

A SPECIAL MESSAGE from ART LINKLETTER

Get this New TREASURE CHEST Box of 21 Christmas Cards from My "Favorite Selections"



**EARN \$25 to \$250
IN YOUR SPARE TIME!**

**ART LINKLETTER
tells you how...**

Dear Friend:

During the year I receive and send thousands of cards, so I know how much greeting cards add to friendships in "keeping in touch" and gladdening hearts on the many occasions.

Now I find that greeting cards benefit a good number of my friends in another remarkable way. These folks make extra money for themselves by taking orders for cards in spare time. This money means so much more because it is usually for EXTRA things for the home and family, a luxury vacation, schooling, or special personal things like a new hat.

This earning plan is so easy and enjoyable, that I understand it has become the smart "thing to do" these days among club leaders, church workers and busy homemakers. They enjoy the chance it gives them to get out and see folks, the feeling of being of service to others and the big savings on their own needs. I think it's wonderful.

When I saw the lovely, new designs the fine folks at Midwest Card Company are offering, I just couldn't resist making my own "Favorite Selections." And when I learned how easy they make it for anyone to try this wonderful way to earn extra money... well, I simply had to spread the good word, hoping it will interest some of my friends.

If you're one of them, I'll be helping you when you show these cards to your friends... for my name and picture are on the TREASURE CHEST Christmas Card box and my other "Favorite Selections" from the fine CORONATION Collection. I'm proud to recommend these beautiful cards and the wonderful service, convenience and economy folks can enjoy by ordering through you.

I hope you will try. I'd like to see you make the most of this earning opportunity with my "Favorite Selections" and my support and best wishes.

Sincerely,

Art Linkletter



**YOURS TO KEEP
FOR ONLY 25¢**

Never Before An Introductory Offer Like This!

Here it is—the most exciting Christmas Card offer of the year! We'll send you this new 1960 TREASURE CHEST Box Assortment of 21 cards for only 25¢ in full payment. *That's less than the cost of postage!* We want you to keep it for letting us introduce you to Art Linkletter's beautiful, new "Favorite Selections"—and to show you how easy it is to earn extra money with them in your spare time. Art's name and picture appear on every box. Read his inspiring message on this page.

It's So Easy to Earn Extra Money!

When you see your big Treasure Chest box—the 21 lovely, new Christmas Cards in it—you'll know at once that it's an outstanding value that everyone will want at only \$1 retail. You don't need experience to make worthwhile Extra Money with it. You keep as much as 50¢ of each dollar as your cash profit. Just let your friends see our Treasure Chest and order from you, and your earnings are bound to mount up rapidly. But that's only the beginning.

See How You Make More!

You will profit with over 250 additional items from the famous CORONATION Christmas Collection and others to please every purse and taste. Traditional designs, moderns, Scripture Text and Catholic Assortments, Personal Photo Christmas Cards, Kiddie Toyards, Birthday and All-Occasion Cards, Secret Pal, new Studio cards, Personalized Notes and Stationery and higher priced cards that pay you up to \$1.25 profit per box. Also many inexpensive Gifts and Novelties like the unique "Grandma's Stove" Salt and Pepper Set, famous Child Guidance Toys and popular costume jewelry.

Use the Valuable Certificate Now!

Just fill out and mail our Introductory Offer Certificate with only 25¢ for your new TREASURE CHEST Assortment. With it, we'll include all details and samples to start you earning at once—our newest sample assortments on approval with a special Gift Offer, FREE Color Catalog and our own Catalog Shopping Plan, and FREE Personalized Christmas Card Samples. Mail the Certificate TODAY!



FREE CATALOG!

Big Catalog in lavish color contains new and profitable ideas galore. With it, our Catalog Shopping Plan makes extra profits for you automatically. Free with the Certificate.

WIN A VISIT TO HOLLYWOOD with ART LINKLETTER

Color TV Sets, Hi-Fi Players, etc. Details sent with your Treasure Chest box.



21
Exclusive New
**TREASURE CHEST
CARDS SELL FOR**
Only **\$1.00**
An Outstanding
Value!

**MAIL TODAY
with Only**

25¢

**PERSONALIZED
Christmas Card
Samples included
FREE!**

VALUABLE CERTIFICATE

GOOD FOR \$1.00 TREASURE CHEST

MIDWEST CARD COMPANY, Dept. 404-X
1113 Washington Ave., St. Louis 1, Missouri

For this Introductory Offer Certificate and 25¢ which I am enclosing, send me the TREASURE CHEST Box from Art Linkletter's "Favorite Selections." Include money-making kit with assortments on approval and Gift Offer. (1 set to a family.)

NAME _____

ADDRESS _____

CITY _____ STATE _____

Send special plan for organizations.

Serving All The Nation Since 1928

**Midwest
CARD COMPANY**

1113 Washington Ave., Dept. 404-X, St. Louis 1, Missouri