THINGS ARE LOOKING UP IN THE U.S. THESE DAYS,



Only a fool would think we've got it made, but it would be just as dumb not to see that more and more blacks are getting up where the money, power, and prestige are.

Dear Friend:

Sometimes I think we've been shouting down a rain barrel. For the past nine years we have published a magazine every month for people like you, and most don't even know we exist. We must be doing something wrong.

How about you? Do you know BLACK EN-TERPRISE? If not, give me three minutes of your time - just three minutes - and I'll make it worth your while. First, you get an immediate cash discount. Second, you receive 12 issues of BLACK ENTERPRISE in the year ahead.

Listen. BLACK ENTERPRISE is for and about blacks - men and women making their mark in the U.S. system - who want even a bigger share of the good life for themselves and their families. Does that interest you? (Foolish question. Of course it interests you.)

Here's the first magazine to deal with black attainment, not just entertainment. It is a newsmagazine with a viewpoint Time and Newsweek wouldn't understand, but it's also more than a newsmagazine - because BLACK EN-TERPRISE goes behind the scenes for the full story you don't get in newspapers or on TV.

Nothing is hidden. We tell the good and the bad . . (the good) how the National Minority Council helped steer \$1.2 billion in corporate business to blacks last year . . . (the bad) but black borrowers still get the run-around at banks ... (the good) how black women are making it in business ... (the bad) but union discrimination keeps blacks from working...(the good) how a full-time teacher became the largest black demolition contractor in New England - (the bad) but, in a society based on property, blacks have been losing their land...(the good) how a black businessman parlayed oil pipes into a \$6 million fortune in Houston - (the bad) but in Baltimore inner-city renovators are losing out to white contractors.

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aside your own retirement nest egg-how YOU

can save on taxes, get a government loan, buy a

BLACK ENTERPRISE shows you on a very

new home, a boat, or a car. To sum up...

personal level how to live better. However, we need you as much as I think you need us. We need readers, black readers, good solid citizens. That's clear, isn't it? Big companies advertise in BLACK ENTERPRISE like IBM, General Motors, Sears, Kodak, Avon, TWA, and many more. But they buy this advertising to reach people like you. That's why we have slashed our price to the bone to attract you. Although BLACK ENTERPRISE has a \$15 annual cover value, and yearly subscrip-

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Your credit is good, so you don't have to pay now - but be sure to confirm your reservation today, while this money-saving offer is still in

Sincerely,

Barbara Kydd

BLACK ENTERPRISE

P.S. All I ask is that you read three issues (that's a fair test), and if not satisfied, you may have a 100% pro rata cash refund. In fact, I'll send your money back on unmailed copies at any time, without penalty to you.

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