



AMERICAN EXPRESS COMPANY, AMERICAN EXPRESS PLAZA, NEW YORK, N.Y. 10004

Arthur E. Clark, Jr.
Vice President
Card Marketing

Mr. John Q. Sample
123 Main Street
Anywhere, USA 00000-0000

Dear Mr. Sample:

Quite frankly, the American Express card is not for everyone. And not everyone who applies for Cardmembership is approved.

However, because we believe you will benefit from Cardmembership, 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 the unique benefits of a worldwide network of offices of the American Express Company, its subsidiaries and Representatives. "Homes away from home" you can turn to for personal attention and a wide range of services that make traveling more enjoyable and worry free.

The Card guarantees your personal check for up to \$250 when you are a registered guest at participating hotels and motels in the U.S. and Canada (\$100 abroad). You can even cash a personal check for up to \$1,000, \$200 in cash and the balance in Travelers Cheques, at most Travel Service offices of American Express Company, its subsidiaries and Representatives worldwide.

Just present the card and your personal check. (Subject to cash availability and local regulations.)

And now you can obtain last minute or emergency travel funds through a network of automated American Express Travelers Cheque Dispensers in selected major U.S. airports. These dispensers allow you to obtain from \$100 to \$500 in Cheques in 60 seconds or less virtually 24 hours a day, 365 days a year. All new Cardmembers receive full information on how to enroll to use this new convenience.

Cardmembership includes \$75,000 Travel Accident insurance automatically every time you or your family travels by common carrier on land, sea or air when your ticket or tickets are charged to any American Express Card account. Coverage is underwritten by Fireman's Fund American Life Insurance company for approximately 35 cents of the annual Card fee.

(over, please)