

A Message

of

Appreciation

to You

THANK-U-GRAM

In recognition of the good you have done

A

Grateful

Acknowledgment

to You

Dear Mayor Allen,

Thank you for your courage and understanding in the Peyton Road situation. We admire your fortitude and are supporting you in this area. Thanks again.

Yours truly,

Dr. John P. Bergstrom

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Thank-U-Grams are Free... just as all the best things in life are. See the reverse side of this message.



Thank-u-grams are designed to develop the faculty of appreciation. A faculty can only be developed by use. Any faculty that you have developed, you have done in this way. You have used it consciously and perhaps laboriously until it became automatic and uncon-

scious, then it required no action on your part. It became a reaction. The feeling of appreciation will lead you into the discovery of good of which you are not aware. Your perspective will change. Your point-of-attitude will change. You will see that half glass of water as HALF-FULL not HALF-EMPTY.

Dr. Norman Vincent Peale says of Thank-u-grams "They are sent, often unsigned, to friends or strangers, anyone who has done something admirable. 'A word of thanks, Bob, for your patience the other day when I was so upset.' — Your chicken pie was delicious last Sunday, Mrs. Peters." Send them to anyone who has brought some good into your experience that day: a cab-driver, a minister, a TV performer, an author or just to a friend to thank him for just being a friend.

The only requirements are: (1) That the individual *preplans* to look for two points of good *each day*. (2) That he searches for the receiver of his gratitude *that day*. (3) That he completes the cycle by writing and mailing the Thank-u-grams *that day*.

Just write "I agree to use Thank-u-grams according to the Kimball plan and send two every day." A ten-day supply will be sent you free as often as you write. *You may include postage — it is not required, however.* If you do not let a day go by without fulfilling your pledge *something wonderful will happen to you!*

Begin Today — There's No Tomorrow —

Millions of Thank-U-Grams have been given away by the Foundation thanks to the generosity of its supporters. The idea has been spread by many Radio & TV personalities - Garry Moore, Bob Cummings, Amy Vanderbilt and Gloria Swanson, as well as TWA, the Red Cross and commercial institutions.

You may have permission to reproduce these by writing us, or if for any reason you want larger quantities you may mail \$2.00 for 300, postpaid. Matching envelopes will soon be available for purchase. A booklet is included called "There is Magic in a Word of Praise."

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