

## The letter that launched *Quest* magazine

**“Send no money. Just tuck the token into the token slot on the order card”**

Dear fellow adventurer:

Remember how great it felt that first time?

You were ten, maybe eleven or twelve. They'd given it to you for your birthday. They held it steady while you climbed into the saddle. They pushed. And then they let go.

You picked up speed. The wobbling ceased. Suddenly, you were off--hair streaming, wind in your face, biking away to China, and you loved it!

Or maybe it was when you were older. Finally, Friday came. Three o'clock. Four o'clock. Ten minutes to five. At last, there it was--the envelope.

You ripped it open. Your first paycheck ever! All yours! And you'd earned every penny! You were richer than Rockefeller, and you loved it!

Or maybe it was the time you got through all three acts without forgetting a line. Or when you first had your picture in the paper. Or succeeded in cooking a meal from start to finish entirely by yourself.

Or when you first wrote a poem that wasn't half bad. Or proudly signed your name to a painting. Or shot par golf. Tossed a winning touchdown. Or welcomed your first-born to the World...

If it's been too long since you've experienced thrills and chills like these--moments of exhilaration, elation, accomplishment ...

If you're ready to become enthralled again--with challenge, with achievement, with yourself ...

... then welcome to QUEST/78. The new magazine that brings out the best in you. The magazine that says "try it!" The magazine that engages you, challenges you, urges you on. The magazine that makes you feel good all over.

With this letter, I invite you to have a look at QUEST/78 under our 100 percent refund guarantee. And if you like it, to become a Charter Subscriber.

You'll save yourself an immediate \$3--a discount of 25 percent off. And this savings is only the first of many. Keep reading for how you'll save more!

Almost since Adam and Eve first woke up under the apple tree, poets, philosophers and pundits have been attempting to define human existence. To some, life is dismal and dreary. Samuel Butler found it "one long process of getting tired." Victor Hugo called it "an abyss."

Napoleon found it "a bore" and "a cross." Voltaire, "a combat." Shakespeare, "a walking shadow." One eminent Victorian, P. J. Bailey, went to the extreme of comparing it to "a bridge of groans across a stream of tears." Desperation!

Others, mercifully, find living more fun. America's own Ralph Waldo Emerson called life "a series of surprises ... an ecstasy." And QUEST/78 cries, "Hear, Hear!" Just lift back that elegant cover, and you'll see:

Pages upon pages about people who are enjoying their lives to the fullest--making each minute count, getting the most out of every hour, every day, every week. Plus pages upon pages about you--and how you can go do the same .

Want to find out how to make it in the world of getting and spending? In QUEST/78, come learn from Saul Zabar. He happens to run the world's best delicatessen. But his zeal, dedication, and enthusiasm would make him a success at almost anything--president of a steel company, president of a university, President of the United States!

Or come get to know anthropologist Margaret Mead at age 75--up and about at 5 a.m. in her Manhattan apartment to rehearse a speech she'll be giving that afternoon, then settling in to her typewriter, where by day's end she may just add yet another line or two to the 49 she already commands in Who's Who!

Toying with changing your lifestyle? In QUEST/78 learn why and how James Brown, Yale '56, gave up a seat on the Stock Exchange and \$168,000 a year to free-lance as a photographer! Why and how Stephanie Wallach abandoned a successful career as a film editor to become one of the nation's few female airline pilots!

Why and how Jim Patterson cut out from investment banking in New York City to go run a country inn in Vermont with his wife! Why and how Richard Gill gave up a lifelong career as a lecturer at Harvard to become, in his middle forties, one of the Metropolitan Opera's more promising basso profundos!

Want to try your hand at something different? Come lift off with QUEST/78 in the AX-7 --the balloon that lets you fly free! Come look over Bob Summer's shoulder as he fashions the world's finest bamboo fly rod. Come trek the primal landscape with Lawrence Osgood--a journey across the Arctic tundra!

Come learn what shapes the creative imagination as QUEST/78 interviews such artists as Saul Steinberg, Mary Frank, Joan Mitchell, George Segal. Come find out how Stan Lee did it--make Spider-man the world's best fantasy trip! Come discover how Anthony West resolved it--the dilemma of the conscientious objector!

All these stories and more have appeared in recent issues. First-person accounts--intimate, revealing, one-to-one. Interviews--candid, honest, forthright. Fiction. Verse. Reviews. All set amidst some of the most stunning illustration you've ever seen.

On the basis of its preview issue alone, in fact, QUEST/78 has been honored with a prestigious Gold Medal from the Society of Publication Designers--the highest possible accolade for graphics, design, illustration!

I truly believe that QUEST/78 will grip you like no other magazine ever. Boggle your imagination. Turn you on. Help you achieve what you've always wanted. Help you realize your fullest potentials. Help you fall in love again with life ...

... but why not come see for yourself under our 100 percent refund guarantee. You've got nothing to lose but the blahs. And you've got everything to gain. New experiences! New people! New ideas! New excitement! New inspiration! New challenges!

QUEST/78 comes to you every other month. When and where it's not sold out on newsstands, single copies cost two dollars each. A year (six issues) is regularly \$12 by subscription. But when you return the enclosed reservation card now, your price as a Charter Subscriber is only \$9.

Right away, you save a welcome \$3.00.! And you also assure yourself of these added, valuable Charter Benefits:

Preferential rates in perpetuity. As a Charter Subscriber, you're guaranteed perpetual savings--always the lowest possible price on all renewals, and on any and all gift subscriptions you may wish to give.

100 Percent Refund Guarantee. If ever QUEST/78 lets you down, just cancel and get all your Charter Subscription money back--not just a portion, but everything you've paid for a full refund of 100 percent.

May we look for your acceptance by return mail? Charter Reservations are being accepted on the basis of first-come, first-served. To avoid delay or disappointment, your reservation should be postmarked just as quickly as convenient. Thank you--and welcome to QUEST/78!

Cordially yours,

Jack Martin  
Publishing Director

P.S. Send no money. Just tuck the token into the slot on the order card--that's all. We'll bill you at a less pressing moment, after QUEST/78 starts coming.