



Good Taste Cookbooks

300 Broadway, Evanston, IL 60204-2301
(701) 555-1200
Fax 701-555-1256

Letterhead

Dateline April 28, 20—

Mr. Thomas R. Morton
91 East Elm Street
Lawton, OK 73501-6432

Letter
Address

Salutation Dear Mr. Morton

If you enjoy cooking, you will want a copy of *Lighter Cooking*. This new cookbook features step-by-step instructions for preparing more than 250 appetizer, main dish, and dessert recipes.

Body

By sending in the enclosed card, you can receive this colorful spiral-bound book free for 30 days. If at the end of 30 days you are not completely satisfied with this book, return it at no charge. We believe, Mr. Morton, you will find *Lighter Cooking* to be one of the best cookbooks you have ever used.

Complimentary
Close

Sincerely yours

GOOD TASTE COOKBOOKS

Company Name

Signature
Block

Charles Fountain
President

ep

Reference Initials

Enclosure

Enclosure

c Gregory Smith

Copy Notation

Letter in Block Format with Open Punctuation and Named Parts