

The letter that built American Express

Dear Mr. Smith:

Quite frankly, the American Express Card is not for everyone. And not everyone who applies for Card membership is approved.

However, because we believe you will benefit from Card Membership, I've enclosed a special invitation for you to apply for the most honored and prestigious financial instrument available to people who travel, vacation, and entertain.

The American Express Card is the perfect example of the old adage, "You get what you pay for."

For example, you get a truly impressive array of extra privileges, all designed for your convenience and security:

- ☐ A Worldwide Network of Travel Service Offices* is at your Service. Enjoy personal attention at any of the nearby 1,000 American Express Offices -- Your "homes away from home" -- around the globe.
- ☐ Cash your Personal Check at Thousands of Locations.
Cash up to \$250 at participating hotels and motels, and up to \$1,000 at most American Express Travel Services Offices all over the world. (Subject to cash availability and local regulations.)
- ☐ Card Lost or Stolen? You'll Get a Quick Replacement.
If the Card is lost or stolen, an emergency replacement will be provided at any Travel Service Office in the world, usually by the end of the next business day.
- ☐ Obtain Emergency Funds Instantly. Once you've enrolled in this convenient service, our network of automated Travelers Cheque Dispensers lets you obtain up to \$500 ... in 60 seconds or less!
- ☐ Carry \$100,000 of Travel Accident Insurance. Just charge your tickets to the Card, and you, your spouse or dependent children under the age of 23 are automatically covered when traveling by common carrier on land, sea, or in the air. It's underwritten by Fireman's Fund Insurance Companies, San Rafael, California, for approximately 35 cents of the annual Card Membership fee.
- ☐ Your Hotel Reservations are Assured. As an American Express Card Member, if you request, your hotel room will be held for you until checkout the following day at nearly 8,000 participating hotels.
- ☐ Enjoy Special Express Hotel Service. Speedy check-in and checkout is available to Card Members at more than 1,000 hotels, including Hilton, Hyatt, Marriott, Sheraton, and more.

Extras like these only begin to tell the story of American Express Card security, emergency protection, and convenience. You'll also enjoy:

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- ☐ Unequalled Mobility. The Card is welcomed by the world's major airlines, car rental agencies, railroads, and cruise lines. Plus it pays for auto parts and servicing at thousands of locations nationwide.
- ☐ A Worldwide Welcome. Fine restaurants, hotel resorts, and a host of other establishments around this world, and right in your hometown, recognize the Card and welcome your patronage.
- ☐ Purchasing Power. No need to carry large amounts of cash. The Card takes care of shopping needs, whether you're choosing a wardrobe, buying theater tickets, sending flowers, or hosting a dinner (even if you can't be there!)
- ☐ Financial Freedom. Unlike bank cards, the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So you are free to make your own decisions about when and where to use the Card.

In a few words, American Express Card Membership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

Why not apply for Card Membership today? All you have to do is fill out and mail the enclosed application. As soon as it is approved, we'll send along the Card, without delay.

Sincerely,

Diane Shalb
Vice President

P.S. Apply today, and enjoy all the benefits of Card Membership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Card Member Services you'll receive along with the Card.

The fascinations:

- Card lost or stolen while travelling? How you can replace your American Express Card in ONE business day world-wide.
- What to do if you need to obtain emergency funds, instantly?
- The secret to getting approved for American Express' Card membership.
- The secret to not carrying large amounts of cash with you for your next holiday
 - Never again carry large amounts of cash with our new Card Membership.
- \$100,000 Travel Accident Insurance for your next holiday, on us.
- The ONLY Credit card you'll EVER need.
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- Are you afraid of losing your American Express Card? Get a new one in a SINGLE day everywhere around the world
- Feeling scared about exchange rates while travelling? Here's what you can do to spend as much as possible to enjoy your holiday to the fullest.
- Never get your hotel reservation cancelled with American Express' new Card membership.
- The reason why Hollywood Superstars book hotels only through American Express. (You won't believe it).
- Are you tired of carrying loads of cash with you on holiday? Forget about the struggle with this one card.

- Scared of having too much fun while travelling? Have an unlimited spending limit with American Express.
- Current bank giving you a hard time for having a spending limit? American Express has got you covered.
- Forget about Spending Limit with this one international Bank.
- You won't believe the travelling benefits you get as a member of American Express.
- Get a \$100,000 insurance coverage on your children when travelling with this American bank.
- Get a \$500 cheque abroad in 60 seconds as a member of American Express.
- Don't exchange currencies for your next holiday. This is how American Express has you covered world-wide.
- Why you'll never need another bank card if you are part of American Express.
- How to avoid getting scammed on holiday while exchanging currencies with American Express.
- How and why to apply for American Express Card membership.
- Enjoy the privileges of a millionaire while travelling with this one card.
- Get a premium banking experience for only \$35 per year with American Express. Find out about the benefits exclusively here.
- Stolen Card while abroad? Freeze Old Card and Request a new one immediately with this one bank (World-wide!).
- Unsure if you can join American Express' exclusive Card membership? Here are the prerequisites you need:
- Never worry about having a spending limit on holiday with our bank. Clue: You won't have to drag ridiculous amounts of cash with you.
- Easiest way of ensuring your holiday with American Express is insured.
- You'll have to exchange currencies during your holiday, right? WRONG! Let American Express make life easier for you in this particular way.
- Never worry about bringing extra cash with American Express. This is how it will save you in the case of an emergency.
- Why going on holiday cashless is acceptable if you are part of American Express.
- Are you afraid of having your cash stolen while on holiday? Go cashless anywhere in the world with our bank.
- Did you know that NOW is the time to start travelling around the world cashless? This is how it can be done with American Express.
- Travelling made way easier than ever when joining this bank.
- Accessing money from anywhere around the world has never been this easy with our bank.
- Enjoy these benefits abroad when being part of the American Express Card Membership.
- Apply for the best card in the world to use it in any part of the world.
- Never lose your Hotel Reservations ever again with our international bank.
- Stop losing time when checking in and out of hotels with this bank.
- Cash up to \$250 from participating hotels with this one bank.
- Get help from 1000 offices from our bank around the globe.