

Larston D. Farrar  
President

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## THE FARRAR PUBLISHING COMPANY

INCORPORATED

Suite 870 - National Press Building  
Washington, D.C. 20004

Dear Writer-Friend:

I hope you will pause to read this true story. It may help you, now, to increase your income in '67 and in years ahead.

In 1946, I carried a few small advertisements in a writers' magazine, letting editors know I was available for assignments. After a while, a letter came from Dave Eisenberg, then editor (now retired) of GRAPHIC ARTS MONTHLY, asking me to do a regular column for him each month. He started me off at \$25 a month. I later won raises. In all, I have taken in some \$15,000 from this one source.

In the same period, another editor contacted me, as a result of the ad. He wanted me to do two regular assignments for two small business magazines. The fee was only \$15 a month, at the beginning. Today, he pays much more. From his company, I have taken in close to \$12,500 through the years.

I often have said--and believe I can prove--that I actually have done some \$50,000 in gross business (in all the years) off the rather trivial amount I spent on the advertisements. Unlike many advertisers, I was not looking for "instant success," but for opportunities to serve. I found them.

Since I purchased AUTHOR & JOURNALIST, I have striven to sell other writers on the idea of listing their names and qualifications on a professional basis. Only a few have responded. One of these wrote to me recently: "I have received (and filled) several lucrative assignments because you talked me into listing my name and qualifications in AUTHOR & JOURNALIST. In fact, I have just finished a \$250 assignment. I never would have had it if it were not for the listing with AUTHOR & JOURNALIST."

I can't promise you--or any writer--that any specific editor ever will order anything from anybody. I can't tell, in case you get assignments, whether or not you will "carry through" and do the job properly. If I had not done the work for clients, through the years, I would not have benefitted from my advertising, as I did.

But I can assure you that the original advertising notice, which cost only a small sum, was one of the most profitable decisions I ever made.

I hope I need not say more, EXCEPT that YOU can get a professional card notice, under your state listing, in AUTHOR & JOURNALIST for \$10 a month, or \$100 a year, if you send the \$100 with your order and the copy. The cash deal saves you \$20. A sum invested NOW may bring you an income for life, if you will apply yourself. I do not claim that it will. I merely point out that there is a possibility. Life is made up of possibilities we either seize or overlook.

Sincerely,

Larston D. Farrar,  
Publisher,  
AUTHOR & JOURNALIST

P.S. If you are a bona fide working writer, the expense is deductible as a business expense, in making your tax return on your profit or loss. LDF.

(Please see other side)



Here is a special offer on our professional card page. ACT NOW TO SAVE \$\$\$\$\$ AND GET THE BENEFITS ALL DURING 1967!

If you will send us \$79.95 before January 1, 1967, we will start your notice in our March, 1967, issue and pledge to carry it for 12 times, without changes. Be sure to enclose the copy you wish us to carry about you, and the check, with your order. We cannot take part-payment on this specific offer! Please read regular rates (which we carry each month) below, and you will understand that there is a real savings involved in this offer.

HERE IS HOW YOUR LISTING WILL APPEAR -- UNDER YOUR STATE'S HEADING --  
IN AUTHOR & JOURNALIST EACH MONTH.

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## PROFESSIONAL WRITERS' DIRECTORY

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**Attention, Editors!** The writers listed below under the various state groupings are professional in every good way, according to information made available to us. We recommend them to you, when and if you have assignments, in the range of their specialties which they might fill for you.

**Attention, Writers!** The Professional Writers' Directory Listings are available under these terms: If you wish a month-to-month listing, the charge is \$10 for each insertion. We bill **after** publication. If you wish an **annual** listing, the charge is \$100 payable with the order, for which we guarantee to carry the listing for 12 consecutive times, or one full year. The cash payment of \$100 saves you money (and time) and it saves us billing 12 times and waiting for the money each month. If your state is not represented, you might be wise to think of having **your** listing on this page. We warrant that, besides our regular subscribers among editors and publishers, we shall send **AUTHOR & JOURNALIST** on a controlled (free) basis several times during a year to every paying editorial market (of which we know) in the U. S. This means that your name can become known to editors who may need your services, for articles, books, poems, or stories. We strongly recommend this page to you . . . and to editors who **need** someone to fill an assignment.

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