



National Educational Alliance

INCORPORATED

37 WEST 47TH STREET
NEW YORK, N. Y.

OFFICE OF
DIRECTOR
PHOTOGRAPHY
DIVISION

Dear Friend:

I enclose an AIR MAIL Business Reply Envelope that needs no stamp because it is urgent -- in your interest as well as ours -- that you send us a definite "Yes" or "No" answer by the fastest possible return AIR MAIL!

We still hold in your name one of the last few available enrollments in the Alliance's sensational COMPLETE PHOTOGRAPHER HOME STUDY COURSE.

I made this reservation for you to protect your interests, because YOU WERE RECOMMENDED TO ME. There are countless photography enthusiasts eagerly waiting to snatch up THE COMPLETE PHOTOGRAPHER COURSE I have reserved for you -- especially when we tell them they may have the Course for about 1¢ a LESSON on a CANCEL WHEN YOU LIKE basis.

Remember, your 25¢ Trial Enrollment is exactly as stated -- a "trial" with no obligation to continue unless you are truly delighted. To keep you enrolled, we rely entirely on our COMPLETE PHOTOGRAPHER COURSE proving to you in EVERY Lecture-Group its extraordinary value in covering EVERYTHING that both amateurs and professionals want and need for maximum pleasure, personal prestige and profit!

Think of the priceless instruction -- covering ALL the latest ideas and methods in EVERY field of photography -- you can gain from your distinguished faculty of 250 editor-experts, including Margaret Bourke-White, Bradford Washburn, Walt Disney, Edward Weston, William Mortensen, Ansel Adams, John O'Reilly, etc. Where else could you receive instruction of this caliber for less than \$1 a lecture, or for a course fee under \$200 or \$300?

There just isn't another Home-Instruction Photography Course -- as up-to-the-minute, comprehensive and authoritative as ours, and as profusely illustrated with 10,000 pictures, including hundreds in gorgeous full colors -- available anywhere in America today at a price within miles of our amazingly low rate of only 35¢ per Lecture-Group (first "trial" group only 25¢). And we know of no other course that gives you the privilege of STOPPING WHENEVER YOU WISH if you are not more than satisfied with your progress.

You may wonder why there is a "Waiting List" -- why we can't just expand the enrollment quota to take care of everyone. There is a good reason why we can't. U. S. Postal Regulations place rigid restrictions on the reprinting of our periodically issued Lecture-Groups. We thought we had set a high enough quota to take care of the demand; but the response has far exceeded our plan. There is a real, acute shortage.

Warning -- Nearly 100,000 Members Already Enrolled for this Amazing Course!
For Every Hundred Enthusiasts Not Already Members Only One Enrollment Remains Open!

When I saw what was happening, I set aside one of the remaining enrollments especially for you because you were recommended by a mutual dealer friend as being one who would get the most benefit and profit out of the complete photographic education offered by our Course. But for every 100 photography enthusiasts not already members -- only ONE enrollment remains available! In fairness to them, I must have your decision immediately!

You can see now why I urgently need your definite "Yes" or "No" answer as rapidly as you can rush it to me by AIR MAIL. Please do one of two things: Write across enclosed coin card "Release my reservation." Or fill in your name and address, slip only 25¢ into coin pocket, and RUSH card to me in the AIR MAIL envelope that needs no stamp.

P. S. If you have already given us instructions regarding your enrollment, please disregard this letter. If not, answer AT ONCE via enclosed 7¢ POSTAGE PAID AIR MAIL Envelope!

CHA:CJP

Cordially yours,

Director,
NATIONAL EDUCATIONAL ALLIANCE, Inc.

