

Bottom Line's Daily Health News®

Attention: Offer Not Available in Florida

Keep Salad Greens Fresher Longer— With a Stainless Steel Spoon?!

Classic Bottom Line, using a “fascination” for the headline. But is this a big enough kitchen problem to get attention?



Yuck! There's *nothing* worse than opening a bag of lettuce and finding brown spots.

It's not just that it's icky. Greens are expensive—especially those prepackaged mixes! What a waste of money!

But there's something you can do to lettuce, kale, mustard greens or any salad green to keep them fresh and crisp.

All you need is a spoon. And here's the scoop...

Just put a stainless steel spoon (or any piece of silverware) into the container. That's all there is to it! Really.

By the way, if your greens are already wilted, see page 101 of the Wilen Sisters' bestselling book, **HOUSEHOLD MAGIC**, for a trick that brings them back to life! [Click here now](#) to get your **FREE 30-Day Home Preview** copy with 2,022 household secrets, PLUS 5 **FREE GIFTS**.

Bang into a Call to Action. Too soon?

Ask Joan Wilen and Lydia Wilen

Hello, we're Joan Wilen and Lydia Wilen (also known as “The Wilen Sisters”).

We need to confess up front: We're no “domestic divas”—or even what you'd call “handy with a hammer.”

We'd rather relax than redecorate.

Resonate with the reader.

Problem. The strife of the housewife! (Not mine.)

That's why we love do-it-better secrets that give us the kind of results most people can only get by spending lots of time and money cooking... cleaning... fixing... preparing for guests... and taking care of their homes and yards.

Value.

We've packed over 2,000 of our best, most surprising, time- and money-saving, problem-solving ideas into our bestselling book: **HOUSEHOLD MAGIC**. And, the best thing is, you can do them all with items you've probably already got right on hand.



Here are more bathroom brainstorm from **HOUSEHOLD MAGIC**. (But why mooch off your sister? You can get your very own copy [FREE for 30 days!](#))

“scrub that tub...”

- **Don't scrub that tub!** Let these 2 common kitchen items (on page 167) do the work.

“Soothe and soften...”

- **Make any shower curtain mildew-proof!** With the simple soak on page 170.

“Shower power...”

- **Soothe and soften your skin —while you ring-proof your bathtub!** Just add this (on page 167) to the water.

Rhyming and aliteration makes copy memorable and melodic, so reading is a breeze.

- **More shower power!** Unclog any showerhead—even one you can't detach. Page 169
- **Mold and mildew disappear**—thanks to lemon and salt! Exact “recipe” on page 172. *Note the page numbers. Specificity equals believability.*



Make Carpet Stains Vanish— with Shaving Cream!

Benefit + Curiosity. Notice the formula in these bullets and headlines. “Get [benefit] with [counter-intuitive thing]!” Simple but brilliant.

What is it about light-colored carpeting that just seems to attract stains?

Problem. Can you relate?

It used to drive us crazy.

But today, let's say we get carried away rooting for our favorite “American Idol” contestant. And some beverage winds up on the carpet.

We simply...

...work a heaping tablespoon of shaving cream into the spot, rinse with cold water and the stain disappears! (The secret is the gentle dissolving power of the cream's glycerin.) Like this! Tell me how it works and I'm even more fascinated and fell smarter.

And now we don't need to get our carpets cleaned nearly as often!

Clean Silver Jewelry—with Alka-Seltzer®!



Plop, plop, fizz, fizz. Oh, what a sparkling silver ring or necklace it is!

Here's our favorite quick relief for tarnished silver jewelry:

Place jewelry in a cup of water. Plop, plop in 2 Alka-Seltzer tablets and wait for the fizz. After 5 minutes, rinse and dry with a soft cloth.

The copywriter gives away a secret in every section. It demonstrates value and activates "The Law of Recipriciocity" (did I spell that right?)

Plus, the Wilen Sisters packed **HOUSEHOLD MAGIC** with plenty of ways you can shine other things around the house—without a lot of elbow grease...

- **Revitalize brass—with Worcestershire sauce!** It has just the right bite to cut through grime and tarnish. How much and how—on page 32.
- **Get stainless steel fixtures and appliances to shine like new**—thanks to this common household staple. Page 33
- **The ultimate all-purpose metal polisher.** You've probably thrown away hundreds of them! Page 29
- **Best way to clean a stainless steel sink.** Gentle, yet abrasive, it's inexpensive and always on hand. Page 33

This bullet gives you the answer, but not the method. Clever.

Household Helpers Hall of Fame For Your "Pet" Projects: Kitty Litter!



The checkout person at the supermarket thinks we have a houseful of cats!

But the only cat sounds you'll hear at our house are purrs of joy—over all the things kitty litter does for us!

This absorbent, kiln-dried clay has many surprising uses, because it's a peerless sucker-upper of oil, grease and odors—and a powerhouse disinfectant. (It has to be to deal with kitty waste.)

That's why it's the cat's meow to...

Again, the copywriter is practically giving away the secret. This is purposeful. The reader is learning great stuff and that makes them want to keep on reading and hopefully buy, too.

- **Prevent mildew in bathrooms and elsewhere** (Page 172).
- **Deodorize smelly shoes** (132) **or a smelly hamper** (115).
- **Remove cigarette smells from furniture** (27).

Thanks, Joan and Lydia!

"Now My Cheese Stays Mold-Free— Thanks to Your Sweet 'Sugar Trick.'"

Testimonial. All the promise above needs to be backed-up with proof! Though it reads like the person who sent in below's testimonial is a copywriter, too. What do you know? It's a bit too well-written to be believable for me. Now, I'm not insinuating anything here. When people write-in to publications they try and "show-off" to look smart. That could be what's happening here. Because of that, I wouldn't have selected this testimonial to use. Is it Joseph Sugarman who has the famous story about leaving spelling mistakes in a testimonial?



Dear Joan and Lydia,

I was so tired of going to the fridge for a nice hunk of delicious, melt-in-your-mouth cheese...

And finding instead something that looked like evidence from a *CSI* crime scene. Ugh! And what a waste of costly cheese!

So I tried your trick of putting a cube or 2 of sugar in with the cheese to deter mold—and keep the cheese fresher longer.

What do you know? It works! No more mold for me and my family!

—*Mold-Free in Milwaukee*

Dear Mold-Free in Milwaukee:

We don't believe in letting nature take its course—especially when nature tries to spoil the foods we love!

So here are some more ways to problem-proof your kitchen—from our new book, **HOUSEHOLD MAGIC**:

- **Keep your pasta from boiling over...** Just do this to the rim of the pot. Page 90
- **Keep cut apples from turning brown—**with a fruit. Page 60
- **Prevent butter from burning—**with olive oil. Details on page 66.
- **Brown sugar no longer clumps together**—thanks to an orange! Page 98
- **Make beans gas-proof.** Those close to you will thank you. Page 62
- **Odor-proof fish!** It's easy. Just sprinkle on some... (continued on page 78...)



Household Helpers Hall of Fame Most Underappreciated Appliance: Hair Dryer!

Why have you banished the most useful household appliance you own to the bathroom?

In the kitchen alone, it has enough uses to put a food processor to shame.



Now you can get "blown away" by 2,022 more amazing household secrets in the Wilen Sisters' bestselling book, **HOUSEHOLD MAGIC**. Click here now to get your **FREE 30-Day Home Preview** copy, PLUS 5 **FREE GIFTS**. **ABC - Always Be Closing**.

Just look at what you can do with a lot of hot air...

Lots of images to suck-in skimmers and scanners. But whenever you have an image, always use a caption because of their high readership rate.

- **Set icing on a cake...** dry salad greens in a jiffy... soften ice cream (we hate waiting for that!)... defrost frozen patties. All on page 82.
- **Dust delicate and difficult-to-clean silk and dried flowers.** Page 116
- **Find window leaks and drafts.** Page 186
- **Smooth vinyl tablecloths,** shower curtains and shelf paper. Page 128
- **Melt wax off hard-to-clean candlesticks.** Page 32
- **Remove old bumper stickers,** decals (page 272) and old nonslip bathtub stickers (page 168).



Making your reader feel smarter is surprisingly powerful. Supposedly “learn” is a bad word to use in copy because it suggest work. But people love learning and then bragging to their friends about what a genius they are! So this subhead is great.

You'll Feel Like a Genius When You...

- **Clean your cheese grater quickly,** easily and thoroughly—with a vegetable! Page 58
- **Sharpen scissors—with aluminum foil!** Page 57
- **Get up all the broken glass—with bread!** Page 81
- **Get lemon juice from a lemon—without cutting it open!** Page 84
- **Rinse out jars twice as fast.** (Don't laugh—you'll save time and water!) Page 55
- **Keep cookies soft and moist—with an apple!** Page 72
- **Unclump brown sugar in seconds—without pounding or sifting.** Page 98
- **Keep natural peanut butter fresher longer.** Just store it as described on page 91.
- **Put your bananas in the fridge!** Because that's the best way to... (continued on page 62...)
- **Cover a frosted cake with plastic wrap—without any sticking!** Page 67
- **Unstick a stuck screw—with cola.** Page 193

Wise Up with the Wilens!

2,022 Shortcuts, Money-Savers, Miraculous Solutions—with What's Already Right on Hand!

This letter adds a personal touch. Like the sisters are writing directly to YOU... It gives a reader a rest from the barrage of bullets and visually, it pulls skimmers and scanners in.



Lydia Wilen and Joan Wilen

Dear Friend,

The DuPont® Company used to have a slogan: “Better Living...Through Chemistry.”

We have our own slogan: “*Better Living...Through Knowing.*”

And **HOUSEHOLD MAGIC** is full of what you need to know to make life better for your self and your loved ones in so many ways...

- **Do it better!** Whatever the household task, somebody has figured out how to do it better. Shouldn't you know about it?
- **Do it quicker!** The quicker you can do things, the more you can get done—and the more time you'll have for all the things you really want to do.
- **Save money!** Save *lots* of money: Hundreds... maybe *thousands* of dollars altogether. By getting better deals. By no longer needing so many expensive, store-bought products. And by finding new uses for what you already have—even what you might otherwise *throw away!*
- **Get healthier!** We've also included hundreds of ways to get and stay healthy—and to look and feel your best! Because as they say: Your health is your most important possession.
- **Help family and friends!** You wouldn't have read this far if you're not the kind of person who likes to help others. And with **HOUSEHOLD MAGIC**, you'll be able to help them in so many more ways.
- **Do it FREE!** Best of all, you don't have to send a single penny to get your copy of **HOUSEHOLD MAGIC** (or your 5 *FREE* gifts!). Our publisher is that eager for you to try it—because he's that sure you're going to love it! (And so are we!)

So what have you got to lose? [Click here today!](#)

With all good wishes,

Joan Wilen and Lydia Wilen
(a.k.a. The Wilen Sisters)

Keep Your Favorite Garments from Losing Their Color—with Salt!

Our brightly colored clothes used to run so often... we thought we should buy them jogging shoes.



Darn it—when we buy a bright red shirt, we like it to stay bright red. (And not turn any whites we wash with it pink!)

Then we discovered what clothing makers never tell you...

You can make any garment colorfast by soaking it in a certain type of salt and rinsing it in white vinegar. **Would you be willing to put a brand-new garment in a salt and vinegar bath!?**

We'll tell you exactly how on page 105 of **HOUSEHOLD MAGIC**. Plus, the Wilen Sisters reveal the best way to test whether a garment is colorfast or not. (*You can't always believe the label.*)

COLORS ALREADY FADED? IT'S NOT TOO LATE!

If the colors have already faded on your favorite garments, just see page 110 and we'll show you how to brighten them up in no time. (You can even get black clothes *blacker!*)

The average family spends hundreds of dollars a year on clothing and accessories. (If you've got kids, you can probably add a zero to that!)

Why not make sure you always get your money's worth by making your clothes look better and last longer?

In **HOUSEHOLD MAGIC**, we'll tell you how to...

- **Resize any sweater!** Shrink a big one. Expand a snug one. Even soften one that's stiff or rough. Page 108
- **Never sort socks again!** Just follow the advice on page 104 and they can go directly from dryer to drawer.
- **Supercharge your iron—**with aluminum foil. Cut ironing time! Page 125
- **Better than bleach!** Make-it-yourself mix is safer, gentler and cheaper than harsh bleach. Page 107

And that was just a small sample! You'll also discover how to...

*Pop-proof buttons... Magically hem jeans (without sewing or cutting)...
Get smoke smell out of clothes (without washing)... And machine-wash
delicates (even if they're not "machine washable"!).*

It's all in **HOUSEHOLD MAGIC**. And it's all yours to see for yourself—absolutely, send-no-money [FREE for 30 days](#). Without a shred of obligation.

Make an Instant Spot Remover— from 3 Common Household Items

If you've ever felt like crying "Out, out, damned spot!" like Shakespeare's Lady Macbeth...

... you'll love this do-it-yourself instant spot remover:

Combine 1 cup of water (any kind but tap) with 1 cup of rubbing alcohol and 2 teaspoons of dish detergent. Spray on and launder as soon as possible.

Got spots? Get lots of help. From **HOUSEHOLD MAGIC...**

- **No more “ring around the collar.”** Prevent it by sprinkling on some of this (page 123) before ironing.
- **Get out difficult ink stains—with milk!** Just follow the directions on page 121. (Plus, a special fix for ink on white clothes.)
- **What works when club soda doesn't.** Page 119
- **Erase a “permanent” marker stain.** Just reach into the liquor cabinet to make it temporary. Page 121



Houseplants Water Themselves While You're Away!



When we go around the country promoting a new book, we're sometimes gone for weeks at a time.

While we're away, there's just one thing we hate more than imagining our withering darlings silently pleading for water...

And that's imposing on a friend to come by every few days to tend to our plants.

Of course, that's no longer a problem. Because now when we hit the road... *our plants water themselves!*

Now yours can, too...

Take an empty plastic bottle (small one for a small plant, bigger for a big plant). Fill it with water, put the cap on and prick a small hole in the neck with a pin. Bury it neck-first in the soil—just deep enough to stay upright with the pinhole in the soil. Your plants will slowly take just as much water as they need.

Want to grow more? Know more!

Take that soon-to-be greener thumb of yours and thumb through secrets like these in **HOUSEHOLD MAGIC...**

- **Supersize your plants!** Common household product makes stalks stronger, leaves greener, and blossoms more abundant. Page 209
- **Cut flowers last longer—with 7-UP®!** It lowers the acidity of the water. And the sugar provides an energy boost. Page 234
- **Secrets of professional flower arrangers.** Get ready for a chorus of “oohs” and “ahs.” Page 236
- **Hare today? Gone tomorrow!** Rabbits love your plants. But they hate—and stay far away from—the gentle powder on page 218.
- **Revive a failing plant—with Geritol®!** Works for plants just like it does for us humans! Page 233

And there's so much more! In **HOUSEHOLD MAGIC** you'll also discover the cleverest ways to...

Keep grass from sticking to mower blades... Keep cats, gophers, raccoons, slugs, snails and insects out of your garden... Get pets that eat weeds... And tons more!

What are you waiting for? Get your FREE-Preview copy right now. (But for heaven's sake, don't send any money!) Just [click here now](#).

Thanks, Joan and Lydia!

“Confessions of a Former 'Mosquito Magnet'”



Dear Joan and Lydia,

I always wanted to be voted “most Popular.”

But not by mosquitos!

I was always the one slapping my wrists and ankles and slathering on those awful-smelling repellents that are full of nasty chemicals.

Thank goodness for your wonderful “apple cider vinegar” fix! I just drink 2 teaspoons of it in water before I go out and I'm a wallflower at any mosquito dance!

Plus, I hear apple cider vinegar is actually good for me!

Any more pest pointers?

—Plungerless in Seattle

Dear Mosquitoless in Minneapolis:

Glad to hear your days as a human pincushion are over!

And yes, vinegar is a great health tonic (read on for more about vinegar in this Special Report).

Meanwhile, when pests pester you, use the advice in our new book, **HOUSEHOLD MAGIC**. It's filled with ways to keep them in their place (away from us!)...

- **Keep bees and wasps away—with a paper bag.** Says “No Trespassing” in no uncertain terms. Ingenious! Page 201
- **Repel mice—with mint!** But it must be the specific *type* of mint on page 203.
- **Keep fruit flies from ransacking your rubbish.** Just whip up the mix on page 196.
- **An ant-free picnic—guaranteed.** Just do this to the table and you won't see a single one. Page 201

The Nut That Lowers Your Cholesterol Levels

Lower your cholesterol levels with a nut? That sounds nuts, doesn't it?

But this little morsel comes straight from the prestigious Mayo Clinic!

Doctors there reviewed several studies showing that *walnuts* can significantly reduce your cholesterol levels.



Plus, they're packed with polyunsaturated fatty acids—so they may also keep blood vessels healthy and elastic.

With a hectic schedule like the Wilen Sisters, they need plenty of quick and easy ways like this to get and *stay* healthy, and to look and feel our best.

We've found hundreds of them! And they share the very best with you in **HOUSEHOLD MAGIC**.

For example...

- **Stop arthritis pain with vinegar.** Millions use it to avoid costly and dangerous drugs. But please, make sure it's the type of vinegar on page 291.
- **Stop eczema**—with tea! Japanese study found that the brew on page 305 stops the itching, redness and swelling.
- **The drink that prevents migraines.** May be in your kitchen right now. Page 310
- **Boost male potency with corn!** Prevent impotence and enhance performance. Find out how on page 307.

Natural remedies like these have cured the Wilen Sisters pains and health problems many, many times over the years—and those of their friends and loved ones.

Now we want them to help you! That's why you'll find dozens and dozens of healing secrets in **HOUSEHOLD MAGIC**, including...

How to bring down a fever by rubbing the right spot... Spices that prevent food poisoning... Cure hiccups with finger wiggling... Relieve heartburn with grapefruit peels... And much, much more!

We can't possibly include them all here! But you can get them all. FREE! For 30 days. Without sending a penny. Just let us know by [clicking here now](#).

Improve Your Memory—with Candy!

Wouldn't it be great if there were a sweet that could help you get sleepy brain cells back to work?



There is: Butterscotch candy!

The director of a leading brain research center says that its distinctive smell and taste improve your ability to remember what you need to know.

You get all of these get-smart-fast secrets in the Wilen Sisters' bestselling book, **HOUSEHOLD MAGIC...**

- **Grow new brain cells**—with a fruit. University study confirms it—page 297.
- **Be more alert—with a golf ball.** Just hold it as described on page 296.
- **Secret "happiness" vitamin.** Don't tell the psychiatrists it's this easy! Page 296
- **Best brain food from the sea** —and it's not fish! Millions in Asia eat it to give themselves a mental edge. Page 295

[Click here now](#) to get your **FREE 30-Day Home Preview** copy, **PLUS 5 FREE GIFTS.**



You'll Feel Great When You...

- **Raise your good cholesterol level—with chocolate!** (But it must be the type on page 300.)
- **Reverse carpal tunnel—with olive oil.** Page 299
- **Erase varicose veins—with a special herb.** Page 306
- **Cure cold sores—with vodka!** Page 301
- **Sleep soundly again—**thanks to this bedtime drink (not warm milk!). Page 313
- **Cure your depression—**without drugs, herbs or therapy. Page 303
- **Lower your blood pressure in 10 minutes** —with your breath. Page 312
- **Reverse gum disease—with coconut oil.** Page 293
- **Give yourself an energy boost—**by touching your toes. (No, not like that... like it says on page 306!)
- **Make a delicious butter substitute that's good for you!** Page 300
- **Stop poison ivy itch and dry your blisters—**with baking soda and coffee. Page 319



Thanks, Joan and Lydia!

“My toilet was stopped up. My guests were on their way. And I couldn't find a plunger!”



Dear Joan and Lydia,

My guests were due to arrive *in just 15 minutes!*

But the toilet was clogged. And I couldn't find a plunger (or a plumber)!

I called my sister, who has a copy of your new book, **HOUSEHOLD MAGIC**.

"Just squirt in some liquid dish detergent," she told me. "Wait 15 minutes and you and your guests will be good to go."

Well, it worked just like you said—like magic!

—*Plungerless in Seattle*

Dear Plungerless in Seattle:

Well, aren't you "flush" with success!

Now have your sister show you page 167 for what to do when a toilet's about to overflow.

It's a great trick that quickly gets the water draining. (And it once saved poor Lydia a lot of embarrassment when she was staying at a friend's house.)

Secret Signal That Tells Guests It's Time to Leave—Without Their Realizing It



Sometimes guests just won't take the hint. But here's a secret subliminal signal that tells them it's time to go...

Put your fingers together, palms down, on the table in front of you as if to stand up. But don't! Because that simple gesture alone will subconsciously signal your reluctant guests that they really must be going.

Entertaining can be so much easier—and more enjoyable for everyone—with the guest-dazzling secrets included in **HOUSEHOLD MAGIC...**

- **Keep soda from fizzing over**—with the ingenious "ice maneuver" on page 244.
- **Dazzle guests with super-clear ice**. Like dancing crystals. Page 244
- **Candles burn longer and won't drip**. Just store them as described on page 241. (Plus, what to do to the candleholder that will make it a snap to clean!)
- **Turn an ordinary gathering into an extraordinary one**. Guaranteed. Page 247

Fellow Travelers Will Want to Know How You...

- **Lug no luggage!** Instead, your suitcases await you at your destination. Page 281

- **Don't roll your belts to pack them!** Do what the experts do on page 279.
- **Avoid a travel disaster**—with a Xerox® machine. Page 280
- **Come home to a fresh-smelling, mold-free bathroom.** Even after weeks on the road. Page 281
- **Choose the least turbulent seat on any plane.** Page 285
- **Burglar-proof your home while you're away!** Who needs a fancy alarm system? Simple, inexpensive protection on page 281 tells thieves they “don't want to mess with this place.”



5 FREE GIFTS Just for YOU!

All these bullets make it feel like you're already getting an insane amount of value, yet there's so much more!

ALL YOURS TO KEEP—ABSOLUTELY FREE—FOR TAKING A FREE, NO-OBLIGATION, SEND-NO-MONEY LOOK AT HOUSEHOLD MAGIC...

This offer is repeated often, throughout.

Want to get quick cash for useless “junk.” Clear out clutter? Get rid of any stain? Live rich (even if you're not)? And pay less for everything?

Of course you would! So would we!

That's why we twisted our dear publisher's arm and insisted he send you these 5 special gifts—just for taking a peek at **HOUSEHOLD MAGIC**.

PEOPLE WANT TO BUY YOUR STUFF!

In your first FREE Gift, *Fast Cash In Your Attic*, you'll discover...

- **Today's hottest collectibles and what people are paying for them.**
- **The best strategies for selling (and buying) online** (including how to price your items, and when not to use eBay®).
- **The best time to schedule your online auction's close.** Makes a big difference.
- **How to find out what something is worth—instantly.**
- **7 great places to sell your stuff besides the Internet.**
- **How to avoid getting “sniped”** (outbid at the last minute).
- **When to use an auction house.**



IT'S LIKE A TAX-FREE RAISE!

Prove it yourself in *How To Pay Less For Everything...*

- **Save \$3,000 a year on groceries!**
- **Save up to 80% on brand-name appliances and electronics** (thanks to the shrewd little secret the manufacturers don't want you to know).
- **Free air or sea travel!**
- **Free money for home repairs** (up to \$7,500!).
- **Big savings on your gas, water, electric and phone bills.**



SPOTS DON'T STAND A CHANCE!

World's Best Stain Busters features...

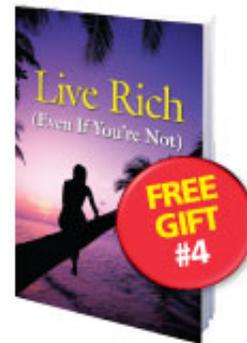
- **A-Z stain-removal chart.** Name the stain and you'll find out how to deal with it here.
- **The complete stain-survival kit.** Everything you should have on hand to deal with any type of stain.



RAISE YOUR STANDARD OF LIVING!

You needn't be a millionaire to live like one! *In Live Rich (Even If You're Not)*, you'll learn how you can...

- **Enjoy VIP treatment** from airlines, restaurants and hotels.
- **Get good seats to sold-out concerts** and other events.
- **Have your home redecorated—for next to nothing!**
- **Buy jewelry, designer clothing and accessories for less!**
- **Enjoy an "insider's edge" on casino slot machines.**



GETTING ORGANIZED HAS NEVER BEEN EASIER!

In *Quick Clutter Cutters* you'll discover how to...

- **Get rid of the obstacles** that keep you from getting organized.
- **Quickly get a closet under control.**
- **Fastest way to decide what to get rid of—and to quickly and easily dispose of it once you do.**
- **Keep from getting re-cluttered after you get organized.**



Joan Wilen and Lydia Wilen have helped millions lead better lives.

Maybe this credibility could have been mentioned earlier?
Unless these gals are already well-known by the reader?

Perhaps you've seen them on NBC's *Today Show* or CBS *This Morning*.

Now they reveal 2,022 household secrets that save you time and money, solve annoying around-the-house problems—and get you looking and feeling great!

Prove it for yourself. [Click here now](#) for your FREE preview...



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I feel like this ends abruptly, considering the stop/start style of the letter, the copywriter might have added some signpost here to say that this really is the end now and it's time to finally claim your free book.