

Dear Friend,

Please take a look at the photograph I am sending you with this letter.

What you are looking at is a picture of a Rolls Royce Silver Shadow that I can sell you so cheaply that you will find it hard to believe!

Why is this car so inexpensive? Actually, there are three reasons and each of them is equally important: First of all, I am not a "used car dealer" in the usual sense of the word. No. What I do is specialize in absolutely nothing but pre-owned Rolls Royces and I have developed a remarkable way to get these cars into the country at a cost so low that it will take your breath away!

And secondly, if you so desire, I have worked out a way to finance cars over a period of four to five years at a very favorable rate of interest.

And thirdly, I am not overwhelmingly greedy. That's important. You see, many people in the car business are only in it for the money, but that's not true with me. And, as a matter of fact, it's not true of anybody that is really in love with the Rolls Royce motor car.

A Rolls Royce is different. It is more than just a car; it is a legend. When you drive one, everybody knows you are special. You are admired by women and envied by men. Quite frankly, there is nothing else in the entire world that will give you the instant status as sitting behind the wheel of your very own "Queen of the road".

Lets face it. As the owner of a late model automobile, you already know the value of owning and driving a fine motor car, so my question to you is:

Why not go all the way?

With the unbelievably low price I can offer plus the 100% financing I can arrange, it might even be cheaper to drive a rolls than the car you now have!

Please call me as soon as you read this letter. Right now, I only have five of these wonderful bargains and they won't last long!

My number is 213/396-2125

Sincerely,



Giorgio E. Scala

P.S. A Rolls Royce lives forever. The one you drive today could be driven by your grandchildren.

P.P.S. There is another "mystery reason" why I can sell these Rolls Royces so cheaply, but I would prefer not to reveal it until we talk on the phone. Thank you.