



COLLECTIBLES

We Now Return You To Your Regularly Scheduled Programs...

# *From the '50s through the '90s!*

Dear Viewer,

"Don't crowd, folks, but it looks like a wonderful winter ahead. Indeed, it may very well turn out that the season coming up will be the best season yet on TV. For one thing, there are an encouraging number of spectaculars on the books. This indicates a reawakening within the TV industry of its mood of a few years back: a mood of excitement and wonder and expectancy."

And so begins TV Guide's Fall Lineup Coverage ... from 1956!

Now, thanks to these expertly reproduced Collector's Classics from TV Guide Collectibles, you have the chance to look into the past and relive the excitement that surrounded the years when television was just getting established as the major presence it has since become in American culture.

For over 50 years, TV Guide has steered generations of TV viewers to exactly the shows they wanted to watch - whether it was *Lassie* or *Flipper*, *Ozzie and Harriet* or *George and Gracie*. It has been a trusted guide to programming choices and television news reporting. It's the magazine that was always out on the coffee table, always being picked up by family members young and old.

It helped American families plan Sunday nights together watching such shows as *Walt Disney's Wonderful World of Color*. It let us know when to tune into nightly news programs that showed a nation in her glory and her growing pains. It helped us laugh with *Lucy*, ride into the sunset with the *Lone Ranger*, and spy on our fellow citizens with *Candid Camera*.

Now you can preserve every bit of Americana that is TV Guide by collecting these one-of-a-kind, individually numbered reissues!

You'll see the original time slots from weeks when shows like *Father Knows Best*; *Kukla, Fran and Ollie*; and *The Honeymooners* were in the hottest prime-time positions. Read interviews with the stars that were in everyone's living room night after night. Learn about shows that were in the planning stages before they became a household name in America. And even enjoying looking at the original vintage ads that sold everything from cigarettes to cars to the first generation of die-hard TV fans!

You'll get to own a piece of the American fabric that you can pass down from generation to generation. With a durable and handsome storage case and a numbered Certificate of Authenticity accompanying

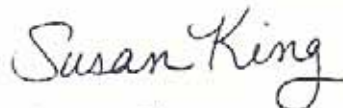
each issue, TV Guide® Collectibles Division has identified this series as "highly collectible," something that is sure to increase in value over the years.

But you must act fast. Due to the limited publication of these fine reissues, our entire stock is expected to sell out soon!

Send No Money Now!

To get your first issue from the week of September 8, 1956, simply return the enclosed Collector's Classics Claim Certificate. We'll rush you out your individually numbered issue that features a revealing interview with Elvis, plus listings from 1956. You'll get the first issue of TV Guide® Collector's Classics to examine for 10 days risk free. If you keep it you'll pay the special low introductory price of just \$14.95\*. Then, about every month, you'll receive a new TV Guide® Collector's Classic for the regular price of just \$19.95\*. There is no minimum to buy and you may cancel at anytime simply by notifying us. The FREE 4-in-1 Magnifier Bookmark is yours to keep no matter what. SEND NO MONEY NOW!

Sincerely,



Susan King

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