

**THE MOTHER EARTH NEWS**  
**...it tells you how (six times a year)**

August 5, 1971

Dear Sharon:

Many thanks for your letter of July 26th.

We are sending you a backfile of MOTHER and hope this will be of some help with what you are trying to accomplish. Your collection sounds very worthwhile; collecting activist literature to be made available and to preserve.

If there's anything else MOTHER can ever do for you, just holler! I hope we've been of some help!

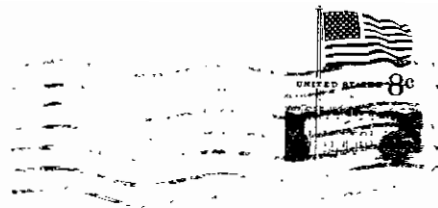
Peace,

Judy Markham

THE MOTHER EARTH NEWS

BOX 38

MADISON, OHIO 44057



Sharon Vandercook  
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Charlottesville,  
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Dear Friend:

DON'T send me any money now . . . all I want is your permission!

THEN . . . at NO risk to you whatsoever . . . I will send you a \$3.00 copy of a unique magazine! It's called . . .

. . . THE MOTHER EARTH NEWS . . .

. . . and it's almost a big paperback book!

What it amounts to is this: Mail the enclosed form today . . . and I'll bet you a \$3.00 copy of MOTHER you will say "keep MOTHER coming" . . . it's as simple as that!

It's EASY to be this confident . . . because thousands of subscribers write to me they wouldn't be without MOTHER. Here are just a couple of brief comments from their many spontaneous letters:

"MOTHER has some of the most informative, practical, and useful ideas I ever came across! Grabbing an issue here and there at random will no longer do, I'm afraid, so please find enclosed a money order for a year's subscription. Also, I am quite interested in finding and purchasing ALL back issues, or whichever ones are available. And thanks for a decent magazine, once again!" - L. H.

"First, understand that I don't write letters. Howsomer, this time I must. Moral obligation and all that. The day that MOTHER arrives is always a good one. It matters not what has gone before, MOTHER MAKES THE DAY JUST FINE. So, thank you, MOTHER, for more food for thought than any other publication has been able to provide. Love." - D. G.

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I could go on and on with excerpts like these . . . because so MANY readers write how delighted they are with MOTHER.

But what counts is . . . what's in MOTHER for YOU! So let's get down to brass tacks with this small sample of the many surprising items in recent issues:

DON'T BE AN ENERGY CRISIS VICTIM . . . YOU CAN PROTECT YOURSELF!

David Arthurs demonstrates his 75-miles-per-gallon hybrid electric car, tells you how he converted it from his Opel in just 40 hours for only \$1,500, and how you can get plans to do it, too! . . . MOTHER's researchers show you the simple conversion you can make on your own car so it will run (better than ever) on alcohol fuel you can make yourself in a simple, legal still you can have in your own back yard! . . . Jim Langley tells you about his easy-to-make solar still that has powered his motorcycle and lawnmower from alcohol that he mixes (6 gallons) with gasoline (4 gallons)! . . . Michael Brown describes how he successfully ran a diesel engine on soybean oil!

TASTY, INEXPENSIVE RECIPES!

Ruth Ross shares her method of baking steamed breads without an oven, on TOP of the stove, in coffee cans! . . . Bebe Bruce shows you how to make delectable jelly from the sticky fruit of the prickly pear cactus! . . . William Shurtleff and Akiko Aoyagi introduce you to the wonderful world of soybean cookery through their articles on protein-rich tofu! . . . Peter Ditzel describes how to find and use delicious wild foods you may have thought were weeds in your own yard! . . . Judy White gets you interested in making your own cider, tells you where to get your apples for free, and how to turn them into real old-fashioned tangy cider (hers cost only 17¢ a gallon!) . . . plus lots and lots of other good food ideas in MOTHER's every issue!

LOW-COST (REALLY LOW-COST) HOMES!

Paul Scanlon and Bob Leveque tell you how they teamed up to build two 1 1/2-story log cabins for their respective families to live in for LESS THAN \$100 EACH! . . . Larry Self describes how he made an uncommonly attractive, strong, weatherproof, dome-shaped home out of corrugated cardboard for under \$600 (Larry says he was in a hurry so he bought most of his material, but he could have used free discarded cartons and saved a lot of money)! . . . C. D. Folsom tells you how to use an inexpensive device to make soil-cement building blocks for pennies apiece, which can be the components of a snug home or other building if you are willing to substitute muscle power for money! . . . MOTHER abounds with such ingenious tips!

LOOK BETTER . . . FEEL BETTER!

Nancy Chute tells you how she grows a living first aid kit on her kitchen windowsill! She snips leaves off her Aloe vera plant for instant soothing treatment of little burns and cuts (and there are many other uses for this miracle plant, too)! . . . Virginia Castleton suggests certain foods to help your body overcome health and beauty problems naturally (for dry hair: try taking one or two tablespoons of unprocessed vegetable, seed, or nut oil daily)! . . . Maxine McClain shows you how to make your own uniquely personal

perfumes from your own fragrant flowers for under 4¢ an ounce (it's easy . . . and think of the many dollars you will save from store prices)! . . . MOTHER brings you many, many other health and beauty ideas to help you look and feel younger at much less cost!

#### HOME BUSINESSES AND MONEY-MAKERS!

Jim Watson explains how anybody who can whittle a stick can start a profitable business carving wooden signs, with an investment of about \$40! . . . Buck Taylor leads you step by step through his own method of smoking fish for sale, an enterprise that earns him more than \$2,000 a month! . . . Glen Smith tells you how you can pick up an extra \$1,500 to \$2,500 a year with your own firewood business, and how to obtain at no cost the wood you will split and sell! . . . and MOTHER brings you a wide range of such practical profit-makers that you can use . . . and add new heft to your wallet!

#### YOU TOO CAN HAVE CHEAP ENERGY . . . WITHOUT GOING BROKE GETTING IT!

Diane Gilman shows you her \$25 solar heating installation that saves a third of her family's heating budget in -19° winters! . . . Bob Bucy tells you about his conversion of a junkyard Renault into an electric car he runs for about 1/2¢ a mile! . . . School girl Debbie Lueck reports how her class of 35 helped conserve energy: They built a wind generator to light nine 50-watt light bulbs in their classroom (cost: about \$100)! . . . MOTHER reports on Dan Lightfoot's revolutionary new solar collector, which tracks the sun WITHOUT MOVING, tells you how to get one yourself! . . . plus constantly updated information about energy sources you can tap!

#### WHO SAYS YOU CAN'T CHANGE YOUR LIFESTYLE IF YOU WANT TO!

Jan and Jim Hilberer describe how they pulled up stakes, set out with a VW plus \$250 in cash, and -- after less than a year of hard work (and much pleasure) -- settled into a cabin of their own on 5 1/2 acres in Virginia! . . . MOTHER tells you how six friends restored a 100-year-old house in the city, making it into an 1/8-acre urban "homestead" on which they grow their own fruits and vegetables, raise chickens, rabbits, and fish, recycle 90% of their wastes, and put the sun to work heating their water! . . . Senja Valero takes you through four years of planning with husband Allen, making preparations to leave a lucrative job and their swimming-pool-equipped Florida home to settle on a Pennsylvania farm where they now enjoy a happier life (and even greater income)! . . . plus other reports from "them that's done it"!

#### MOTHER HELPS YOUR GARDEN GROW

Harold Ettelt started with rocky, sterile soil . . . then, in only one season, made it grow tomato plants SIX FEET TALL (his stakes: 2x4's). His secret? SIXTY BALES of waste hay spread on his small, 600 square feet of garden space! . . . Judith Feiger tells MOTHER'S

readers her tip for pest-free, odor-free composting: Cut bottoms out of two big galvanized trash cans, bury them in the ground almost up to the lids. Toss your household food wastes into can No. 1 until it's full, switch to No. 2. When No. 2 is full, No. 1's contents magically will have turned into a rich compost. Spread it on your garden, then jump out of the way! . . . Barbara Houghton tells you how her family grows an entire year's supply of wheat on 1/7 acre, next to their house! . . . plus many other ideas for your own "farm" (whether it's a window box or 40 acres plus)!

#### INGENIOUS IDEAS TO SOLVE PRACTICAL PROBLEMS!

MOTHER tells you how she ran an engine on nothing but sunshine! . . . Dick Stanley's low-cost, easy-to-build, deep-well windmill can pump your water from 250 feet down! . . . MOTHER's research team shows you how to build a waste-oil heater that could give you free heat next winter! . . . Bill Whitaker shows you his \$200 home-made tractor that outpulled factory-made tractors in its weight class at the county fair! . . . If you will save burned-out fluorescent tubes, MOTHER will show you how to make of them a low-cost solar collector! . . . Hennepin Tech Instructor Ernie Parker shows you how hydraulic power boosts a student-built car to 75 miles per gallon of gasoline! . . . Robert Stovell describes how an upstate New York couple used ferroconcrete construction to build a snug dome home for only \$400! . . . J. M. Dulin shows you how to stack your fireplace fuel to increase its heat output up to 100%! . . . Charles Park explains how he used pressed earth blocks to build a protective wall to reroute water-hole-bound wildlife that were determined to cross his garden! . . . David Boye shows you how to make your own hunting knife from an old saw blade! . . . MOTHER keeps you well supplied with such unusual ideas!

#### MORE ENJOYMENT FROM NATURE AND THE OUTDOORS!

YOU can be part of a Cousteau ocean expedition, and MOTHER tells you how to apply! . . . Leland Devore explains how to establish a personal wildlife sanctuary and to register it nationally! . . . John Barber of Yellowstone National Park shares his knowledge of camping and backpacking gear and tells you where to get yours for next to nothing! . . . Charles Webb helps you discover fallen meteorites to collect or to sell! . . . Steve Chamberlain explains how you can try your hand at subsistence homesteading in Alaska! . . . Roy Morrison tells you how to convert an old pair of wooden downhill skis into a wood-carrying sled that sneers at deep snow when he brings in his supply of fuel through the drifts! . . . Louis Bignami tells you how to find and prepare clams (for seaside feasts a gourmet would envy) without damage to your food budget! . . . Bob Lawrence shows you how to build a humane trap to keep critters out of your vegetable patch without harming them! . . . Tilde Merkert describes a simple, effective homemade seed starter that will give your next season's garden a head start! . . . plus many more ideas for your outdoor fun in MOTHER's every issue!

BEAT INFLATION, STAY AHEAD OF TRENDS!

Dick Blaser and Bill Krass show you how they run engines on a gasoline/alcohol fuel mixture, increase fuel economy up to 25%, reduce exhaust pollution up to 95%! . . . A. J. Hand tells you how you can increase the efficiency of your home cooling system and cut your costs, conserve energy! . . . MOTHER suggests items of REAL wealth you should consider buying now with some of your constantly eroding inflation dollars to make inflation work FOR you!

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But all that was in the past! During YOUR trial year, your copies of THE MOTHER EARTH NEWS will be chock-full of MORE new ideas . . . MORE useful tips and suggestions . . . a wide choice of new economical ways to help your life become richer, more rewarding!

All year long . . . every other month . . . you will get solid, factual information straight from "I've done it myself" experts who tell you what to look for (and what to look out for) . . . fully detailed instructions . . . diagrams . . . sketches . . . pictures . . . lists of materials . . . whatever it takes to make everything clear as crystal. It's almost like having each writer right at your elbow, offering advice and support every step of the way!

ALL THAT . . . AND A DISCOUNT, TOO?

That's right! ORDER NOW . . . and you pay only \$11.97 for a FULL YEAR of THE MOTHER EARTH NEWS (but you don't pay until AFTER you have examined your first copy)! You get this \$18.00 value . . . six issues (that would normally cost you \$3.00 each at the newsstand . . . if you could get there before they sold out)!

Honestly, I don't know what more I could do to encourage you to SEE MOTHER FOR YOURSELF! Just look at your benefits:

1. YOU SAVE \$6.03! (An \$18.00 value for only \$11.97 . . . 33% off!) Just mail your Subscription Order Form today . . . it's already made out in your name and I'll even pay the return postage!
2. You can have your first copy to examine before you have to pay a single penny, if you like!
3. To continue receiving every issue of MOTHER, pay the \$11.97 invoice we send!
4. AND . . . no matter HOW long you are a subscriber . . . you are ALWAYS entitled to a prompt refund (if you ever want it) for all copies not yet mailed!
5. NO-RISK EXAMINATION PRIVILEGE: Once you have looked

over the first copy I will send you, if you then decide MOTHER is just not for you, simply request a refund or write "cancel" across your invoice and mail it back. You will be under no further obligation and you keep your first copy (a \$3.00 value).

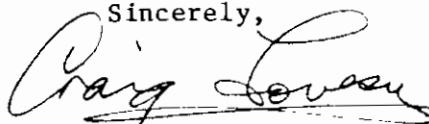
Fair enough?

Please let me know right away that you accept my offer! I have only a limited supply of the current issue of MOTHER, so I must accept orders on a first-come, first-served basis, and . . .

. . . I surely wouldn't want YOU to miss out just because you put off ordering by only ONE day!

I'm looking forward to welcoming YOU into our warm circle of MOTHER's subscriber friends!

Sincerely,



Craig Lovesy  
Subscription Director

P.S. During your first year's trial . . . you will receive BIG (8 1/4" x 11") THICK (170-pages-plus) issues including a colorful, informative 15 3/4" x 11" almanac/calendar in each issue. You get hundreds and hundreds of pages in all . . . much more than you would expect to get in a book costing you several times as much!

So . . . please accept YOUR trial offer right now . . . TODAY . . . before your money-saving order form or postage-paid reply envelope can be mislaid!