

VIETNAM WAR NEWSLETTER  
LIFETIME MEMBERSHIP OFFER

The Vietnam War Newsletter recently began its fourth year of operation. It is doing pretty well--the number of subscribers has increased steadily. Readers have endorsed the Newsletter through a very high renewal rate and by being the single best source of new readers. I've tried full-page magazine advertising, direct mail solicitation and free publicity. None of them have worked as well as Vietnam veterans telling other Vietnam veterans about the existence of the Newsletter and the value they've found in it.

I further expect the number of subscribers will increase at a substantial rate over the next few years. When I started the Newsletter in 1979 the Vietnam war and the Vietnam veteran were very unpopular topics. Getting the recognition necessary to develop a readership was extremely difficult. Even the Vietnam vet himself didn't show much interest at first. I view the turning point as being the day the hostages came home from Iran. That entire event, in ways I can't even begin to understand, caused America to take another look at the Vietnam veteran--and the veteran took another look at himself. The result has been a greater understanding on the part of the public and an ever swelling resurgence of pride on the part of the Vietnam vet. I see this in so many ways-- I see more and more Vietnam veteran groups forming--I see it in newspaper articles that appear in the local press around the country--and I see it in the personal stories that readers share with me in their correspondence.

(continued on the next page)

LIFETIME MEMBERSHIP OFFER ORDER FORM

I would like to join the Vietnam War Newsletter as a lifetime member. I have enclosed payment of \$115.00. I understand that I will receive an immediate refund for the balance of my unexpired current subscription. I wish to take advantage of the following free book offer (check one):

Option 1

Send me free copies of both Mission M.I.A. and Delusions & Reality: Gambits, Hoaxes & Diplomatic One Upsmanship in Vietnam (Value \$21.85).

Option 2

Send me a free copy of The Vietnam War (Value \$20.65).

Option 3

Send me a credit slip for \$25.00 to be used toward purchases from the Vietnam Bookstore and keep sending me the latest list of books available (NOTE: You can order \$25.00 worth of books off the list that is in the current Advertising Supplement.)

I also understand that as a lifetime member, (1) I will receive all future issues of the Vietnam War Newsletter and all Vietnam Booklist updates without further charge, (2) I will receive a 10% discount on all purchases from the Vietnam Bookstore, (3) I will receive free all future subscription incentives offered to new readers, (4) I will be able to purchase certain books (at the discretion of the Newsletter) at prices far below the regular sale price, and (5) my name and state will be listed as a lifetime member in the next issue of the Newsletter.

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Name \_\_\_\_\_ Vietnam \_\_\_\_\_  
Address \_\_\_\_\_ Service \_\_\_\_\_  
\_\_\_\_\_ (Optional) \_\_\_\_\_

Those of you who have been reading the Newsletter for the last three years have witnessed its progress. And what has been accomplished so far is nothing compared to what I hope to achieve in the future. The decade of the 1980s is going to be the decade of the Vietnam vet - and the Vietnam War Newsletter is going to play a key role in the renaissance of the Vietnam veteran.

Now we get to the purpose of this letter. I need your support. I'm not asking for donations and I don't want any. What I am seeking is lifetime members-- Vietnam vets, their supporters, and Vietnam veteran organizations who will invest \$115.00 in the Newsletter and in themselves. The return will not be a financial one--the return will be a lifetime's worth of information on Vietnam and the Vietnam veteran.

One reader recently said to me, "I'd really like to sign up as a lifetime member, but how do I know you won't fold in a year?" I'm sure that is a question in many of your minds. I think it is sufficient to say that I'm totally committed to the Vietnam War Newsletter for the rest of my life (I'm 35 by the way) and that I personally guarantee that you will receive fair value for your money. There is a risk involved in most things that are worthwhile, but if you have any real doubts, then I would not encourage you to sign up as a lifetime member. To date 35 Vietnam veterans, Vietnam veteran supporters, and Vietnam veteran organizations are life members.

The reason I am emphasizing lifetime memberships at this time is that I need working capital to further expand my office, to purchase equipment, and to greater expand the operation of the Vietnam Bookstore. To make the lifetime offer an attractive one, I've decided to offer free books to anyone who signs up by May 10.

The free books offer: If you sign up as a lifetime member by this date, you can have free (1) Mission M.I.A. (value \$14.35, includes postage & handling) and Delusions & Reality: Gambits, Hoaxes & Diplomatic One-Upmanship in Vietnam (value \$7.50, includes postage & handling) or (2) The Vietnam War: The Illustrated History of the Conflict in Southeast Asia (value \$20.65, includes postage & handling) or (3) You may substitute for the above values by taking a credit in the amount of \$25.00 toward the purchase of any books offered now or in the future by the Vietnam Bookstore.

The free books offer is in addition to the other benefits afforded lifetime members. These are: (1) You will receive free all future Vietnam Booklist updates, (2) You will receive a 10% discount on all purchases from the Vietnam Bookstore, (3) You will receive free all future subscription incentives offered to new readers, (4) You will be able to purchase certain books at prices far below the regular sale price. (egs. Current lifetime members may purchase Mission M.I.A. for \$8.00; Delusions & Reality for \$3.00; and The Vietnam War: The Illustrated History of the Conflict in Southeast Asia for \$11.00) and (5) Your name and state and the fact that you signed up as a lifetime member will be published in the Newsletter.

Remember, the deadline for taking advantage of the free books offer is May 10. The sooner you join, the sooner the books will be on their way to you.

Important! The unexpired portion of your current subscription will be refunded to you (eg. if you still have 10 issues coming under your subscription, you will receive a \$12.50 refund).

Also! If you don't have the expanded Vietnam Booklist, let me know and I'll include that free as well.