

# *Nestle*

Dear Sir:

There's a key attached to this letter -- a very special key -- that unlocks three valuable gifts from Nestle for you.

It's our way of saying "congratulations" on your new vending machines. We were delighted to help in the financing of this equipment. And now we'd also like to help you get the greatest profits from this new equipment.

That's where the key enters into the picture...

In just a few days you'll receive a package from Nestle. This key will unlock that package -- to reveal three valuable gifts:

First, the key unlocks a personal gift for you -- something you'll use and enjoy for years.

Second, the key unlocks a gift for your vending machine -- a very special free offer that's worth over \$200.00!

Third, the key unlocks the secret of lifetime profits from your vending machines -- proven ideas that can add many dollars to your income.

So save this key -- and look for your gift package from Nestle. It will be coming in just a few days.

Cordially,

Albert M. Van Wagenen  
Manager- Vending Marketing

P.S. Our gift package is for the man in your organization who purchases merchandise for your vending machines ... Please forward this letter to this "Key Man". Thank you.