

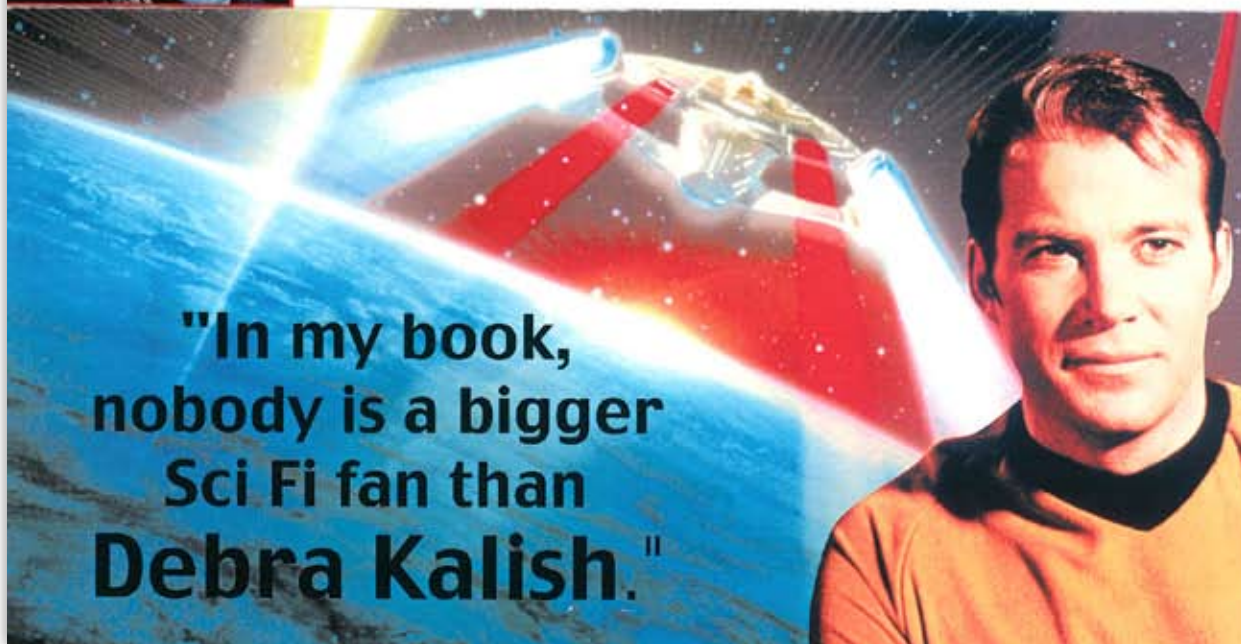
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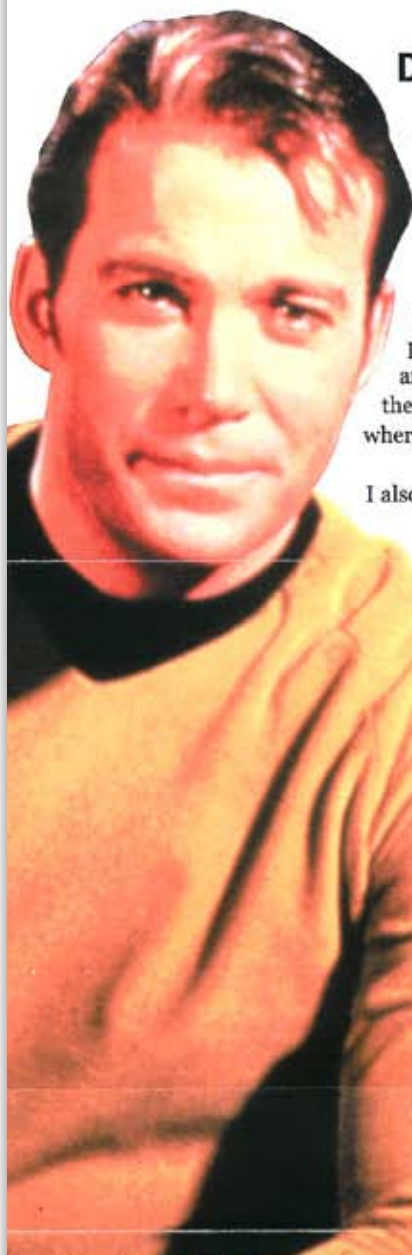
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Debra Kalish
100 AnyStreet
BigTown, BB 11111



**"In my book,
nobody is a bigger
Sci Fi fan than
Debra Kalish."**



Dear Debra Kalish,

Science fiction sure has come a long way.

Would you believe a world where babies are auctioned off? It happens on a show called Total Recall 2070, one of the shows on Sci-Fridays on Showtime.

What are Sci-Fridays? An entire night dedicated to great Sci Fi programming. Besides Total Recall 2070, it features Stargate SG-1, and The Outer Limits. Just what I expect from Showtime, the only premium network that goes beyond where regular television goes.

I also discovered The Sci Fi Channel. It has round-the-clock sci fi!

Exclusive series. Original movies, and series like Farscape, and First Wave. And something that's really popular in the far reaches of the galaxy:

SCI FI cinema featuring big Sci Fi Hollywood blockbusters.

Turns out, all you have to do to get all this great sci fi television, is call Cox Cable at 1 800 123-4567. When you do, you'll also get the great basic cable channels, like MTV, Comedy Central, VH-1, FX, TNT, TBS and ESPN.

Call soon, Debra. Because for a sci fi fan like you, this offer is just too good to pass up.

Sincerely,

Captain James T. Kirk
Starship Enterprise

PS— Debra? Have you heard of Zhaan? She's a totally hot 800 year old on Farscape, a program about strangers in a stranger universe on the Sci Fi channel.



SHOWTIME.



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**Call
1-800-123-4567**

now and get a special savings on Cox standard service with Showtime. Order by Month Date here, for this great low price, and get a free pay-per-view movie, plus a 30-day money back guarantee.

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FREE PAY-PER-VIEW MOVIE**

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Clip this coupon and mail it in with you Cox monthly payment on or before 00/00/99 to receive you PPV discount.

I ordered (event/movie title).....

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Phone (h).....(w).....

Please credit account number.....

Special offer requires coupon and is valid for PPV movies only. Limit of one discount coupon per household. Set top converter and set-top control required to receive PPV services. Equipment fees additional. Cox Limited Basic for Cox Standard service, depending on whether or not system has equipment is required to receive PPV services. Cannot be combined with any other offer. Other restrictions apply.