

Save up to 67% on our Summer Oneida Sale . . .



*Save up to 67% on Oneida Flatware!
Affix this Better Crocker spoon on
your personalized order form.
Please peel off and affix to the
order form before July 31, 1986.*

. . .and get a Monogrammed Letter Opener FREE with any order of just \$20 or more!

Dear Friend:

Visualize yourself in this scene. Your dining room table is set. And once again it takes center stage. Every piece of flatware sparkles. Such elegance, refinement, such taste. Even the kids notice. You hear a car door open, then shut. The first guests are arriving. The party will be a success. Everything is perfect. Your husband smiles and says you've done it again. You whisper to yourself, "Thanks, Better Crocker!"

Dine in style.

If you're the kind of person who appreciates the look of a well-dressed dining room table . . .

If stunning articles of flatware bring a smile to your face . . .

If saving money and still "getting it best" is important to you,

. . . then welcome to this Special Oneida Sale!

A sale where you can save up to 67% on selected Oneida flatware. Flatware that is handsome, elegant, but more than that, useful and will remain in your family for generations to come.

Get a FREE GIFT just when you take advantage of this great money saving offer!

You'll get a stainless steel Monogrammed Letter Opener FREE when you order \$20 or more of these Oneida Flatware specials. Just think, a \$5.95 value Free . . . to complement your desk at home or at your office.

(over, please)

P.O. Box 1118 · Minneapolis, MN 55440

Oneida: American-made quality in every piece.

Every Oneida piece is crafted with the same quality workmanship. There is never a compromise on quality. You can look forward to a lifetime of dependable service and striking elegance with every piece.

**A Full Lifetime Warranty . . .
and Betty Crocker's Assurance of Satisfaction.**

We're proud to be able to offer you these exceptionally fine quality Oneida accessories at special prices. It's part of Betty Crocker's tradition of quality, value and savings — a pledge that goes back three generations. And, of course, your satisfaction is 100% guaranteed with Betty Crocker. If you're not delighted with your order, simply return it within 30 days for a prompt replacement or full refund.

Please take a moment right now to complete the enclosed order form and drop it in the mail — we even pay the postage! The sooner we receive your order, the earlier you'll receive these handsome Oneida accessories — for a lifetime of dining enjoyment!

Sincerely,



Jane Gordon

P.S. Don't forget — the elegant personalized letter opener is yours FREE with any order of just \$20 or more. Please act now — this offer expires July 31, 1986.