



GREAT AMERICAN
RECIPES

A glorious Triple Gift Package is wrapped,
ready and waiting for you.
To claim it, all you have to do is say "yes".
And if you accept within the next ten days,
an extra Bonus Gift is your reward. Read on...

Dear Great American Cook:

Remember when good food meant the best times you ever had
with your family and friends?

I'm talking about lazy summer evenings serving home-made
ice cream on the screen porch. The fine feeling of knowing
everything was cooked just right, and there was plenty to go
around. The warmth of neighbors sharing recipes, in a cozy
kitchen on a cold winter night.

Remember the tastes...and the textures? Fork-tender
main dishes, and moist cakes that crumbled in your mouth.
Farm-fresh produce, simply cooked and served at the peak of
flavor perfection. We live in busy times...but how could we
ever have gotten away from such good, honest foods?

Now you can bring back the great American foods
you remember...proudly served from your kitchen,
with your sure touch as a loving cook.
It all starts when you accept your Triple Gift
Package from GREAT AMERICAN RECIPES.

A TASTER'S ASSORTMENT OF GREAT AMERICAN RECIPES
IS RESERVED FOR YOU. (AND THAT'S JUST THE BEGINNING.)

GREAT AMERICAN RECIPES is the best cooking idea since the
microwave. We collected classic dishes from every part of the
nation...including many recipes you may have thought were lost
forever. We kitchen-tested each one, and updated the preparation
steps when necessary. Then we put them on convenient, sturdy,
easy-to-use recipe cards.

Your Triple Gift Package includes an assortment of 36
recipes in all. (And much more, as I'll explain in a minute.)
Sample favorites like:

BEST EVER CAKES AND PASTRIES. Like Mary's Strawberry
Shortcake (it has an ice cream surprise inside). Rich
Mocha Cheesecake you can cook in the microwave in 20
minutes. And the best Carrot Cake you've ever tasted.

Please read on...

GREAT BEEF DISHES. You'll love company-pleasing Sirloin Tips with Mushrooms and London Broil with Herbed Cheese. Not to mention our New American Pot Roast (what's "new" is a hint of mustard, and a easy way to cook in the microwave).

BARBECUE BONANZA. From cowboy days to country cookouts, America's always had a love affair with the open fire. We've captured the best of this heritage in dishes like Strawberry Grilled Chicken, Spicy Chicken Brochettes, and Glazed Spareribs and BBQ Beans.

GRANDMA'S COOKIES. Here's a real treasure trove for sweet-tooth snackers. Including Heath Bar Cookies: one of America's favorite candies, sprinkled over a scrumptious butter-cookie base. Moist Georgia Peanut Cookies. And quick Chocolate Syrup Brownies -- you can make them tonight with the recipe card I've enclosed!

OLD-FASHIONED FLAVOR, NEW COOKING CONVENIENCE.

What makes GREAT AMERICAN RECIPES special is this: we haven't tampered with that old-fashioned flavor you love. But we've taken advantage of modern efficiency whenever possible.

For instance, you'll find all the ingredients you need at your local store (or in your pantry)...even when you're making regional specialties like French Quarter Lentil Soup or Iowa Corn and Ham Bake or Maine Dinner Rolls or the pride of Tulsa, Oklahoma, Mrs. Couch's Black Bottom Pie.

We've also updated traditional cooking techniques to give you moister meats and crisper, more nutritious vegetables. (Grandma, good cook though she was, tended to overcook the roasts and side dishes.) And with today's health-awareness in mind, we've included vital nutritional and calorie information on the back of each card.

We've also paid particular attention to that healthiest and most efficient cooking method of them all: microwaving. Every GREAT AMERICAN RECIPES card contains microwave cooking instructions when



applicable--and not just an adaptation, but a complete microwave recipe. It's like getting two recipe cards in one!

FOODS YOU'LL PROUDLY SERVE TO FAMILY AND GUESTS.

Even with all the convenience, GREAT AMERICAN RECIPES will give you results you can serve with pride...for family dinners, entertaining, or when it's just you and the kids after school.

We don't cut corners when it comes to show-stopping flavor, or that elegant presentation which will have your guests talking for days. But we do let you know about ways to save time and stress by planning ahead, and to how achieve impressive results that look a lot harder than they really are. (Try the enclosed recipe for Chicken Breasts Diane, and you'll see exactly what I mean!)

What it comes down to is this. With GREAT AMERICAN RECIPES, good food is back again! A pleasure to prepare...a joy to serve...a rich flavor experience for you and everyone fortunate enough to share your table!

**GREAT AMERICAN RECIPES CARDS ARE SO HANDY,
YOU'LL WONDER HOW YOU EVER GOT ALONG WITHOUT THEM.**

With realistic photos that show you how your finished dish will look, the individual GREAT AMERICAN RECIPES cards are a real help when you're planning a meal. And if you've ever ruined a favorite cookbook with a spill or a spatter, you'll appreciate GREAT AMERICAN RECIPES cards with their protective, wipe-clean finish.

In fact, after you've sampled GREAT AMERICAN RECIPES, you may never go back to your bulky cookbooks again. And that's exactly the reason for our Triple Gift Package offer.

We believe that, once you try GREAT AMERICAN RECIPES, you'll want to become a collector. And so

Please read on...



we'll send you all this--a \$21.95 value:

- 36 full-color GREAT AMERICAN RECIPES cards. Dozens of proven dishes for you to try in your own kitchen...enough to keep your family smiling for weeks!
- The complete GREAT AMERICAN RECIPES indexing system. You get 18 index cards plus a special card place marker... enough to organize an entire recipe collection.
- The deluxe GREAT AMERICAN RECIPES file box. This handsome smoke acrylic container protects and displays your cards while it keeps them neatly arranged.

All we ask is just \$1.99 to cover shipping and handling... and you don't have to pay one penny until you receive your Triple Gift Package. Then, if you like what you see, we'll send you 3 new packets of 12 cards every 3-4 weeks for your free examination. If you keep them, pay just \$3.34 per packet plus a small amount for shipping and handling. There is no minimum number of cards to buy. And you can cancel at any time, without further obligation.

I think that's fair...don't you?

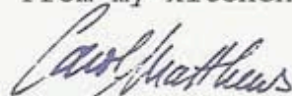
CLAIM YOUR TRIPLE GIFT PACKAGE RIGHT AWAY...
THERE'S NO OBLIGATION TO COLLECT MORE CARDS.

Collecting GREAT AMERICAN RECIPES seems like such an easy, natural way to discover great new dishes (and get reacquainted with old friends). But remember, you don't have to collect anything unless you want to!

If you decide not to continue after you receive our \$21.95 Triple Gift Package, simply let GREAT AMERICAN RECIPES know. That will end the matter...and your 36 recipe cards, 18 index cards plus card mark, and your recipe file box are yours with our compliments.

You've got absolutely nothing to lose...so why wait? Come home to the foods you love. Claim your Triple Gift Package from GREAT AMERICAN RECIPES. Place the YES token on the postage-paid card, and mail it back today.

From my kitchen to yours,



Carol Matthews
Great American Recipes

P.S. Did you think I'd forgotten your Bonus Gift? No way! Just mail back your YES within 10 days of receipt and you'll receive a colorful GREAT AMERICAN COOK apron with our compliments, in addition to your Triple Gift Package worth \$21.95.