information service. CompuServe has years of

Now, tell me how The Electronic Mall can work for me



O.K. — Send me your **FREE Mini-Proposal**.
Return this card in the enclosed postpaid envelope to get a
free comprehensive media kit and a free Mini-Proposal.
The Mini-Proposal will be customized for you, with specific
facts and figures that show how The Electronic Mall can
work best for your business.

Send a media kit only Send a Mini-Proposal and
complete questions 1-7

If you prefer, call (614) 457-0478.

Remove post-off address label
from envelope and affix here.

Name _____
Address _____
City _____ State _____ Zip _____
Telephone (_____) _____
E-mail _____
Company Name _____
Business Address _____
City _____ State _____ Zip _____
Telephone (_____) _____
E-mail _____
The Electronic Mall™ - Attention: Department 820
P.O. Box 20212, 5000 Arlington Centre Blvd., Columbus, OH 43220
The Electronic Mall is a service of CompuServe Information Services.

Tell us more about your business so we can tell you more
about The Electronic Mall.

1. What kinds of products or services do you offer?
 10-24 25-49 50-99 100 and up
2. How many individual prospects or services do you offer?
 10-24 25-49 50-99 100 and up
3. What is your current yearly volume of sales?
 Under \$25,000 \$25,000-\$50,000
 \$50,000-\$100,000 \$100,000 and up
4. How much of your volume is generated through the following types of sales? (please indicate percentage)
 Retail Wholesale and Non-Catalog Direct Marketing
5. How are you currently advertising? (please check all that apply)
 Newspaper Magazine TV or Radio
 Direct Mail Other _____
6. What is the size of your advertising budget?
 Under \$10,000 \$10,000-\$25,000
 \$25,000-\$50,000 \$50,000 and up
7. What would you most like to accomplish through The Electronic Mall? (check one or rank in order of priority)
 Sell more directly Provide customer service
 Extend product information Generate leads
 Build a mailing list Other _____

See other side for how The Mall works for others

FLAT RATE ENVELOPE

DOMESTIC USE ONLY

John P. Tague
President and CEO



Tony Handzel, Principal
Veterans of Foreign Wars
811 N Yale Ave
Arlington Hts, IL 60004

Dear Tony Handzel:

If you're like me, this is the time of year when you bring fresh resolve to seizing opportunities and to setting plans in motion to achieve greater success for your company. And for most of us, that means a continued search for ways to reduce costs, including travel costs.

I would like ATA to help contribute to that success; I think we are uniquely positioned to do so.

The fact is, if you or anyone in your company made even one last-minute flight recently, your bottom line probably took a beating. And we don't think that is right. The other major airlines against whom we compete realize the bulk of business travel is last-minute and use that to their advantage, not yours.

As a result, they charge exorbitant fares. We don't. But because we are not as large as some of our competitors, you may not be aware of just how "business-friendly" our schedules are and just how much less expensive we are, particularly for those business trips booked at the last minute. The attachment to my letter provides some examples of just how large your savings could be by utilizing ATA for your company's business travel. You will see comparisons that reflect our already low, most popular unrestricted fares, which we have just reduced to even lower levels.

There is more about ATA that you may not know and I think you will find interesting, as well. We have invested 2.5 billion dollars in new aircraft for our system. By the end of the year, we will serve Chicago with one of the newest fleets in the skies. Finally, you may not know how much our schedules and destinations make sense for business travel. Today, we serve 25 cities with nonstop service from Chicago's convenient Midway Airport, including 11 of Chicago's 13 most heavily traveled domestic markets.

Hopefully, you already fly with us, but perhaps you do not. In either case, I would like to provide you with a free roundtrip ticket to any of ATA's cities in the continental United States. All you have to do is return the enclosed reply form by January 31, 2001.

I urge you to respond at your earliest convenience so you can give us a try. The quality of our service will make you a believer in saving money by significantly reducing travel costs.

Sincerely,

John P. Tague
President and CEO

0000119



Fly smarter with our compliments.

Tony Handzel, Principal
Veterans of Foreign Wars
811 N Yale Ave
Arlington Hts, IL 60004

Offer Number: 0000119

ATA will mail you an authorization memo good for a free nontransferable roundtrip ticket to any of ATA's destinations in the continental U.S. You can use this ticket any time from January 20, 2001 to June 1, 2001. Simply respond to this offer by providing us with the information below by January 31, 2001.

- Yes, I would like to take a sample trip on ATA.
- I would also like to learn more about how ATA can save my company money.
The person you should contact at my company is: _____

Please return this form via fax to 317-243-4161.

Or, send to: ATA

ATTN: Marketing Department
7337 West Washington Street
Indianapolis, IN 46231

You may also reply online at www.ata.com/ceo2001

If replying online, you will need to provide the offer number that is below your address at the top of this page.



Fare Comparison
Executive Summary
Chicago Business
Destinations

www.usps.com

American Trans Air
7337 West Washington St.
Indianapolis, IN 46231
t 317-243-4000
f 317-481-2668



Eighty Eight LSS
By Oddsmobile

POST CLASS
U.S. POSTAGE
ONLY
NO POSTAGE
NECESSARY
IF MAILED
IN THE U.S.

Mr. John A. Sample
Apt. 789
12345 Main Avenue
Anywhere, US 56789

This package may come
as no surprise, but what's
inside is a different story.

"I asked for this — maybe I ought to sit down."


Eighty Eight LSS
By Oldsmobile

Through the eyes
of the beholders.
The beauty of LSS.

You're in for
another surprise.

As if the 100,000 mile test wasn't enough.

Real
Real

"No kidding"

AC Incorporated

1991 Collins
Way, Arlington, MA 01775

TO: OLDSMOBILE MANAGEMENT

RE: EIGHTY EIGHT LSS 100,000 MILE REAL WORLD TEST

INTRODUCTION

The purpose of this memorandum is to provide you with an overview of response, performance and qualitative results of the Eighty Eight LSS 100,000 mile real world test.

BACKGROUND

AC Incorporated, was selected by Oldsmobile to conduct a long term test of the Eighty Eight LSS against the Acura Legend L and Lexus ES300. The test was conducted by an independent research firm on similarly equipped 1993 models.


Eighty Eight LSS
By Oldsmobile

This package may come
as no surprise, but what's
inside is a different story.

"I asked for this — maybe I ought to sit

Oldsmobile Eighty Eight LSS 100,000 Mile Test - FO Box 1775


Eighty Eight LSS
By Oldsmobile

Mr. John A. Sample
Apt. 789
12345 Main Avenue
Anywhere, US 56789

Dear Mr. Sample:

Jeff Kamin was surprised. So was Carolyn Bailey, Phil Obrecht and Jim Blackford. I think you will be, too.

These people participated in a 100,000-mile test of the Eighty Eight LSS against the Acura Legend L and Lexus ES300 conducted by an independent research firm on similarly equipped 1993 models.

At the outset, people who thought they knew the Oldsmobiles of today thought we were nuts to go against these other two cars. They were commonly considered to be among the best import luxury sedans on the market, and their sticker prices were from six to more than nine thousand dollars higher than our Eighty Eight LSS.

But the results are in. I encourage you to consider the enclosed materials, especially the memorandum from the testing firm, and see if you don't come to your own surprising conclusions about quality, performance and value.

Of course, you'll also want to take a test drive of your own. And I'd recommend a good long one at:

ABC Oldsmobile
123 Main Street
Anytown, USA 12345
(313) 555-5555

I'd also recommend that you ask your retailer about the Oldsmobile Edge while you're there. It goes a long way to

Oldsmobile Division, 320 Eastwood Lansing MI 48912