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'The Greatest Copywriter
Nobody's Heard Of'**

**"How to beacon to your ideal prospects
like a lighthouse in a sea of clutter"**

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For golfers who are almost (but not quite) satisfied with their game—and can't figure out what they're doing wrong:

■ **IF YOU STOPPED IMPROVING ONCE YOU REACHED THE POINT OF BEING FAIRLY GOOD, SEE PAGE 150.** If you're sure you haven't yet reached your full golfing potential, your grip may be holding you back (and the correct grip for you may not be the orthodox one. See pp. 29-44).

■ **If you feel guilty about forgetting to keep your head down, forget it.** (That is *not* the reason why you've been topping your shots. See page 123).

■ **HOW TO MAKE THE NATURAL ERRORS IN YOUR GOLFSWING START WORKING IN YOUR FAVOR.** (See page 187).

■ **What to do when people tell you to swing your shoulders and arms in the same plane.** (Do nothing except show them page 46).

■ **FOR WOMEN: You can hit the ball much farther than you do now. I you don't believe it, see page 95.** (Also: Why most women tend to cut the ball—and how to stop).

■ **IF THE FIRST THING YOU DO BEFORE SWINGING IS POSITION YOUR FEET, YOU'VE GOT THE ORDER WRONG.** (See page 39).

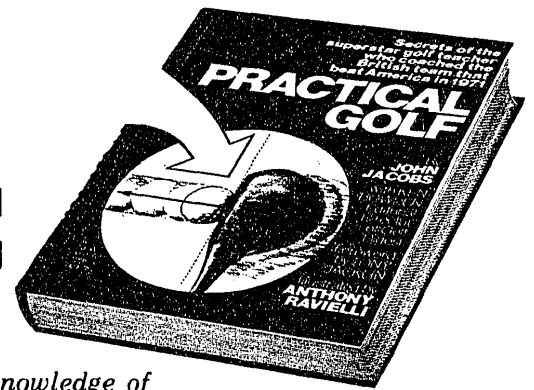
■ **If your shots feel solid when you hit them, but the ball flies in the wrong direction anyway, see page 19.**

■ **WHY COPYING THE GREAT GOLFERS MAY BE RUINING YOUR GAME** (page 168). How to develop a good swing that is natural for your own physique (and why only a strong pro can get away with imitating the way Nicklaus does it. Page 176).

SECRETS OF THE SUPERSTAR GOLF TEACHER WHO COACHED THE BRITISH TEAM THAT BEAT AMERICA IN 1971

John Jacobs'

PRACTICAL GOLF



By John Jacobs with Ken Bowden, Editorial Director of GOLF DIGEST. Illustrated by Anthony Ravielli. Foreword by Tony Jacklin

"John Jacobs is a giant among golf instructors. His knowledge of the swing, and his capacity for imparting it to all kinds of people from raw beginners to top professionals, is remarkable."—BOB TOSKI

Jacobs is the closest thing to a worldwide "Mr. Golf." He has probably taught more golfers than any other professional on earth, but until now his remarkably realistic and successful system has never been fully available to players in America.

THE 3-STEP RITUAL THAT SETS YOU UP TO SWING THE CLUB ON TARGET (IT'S BORING BUT IT WORKS—SEE PAGE 38).

"Putting golf technique down on paper is extremely difficult," says **Tony Jacklin**, "Jacobs does it superbly. This book is a wonderful distillation of an exceptional man's knowledge." It can help any golfer play better (if it doesn't help you, we'll give your money back!) and it is written especially for:

1. Born slicers. You have lots of company. 80% of all golfers do the same thing. For a 5-minute experiment that can show you how to stop slicing for keeps, see page 114.

2. People who are convinced they're born hookers . . . and think they can't do anything about it. Maybe the shots you think are hooks are really pulled. It's easy to mis-diagnose pulls, hooks and pulled hooks. To be sure, see page 119. For the cure that fits the flaw, see page 122. (If hooking is your only major goof in an otherwise good game, your own body may be getting in the way of your downswing. See page 64.)

3. People who could play a good game of golf if they didn't let themselves get rattled by well-meaning friends telling them to "hit the ball late" . . . "keep your head down" . . . "transfer your weight" . . . "go back slowly" . . . "keep the left arm straight" . . . "tuck in your right elbow" . . . and "follow through!" What's wrong with a lot of the advice you've been getting? (See pp. 166-173)

4. People who panic when they land in the rough. Do you know how a ball in a bush can be bunted out backwards? Try the trick on page 101. *On the same page:* How to use a right-handed club in a spot where only a left-handed swing is possible. Also: An "inelegant" shot for getting a lot of distance out of grass . . . How to play the three basic bunker shots (including the spectacular "splash" in which the club never contacts the ball!) . . . And the only sure way to extricate a ball that's buried in sand (page 106).

5. People whose game falls apart in wet weather. Turn to page 156, for instance, and read up on the two things to use more of when the weather is bad (and the one thing to use much, much less of).

IF YOU CAN'T HOLD YOUR HEAD STEADY WHILE YOU SWING, THE SECOND BEST APPROACH IS TO MOVE IT IN THE RIGHT DIRECTION. (Which direction? See page 55).

If you slice with your driver but pull with your lofted clubs, see page 182. Do you know how to score well on days when you are playing badly? (See the section on *How to Compete* starting at page 143.) If you're a reasonably accomplished golfer but you scuff too much, you need the section about "fat" shots (page 125). Do you know where your clubshaft should be pointing when you're at the top of your backswing? See page 49. *Trouble with putting?* "Putting isn't golf", says Jacobs. "It's a game within golf. For the secret, start at page 91.

More? The 6 ballistic and swing factors that can bring you as close as your physique will let you get to the perfect shot . . . 27 specific strategies to cut your golf score—with nine each for low-handicap players, middle-handicap players and long-handicap players. *Plus!* How to choose clubs that fit your game—including recommended shafts and swing-weights for each of the 6 types of golfers (ranging all the way from the exceptionally muscular and powerful under 35 years old to the senior golfer who wants to keep going strong. And simple cures for such

common flaws as hitting too high, hitting too low, shanking, and sudden swing disintegration.

WITH 100 ILLUSTRATIONS BY ANTHONY RAVIELLI—WHO IS KNOWN AS THE WORLD'S FINEST ILLUSTRATOR OF GOLF TECHNIQUE BECAUSE YOU CAN SEE YOURSELF DOING EXACTLY WHAT HE DRAWS.
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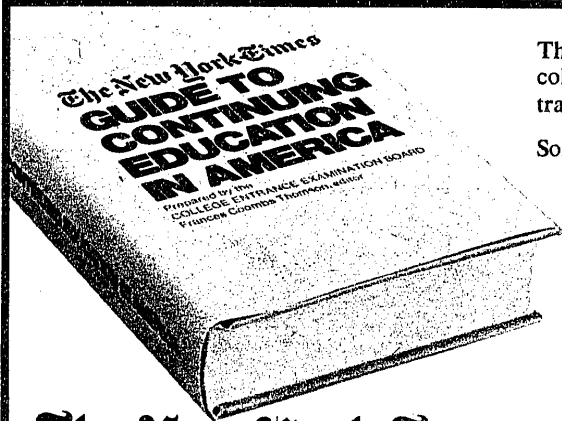
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FOR ADULTS WHO WOULD LOVE TO PICK UP THEIR EDUCATION WHERE THEY LEFT OFF... or start again in the right direction ... no matter how long ago they graduated, or got married, or got a job, or got drafted, or just quit school.



The New York Times

GUIDE TO CONTINUING EDUCATION IN AMERICA

The New York Times presents a mercifully simple guide to the staggering number of universities, colleges, community colleges, junior colleges, hospitals, technical schools, vocational schools and trade schools where grown-ups can study and grow in their own way on their own time.

Some of the things it tells you are:

- 1 Which accredited colleges and schools will teach you what you want to learn.
- 2 Which ones are near to where you live or work.
- 3 Which ones have classes that fit your work schedule and family schedule.
- 4 What requirements you have to meet (sometimes none at all).
- 5 How much you have to pay (sometimes nothing).
- 6 HOW TO GET COLLEGE CREDIT FOR THE THINGS YOU'VE LEARNED SINCE YOU LEFT SCHOOL (there are 900 colleges that will cooperate—and they're all listed here.)
- 7 Exactly what to do if you need a high school equivalency certificate.
- 8 Where to study for a license or certificate to upgrade your job.
- 9 How to avoid "diploma mills" if you need a correspondence school.

Prepared by the
COLLEGE ENTRANCE EXAMINATION BOARD
Frances Coombs Thomson, editor

Wherever you live in America, there are so many adult courses offered by so many accredited institutions, in so many different subjects at so many different day-time and evening hours, that busy people never find out about them all.

That is why The New York Times publishes this clear, simple and wonderfully helpful guide to what is available and where to find it—from welding to Latin, from fashion-merchandising to Braille, from airline ticketing to oil-burner maintenance, archaeology, genetics and diamond-appraising. (You can also study disk-jockeying, gunsmithing, filing medical insurance forms, candlemaking and scuba diving if you know where to look.)

WHERE TO STUDY ARABIC IN ARIZONA?

See page 95.

The information was compiled by the College Entrance Examination Board. Established in 1900 by colleges to make college going simpler for young people, the College Board now reports, state by state, the subjects, the courses, the hours, the requirements, the fees, at accredited colleges and schools open to adults. This is the first nationwide directory of college-level institutions and study programs for mature students—and that includes:

- People who started high school or college or graduate school but didn't finish.
- People who can now go back to school because their children are grown.
- People who have small children but can spare an hour or two each week.
- Working professionals who want to earn advanced degrees in whatever time they can manage.
- People whose present jobs may be reaching a dead end.
- People who want to turn their hobbies (from horticulture to cake-decoration) into profitable careers—or just want to know more for the fun of it.

A SCHOOL FOR EXECUTIVES (AND WIVES) WHOSE COMPANIES ARE SENDING THEM OVERSEAS? See page 96.

The New York Times Guide to Continuing Education in America covers a grand total of 2,281 schools in 50 states teaching more than 50,000 courses for adults including cosmetology, computer technology, medical technology, forestry, printing, aeronautics, Swahili, food-service management, interior design, family finance, women's studies, oceanography, ecology, retail sales clerk training, court reporting, criminal justice and even bill-collecting.

If you can't find what you want at a school convenient to you, The Times will give you your money back.

AN ACCREDITED COLLEGE IN COLORADO WHERE YOU CAN EARN A DEGREE IN AUTO MECHANICS? See page 153

You'll find 71 colleges and schools offering thousands of adult courses in New York City alone... 62 institutions in the Chicago area... 56 in the Los Angeles area... hundreds more everywhere, including many near your home or near your job.

If you want to study at home, you'll find 183 fully accredited correspondence schools you can count on for dependable training in hundreds of career and academic fields—with some good advice on how to use a home-study course to best advantage.

For people who panic when everything they want to know is dumped in their laps at once (even the street address, telephone number, zip code and area code of each school covered): There's a down to earth chapter on How To Use This Book that explains how to make sure you find what you're looking for. The easy alphabetical arrangement by state helps too. Correspondence schools are listed alphabetically by name in a handy separate section. There is a special section on how to update rusty study skills, a special glossary

that translates confusing education "jargon" into clear, simple English, and a listing of national organizations active in continuing education.

TO BE PUBLISHED MAY 1st.

PRE-PUBLICATION OFFER: The New York Times Guide to Continuing Education in America will contain approximately 850 pages (6" x 9") with a special Introduction by Harold Howe II, former U.S. Commissioner of Education. It will be published at \$12.50. You can reserve a copy at the pre-publication price of \$9.95 by ordering from your bookstore or using the coupon below.

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For people who are almost (but not quite) satisfied with their own cooking — and can't figure out what's missing.

- If your crêpes are delicious but too heavy, see page 263.
- The gourmet uses of kosher salt? See page 3 and page 22.
- If your cooked shrimp gets dry or rubbery when you keep it overnight, see page 136.
- If your fried eggplant tastes oilier than it should, see page 176.
- If you sauté chicken livers perfectly but they come out tough, see page 152.
- How to make bottled horseradish taste like the fresh kind. See page 211.
- How to keep sour cream from burning when you cook with it. See page 23.
- What to add to domestic paprika if you can't find the imported kind. See page 69.
- A substitute for champagne sauce that isn't perfect, but works. See page 97.

The Chef's Secret Cook Book

Louis Szathmary



"Chef Louis' 'secrets' are gems of purest common sense that put even the most intimidating foreign dishes within the reach of any intelligent person."

—SILAS SPITZER,
Food Editor, Holiday Magazine

By Louis Szathmary

The Chef's Secret Cook Book

Cook books, as a rule, give very little of the professional chef's "inside information." Tricks of preparation, little secrets about ingredients, that chef's touch that makes all the difference between something good and something *special*—these don't appear in the ordinary cook book.

"Unlike chefs who cling passionately to the trade secrets of the profession, Louis Szathmary goes out of his way to share his secrets." —JEAN HEWITT

The Chef's Secret is no ordinary book, and Louis Szathmary (pronounced Zahthmarie) is no ordinary chef. He is the proprietor of the world-famous Bakery Restaurant in Chicago and certainly the most illustrious of a great tradition of Hungarian chefs now in America. Each recipe in Chef Louis' book—from appetizers to desserts—has a "chef's secret" attached. The secrets make the food more fun to cook, elegant to serve, wondrous to taste. Yet all the recipes are surprisingly simple—no exotic seasonings or special gadgets are involved, just careful selection of ingredients and the classic methods of haute cuisine. Only the results are exotic.

HAVE YOU BEEN BOILING EGGS IN THE WRONG POT? (and can it really matter? See page 10).

The professional secrets included add up to a quick but surprisingly thorough course in the Escoffier approach to food preparation, cooking and serving. (How to make *pâté en crôte* without having the dough burn while the meat cooks? See page 14). The 300 recipes cover just about everything from how to purchase, prepare, roast, carve and serve a suckling pig (page 73) to how to make sure your guests know the correct order for eating the radishes, butter and black bread that together make up one of the world's great gourmet appetizers (if the three elements are

popped into the mouth in the wrong sequence, forget it. See page 3).

Do you know what's missing if your chicken soup doesn't really taste like chicken? (See page 39). How to keep an opened avocado green without covering it with lemon juice or anything else? (See page 7). What Chinese chefs cook together with their seafood to make it taste so good? (See page 29). The best way to roast a turkey? (Louis Szathmary has tried them all, and the method he swears by is on page 107).

A humane way to kill a lobster? (See page 138). How to bread your meat or fish without the crumbs sticking to your fingers? (See page 125). How to keep lasagna noodles from sticking together? (See page 159). Have you been serving your roast beef too soon after it comes out of the oven? (Read page 59 carefully).

If your biscuits aren't as flaky as you'd like, see page 231. If the meringue on your baked Alaska isn't stiff enough, see page 267. If your eggs benedict aren't what they should be, read page 145. The fast, easy way to make good napoleons starts with 4 pieces of cardboard (they don't show up in the final dish; see page 257). Your house doesn't have to smell like "cabbage" while you're cooking brussels sprouts—see page 171. Asparagus spears should be cut under water. (Why? See page 180). If your family wants traditional cornbread and you don't own a traditional heavy iron skillet, see page 232.

IF YOU HAVE TROUBLE SKIMMING ALL THE FAT OFF A POT OF SOUP, TRY ICE CUBES. *Ice cubes?* See page 34.

Louis Szathmary is probably the only world famous chef with a Ph.D. in psychology. That means he understands people as well as he understands food,

and in this book he proves it. "We tested and double-tested every recipe," he says, "asking ladies with very little or no experience to cook the dishes for us. We watched their techniques and their frustrations, noted the shortcomings of the recipes whose steps were not precisely explained, and then kept working on each recipe until it became easy and understandable."

If you find any recipe in this book that does not work for you, we'll give you your money back. **\$8.95**

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For everyone who has ever felt mad enough to write a letter to The New York Times

■ An inside look at how and why the letters that appear in The Times are selected. . . . When and why the rule against anonymous letters is broken. . . . Three kinds of letter The Times always ignores.

■ How to put The Times in its place—as accomplished by such masters as Spiro Agnew, Ralph Bunche, Roy Innis, Lyndon Johnson, Karl Mundt, Robert F. Kennedy, Richard M. Nixon, Mrs. Leonard Bernstein, and others less famous but equally outspoken.

■ The history of twelve decades—from before the Civil War to after the Pentagon Papers—as reflected in 320 letters from people who made history, and people who refused to remain silent while history was happening to them.

TALKING BACK TO THE NEW YORK TIMES

LETTERS TO THE EDITOR: 1851-1971

Selected and edited with an introduction by the man who decides which letters to print,
KALMAN SEIGEL
Letters Editor of The Times

For the last 120 years, letters to the editor of The Times have been reflecting and sometimes influencing the course of national and world events. Trotsky wrote to The Times from exile in Mexico (page 26) and Thomas Mann from exile in Switzerland (page 23). Former Secretary of State Stimson wrote from retirement to denounce Senator Joseph McCarthy, referring to him not by name but only as "the accuser" (page 42).

It is not uncommon for The Times to give space simultaneously to a head of state explaining a nation's position and to a Brooklyn subway commuter asking only respite from the city's din, dirt and danger. How and when to bring the troops home has been debated in letters from the Spanish-American War to the war in Vietnam.

■ Some situations in which The Times abandons its policy of trying to reflect a balance of opinion (page 9). For the student of history, politics, journalism, epistolography, and the fine art of coyness in a newspaper into letting you talk back to it on its own editorial page, here are 320 of the most significant, influential, amusing, prophetic, moving, chilling and deflating letters that The Times has printed since its Letters column began. There's a comprehensive index of writers, people written about and subjects covered, but here is a sampling of what you'll find if you just wade in at random:

6 GROUND RULES BY WHICH LETTERS ARE JUDGED. Page 7.

■ A clergyman writes to The Times because he dialed 411 (Information) and a recorded voice told him that the number he had reached was not a working number. . . . A former U.S. Ambassador to India defends the Embassy geese against a charge by a Times reporter that one of them bit an old lady in New Delhi. . . . Ogden Nash complains that contemporary postage stamps taste bad and don't stick—"I'd like to go back to where I came from: 1902."

■ Edward Teller defends atomic testing: "The danger of . . . fallout, if any, is quite small compared to the obvious and imminent danger of Soviet power." (1966)

■ Roy Wilkins denounces Black Power: "No matter how often it is defined, this slogan means anti-white power. . . . We of the N.A.A.C.P. will have none of this." (1966)

■ William F. Buckley, Jr., on electing a Catholic as President: "Senator Kennedy's stand on parochial schools—in which he goes further than many Protestants—I for one consider to be archly separatist and anti-Catholic in effect." (1960)

■ Two days after Hiroshima, a reader in Garrison, N.Y. writes: "When the exhilaration of this wonderful discovery has passed, we will think with shame of the first use to which it was put." (1945)

10 DIFFERENT WAYS TO SCORE POINTS AGAINST THE TIMES (and who scored them when):

● 1946: "If (The Times) logic where to prevail, it would justify abolishing the Thirteenth, Fourteenth and Fifteenth Amendments"—A. Philip Randolph. ● 1959: "I may indeed be wrong. . . . It is also possible that you may have misunderstood the points to which you refer."—Mike Mansfield. ● 1962: "I do not propose to promote a controversy where none exists, but. . . ."—Lyndon Johnson. ● 1965: "In accordance with the great tradition of The Times for complete and objective coverage of the news, you might want to carry the statements I made. . . ."—Richard M. Nixon. ● 1966: "In the past year, I have, without a doubt, been the most frequently maligned individual on your editorial page."—Andreas Papandreu. ● 1967: "Since the writer of the editorial has probably had little or no trouble with his own self-identity, it is perhaps asking too much to expect him to understand. . . ."—Roy Innis. ● 1967: "If only for the sake of historical accuracy, I wish to make the following observations. . . ."—Ralph Bunche. ● 1969: "No one, including your esteemed selves, has yet proposed a quicker and more practicable manner of ending our participation in the war than that being followed by the President"—Dean Acheson. ● 1970: "The basic issue. . . seems to elude you."—Spiro Agnew. ● 1970: "The frivolous way. . . it was reported as a 'fashionable' event is unworthy of The Times."—Felicia Bernstein.

■ The AFL-CIO on racially exclusive unions: "The exercise of discrimination. . . begins at the bottom in the rank and file, who reflect the mores of their communities. . . . It exists in part by the very exercise of the democratic process." (1962).

■ SCHOOL INTEGRATION: Letters on the Supreme Court decision ranging from "I think I can now understand for the first time how my great grandfather felt when he, a former slave, read the Emancipation Proclamation" all the way to ". . . we complete the process from a representative federal republic. . . to a gutter democracy." (1954)

■ Nobel laureate George Wald responds to hard-hat violence against student demonstrators: "I march with the students. . . What happens to me doesn't matter. One Nobel laureate has already been killed. That was Martin Luther King. What happens to the kids. . . matters very much" (1970). Daniel Ellsberg on Vietnam: "To refuse

TALKING BACK TO THE NEW YORK TIMES

Talking Back To
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LETTERS TO THE EDITOR 1851-1971

With an inside look at how and why the letters that appear in The Times are chosen
320 letters from readers on world & national issues from the Civil War to the Pentagon Papers, selected and edited with an introduction by the Letters editor of The New York Times
KALMAN SEIGEL

any longer, wishfully, to believe that Nixon really means what he says and does, or to fail to resist his policy, is to become an accomplice" (1970)

■ THE PENTAGON PAPERS: From John Kenneth Galbraith's "Our safety lies. . . in making public decision subject to public debate" all the way to Reed J. Irvine's "A little more humility from The Times, a little more respect for the law would be in order." (1971)

320 Letters reprinted verbatim from editions of The Times dating back to 1851, with advice to letter-writers that only the Letters Editor of The Times can give.

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