

“Lucky Number” Headquarters



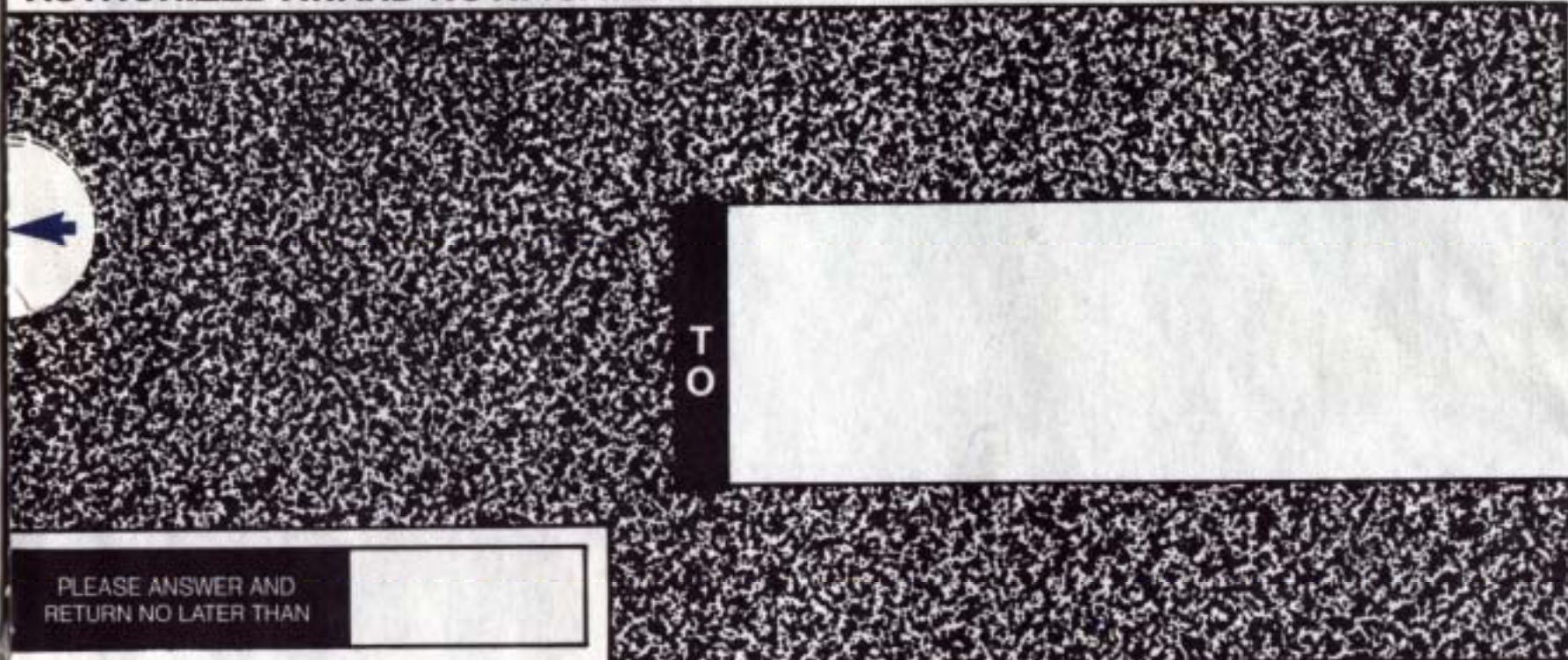
Craftmatic

Adjustable Bed

2500 Interplex Drive
Trevose, PA 19047-9968

BULK RATE
U.S. POSTAGE
PAID
PHILA., PA.
PERMIT NO. 1590

AUTHORIZED AWARD NOTIFICATION



TO

PLEASE ANSWER AND
RETURN NO LATER THAN

IMPORTANT-DO NOT DELAY

BCR96H4

FREE BOOKLET REQUEST FORM

To receive your free booklet you must complete the information requested on this form and mail it promptly in the enclosed postpaid envelope. No cost, no obligation.

Just do this:

1. CHECK YOUR PREPRINTED NAME AND ADDRESS. MAKE ANY CHANGES NECESSARY
2. Print clearly in the boxes provided your telephone number, including Area Code. This is your "Lucky Number" and nobody else in the United States has the same one!
3. When completed, tear this form along the perforated dotted line and insert the portion with your address and phone number in the postage-paid reply envelope. Seal it and drop it into any U.S. mail box. **No stamp needed.**
4. Do it now so that it will be on its way with the next mail pickup!


PLEASE ANSWER AND
RETURN NO LATER THAN

BONUS GIFTS! SEE OTHER SIDE!

FILL OUT THIS CARD AND MAIL TODAY!

Check your address below. If corrections are needed print below.

Your phone number:

 - -

Area Code Number

Now tear off this half and return it to us today in the postage-paid reply envelope. Remember, there's no obligation, no cost!

Craftmatic III at up to 50% off Craftmatic II price list!

BONUS GIFTS!

Be sure to choose yours on the other side!

CHECK THE GIFT YOU WANT MOST!

- Color TV**
- Video Cassette Recorder**
- Microwave Oven**

Have you filled in your telephone number on the other side? Do it now!

Check your preferred choice of additional free gift in advance now. If you later qualify, that gift will be the one offered to you as your first choice. But remember, **the free booklet** already reserved in your name is yours now at no cost and with no further obligation.

BONUS!

Extra valuable free gifts!

BONUS when you return your Claim Form properly filled in, your free booklet will be sent to you and you will automatically become eligible for an extra valuable gift with purchase of a Craftmatic II Adjustable Bed.

You may receive one of the extra valuable gifts of your choice. Check your preference now!

This is an authorized, non-transferable notification with a time limit. Please respond at once.

You have been computer-selected to participate in the Craftmatic "Lucky Phone Number" program.

Simply return the enclosed Claim Form in the post-paid reply envelope and include your qualifying telephone number—your "Lucky Number."

With purchase of the famous Craftmatic II adjustable bed you become eligible for a major gift worth hundreds of dollars—yours FREE.

The colorful booklet described elsewhere in this "Lucky Number" notification package is yours to keep at no cost and with **no obligation whatsoever**. Your telephone number is your lucky number—a number shared by nobody else in the United States!

The booklet you will receive is part of a nationwide program to introduce the advantages of the famous Craftmatic adjustable bed. It contains important information that may be of great interest to you or to someone you know. Your receipt of this information does not obligate you in any way at any time.

Get your free booklet and stake your claim for your free gift now. Complete the Claim Form and return it in the postpaid envelope today. No stamp is needed, postage is prepaid.

"HOW TO GET THE BEST IN REST"



**YOURS
FREE**

This detailed full-color booklet is yours with our compliments. It's an eye-opening discussion you won't want to miss. And it could be the first step to the best night's sleep you've enjoyed in years.

And if you, or someone you care about, suffer from aches and pains that could be helped by this famous better way to sleep, this may be the most important booklet you have ever read. Thousands have been thankful to receive this booklet and its important information.

Mail your Claim Form today with your "Lucky Number" for your **FREE** copy! No cost. No obligation. No stamp needed.

Yours Now!

FREE Catalog and
FREE Price Information
FREE Coupon For **FREE** Heat

SPECIAL SALE!

CRAFTMATIC III

*Affordably
priced!*

This beautiful addition to the famous Craftmatic Adjustable Bed collection is amazingly low priced! You can own a Craftmatic III at up to 50% OFF CRAFTMATIC II price list.

CRAFTMATIC II

*Now
at "flat" bed
prices!*

Why settle for an ordinary quality flat bed when you can now relish the incredible luxury of an ADJUSTABLE Craftmatic bed for the same price ... or even less! Send for free information today. No obligation!

RETURN "FREE INFORMATION" REPLY FORM TODAY!