

The letter that built DAY-TIMER

Features 30-day free trial

These are now proven facts . . .

- You can increase your work output by 20-40% --
Know what you must do each day
- Delegate and monitor your work load --
Reduce lost time and wasted effort

You can do all these things . . . and more. We guarantee it!

Yes, these are just a few of the benefits busy executives are achieving each day with a Day-Timer 5-in-1 Time-Planner Diary. Every Day-Timer combines the benefits of five different books:

1. An Appointment Book
2. "Tickler" Reminder System
3. Daily, Weekly and Monthly Work Planner/Organizer
4. Time and Activity Record
5. Expense and Reimbursement Record

Together, they give you what leading management consultants consider is the single most important asset you can possess . . . skill in managing your time!

Test yourself: Do you know how to guarantee you'll get top priority tasks finished first? Is your work organized . . . or are you constantly putting out "brush fires"? Can you remember every project you must finish today, tomorrow, weeks ahead? Can you remember details of work you accomplished only yesterday?

If you've answered "No" to a single one of these questions you're sure to benefit by using what a leading business newsletter has called "one of the best time-management aids ever developed." Today, more than 1,000,000 busy executives and professionals use a Day-Timer to save hours a day, organize their desks, and free their minds for creative thinking and problem-solving.

GIVES YOU AN "AUTOMATIC MEMORY" -- WON'T LET YOU FORGET!

Stop scribbling notes on scratch pads and on the backs of envelopes, notes which are easily lost and leave no memory behind. Enter every reminder, every inspiration, every idea in your Day-Timer . . . where it will be preserved . . . along with the record of their execution and follow-through.

Your Day-Timer will give you an automatic memory -- organizes everything for you as far ahead as you need plan, as far back as you need records kept. The basic strategy of this highly successful Day-Timer system is to keep all this scattered information in one place -- for instant reference whenever needed -- so no detail need ever be overlooked or forgotten.

See Other Side for 30-Day PROVE-IT-YOURSELF Free Trial Offer . . .

Free Your Mind for Important Decisions!

Forget Remembering.' You'll work more relaxed knowing every important detail is written down in your Day-Timer -- for quick and easy recall whenever needed. This frees your mind for creative thinking . . . lets you give full attention to the job at hand . . . because you don't. have to "keep remembering" 1,001 details.

And, just as your Day-Timer helps you keep things humming along on time, you'll understand how it is that certain executives seem to get so much more done than others . . . can attend so many more meetings ... never seem to forget an important fact, date or commitment. Their "secret" is no secret at all . . . they just use a Day-Timer!

Test It Yourself for 30 Days -- Then Decide!

You needn't take our word for it. The only sure way to prove the Day-Timer system will work for you is to put it to the test of actual use . . . in your own job situation. Use it at our expense for 30 days -- then decide! If the Day-Timer doesn't equal or exceed your expectations, just return the unused portion after 30 days and that will end the matter.

There's no risk for you . . . or for us. Our records reveal that over 93% of those who begin to use a DayTimer faithfully continue to use it as a valued partner year after year after year. The reason is simple -- it works! And our Guarantee is it will work for you or you can return it and owe nothing.

Now is the best time to find out why Day-Timers have won such overwhelming acceptance. Your reward will be a job that's suddenly become easier and more enjoyable. You'll quickly be convinced that -- next to the telephone -- it's the best time-saving investment you ever made. So, order your Day-Timer now . . . today!

Sincerely,

Robert C. Dorney,
President & Gen. Mgr.

P.S. When ordering your DAY-TIMER . . . first select the page size and format best suited to your own particular schedule . . . then pick a wallet or binder to complete your set. (Thereafter, you will only need to order the filler pages each year.)