



FROM THE DESK OF
ED McMAHON:

OCTOBER 13, 1983

Dear Friend:

I don't usually make endorsements. But I'm making one today. I'm endorsing Patrick D. Scullin, a Copywriter in Syracuse who could give you a piece of his mind for your peace of mind.

Pat and I met at a party Frank (Ol' Blue Eyes) Sinatra was throwing for Sammy Davis, Jr. I was getting a drink for Connie Stevens and Liza M. Pat was off in a corner discussing economies of scale with Orson Wells and Kate Smith. Vinnie Price shouted it was time for celebrity croquet, and Pat and I were paired as a team.

We had a lot in common. Both of us despised name droppers. We each had a one wicket handicap. And we both preferred caddies that had four wheels.

He told me he was in advertising, and he mentioned your name. I told him I had long admired your work. I asked to see his stuff. I was impressed!

Listen, why haven't you hired Pat yet? Are you waiting for more business? Heck, hire him and the business will follow!

Trust me... you'd do well to snag this Copywriter.

I can't make any promises, BUT... if you hire Pat, I'd be happy to come by and present him with his first paycheck!!! Think about that!

Call him now or drop him a line. You'll be much richer for the experience.

PATRICK D. SCULLIN
301 Orchard St. D-5
Fayetteville, NY 13066
(315) 637-9895 days
637-3605 nights

Thanks for your cooperation!

Cordially,

Ed McMahon



"I want to shake your hand and present Pat's first paycheck. Make it happen!"