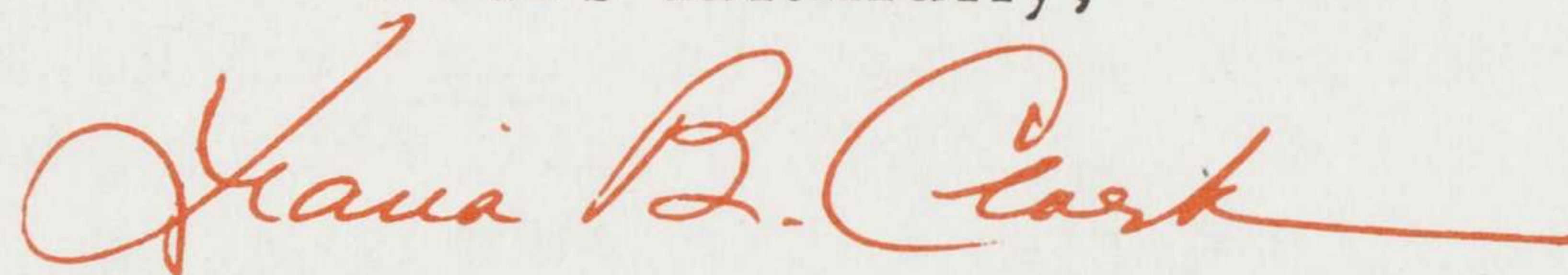


taxable income): why should we be unable to raise the necessary funds to carry out such much-needed programs? Well, the answer seems to be, that nowadays it is often easier to find money for tearing down American values, heroes and traditions than it is to finance the support and/or rebuilding of them. So as I say, we need your help if you can possibly give it.

Specifically, we need immediate help to produce a new version of our basic economic primer, "How We Live," a wonderful little book that puts basic (and un-changeable) economic truths into language and illustrations anybody can grasp quickly and easily. We've sold over four million copies of this book (which must make it the economic bestseller of all time!), but we've never reprinted it in a handy, modern pocket version that would make it possible to distribute more millions easily and cheaply. I'm sure that if you have already seen a copy of this book yourself, I don't need to convince you of its proven effectiveness in the fight against economic ignorance. I repeat, there has never been a better time than now to reach the mass of Americans with economic common sense: it is exactly what they are ready and waiting for, and what they will find in "How We Live."

Therefore I hope you will use the enclosed envelope to make a tax-deductible contribution to the Foundation's work today. In addition to helping us, I think you'll be helping yourself too, because we all stand to lose a great deal if our free enterprise system is destroyed (or even if it is not soon returned to basic principles!). The American Economic Foundation has been engaged in the fight to preserve these principles for many years, but the battle has never been hotter, or the issue so much in doubt, as it is today. That is why, to do our best, we have got to do more. Please help? In return, I will send you a free copy of our new "How We Live" edition as soon as it comes off the press, and I will also see to it that you get the regular mailings made by the Foundation to all its supporters -- they regularly bring you useful news and information (including a newsletter reporting worldwide economic trends and events -- the kind of thing people need to know today). All this by way of thanking you for helping now, when your help will mean most. I've explained it all on the enclosed card, which I hope you will return today, as we are anxious to get going! I truly believe that you will be pleased and proud to know that you have helped make these farsighted programs possible, and we will be delighted to count you among the many distinguished Americans who have already joined us. Many thanks.

Yours faithfully,



Diana B. Clark
for the Foundation

P.S.: We will need an immediate \$25,000 to handle the "How We Live" project, which is not so much, if you realize that just one thousand people contributing \$25 each would do the trick. Naturally, anything more than that, or less, will be greatly appreciated.

P.P.S.: I have also enclosed the latest issue of the New World Economy newsletter, so you can see for yourself the kind of thing we do -- and what you yourself will receive if you will be kind enough to help us now (see box on enclosed card).