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respond, in effect, YOUR \$1,000,000.00 prize will have to be given to someone else. And \$1,000,000.00 is far too much money to take ANY risks with! So whatever you do, affix the \$1,000,000.00 Prize Validation Seal to your entry now and mail it promptly. In fact, the sooner you respond, the better! Because

## **YOU'LL BE ELIGIBLE FOR \$25,000.00 BONUS PRIZE IF WE HEAR FROM YOU BEFORE THE STATED DEADLINE!**

I'm sure you've noticed the SECOND seal on the front of this notice. I'd advise you to handle it very carefully, because it could be worth \$25,000.00 in cash to you. But ONLY if you attach it to the place indicated on your official entry document and ONLY if we receive your entry on or before the Deadline indicated there! So be sure to mail your entry IMMEDIATELY! And when you do, there's a very important reason to use the YES envelope:

## **YOU'LL RECEIVE A FREE TRIAL ISSUE OF McCALL'S!**

Of course, you needn't accept a FREE TRIAL ISSUE of McCALL'S to be eligible for any prize. But before you pass up your FREE TRIAL ISSUE, consider these two very important facts:

1. There's no obligation to send any money now or ever!
2. You are under no obligation to purchase a subscription!

Frankly, we can't imagine how anyone could refuse such a tempting offer. Especially since McCall's is better than ever with dramatic color photography and fascinating, mustread articles that give you the information, and entertainment, you've been looking for! Here's a sample:

- \*The Biggest Health Mistakes Women Make
- \*Pretty Decorating Touches Practically Free
- \*Overnight Beauty Boosters
- \*9 Things A Mother Should Never Say
- \*How To Save An Hour A Day For YOU
- \*The Only Way To Criticize Your Husband

And ever issue of McCall's brings you important regular features on HEALTH: vital news on medicine, fitness and nutrition ... WOMEN'S LIVES: profiles of celebrities, and remarkable everyday women who should be ... FOOD & HOME: how to live, eat, and entertain more graciously ... FASHION & BEAUTY, RELATIONSHIPS, and so much more. And right now is a great time to try an issue of McCALL'S because if you do, we'll reserve a sensational offer in your name:

## **YOUR SPECIAL INTRODUCTORY OFFER: TWO YEARS OF McCALL'S AT OVER 61% OFF!**

If you decide to subscribe after seeing your FREE TRIAL ISSUE, you'll get TWO YEARS of McCALL'S for just \$17.97. That's only 75¢ a copy, or more than HALF OFF the cover price. IT'S LIKE GETTING ALMOST 15 ISSUES FREE! The very same 24 issues would cost you \$46.80 at the newsstand. So you'll save \$28.83 and get FREE HOME DELIVERY in the bargain. So be sure to return your entry in the YES envelope to claim your FREE TRIAL ISSUE. But whatever you do, return your entry. Because if you hold the grand prize winning number, please be advised that

## **CONSTANCE HAMLIN HAS CLAIMED HER \$1,000,000.00, AND NOW, WE'RE WAITING FOR YOU TO CLAIM YOURS!**

This is no time to hesitate. Because we've already secured funds for the sole purpose of paying out the entire \$1,000,000.00. What's more, we are legally bound to award the money whether you respond to this notice or NOT! So my advice to you is simply this: Validate and return the official entry document enclosed today. Previous winner Constance Hamlin has already claimed her \$1,000,000.00 prize. She took prompt action when we notified her, and she has been rewarded very handsomely for it. Now, we're calling upon YOU to do the same! And we give you our unconditional guarantee right now, if you have and return the winning entry, you and you alone will claim the entire \$1,000,000.00 prize for your own!

Why not prepare your entry document right now, while it's handy? That way, you can mail it at your earliest opportunity. And to claim your FREE TRIAL ISSUE of McCall's, be sure to affix the FREE TRIAL ISSUE Seal to your entry as well, and mail your entry in the YES envelope.

Sincerely,

*Linda Johnson*

Linda Johnson,  
On behalf of McCall's

P.S. Remember, the \$1,000,000.00 is absolutely guaranteed to be awarded -- if not to you, then to someone else. That means, if you fail to respond to this notice, you will literally FORCE us to award it to someone else. So please, take a moment right now to validate and return your entry. It will take but a few seconds, and it could make you free and financially secure for the rest of your life!

ORIGIN: McCALL'S SWEEPSTAKES DEPT., OFFICE OF PRIZE ADMINISTRATION

CASE NUMBER: 1MM-0002

## OFFICIAL NOTICE OF UNCLAIMED CASH PRIZE(S)

YOU ARE HEREBY DULY ADVISED THAT, IF YOU HAVE AND RETURN THE GRAND PRIZE WINNING ENTRY IN TIME, WE WILL HAVE THE FOLLOWING

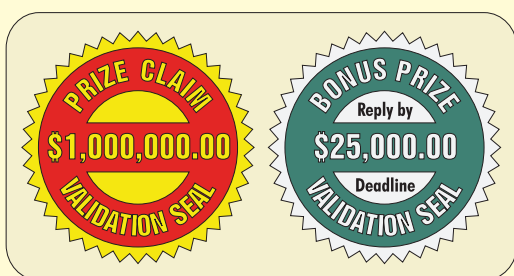
**URGENT MESSAGE FOR VARIABLE EXTRALONGNAME:  
YOU'RE ON RECORD AS ONE OF OUR \$1,000,000.00 WINNERS --  
BUT YOUR PRIZE MONEY IS STILL LISTED AS UNCLAIMED!**

AND THEN, A LIST OF MAJOR CASH PRIZE WINNERS IN SWEEPSTAKES PRESENTED BY McCALL'S MAGAZINE WILL READ AS SHOWN HERE:

<b>A) \$1,000,000.00 WINNERS:</b>	1) CONSTANCE HAMLIN HENDERSONVILLE, NC	<input checked="" type="checkbox"/> PRIZE CLAIMED BY WINNER <input type="checkbox"/> PRIZE AS YET UNCLAIMED
	2) VARIABLE EXTRALONGNAME VARIABLE CITY, ST	<input type="checkbox"/> PRIZE CLAIMED BY WINNER <input checked="" type="checkbox"/> PRIZE AS YET UNCLAIMED
<b>B) \$25,000.00 WINNERS:</b>	1) C.A. MEDICI ROCHESTER, NY	<input checked="" type="checkbox"/> PRIZE CLAIMED BY WINNER <input type="checkbox"/> PRIZE AS YET UNCLAIMED
	2) SOMEONE SOMENAME SOMEWHERE, ST	<input checked="" type="checkbox"/> PRIZE CLAIMED BY WINNER <input type="checkbox"/> PRIZE AS YET UNCLAIMED

**ATTACHMENTS:**

Affix to entry enclosed as directed in letter below.



**PRIZE CLAIM #:** XXXXXXXX  
**REGISTERED TO:** Variable Extralongname  
Variable Second Line  
Variable Street Address  
Variable City, ST 00000-0000  
|||||

CONTROLLED CORRESPONDENCE (FORM 001A/UNC)



UNAUTHORIZED USE OR DUPLICATION OF THIS FORM IS PROHIBITED

IF YOU HAVE AND RETURN THE GRAND PRIZE WINNING ENTRY IN TIME, WE WILL OFFICIALLY ANNOUNCE THAT

**THERE HAS BEEN NO MISTAKE, VARIABLE EXTRALONGNAME:  
OUR SWEEPSTAKES RESULTS HAVE BEEN FULLY VERIFIED  
AND YOU HAVE IN FACT WON \$1,000,000.00!**

Dear Variable Extralongname:

We would like to announce that we have the names of our two latest \$1,000,000.00 winners, and that one of them is none other than Variable Extralongname of Variable City, State ... but we can't, at least not just YET! Because so far, only ONE of our two latest \$1,000,000.00 prizes has been claimed, and that by Constance Hamlin of Hendersonville, North Carolina. However, we are legally bound to ensure that the second \$1,000,000.00 prize is ALSO claimed! Therefore, the decision was made to dispatch these documents to Variable Street Address and give Variable Extralongname a fair chance to step forward and enter a claim to the prize money -- before we are forced to awarded it to someone else! And now that you've received these documents, it is URGENT that you ...

- 1) Affix the \$1,000,000.00 Validation Seal to the entry document enclosed.
- 2) Mail the entry back in one of the enclosed envelopes as soon as possible.

And though it may seem incredible that taking these two simple steps could actually make you richer by \$1,000,000.00, it's absolutely true! Because if you follow these instructions and you have the grand prize winning entry, it will be our pleasure to announce officially that

**CONSTANCE HAMLIN AND VARIABLE EXTRALONGNAME  
HAVE BOTH BEEN DECLARED \$1,000,000.00 WINNERS!**

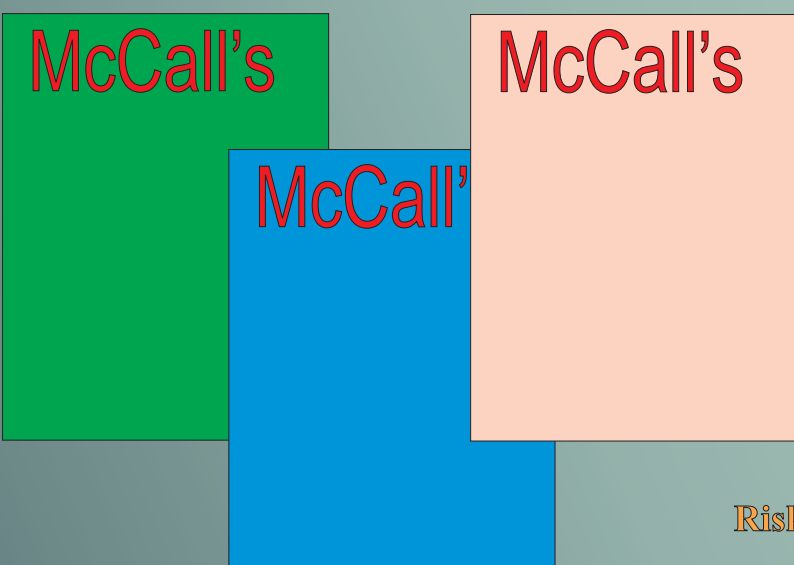
Right now, it's probably hard to imagine what a dramatic impact the \$1,000,000.00 prize would have on the Extralongname lifestyle! But one thing's for sure: you'd have enough money to change the way you do almost EVERYTHING for the better -- where you shop, where you vacation, even where you live! But more importantly, you'd feel such a strong sense of personal financial security that every day would be as carefree and a holiday! But if you don't think we really intend to award such an enormous sum of money, consider this: Constance Hamlin as already been awarded HER \$1,000,000.00 prize. And here's something ELSE you'd be wise to consider: The funds have ALREADY been secured which make it possible for us to pay the SECOND of these \$1,000,000.00 prizes to Variable Extralongname! And if you hold the grand prize winning entry,

**JUST ONE THING CAN PREVENT US FROM PAYING  
VARIABLE EXTRALONGNAME THE \$1,000,000.00:  
FAILURE TO RESPOND TO THIS NOTICE!**

And the time to respond is NOW! Because we are not legally required to issue you any further notice concerning your eligibility for the \$1,000,000.00 prize. But we ARE legally required to award the money -- even if we don't hear from Variable Extralongname! That means if you hold the grand prize winning number and fail to

OVER, PLEASE

**IMPORTANT FINAL MESSAGE FOR VARIABLE EXTRALONGNAME:  
A FREE TRIAL ISSUE OF McCALL'S IS YOURS FOR THE ASKING!**



**Send for your FREE TRIAL ISSUE of McCall's now! And remember:**

- \* THERE'S NO NEED TO SEND ANY MONEY!**
- \* THERE'S NO OBLIGATION TO SUBSCRIBE!**


It's just a sensational opportunity to find out how informative and fun even ONE issue of today's McCall's can be! Because for expert advice on your health, your relationships and your family...for fabulous fashions and exciting beauty tips...for delicious recipes, great decorating ideas, and lively celebrity profiles...for informative articles on ALL the things you truly care about, there's no better place to turn than McCall's! See for yourself: Send for your FREE TRIAL ISSUE of McCall's TODAY!

McCall's  
Risk-Free Trial  
Guarantee

If, after you've received your FREE TRIAL ISSUE of McCall's, you decide that McCall's is NOT for you, simply return the invoice we'll send you marked "cancel" and you'll be under no further obligation whatever! And, as our "THANK YOU" for looking into today's McCall's, you can keep the TRIAL ISSUE with our compliments!

**How to receive your FREE TRIAL ISSUE of McCall's magazine:**

To receive your FREE TRIAL ISSUE of McCall's to examine without risk or obligation to subscribe, affix the seal below to the appropriate circle on the entry at right, and then mail the entry in the enclosed YES ENVELOPE.



**OFFICIAL ENTRY DOCUMENT & FREE TRIAL ISSUE ORDER FORM**

**Affix \$1,000,000.00 GRAND PRIZE VALIDATION seal here.**

**Affix \$25,000.00 BONUS PRIZE VALIDATION seal here.**

I, VARIABLE EXTRALONGNAME, do hereby validate this document with the seal(s) at left. Notify immediately if I am a millionaire.

1059403404      DH590

VARIABLE EXTRALONGNAME  
VARIABLE SECOND LINE  
VARIABLE STREET ADDRESS  
VARIABLE CITY, ST 00000-0000

**Affix McCALL'S FREE TRIAL ISSUE seal here.**

**PRIZE CLAIM NUMBER**  
00000000

**BONUS PRIZE DEADLINE**  
XX/XX/XX

**WARNING:** We MUST hear from you on or before this date or you will be disqualified from Bonus Prize Eligibility.

McCall's presents the  
**LIVE LIKE A MILLIONAIRE Sweepstakes IV**

If you do NOT wish to receive a FREE TRIAL ISSUE of McCall's but still wish to enter the sweepstakes, check here and mail this document in the NO envelope. (Do NOT affix FREE TRIAL ISSUE seal above.)

**OFFICIAL PRIZE LIST: ALL PRIZES ARE GUARANTEED TO BE AWARDED BY LAW.**

GRAND PRIZE	FIRST PRIZE	SECOND PRIZE	THIRD PRIZE	FOURTH PRIZE
<p><b>\$1,000,000.00 CASH</b> Payable in thirty annual installments of \$33,333.34 each.</p> <p><b>BONUS PRIZE</b> <b>\$25,000.00 CASH</b></p> <p><b>URGENT:</b> To qualify, your entry must be received on or before the deadline stated.</p>	<p><b>CADILLAC SEVILLE COUPE</b> Or, \$50,000 IN U.S. SAVINGS BONDS</p> <p>Or, <b>EUROPEAN DREAM VACATION</b> The ultimate once-in-a-lifetime trip for two! Travel in style as you see the lush landscapes and glittering cities of Europe.</p>	<p><b>GIANT 60" MITSUBISHI STEREO TV</b> With Diamond Vision Screen, picture-in-picture, stereo VCR, hi-fi stereo speaker system, and remote control.</p> <p>Or, <b>CARIBBEAN CRUISE</b> One glorious week for two aboard a luxurious Norwegian Cruise Line ship with fabulous outside stateroom accommodations.</p>	<p><b>COMPLETE OUTDOOR LIVING SET</b> Deluxe seven-piece patio furniture set plus Thermos traditional gas grill for hours of tasty outdoor fun!</p> <p>Or, <b>HOME &amp; GARDEN TOOLS</b> 14-pc. Garden Tool Set, Gas Weed Trimmer, Utility Cart, Cordless Drill, 42-pc. Tool Set, Power Hedge Trimmer, Mower, Blower/Vacuum.</p> <p>Or, <b>LIFECYCLE TRAINER</b> The choice of professionals for cardiovascular fitness training and endurance.</p>	<p><b>5-PC. SAMSONITE LUGGAGE SET</b> Includes Garment Bag, Overnight/Carry-On, 2 rolling Suitcases, and Satchel.</p> <p>Or, <b>SONY HANDYCAM CAMCORDER</b></p>
				<p><b>18" 14K GOLD-PLATED NECKLACE</b> with a dazzling, beautifully cut 2 carat cubic zirconia pendant.</p>

**OFFICIAL ENTRY DOCUMENT & FREE TRIAL ISSUE ORDER FORM**



McCall's presents the  
**LIVE LIKE A MILLIONAIRE Sweepstakes IV**

**UNCONDITIONAL PRIZE AWARD GUARANTEE**

*This is to certify that any prizes cited in this notice, whether cash or merchandise, are unconditionally guaranteed to be awarded. To this effect, a surety bond has already been posted to guarantee that sufficient funds are available to award said prizes in any and all events.*

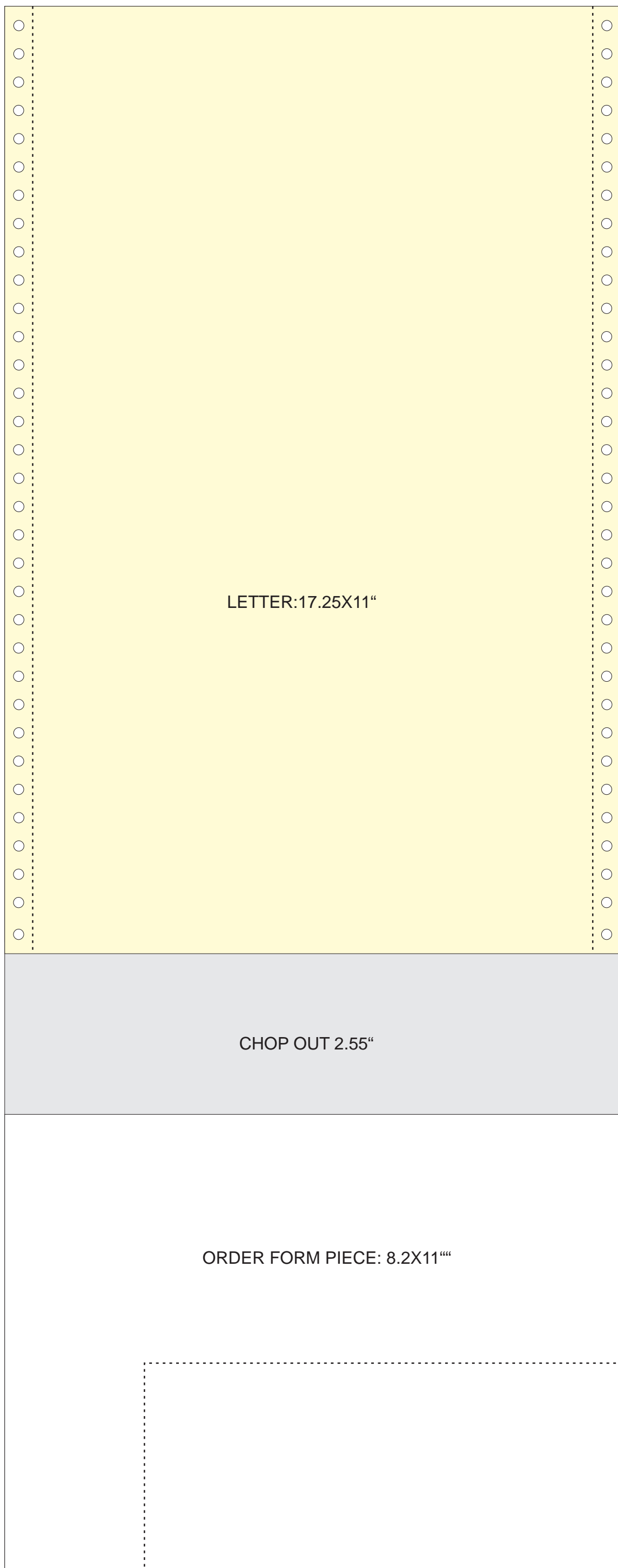


**IMPORTANT: DETACH AND MAIL THIS DOCUMENT IN ONE OF THE ENVELOPE ENCLOSED IMMEDIATELY!**

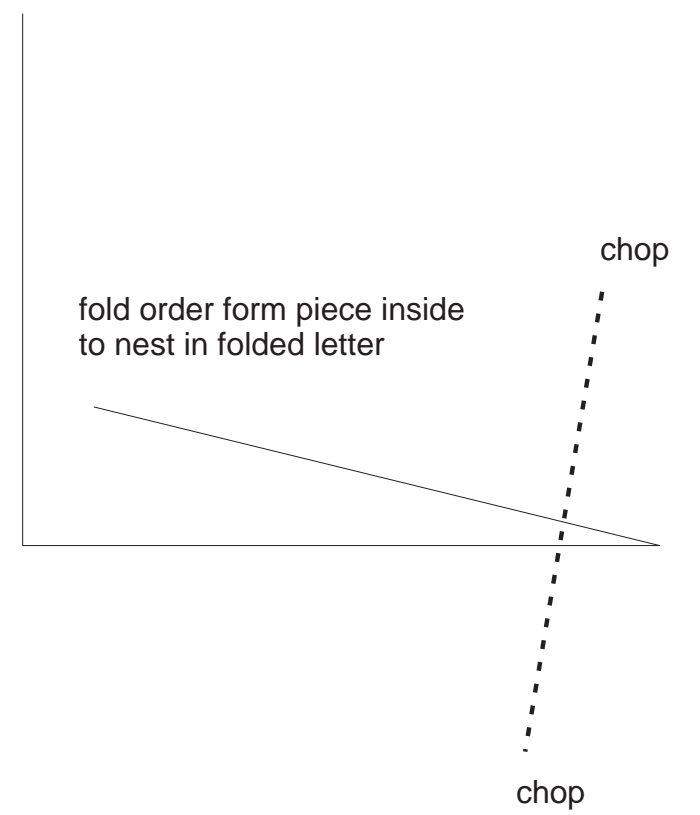
**NOTIFICATION OF PRIZE FORFEITURE PROVISION**

Anyone in possession of a winning prize claim number who fails to validate and return an entry as instructed herein will unconditionally FORFEIT any claim to the prize to which he/she would otherwise be entitled. In this event, the prize MUST awarded to an alternate winner to be selected at random. This provision will NOT be waived under ANY circumstances. Therefore, it is of the utmost importance that you validate and return the enclosed entry document as soon as possible.

28X11" MEAD FORM



fold letter in half



**NOTE:**  
This piece can be either standard mean, personalized 2-up with 11" ink-jet bars as shown, or run sideways on a web and personalized 1-up using two 13.33 bars.