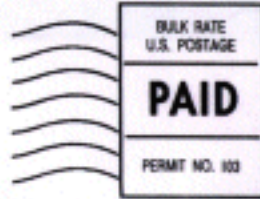


HOWARD JOHNSON

Travel Saver Plus Club™

P. O. Box 5115

Harlan, Iowa 51593-4615



CAR-RT SORT **CR 01

MR. SAMPLE A. SAMPLE
1234 ANY STREET
ANYTOWN, US 12345-6789



***Discount
Travel
With Free
Bonus
Gifts***

HOWARD JOHNSON

*Travel Saver Plus Club*TM

P.O. Box 5115, Harlan, Iowa 51593-4615

MR. SAMPLE A. SAMPLE
1234 ANY STREET
ANYTOWN, US 12345-6789

DEAR MR. SAMPLE,

Do you remember when the "new" Interstate Highway System first opened?

Back then, power steering meant using two hands. To turn on the air conditioner, you rolled down the windows.

And when you wanted a comfortable place to stay, friendly service and great value, you looked for the bright orange roof of Howard Johnson®.

Today, life moves at a much faster pace.

But one thing is as true today as it was nearly seven decades ago when Mr. Johnson opened his first restaurant.

Howard Johnson remains an American landmark where you always find good rooms, great rates and a really comfy pillow.

Yet if you like to travel -- and save money -- there's an even better reason to visit Howard Johnson on your next trip.

By accepting the Travel Saver Plus Club card I've enclosed, you can now save as much as 50% every time you visit any of our nearly 600 Howard Johnson Plazas, Hotels, Lodges, or HoJo Inns.

You will also save on vacation packages that include airline tickets, car rentals, cruises, theme parks, sightseeing attractions, meals and much more.

Let me explain.

Travel Saver Plus Club, a national discount travel club designed especially for people 50 years of age or more, will provide you with these valuable benefits:

- * Up to 50% savings at any of nearly 600 Howard Johnson properties.
- * Special "extras" for Members like a free breakfast, free check cashing privileges, and an in-room refrigerator and coffee maker where available.

course, you'll have a full bath, color television, telephone and individual climate control.

Your spouse can stay in your room free. And whenever possible, we'll give you special "extras" like a free breakfast, free local phone calls, an in-room refrigerator and a coffee maker.

Mr. Sample, if you like to travel -- and want to save money -- join the Travel Saver Plus Club right now and you'll get these special bonus benefits:

BONUS GIFT #1 Save 65% off our regular membership. Your first year of membership -- and a full year of benefits -- is only \$7.

BONUS GIFT #2 Free Discount Certificates worth over \$200 in savings on airline tickets, car rentals, merchandise, movies, sightseeing attractions and more.

Mail your Charter Member's Acceptance Form back within the next ten days and you'll get both bonus gifts -- plus the extraordinary savings and benefits of Club membership.

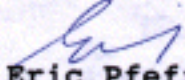
But perhaps most importantly, you'll receive all the hospitality, convenience and comfort you've come to expect from Howard Johnson for more than half a century.

Plus, you always have my personal Money Back Guarantee.

If you become dissatisfied at any time, I'll refund the unused portion of your dues. No questions asked. You can even keep your book of discount certificates valued at over \$200.

Start your travel savings immediately. Fill-in your Charter Member's Acceptance Form and mail it back to me today in the postage-free envelope I've enclosed.

Sincerely,


Eric Pfeffer
President

P.S. With the money you'll save on your next trip, you can pay for another trip to visit loved ones or to explore a long-awaited travel destination. Start your savings now and receive both bonus gifts by mailing your Charter Member's Acceptance Form back to me today. I've enclosed a postage-free envelope to speed your reply.

HOWARD JOHNSON

Travel Saver Plus Club™

TEMPORARY MEMBERSHIP CARD

MR. SAMPLE A. SAMPLE

Member Number: 9012345678

Expiration Date: 6-30-93

To get the most out of your benefits, please see the instructions on the reverse side of this card.

HOWARD JOHNSON

Travel Saver Plus Club™

SPOUSE'S TEMPORARY MEMBERSHIP CARD

Print Name

Expiration Date: 6-30-93

To get the most out of your benefits, please see the instructions on the reverse side of this card.

CHARTER MEMBER'S ACCEPTANCE FORM

TO: Eric Pfeffer, President
Travel Saver Plus Club™
Membership Processing Office
P.O. Box 5115
Harlan, Iowa 51593-4615

FROM: Mr. Sample A. Sample
1234 Any Street
Anytown, US 12345-6789

9012345678

DCB1000

Dear Eric,

[] Yes, I want to travel and save money! Begin my first year's membership in the Travel Saver Plus Club for the guaranteed low rate of \$7. By responding now, I'll receive all the benefits shown below plus a book of discount certificates valued at more than \$200. To start my savings and Member benefits immediately, I'm enclosing my payment for \$7.

Please make your check payable to Travel Saver Plus Club

I wish to pay by: ___ Check (in US funds) ___ VISA ___ MasterCard ___ AMEX

Card Number _____ Expires _____

\$ _____ Total Amount Enclosed or to be Charged

HOWARD JOHNSON

Travel Saver Plus Club™

Signature

Date

BENEFITS OF MEMBERSHIP

- Up to 50% savings at any of nearly 600 Howard Johnson® properties
Savings on cruises, tours, vacation packages and much more
Savings of 10% on meals at participating Howard Johnson's Restaurants and many other restaurants at Howard Johnson properties
Free access to our 24-hour a day Emergency Hotline
Free access to TravelAlert™ System
No cost travel accident insurance
10% discounts on Alamo Car Rentals with unlimited FREE mileage

FREE BONUS BENEFITS

Special discount savings off your first year of membership.

You'll also get a free book of discount certificates valued at more than \$200 in savings on airline tickets, car rentals, merchandise, sightseeing attractions and much more.

START YOUR TRAVEL SAVINGS NOW!

Become a Charter Member of the Travel Saver Plus Club™ and Enjoy these Benefits



Save as much as 50% at any of nearly 600 Howard Johnson® properties.

By accepting Charter Membership in the Travel Saver Plus Club, you can save as much as 50% every time you visit any Howard Johnson Plaza, Hotel, Lodge, or HoJo Inn.

As a member, you have free check cashing privileges and special "extras" like a free breakfast, free local phone calls, and in-room refrigerators and coffee makers where available.



TravelAlert Service with substantial savings on cruises, tours, vacation packages and much more. Simply call or

visit your favorite travel agency and give them the special Club Access Codes you'll find on the back of your permanent membership card. Your Access Codes will give you entry to fantastic discounts both here and abroad with the world's finest hotels, cruise lines and tour directors.



Savings of 10% on meals at participating Howard Johnson's Restaurants and many other restaurants at Howard Johnson properties.



Free access to our 24-hour a day **Emergency Hotline** which helps you in medical and legal emergencies and with the replacement of travel documents.



Travel Document and Ticket Replacement -- assistance in replacing lost

passports, visas, airline tickets and other important documents



Medical Consultation and Monitoring -- Hotline Center medical staff will

keep in frequent contact with you and your local physician if you are hospitalized



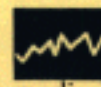
Emergency Cash Transfers -- emergency funds transmitted to you in a timely fashion



Legal Assistance -- help finding local legal counsel and assistance in arranging cash transfers for posting of bail or payment of legal fees



Emergency Message Center -- leave or receive important messages while on the road



Medical Assistance -- referral to a local physician, dentist, hospital or medical facility while you are traveling



Pre-Travel Information -- updates on medical entry, passport and visa requirements, and other information when planning a trip abroad



Free Spouse Membership: Your spouse automatically becomes a member -- absolutely free.



No Cost Travel Insurance: \$7,500.00 accidental death and dismemberment insurance -- at absolutely no cost to you.



Unlimited **FREE** mileage and a **10% discount off Alamo Rent A Car's** already low rates.



Free Member's travel magazine: Free subscription to Trips & Tips, our Members-only travel news magazine.

***The more you travel, the more you'll save.
Fill-in your Charter Member's Acceptance Form & mail it back today!***

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