

May I Send You a FREE U.S. Dollar to Go With Your Genuine Russian Ruble?

Dear Wall Street Club Member:

As an enthusiastic participant in the American free-enterprise system, I share Mr. Rukeyser's delight in the collapse of the USSR.

The ruble note from the former Soviet Union for you could hardly be a better reminder of the disastrous economic results of denying the universal human instinct towards self-betterment.

Once worth several dollars a piece, the Russian ruble is now little more than a colorful memento of a lost empire.

Now How About Some Real Money?

Mr. Rukeyser's symbol-laden gift makes an acute point. But a symbol isn't worth much on the foreign exchange market...and some of us prefer hard cash. So I thought you might appreciate a little **real** money, too.

Here's what I'd like to do: In addition to Mr. Rukeyser's gift, if you extend your membership to *Louis Rukeyser's Wall Street Club* now, I will send you a brand-new mint-condition US Eisenhower dollar coin...absolutely **free**.

The symbolic value of your free Eisenhower dollar is obvious. First, unlike the moribund Russian ruble, the US dollar is very much alive and well, having retained its value and withstood the test of time. Any street corner merchant in the world will gladly accept an American dollar—and usually give you more than the official rate of exchange for it.

Second, what better way to celebrate the triumph of capitalism, and the downfall of communism, than with the gift of this beautiful American mint-condition coin. Protectively mounted in an attractive display case, the coin's rich brilliance recalls our beautiful silver dollars of yesteryear.

Third is the man on the coin itself: Dwight D. Eisenhower. "Ike" is one of my own personal heroes, and he ranks as one of the most beloved figures in our country's history. Born into poverty in rural Texas, he rose to become supreme commander of Western Allied forces in World War II, chief of staff of the U.S. Army, president of Columbia University, commander of NATO, and 34th president of the United States.

A man of democratic simplicity and outgoing warmth, he was nevertheless an iron-tough Cold Warrior in the fight against communism. When the Soviets threatened to force the US to withdraw from Berlin in 1959, Eisenhower refused to back down. Now, with the Soviet threat gone, every American owes Ike a debt for forging the way.

But Please Don't Let Us Win You Over by Gifts Alone

Free rubles and dollars are not the only reason to accept this Special Offer.

There are other reasons that make real dollars and sense. By giving us the go-ahead now to renew your membership to *Louis Rukeyser's Wall Street Club*, you lock in your membership at today's low rates. With the steadily rising costs of paper, printing and postage, we may soon be forced to raise our membership dues. You can avoid these price increases for one or two years by forwarding your renewal instructions today.

Also, by renewing now, you ensure continued, uninterrupted delivery of your subscription—no missed issues or renewal notices later on. Each month, you'll continue to receive the expert, unbiased wisdom and analysis you need to stay on track to your investment goals.

And there's yet *another* great reason to extend now: For this Special Offer I'll authorize an extension at the Charter Member renewal rate of \$79, a full \$20 off the masthead price of \$99.

This Special Offer makes good economic sense in many ways. One, you get a great gift. Two, you receive the low Charter Member rate. Three, you're beating inflation by locking in your membership for up to two more years at today's low price. Just check the term you prefer on the enclosed Inflation-Beater Extension Certificate and mail it today.

One More Thing—It's Important

If you're still unsure about extending now, please remember this important fact: You have no risk now or ever. Don't forget that. If a few months down the road, you change your mind for any reason whatsoever, I'll rush you a full pro-rated refund. That's a promise.

So please...complete and mail the enclosed Extension Certificate today. Or call us toll-free 800-892-9702.

Just one small request: Please don't pay in rubles.

Thanks,



Brian W. Smith, Publisher

P.S. As you can imagine, giving away these valuable Eisenhower dollars is expensive...so this offer is strictly limited. To receive your free dollar, you must mail the enclosed Extension Certificate or renew by telephone (800-892-9702) within 10 days of receiving this letter! Once this offer expires, it may never be repeated again.

LOUIS
RUKEYSER'S
WALL STREET CLUB



Dear Subscriber—and Friend:

As many of you are aware, I was in Moscow in August 1991, before and during the attempted coup. The heroic refusal of the Russian people to accept a return to authoritarian communism was one of the most thrilling events of our time, dramatizing the exciting worldwide trend toward political and economic freedom.

As a memento of that historic trend—and as a friendly reminder of what can happen to our own cash, if we're not careful—I'm sending along with this letter a "genuine" Russian ruble note, hot off the no-longer-Red press.

Financially, it's not much of a gift. When I was in Russia, these things were selling for 150 to the dollar on the black market. Recently rubles were going for more than 830 to the dollar, with no end to the erosion of their value in sight.

Emotionally and historically, though, this ruble may have meaning to you, as it does to me—as a souvenir and as a symbol. Could the same kind of governmental and financial chaos happen here? Let's hope not! But while the future never comes with a guarantee, there is, happily, one kind of inflation I truly can protect you against.

While newsletter publishers are no more immune to inflationary pressures than anybody else, mine have agreed to make it possible for you to lock in your current membership dues for *Louis Rukeyser's Wall Street Club* by renewing your membership today, in advance.

They can do this, frankly, because it's a good deal for both sides. By renewing your membership now, you save the publishers the cost of having to solicit your renewal later. In return for this saving, they have agreed to price-freeze your membership for one or two years (the choice is yours) at today's low Charter Member Rates—making you immune to any future price increases they may be forced to institute in the near future. So it's a genuine win-win situation.

The decline and fall of the Soviet empire is now history. But the dramatic story of capitalism continues to unfold, carrying the message and the possibilities of political and economic freedom to every corner of the globe. Our mission is to make sure that you share not just the ephemeral thrills but the enduring opportunities of capitalism in America. For hundreds of thousands of loyal members nationwide, *Louis Rukeyser's Wall Street Club* is a trusted guide to those opportunities—an essential source of news, analysis and practical advice to help navigate through today's uncertain times. To make certain that your membership continues without interruption or price increase, simply complete the enclosed Renewal Certificate and mail it today.

Meanwhile, don't take any wooden rubles.

With the bullish best wishes of

A handwritten signature in blue ink that reads "Louis Rukeyser". The signature is fluid and cursive, with a long, sweeping underline.

P.S. Is it easier to phone? To renew using your credit card, call us toll-free at 800-892-9702.

**WATCH
CAPITALISM
UNFOLD IN
LOUIS
RUKEYSER'S
WALL
STREET
DON'T MISS
AN ISSUE!**

INFLATION-BEATER RENEWAL CERTIFICATE

Yes, extend my membership for one year (12 issues) at the original Charter Member renewal rate of just \$79 (\$20 off the masthead price).

BETTER YET, let's lock out inflation for two years. Extend my membership for 24 issues for \$158 (\$40 off the masthead price of \$198).

Check enclosed payable to *Louis Rukeyser's Wall Street Club*

Charge my: MasterCard Visa AMEX

Card # _____ Exp. date _____

Signature _____

Please check your name and address on the other side of this card and mail in postage-paid envelope enclosed .

Please turn over

Louis Rukeyser's Wall Street, P.O. Box 25527, Alexandria, VA 22313 • 1-800-892-9702
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